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12 June 2018

AUSTRALIAN BUSINESSES ADARA PARTNERS AND ADARA ADVISORS HONOURED AS BEST FOR THE WORLD

FOR IMMEDIATE RELEASE

Australian businesses Adara Partners and Adara Advisors have earned a place on the B Corp® 2018 Best for the World: Community honorees list. The [Community list](#) includes businesses that scored in the top 10 percent on the B Impact Assessment of more than 2,400 B Corporations around the world.

The assessment measures a company's impact on its workers, community, customers and the environment.

The Adara businesses are part of the [Adara Group](#). Their sole objective is to fund charity Adara Development's administration and emergency project costs. This allows 100% of other donations to go directly to project-related costs. The Adara Group is focussed on improving health and education for women, children and communities living in poverty and their work reaches tens of thousands of people living in poverty each year.

[Adara Partners'](#) unique model entails prominent members of the Australian financial services community joining the Adara Panel and working pro bono, providing strategic and financial advice to leading Australian companies. All profits generated go to directly benefit people living in extreme poverty.

The Adara Group businesses are among nine Australian companies to earn a place on the Best for World: Community list.

"Since inception, Adara Group's vision has been to build a model that harnesses the power of business to work alongside people living in extreme poverty, and support their communities with health, education and other essential service. In 2018 we are celebrating 20 years of operation. During that time, more than \$12.3 million has been donated by the Adara businesses to Adara Development's work," said Audette Exel AO, the Adara Group's founder and Chair.

"I am absolutely thrilled that the Adara businesses have been honoured on the Best for The World: Community list, recognising our commitment to being part of the movement of people using business as a force for good in the world. We have always said we are a business for purpose, rather than for profit. This listing reflects our mission which includes bridging the world of business with the world of people in extreme poverty."

Media Enquiries

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