

Crystalbrook Collection

Byron at Byron appoints five new leadership positions ahead of reopening on 1 September

Australia – 7 August 2020: Byron at Byron, a Crystalbrook Collection Resort, has made five new appointments ahead of the hotel's reopening on 1 September following a multi-million-dollar refresh announced earlier this week.

In line with Crystalbrook Collection's commitment to responsible luxury, the refresh has been made with sustainability in mind, with every effort being made to make use of upcycled, recycled and locally sourced materials.

Resort Operations Manager, Monique Rutene

The role of Resort Operations Manager has been filled by award-winning hotelier Monique Rutene. Rutene joins Byron at Byron from Emirates One&Only Wolgan Valley where she worked for six years and held various management roles including Food and Beverage Manager and Conference and Events Manager.

Director of Sales, Sara Coughlan

Sara Coughlan joins Byron at Byron as Director of Sales. Coughlan has been with the hotel group since early 2018 holding the position of Account Director, Leisure responsible for the execution of Crystalbrook Collection's global Leisure and Luxury Sales strategy. Coughlan has previously worked with luxury brands including Four Seasons Hotel in Sydney, Crystal Cruises, Hotel Sacher Vienna and Burj al Arab, Dubai. With almost 15 years hospitality experience, Coughlan will be responsible for undertaking the lead sales role for Byron at Byron.

Marketing and Communications Manager, Pascale Rocher

Pascale Rocher has been appointed as Marketing and Communications Manager, bringing 10 years' experience in hospitality, tourism and retail environments to her new position. Most recently in her role as Marketing and Tourism Manager for Ivanhoe Cambridge in Canada, she managed the multi-million-dollar grand opening of Outlet Collection Winnipeg.

Food and Beverage Manager, Karthick Jayavel

Karthick Jayavel joins the team as Byron at Byron's Food and Beverage Manager, following his recent role as Assistant Food and Beverage Manager for Accor Hotels in Uluru. Jayavel will oversee the food and beverage operations at Byron at Byron, including a new restaurant that will launch in September.

Human Resources Manager, Angela Harris

The role of Byron at Byron's Human Resources Manager has been filled by Angela Harris, who previously led talent and culture management at Elements of Byron. Angela brings strengths in connecting and engaging with people to effectively recruit, train and reinforce the vision and values of Crystalbrook Collection. She is passionate about working with employees to create a sustainable workplace, particularly after relocating from Sydney to live in the beautiful Northern Rivers region in NSW.

Commenting on the recent additions to the resort's leadership team, Julian Moore, General Manager of Byron at Byron says he is "excited to welcome these passionate and talented professionals

to Byron at Byron as it begins a new phase of the resort's history with an enhanced focus on sustainability and responsible luxury."

– ENDS –

About Byron at Byron, a Crystalbrook Collection Resort

Nestled in 45-acres of magical subtropical rainforest, Byron at Byron, a Crystalbrook Collection Resort, is a celebration of nature, responsible luxury and the local environment. Offering 92 guest suites, each with its own front and rear verandah, the resort works with its surrounding landscape to offer guests an immersive experience in nature. Featuring a signature restaurant, Eléme Day Spa (opening November 2020), daily yoga classes, tennis court and infinity pool, Byron at Byron is proud to offer sustainable luxury loved by locals and travellers alike. In line with Crystalbrook Collection's commitment to Responsible Luxury, the resort makes use of environmentally friendly, upcycled, recycled and locally sourced materials wherever possible. The resort has a plastic free policy (no plastic water bottles or straws) and, through the use of technology, has removed 90% of paper used by a typical five-star hotel.

About Crystalbrook Collection

Crystalbrook Collection is one of Australia's leading sustainable and innovative independent hospitality companies. Each hotel in the portfolio carries an authentic expression of its location, a passion for responsible luxury, considered design and a twinkle of fun for a uniquely enriching experience.

Crystalbrook Collection is an Australian tourism and hospitality group. Its portfolio includes:

- Riley, a Crystalbrook Collection Resort, Cairns, Queensland
- Little Albion, a Crystalbrook Collection Boutique Hotel, Sydney, New South Wales
- Byron at Byron, a Crystalbrook Collection Resort, Byron Bay, New South Wales
- Bailey, a Crystalbrook Collection Hotel, Cairns, Queensland – opening September 2020
- Flynn, a Crystalbrook Collection Hotel, Cairns, Queensland – opening April 2021
- Kingsley, a Crystalbrook Collection Hotel, Newcastle, New South Wales – opening April 2021

The Group also owns and operates a collection of ten restaurants, three spas, Crystalbrook Station and its subsidiary pastoral businesses.

Mindfully Safe

Mindfully Safe was launched by Crystalbrook Collection in response to Covid-19. The programme focuses on reducing travel anxiety by providing mindfulness and meditation tools developed in partnership with mental-wellbeing group [The Indigo Project](#). Crystalbrook will also donate \$5 to mental support service [Beyond Blue](#) for every stay booked directly until the end of 2020. *Mindfully Safe* also incorporates cash free transactions and heightened deep-cleaning hygiene measures.

Learn more here:

<https://www.crystalbrookcollection.com/mindfully-safe>

Crystalbrook Collection and Ghassan About Group

Crystalbrook Collection is owned by accomplished entrepreneur and philanthropist Ghassan About. Ghassan About Group is a multi-business conglomerate engaged in automobiles, real estate, retail, bespoke catering, media and logistics. In business for more than two decades, the group operates

from its global headquarters in the United Arab Emirates with offices in Australia, Belgium, China, Jordan and Turkey.

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