

Crystalbrook Sustainability Month: \$10,000 in resort credits up for grabs, Footprint Free Stays, and paid leave for staff to care for the environment

Australia, 27 September 2021: *This journey of sustainability we're on isn't easy. It's an everyday conversation and focus. We don't have all the answers. Join us on the path forward as we celebrate improvements in sustainability, ignite conversations, shine the spotlight on the changemakers and ask for a bit of help.*

Crystalbrook Sustainability Month

From providing paid leave for staff to advocate for planet earth, zero-waste stays, awarding the public for environmental ideas, repurposing food sources that would otherwise be wasted, distilling a signature gin with botanicals foraged from Crystalbrook Byron's rainforest, to planting a tree for each guest stay (dogs included), **Crystalbrook Sustainability Month** will demonstrate the hotel group's philosophy of delivering #ResponsibleLuxury and sustainable innovation.

Your Moment for Change: \$10,000 in resort credits up for grabs

Crystalbrook is inviting all Australians to share their own environmental ideas that will foster sustainability in the hospitality industry. **Your Moment for Change** invites entrants to design a sustainable initiative, big or small. The winner will receive \$5,000 in resort credits that can be used across Crystalbrook's portfolio of hotels, resorts, restaurants, bars, and spas. The two runner ups will each receive \$2,500 in resort credits.

To apply, and for more information, visit [Crystalbrook Sustainability Month](#).

Paid leave for staff to rally for the environment

As of 1 October 2021, all Crystalbrook full-time staff will be awarded an additional day of paid annual leave in the form of an *Earth Advocacy Day*. The additional day of leave can be used for advocacy, engagement or education.

"If our staff want to attend a climate rally once lockdowns are over or participate in environmental initiatives, we want them to know we're right behind them. Not only does the planet win but we win, as these are just the kind of people we want working with us," said Crystalbrook CEO Geoff York.

Crystalbrook Sustainability Month Property Initiatives

Throughout **Crystalbrook Sustainability Month**, each property will be showcasing a range of innovative sustainability led measures that are unique to their location and local community.

Cairns - Crystalbrook Bailey, Crystalbrook Riley and Crystalbrook Flynn

Footprint Free Stays - In an Australian first, the trio of Cairns hotels and resort will be trialling Footprint Free Stays, redesigning the guest experience pursuing prevention and reutilisation of waste (including into art).

Guests opting into a Footprint Free Stay agree to avoid using single use plastic, reuse towels and linen, turnoff unnecessary electronics and recycle waste during their stay. In turn, they are rewarded with a \$15 daily restaurant and bar credit.

Byron Bay - Crystalbrook Byron

Friday Farmer's Market Menu - Every Friday night in October Crystalbrook Byron will be offering a special, sustainable menu featuring peak-of-the-market ingredients, many sourced from the local Thursday farmers' market along with a selection of produce that would usually go to waste. \$75 per person for three courses.

Forest Gin - In partnership with Bryon Bay Spirits Company, Crystalbrook Bryon has developed a signature gin using a selection of native botanicals, including those foraged from the Resort's on-site rainforest. The used glass bottles are sent back to be refilled and the labels are made from Plant PP; a renewable material made from oil collected during the manufacturing of timber.

Behind the scenes - Crystalbrook Byron will take guests behind the scenes with a series of digital activations including pickling and preserving leftover produce with Executive Chef Jordan Staniford; Recreating the signature vegan wattleseed cookies featuring rainforest ingredients from the Resort; Composting with the on-site SubPods; And, honey harvesting from the on-site Flow Hives, how to make a honey recipe (vinaigrette), and the importance of bees.

Brisbane - Crystalbrook Vincent

Zero Waste Kitchen - Crystalbrook Vincent is using Crystalbrook Sustainability Month to work towards zero landfill waste in their kitchens. One example initiative includes repurposing food waste

such as banana skin into liquid slow-release fertiliser to nourish the plants on the façade of the hotel (added bonus: the fertiliser also acts as a non-toxic pest repellent).

Newcastle - Crystalbrook Kingsley

Waste to Wonderful - A series of digital activations from the hotel teaching guests how to get creative with everyday food waste and transform it into something spectacular including:

- Up your cocktail game by transforming leftover citrus peel to killer cocktail garnishes and syrups.
- Pickling with spices including native Australian native pepper leaf, caraway seeds and bay leaf.
- How to use the whole fish with Executive Chef, Natalie Bolt – the process of butchering the fish, different ways to use the flesh and the leftovers for stock and sauces.
- Save the 'ugly' fruit/vegetables – creating something beautiful out of food that would ordinarily be thrown out.

Sydney - Crystalbrook Albion

Pups, People and Plants - Crystalbrook Albion is partnering with One Tree Planted to support reforestation and will plant a native Australian tree for every person and puppy who books in the month of October.

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. Eg. Crystalbrook Vincent should not be referred to as The Vincent or Vincent.

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, Sydney, 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 thirteen 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 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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