

Case Study: Quest Geelong Central – A Soap Aid Champion in Action

Partnering for Purpose: Sustainability Through Circular Economy

About Soap Aid and the Hotel to Hands Programme

Every day, an estimated five million bars of soap are discarded by hotels and accommodations around the world. Much of this waste ends up in overflowing local landfills, contributing to environmental degradation and the unnecessary extraction of raw materials.

At the same time, millions of people lack access to basic hygiene, putting them at risk of preventable diseases.

Recognising this urgent imbalance, Soap Aid developed our Hotel to Hands soap recycling programme—a circular economy solution that transforms waste into life-saving resources.

Through this initiative, we:

- Collect, sort, clean, and reprocess discarded soap from hotels across Australia and New Zealand
- Produce fresh, hygienic soap bars for distribution to communities in need, alongside hygiene education materials for long-term community health improvements
- Redirect millions of bars from landfill
- Reduce raw material use and cut carbon emissions by 59% compared to producing new soap from scratch

Source: Carbon Reduction Institute (2016). Emissions Comparison Report

Our mission is to create meaningful and sustainable change within the tourism and hospitality industry—one bar of soap at a time.



Quest Geelong Central: A Champion for Change



Located in the heart of one of Victoria's most vibrant regional cities, Quest Geelong Central offers more than just a place to stay—it offers a conscious, community-minded experience.

Quest Geelong Central's focus on sustainability shines through as they embed sustainability in their business, and lead by example in implementing programmes in their day-to-day operation.

In September 2024, Quest Geelong Central partnered with Soap Aid through our Hotel to Hands programme as a proud Soap Aid Champion.

Quest Geelong Central's participation reflects a deep commitment to sustainability, community wellbeing, and responsible tourism.

Participation in the Hotel to Hands soap recycling programme aligns with Quest Apartment Hotels overall Environmental, Social, and Corporate Governance (ESG) Strategy

“... build strong connections with the community, to work together to achieve our goals, to always strive to do our best – as well as our responsibility in today's world”

ESG Strategy

SOAP AID™
SAVING LIVES

Measurable Impact, Lasting Change

Since joining Soap Aid's lifesaving Hotel to Hands programme, Quest Geelong Central have diverted an incredible **15kg of waste soap from local landfill**.

With the waste sent back to our custom-built recycling plant in Dandenong, we recycled it into brand new hygienic bars of soap and provided it to our Community Impact Partners for distribution to vulnerable communities along with hygiene education materials.



150 Bars of Recycled Soap

HUMANITARIAN IMPACT



**3 Families
Supplied with a
12-month
supply of soap**

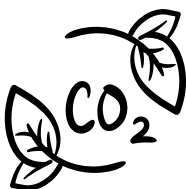


**13 Children
Supplied with a
12-month
supply of soap**



**6 Lives Saved,
based on the
WHO reduction
in illness of 44%**

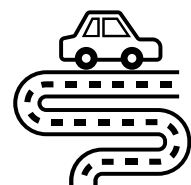
ENVIRONMENTAL IMPACT



**0.02 tCO₂e
Saved from
entering the
atmosphere**



**Equivalent to: 9
litres of fuel
saved**



**Equivalent to:
125 Kilometres
not driven on
the road**

*Our impact metrics are provided by a
proprietary calculator developed for Soap Aid
by the **Carbon Reduction Institute of NSW***

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Making Sustainable Choices

Hard soap bars are among the most sustainable amenities an accommodation can offer:

- 100% recyclable and free of plastic packaging
- Require less energy to produce and transport than liquid soap
- Avoid the use of plastic bottles, reducing plastic waste
- Have a longer shelf life and are less prone to contamination

By choosing to recycle hard soap bars, Quest Geelong Central is reducing its environmental footprint while offering guests a more sustainable experience.

Local and Global Impact

Soap Aid has recycled over **3.8 million bars** through the Hotel to Hands programme, with **1.4 million** bars distributed to Indigenous communities in Australia—helping prevent diseases and improve hygiene.

In Geelong, Soap Aid supports local charities such as St Mary's Parish Pantry, and Samaritan House Geelong, ensuring that recycled soap benefits those in need right in the local community.

This local loop—where soap from Geelong hotels is recycled and returned to Geelong charities—embodies the principles of a circular economy in action.



Left: St Mary's Parish Pantry, Geelong

Top Central: Miwatj Health Aboriginal Corporation, Northern Territory

Bottom Central: Distribution to multiple Community Impact Partners in Sierra Leone

Top Right: Foodbank at St Mary's Parish Pantry Geelong

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A Model for Sustainable Tourism

Quest Geelong Central's leadership sets a benchmark for the tourism industry in Geelong and beyond. In partnership with Soap Aid, Quest Geelong Central demonstrates that accommodations can:

- Reduce waste and emissions
- Support public health and hygiene
- Engage staff and guests in sustainability
- Give back to both local and global communities

This is sustainability in action.

Through their partnership with Soap Aid, Quest Geelong Central is actively contributing to the following UN Sustainable Development Goals (SDGs):

SDG 3: Good Health and Well-being

SDG 6: Clean Water and Sanitation

SDG 12: Responsible Consumption and Production

SDG 13: Climate Action

SDG 17: Partnerships for the Goals



JOIN THE MOVEMENT, BECOME A SOAP AID CHAMPION

If you're part of the accommodation or tourism industry and want to make a real difference, we invite you to join the Hotel to Hands programme.

By becoming a Soap Aid Champion, you can:

- Divert waste from landfill
- Reduce your environmental footprint
- Support vulnerable communities with life-saving hygiene
- Align with the UN Sustainable Development Goals

Learn more and get involved at www.soapaid.org
Contact us at save@soapaid.org if you have questions

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