

## Sector Information Piece for BCorp.

In 2025 Journey Development Programs (JDP) and Kinglake Forest Adventures Camp (KFAC) obtained certification as a B Corporation (B Corp). The **first** outdoor provider in Australia to have this certification.

B Corp certification signifies that a company meets rigorous standards for environment, social and governance (ESG) practices and benchmark achievements. It's a designation that a company is using business as a force for good, considering stakeholders beyond just shareholders. B Corps are verified by B Lab and must meet high standards in areas like employee benefits, philanthropic contribution, supply chain practices and general governance.

Why did KFA and JDP undertake B Corp certification? Clients, employee's and the wider community care about what B Corp represents – you might be surprised just how much. Like many of our JDP and KFACs independently owned peers, it is often not recognised that we all contribute philanthropically, are well managed, care very much about our crew and supply chain partners and have an overarching purpose to get up every day and do Good work (capital G), not just work for profit. We have a choice, and so many independent operators do purposely choose the Good path.

Certified B Corporations, or B Corps, envision a better economic system where businesses can benefit people, communities, and the planet. They choose long-term investments over quick wins, and measure their success based on the positive impact they create.

As a movement, B Corp have over 9,500 Certified B Corporations spanning across more than 160 industries, employing over 930,000 people around the world. More than 750 of these B Corps are based in Australia and New Zealand. B Corps come in all shapes and sizes, proving there's always an opportunity to use business as a force for good.

Demonstrating a company's commitment to going beyond business as usual, B Corp Certification is the mark of a business that doesn't just say it's doing good but is actually doing good. Large or small, for profit or NFP, government or business - if an organisation does not pass the independent assessment across the board then it will not be possible to get BCorp certification.

The process is extensive and time consuming and took 18 months of a part time role to complete. However, like many accreditation-like processes, we learnt a lot along the way which improved the way we operate and govern.

The BCorporation web services are high quality and a very effective portal guides organisations through the process. There is regular interaction with project managers on the BCorp side. If you are interested to learn more, visit <https://bcorporation.com.au/become-bcorp/>

Drop an email to Col French at [office@kfacamp.com.au](mailto:office@kfacamp.com.au) or call 03 5786 5230 if you would like to chat about the whole experience and outcomes.