

Crystalbrook Collection proudly supports Beyond Blue to provide mental health support for Australians

9 March 2021 - Leading Australian sustainable hospitality company Crystalbrook Collection has partnered with Beyond Blue to raise much-needed funds for Australians in need of mental health support as a result of COVID-19.

Crystalbrook Collection launched a give-back campaign via their website in July 2020, pledging to donate \$5 from every booking made online to mental health and wellbeing support organisation, Beyond Blue. The initiative has raised more than \$26,000, which Beyond Blue says will directly assist more than 552 people seeking mental health support.

Geoff York, Chief Executive Officer for Crystalbrook Collection, said: “We saw how severely the travel and hospitality industry was affected, with 88% of workers suffering from increased stress and anxiety due to the effects of the pandemic and lockdown periods*. Our industry is not alone in these hardships and we saw our partnership with Beyond Blue as an important lever to support the mental health of all Australians.”

Beyond Blue is a leader in providing information and support services to help everyone in Australia achieve their best possible mental health. Founded by Jeff Kennett and Chaired by The Hon Julia Gillard AC, the not-for-profit agency responded quickly to providing increased services to address the needs of Australians during the COVID-19 pandemic.

During 2020, Beyond Blue received a 42% increase in calls to the support service.

Initiatives including Crystalbrook Collection’s donation program funds Beyond Blue’s 24/7 Support Service, allowing increased services to be offered to all Australians during unprecedented times of demand.

*Source: Barcats

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Crystalbrook Collection

Coronavirus Mental Wellbeing Service

The Coronavirus Mental Wellbeing Service is available 24/7 at coronavirus.beyondblue.org.au. Its dedicated phone line, staffed by mental health professionals briefed on the pandemic response, is now open on 1800 512 348.

The Beyond Blue Support Service is available via phone 24/7 on 1300 22 4636 or via beyondblue.org.au/get-support for online chat (3PM – 12AM AEST or email responses within 24 hours).

About Crystalbrook

Travel with a lighter footprint.

Crystalbrook 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's 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 and Residence, Cairns, Queensland
- Flynn, a Crystalbrook Collection Hotel, Cairns, Queensland
- Kingsley, a Crystalbrook Collection Hotel, Newcastle, New South Wales – opening Q2 2021

The Group also owns and operates a collection of ten restaurants, three spas, Crystalbrook Superyacht Marina in Port Douglas along with Crystalbrook Station and its subsidiary pastoral businesses.

Responsible Luxury

[Responsible Luxury](#) and sustainability is at the forefront of the way Crystalbrook thinks and operates.

At a glance:

- Operating a single use plastic free environment. No plastic straws, water bottles or single use bathroom amenity bottles (in the past two years the Group has saved over three million plastic bottles from entering landfill)
- Farming their own beef
- Sourcing at least 80% of produce from within a three hour drive of each hotel
- Use of technology, such as in-room iPads and mobile check-in to create paperless environments and experiences
- Use of recycled and upcycled materials. Examples include key cards made from recycled wood, coat hangers made from recycled paper and toothbrushes made from sweetcorn

Crystalbrook Collection and Ghassan Aboud Group

Crystalbrook Collection is part of Ghassan Aboud Group promoted by international entrepreneur and philanthropist Ghassan Aboud. The group is a multi-business conglomerate engaged in automobiles, real estate, hospitality, FMCG, food, 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, Jordan and Turkey.

Crystalbrook Collection

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