

Crystalbrook Kingsley Puts Waste to Work in Partnership with the University of Newcastle

Australia – 13 July 2021: The newly opened Crystalbrook Kingsley, Newcastle city's first five-star hotel, has partnered with University of Newcastle and its researchers to drive sustainability and reduce waste.

Hotel Trash to Treasure

The hotel's trash will become the university's treasure, as together, they address the environmental impact of the hospitality industry and drive innovation in sustainability.

Crystalbrook Kingsley will donate restaurant and bar waste to the University of Newcastle's Food Science Research Group. The University will examine the hotel's used products, such as citrus peel, ground coffee, fruit pulp and skin and other food waste and investigate how these items can be upcycled into the likes of coasters, beverage stirrers and complimentary guest items.

"The collaboration with University of Newcastle is an exciting one for Crystalbrook Collection. As we continue our commitment to sustainability, this partnership will see the development of practical solutions that reduce our environmental impact, while also introducing strategies that can be adopted worldwide." Geoff York, CEO of Crystalbrook Collection.

Crystalbrook Kingsley Environmental Scholarship

For the next four years, an annual Crystalbrook Kingsley Environmental Scholarship will be granted to University of Newcastle students with a strong passion for waste utilisation. Each year, the student awarded the scholarship will also have the opportunity to work directly with Crystalbrook Kingsley to implement world-leading hospitality environmental practices.

Details on the Scholarship and how students can apply will be released by the University in the coming weeks.

"We are very excited about Crystalbrook Kingsley's generosity and commitment to our students

through scholarships. We look forward to seeing our students develop and the innovative environmental solutions that come from this relationship between our two organisations,” University of Newcastle Director of Advancement Ms Rebecca Hazell said.

The University of Newcastle, Australia has been named #1 in the world for partnering for a more sustainable future in the 2021 Times Higher Education (THE) Impact Rankings.

Co-lead of the project Dr Taiwo Akanbi said the collaboration was consistent with a circular economy idea whereby waste products were kept in use while reducing environmental footprint.

“It will also create timely innovation that puts Australian waste utilisation research at the forefront internationally,” Dr Taiwo Akanbi said.

Crystalbrook Kingsley’s collaboration with the University of Newcastle on sustainability helps to reiterate the portfolio’s commitment to minimising environmental impact, while also assisting to elevate the capabilities and profile of the local region.

The hotel’s partnership is the most recent sustainability focused initiative at the five-star hospitality group, which in March became the nation’s first to introduce 100% waste free bathroom amenities across its portfolio through a partnership with Vanity Group.

Crystalbrook Collection continues to build on an extensive recycling program including glass, cardboard and co-mingled products. The hospitality group sources 80% of its produce from within a three-hour drive of its properties to minimise transport pollution and uses recycled products where possible such as wooden guest room key cards and upcycled coat hangers.

Editor’s Notes - What's in a name? Well, all of our love, sweat and tears as we see our family of hotels grow. Please note, Crystalbrook hotel names should not be shortened or altered.

E.g. Crystalbrook Kingsley should not be referred to as The Kingsley or Kingsley.

Correct hotel names:

- Crystalbrook Albion
- Crystalbrook Bailey
- Crystalbrook Byron
- Crystalbrook Flynn

- Crystalbrook Kingsley
- Crystalbrook Riley
- Crystalbrook Vincent

– ENDS –

About Crystalbrook

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:

- Crystalbrook Riley, Cairns, Queensland
- Crystalbrook Albion, New South Wales
- Crystalbrook Byron, Byron Bay, New South Wales
- Crystalbrook Bailey, Cairns, Queensland
- Crystalbrook Flynn, Cairns, Queensland
- Crystalbrook Kingsley, Newcastle, New South Wales
- Crystalbrook Vincent, Brisbane, Queensland

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 sugar cane and corn starch.

Crystalbrook Collection and Ghassan About Group

Crystalbrook Collection is part of Ghassan About Group promoted by international entrepreneur and philanthropist Ghassan About. 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.

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