



## MEDIA RELEASE

### BARRENJOEY AND ADARA GROUP ANNOUNCE STRATEGIC PARTNERSHIP

***Partnership showcases investment banking as a tool to support women and girls in poverty.***

Sydney, Australia  
15 March 2021

The Adara Group is forming a strategic partnership with financial services firm Barrenjoey to support Adara's work with people in extreme poverty in the developing world. The partnership will be wide ranging and will provide support and resources to Adara Partners, the 'for-purpose' corporate advice business founded by Audette Exel AO in 2015.

Barrenjoey's support of the Adara Group will be a key part of Barrenjoey's diversity and inclusion programmes and other staff engagement and community driven initiatives. The Adara Group will also be a recipient of its staff giving programme. In addition, Barrenjoey will provide the opportunity for selected members of their team to volunteer to work with Adara Partners on client engagements when appropriately conflict cleared.

This is Adara's first partnership with any of the corporate advice and investment banking firms and will add to the support they already receive from EY, Deloitte and MinterEllison.

Audette Exel said: "This partnership will have a far-reaching impact on thousands of people, and especially women and girls, in huge need. It will also allow Barrenjoey's teams the chance to use their skills for purpose, which is increasingly important to leading businesses worldwide."

David Gonski AC and Guy Fowler have been Founding Panel Members of Adara Partners from its inception in June 2015. They will continue as Adara Panel Members and will support the growth of Adara Partners in those roles.

Executive Chairman at Barrenjoey, Guy Fowler said: "As we build Barrenjoey, we are determined to create a culture of excellence, inclusion and of contribution. Our partnership with the Adara Group will be a cornerstone of that vision, both in relation to supporting the not-for-profit work of the Adara Group internationally, and in supporting and resourcing the newest Adara business, Adara Partners, as it grows. We are proudly Australian and also proudly members of the global community."

Audette Exel said: "I am absolutely delighted that the Adara Group will be supported by this strategic partnership with Barrenjoey. Guy Fowler and David Gonski have been the cornerstones for the success of Adara Partners to date. David and Guy's support for the Adara Group, together with our other Panel Members, has touched and saved the lives of tens of thousands of people in poverty. This is a great example of UN Sustainable Development Goal 17 – Partnerships for the Goals. Industry collaborations like this in the financial services sector can make our world a profoundly better place."

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Adara Partners is a boutique corporate advisory firm, providing advice to Australian companies. Advisory services are provided by a Panel of 15 of some of Australia's most well-known financial services advisors, working across their competitive boundaries. Panel Members work for Adara without recompense. Many of Australia's major banks and advisory firms are represented on the Adara Partners Panel through current and former leaders in the sector.

Adara Partners and the Adara Panel have advised some of Australia's largest companies since inception in 2015. To date the firm has generated more than \$11 million to support Adara's work with women and girls in some of the world's most remote places, with both David Gonski and Guy Fowler being very active working on a range of assignments for Adara.

Adara Partners was established for the sole purpose of generating revenue for Adara's work as an international not-for-profit. That work has been ongoing for more than 23 years and has touched the lives of hundreds of thousands of people in need.

Guy Fowler said: "We believe that our support of the Adara Group and Adara Partners will help take the model and the firm to the next level. We hope that our support of the Adara Group will be a template for, and the first of, many partnerships for Adara with the other investment banks and corporate advisors in the market."

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