**The Sustainable Restaurant Association’s Food Made Good Standard officially launches in Australia, in partnership with Innavi**

*Transforming the future of Australian hospitality with the Food Made Good Standard;*

*Innavi & The Sustainable Restaurant Association to host landmark event marking official launch in Australia*

**Melbourne, xx April 2025:** Working in partnership with Innavi – a leading provider of sustainable solutions for the hospitality industry - The Sustainable Restaurant Association (The SRA) is delighted to announce that the Food Made Good Standard has officially arrived in Australia. As the world’s largest sustainability certification tailored for the F&B sector, this partnership marks a pivotal moment for the Australian hospitality sector as it embraces a new era of sustainability.

Created by The SRA, the Food Made Good Standard is a globally recognised certification with a network of over 7,000 restaurants. The certification is designed to empower restaurants, cafés, hotels, bars, caterers and other foodservice providers to assess and elevate sustainability practices. By focusing on action over intention, requiring rigorous supporting evidence and promoting transparency, the Standard allows businesses to communicate about their sustainability in meaningful ways.

**Launching Food Made Good in Australia**

To mark the official Australian launch of the Food Made Good Standard, Innavi and The SRA will host an event offering key insights into what the Food Made Good framework and accreditation can bring to businesses across Australia. Sponsored by eWater Systems, this milestone event will take place on May 6th, 2025, at Victoria by Farmer’s Daughters. This iconic venue in Melbourne's CBD is renowned for its sustainable ethos and commitment to showcasing Victorian produce through a farm-to-table experience, highlighting the state's diverse regions and culinary excellence.

This event will showcase how businesses can embrace responsible environmental and social practices while meeting growing consumer demand for sustainable dining options, highlighting the benefits of operating in responsible ways.

**Event highlights:**

* **Expert speakers:** Industry leaders including Juliane Caillouette Noble (Managing Director of The SRA), Emil Kroell (Food Service Specialist, End Food Waste Australia), Julianne Bagnato (Operations Manager, Brae Restaurant), and Robin Wickens (Chef/Owner, The Royal Mail) will share their expertise.
* **Official launch:** Experience the official launch of the Food Made Good Standard in Australia.
* **Networking opportunities:** Connect with sustainability experts and hospitality professionals.
* **Exclusive insights:** Gain access to actionable strategies and resources to drive sustainability within your business.

**Why attend?**

This event offers an unparalleled opportunity to:

* **Learn:** Discover how the Food Made Good Standard can transform your operations.
* **Connect:** Build relationships with industry leaders and sustainability advocates.
* **Discover:** Explore practical strategies and solutions for creating a more environmentally responsible business.
* **Be inspired:** Hear success stories from hospitality pioneers championing change.

**Who should attend?**

This event is ideal for:

* Restaurant owners and chefs
* Café managers and foodservice professionals
* Sustainability managers
* Anyone passionate about creating a greener future for hospitality

**Australia’s first Food Made Good business**

Brae by Chef Dan Hunter is a restaurant, organic farm and boutique stay in Australia’s Otways Hills. As the first business to complete the Food Made Good Standard in Australia, Brae is leading the way in sustainable operations, achieving an impressive three-star score in its first Food Made Good evaluation.

Speaking about what led them to sign up to the Standard, Dan said, “We were seeking a trusted accreditation to set us apart from others who may claim to be ‘sustainable’ without fully understanding what a 360-degree, holistic approach to sustainability means.”

To share their experience of the Food Made Good Standard and what it has brought to their business, Brae’s Operations Manager Julianne Bagnato will be speaking at the launch event.

**Driving sustainability through the hospitality sector**

Through this new partnership, The SRA and Innavi will make environmentally restorative and socially progressive policies and practices more achievable for forward-thinking businesses across Australia, helping to build a thriving, resilient and future-fit hospitality sector.

Juliane Caillouette Noble, Managing Director of The Sustainable Restaurant Association, said, *“We’re delighted to partner with Innavi to support the growth of the Food Made Good Standard in Australia. With deep sector expertise and a track record of improving the environmental impact of kitchen operations, Innavi is a great partner to build an on-the-ground network of Food Made Good kitchens across the country. Through collaborating with The SRA, Innavi will build on their existing commercial work designing energy efficient and environmentally conscious kitchens. Additionally now introducing Australian businesses to the global network of leaders who are measuring and improving their impact through the Food Made Good Standard.”*

*“Local networks are so important in hospitality; collaborating with local organisations enables us to grow and scale the Food Made Good Standard internationally, with our partners providing essential on-the-ground insight and support. From Italy to Taiwan and Japan, we’re proud to work together with organisations that share our vision for an environmentally restorative and socially progressive hospitality sector. We’re excited to welcome Innavi into this global network of Food Made Good partners — and to keep growing the movement that’s transforming hospitality for the better.”*

Julianne Bagnato, Operations Manager of Brae Restaurant, said, *“Working closely with global team at The SRA on The Standard has helped us understand the importance of storytelling. Even though we’d been doing a lot of the right things, if we’re not communicating this effectively with our team, guests and suppliers, we’re not able to reap the benefits. We now have the language, understanding and authority to speak as one of the leaders in sustainability within our industry.”*

**Continued global growth for Food Made Good**

The SRA’s mission is to drive positive change through the hospitality industry worldwide. With its unique position at the intersection between food producers and food consumers, the hospitality industry has a critical role to play in building a better food future for all of us.

Over the past three years, The SRA has announced partnerships and associations with Green Media in Taiwan, restaurateur Omar Shabib in Dubai, Boniviri in Italy and Singapore’s F&B Sustainability Council, while maintaining a valued partnership with The SRA-J in Japan. The Food Made Good Standard is available worldwide and currently accessible in four languages: English, Japanese, Traditional Chinese and Spanish.

**For more information or to register for this landmark event, please contact Kelly Steele at**[**kelly@innavi.com.au**](mailto:kelly@innavi.com.au)**.**

**For more information or interview opportunities with The SRA, please contact Karen Finnerty, APAC Growth & Partnerships Director at The Sustainable Restaurant Association, at** [**karen@thesra.org**](mailto:karen@thesra.org) **or +852 54024962.**

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**Notes for the editor**

**About The Sustainable Restaurant Association**

Since 2010, [The Sustainable Restaurant Association](http://www.thesra.org/) (The SRA) has set the Standard for sustainable food and drink businesses, connecting businesses across the globe to accelerate change toward a hospitality sector that is socially progressive and environmentally restorative. They do this through the world’s largest sustainability certification tailored for the sector: the Food Made Good Standard (more details below), as well as through strategic partnerships with organisations like The World’s 50 Best.

**About The Food Made Good Standard**

Created by The Sustainable Restaurant Association, the [Food Made Good Standard](https://thesra.org/the-food-made-good-standard/c) is a global sustainability certification for the hospitality industry. The Standard is awarded to restaurants and other F&B businesses around the world that meet a set of rigorous, measurable criteria across three main focus areas: Sourcing, Society and Environment. The certification aims to encourage, support and recognise sustainability practices across the F&B industry worldwide.

The Food Made Good Standard takes a big-picture, holistic view of what sustainability should mean for the hospitality industry. Undertaking this work means a restaurant is not only minimising food waste, carbon emissions or water use, but also implementing sustainable sourcing policies, designing menus that are good for both people and planet, treating staff with compassion and dignity, and getting involved in the local community. The Standard changes what it means to be a sustainable restaurant in the 21st century.

Globally accessible, applicable and relevant, the Standard allows restaurants anywhere in the world to sign up and assess their sustainability, and can be accessed and used in English, Spanish, Japanese and Traditional Chinese.

**About Innavi**

[Innavi](https://www.innavi.com.au/) is out to change how the hospitality industry interacts with the environment by creating sustainable solutions that cut down energy use, save water, and reduce waste and pollution. As champions for positive change, they build partnerships and encourage eco-friendly practices, dreaming of a hospitality sector where commercial kitchens help protect the planet. The team at Innavi is dedicated to providing the food service and hospitality industry with equipment, innovative tools and resources, empowering them to make a real and lasting difference for the health of our planet.