



Brady Way

Our Group
Sustainability
Commitment



Our Mission

It's the Brady Way to care about the team, individuals, community and our planet.

Introduction

At Brady Hotels & Apartments, our dedication to a sustainable future lies at the heart of everything we do. From the inception of our first hotel in 2014 to the present day, we have consistently sought to evolve our approach and practices, ensuring sustainability remains a pillar of our business.

At the heart of our commitment lies a roadmap that sets ambitious standards for our environmental, social, and governance objectives. This roadmap serves as our plan, propelling us towards innovative solutions and practices that prioritise both humanity and the planet.

One of our primary focuses has been on reducing our carbon footprint, and we take pride in actively monitoring and mitigating our environmental impact.

Through careful planning and purposeful action, we have successfully implemented greener practices across our products and supply chain, energy usage, water consumption, and waste management. These sustainable initiatives have now become a standard across all four of our hotels, reflecting our unwavering commitment to the environment.

We firmly believe that sustainable practices are most effective when they involve not only our team but also our valued guests. Through educational initiatives and open dialogue, we strive to raise awareness and empower both our staff and visitors to take active roles in reducing their ecological footprints.

At Brady Hotels & Apartments, we understand that real change occurs when like-minded individuals and organizations come together. By forging meaningful partnerships with local communities, we aim to create a network of shared responsibility, where collaborative efforts can amplify the positive effects of sustainability.

Our journey towards a sustainable future is far from complete, but we are steadfast in our commitment to making a difference. At Brady Hotels & Apartments, sustainability is an ongoing project that we embark on with pride and purpose. Together, we can pave the way for a greener, healthier, and more prosperous future for all.

About Brady Hotels & Apartments

Brady Hotels & Apartments is a Melbourne owned and operated independent hotel group. We offer a collection of hotels and apartments across four locations in Melbourne's CBD. At Brady, we offer a genuine experience, unscripted and pure authenticity. We hire for personality and passion as we embrace the diverse culture & talents here in Melbourne.

To make the most of your stay, we provide great recommendations of places we love to visit, dine, drink, dance & shop. Brady also offers a Mates Rates on the hotel website for a guaranteed best rate, giving you more opportunities to explore what Melbourne has to offer.

Founded in 2014, by Melbourne entrepreneur Tony Brady. Tony's ability to translate his vision of providing a customer focus accommodation service for guests to enjoy, has seen Brady Group become one of the largest private developers of apartments and mixed-use building in Melbourne's CBD.

Brady Hotels & Apartments was borne from opportunity, with no plans for expansion from the outset, our success has been hard won and our team have quickly achieved a solid reputation in the Melbourne hospitality scene. The group quickly expanded from our first property at Brady Hotels Central Melbourne to introducing Brady Hotels Jones Lane in 2019, then later joined by Brady Apartment Hotel Hardware Lane in 2021 and Brady Apartment Hotel Flinders Street in 2022.

Our hotel locations are all in proximity of key amenities, including restaurants, bars & cafes, public transport; trams, trains, buses - extensive gardens, iconic tourist destinations, shopping precincts, theatre and entertainment.

The team ensure that guests feel that staying with Brady Hotels represents an exciting opportunity to stay in the heart of the city and be immersed in the "authentic Melbourne experience"

Trust Brady Hotels & Apartments to know Melbourne's best kept secrets... because we're one of them.

Our Focus Areas

Reducing our Impact

Strive for Sustainability: In 2023, Brady Hotels is taking a significant step towards sustainability by committing all our hotels to complete the Strive for Sustainability certificate offered by EcoTourism. This certification process will provide us with a comprehensive assessment of our current sustainability practices, giving us a clear score to measure our environmental impact. Moreover, it sets a goal for us to work towards improving our sustainability performance.

Educate: Work to better understand our direct and indirect impact that our hotels have on the environment and communicate better ways for our guest to support us.

Find solutions: Brady endeavor's to find solutions in our hotels to minimise energy, water consumption and carbon emissions

Reduce Waste: Lessen the amount of waste produced in the hotels, and implementing changes to divert waste from landfill through recycling, donations and earth friendly product choices

Continue to Grow: Take steps to continuously improve our environmental performance.

Sourcing Responsibly

Brady Hotels & Apartments values local partnerships, actively sourcing products and services ethically, sustainably, and with social consciousness. We prioritise waste reduction, circular economy, local sourcing, human rights, deforestation, and animal welfare for a positive impact.

Our Focus Areas

Ethical Responsibility

Brady Group Core Values: We value inclusivity and cultural awareness, embracing individuality and encouraging our team to be themselves. We celebrate their creativity, skills, and knowledge. This authenticity is what our guests return for - a personalized, genuine, and unforgettable guest experience.

Salary Equality: We uphold this commitment in everyday management and our established recruitment processes, ensuring equal rate remuneration for all awards and agreements.

Human Rights: Brady Hotels, operating exclusively in Melbourne, Australia, firmly upholds its commitment to respecting these fundamental rights. Our dedication to maintaining high standards of human rights performance extends throughout all aspects of our operations and supply chain.

Anti-Corruption: Our anti-corruption policies and practices are designed to promote transparency, integrity, and accountability throughout our operations.

Cultural respect and sensitivity

As all of our hotels are in Melbourne CBD, Brady Hotels & Apartments acknowledges the Wurundjeri people of the Kulin Nations, the traditional owners of this land. We pay our respects to their Elders past, present, and emerging and extend that respect to all the Aboriginal and Torres Strait Islander peoples.

Our Focus Areas

Community and our Team

Happy Workplace: Creating engaging, fun and safe environments that inspire creativity and innovation.

Supporting charities, local sporting clubs and schools: Providing equal opportunities through donations and ongoing sponsorships.

Equality and Diversity: We seek to encourage a workplace culture where discrimination is eliminated. We continue to provide an environment of equal and inclusive opportunity where everyone can contribute positively to a diverse community. Brady Hotels & Apartments celebrate, value and include people of all backgrounds, genders, sexualities, cultures, bodies and abilities.

Guest Engagement in Sustainability: Inspiring guests to join our sustainability journey through education, experiences and collective action.

Emphasizing Local Employment: Prioritising local employment to strengthen communities and foster positive relationships.

Building Partnerships: Partnerships are a critical aspect to enhancing short and long-term social responsibility, with both industry partnerships and organisations in the local area

Charitable commitments and sponsorships

Sponsorship of Conor Nash - Hawthorn Football Club

Murrumbidgee Junior Football Club - Silver sponsor

The Numbers

Reduction Goals

Carbon Footprint

To maintain and reduce our group of hotel emissions to under 15 kgCO₂e per occupied room and to offset some of the carbon through offset programs.

The current rate sit between 14- 18 kgCO₂e per occupied room as of July 2023.

Waste Reduction

By end of 2024 to increase our waste diversion rate to over 30% moving towards less waste, more recycling, reusing and using less.

We will implement a second bin for recycling in all guest rooms this year to aid this.

The current rate at hotels is between 15%-22% as of July 2023.

Water Usage

By the end of 2024 to have all hotels have Water usage levels of under 300 litres per occupied room per night.

To reduce water usage across the hotel, by upgrading water-saving shower heads, and reducing flush pressure on toilets. An initiative to reuse towels in the bathroom through stickers and guest education will also assist with a reduction in water usage.

The current rate at hotels is between 234L and 380L as of July 2023.



Robert Moore

Group General Manager - Brady Hotels & Apartments Melbourne

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hotels & apartments