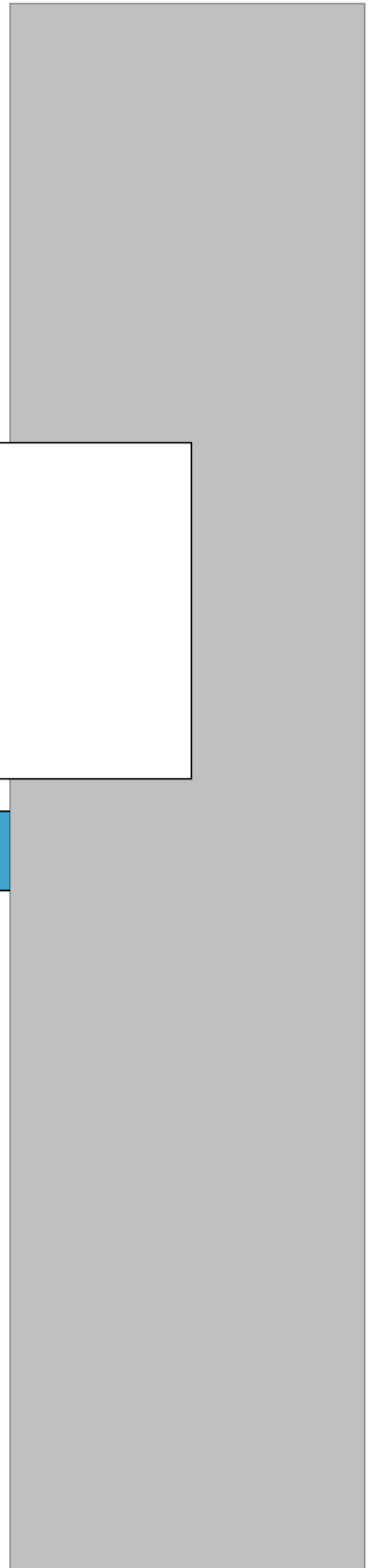




**FAIR TRADE**  
Association  
of Australia and New Zealand

# Annual Report

19 November 2020



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## 1. Executive Committee

Nimmity Zappert	Chair
Cecile Ménard	Vice Chair
Andy Good	Treasurer
Cynthia Cheong	Secretary
Rosemary Frank	Committee member
John Martin	Committee member
Anna Wythes	Committee member

## 2. Employees

Kate Fawcett	Part-time, Administration and Communications Officer until June 2020.
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Thank you to Kate Fawcett for her help and dedication to the Fair Trade movement and the committee. Kate has moved on to pursue a full time role and we wish her all the best in this new endeavour.

The Executive Committee is currently in the process of recruiting a part-time employee in the role of Administration Officer.

## 3. General Activity and Executive Committee Work Structure

### 3.1 Strategic Planning Day

The Executive Committee met in 29 February 2020 to review the strategy and work plans for the Association. The aim of this day was to put in place our working practices as a team and to identify key objectives for the remainder of the financial year, FY2019-2020, and to begin planning for the following year, FY2020-2021.

#### 3.1.1 Work Practice

The Executive Committee discussed and agreed on the working practice moving forward, including how to have healthy discussions as a team. On reviewing the previous strategy and work plans, we identified that with the limited time and resources, we were better to work to one central activity plan, rather than separate work plans to improve operational timeliness and accountability. We implemented a new monthly meeting structure and central action list for an Executive Team approach.

#### 3.1.2 Operational Strategy

The Executive Committee conducted a full review of the previous work plans and strategy, as well as the results of the member survey. We also carried out a SWOT analysis (Strengths, Weaknesses, Opportunities, Threats). This activity identified a long wish list of things we would like to do. We then distilled this down to two key priorities, to form our objectives for the remainder of the year. Unfortunately, due to unforeseen circumstances with COVID and loss of staff capacity the Executive Team has been unable to devote sufficient time to the objectives, we are still working towards these. Progress is shown in the table below.

Objective	Measures of Success	Milestones	Progress
1. To provide tangible value to members	5 new Members 20 new Friends 1 new FToA	1. Reassess Membership Offering & Relaunch - FToA program and process - Members & Friends	- Membership & FToA program reviewed by EC - Final offering and re-launch still in discussion
		2. Clearly articulate membership offerings and communicate these	- In progress
		3. Define additional activities to provide additional value. e.g. Shopping Guide	- The Mother's Day Shopping Guide published May 2020 - Since the end of the financial year, two further guides have been published: the Wholesale Guide and the Christmas Guide
2. Run themed campaigns aligned with our purpose and value	4 themed campaigns run from Mar through to June (1 per month)	1. Agree themed campaigns for each month - ensuring these focus on our purpose/voice/mission/10 Principles	Some progress was made on this, and some marketing and content was published around the 10 principles. This is an ongoing programme of work.
		2. Confirm the target audience for each campaign	Ongoing
		3. Define specific activities for each campaign, including - connect with WFTO to link to what they are doing - define a calendar with themes for each month	A calendar has been defined. WFTO content is used to supplement social media and marketing activity. We try to use the same hashtags as WFTO and mirror and share their campaigns.

### 3.1.3 Directional Strategy

A full review of organisational strategy is underway now which will set longer term goals and strategy for the Association. Outcome is expected early calendar year 2021.

## 3.2 Members & Friends Survey

The Association conducted a survey with members and friends in late 2019 to gain further understanding of the sort of activity they would like to see from the Association. Below is a summary of the key results. Further details are on our [website](#). The results helped to inform our plans for FY2019-2020 and we hope to conduct similar surveys in the future and continue to improve the ratings and gain further insight into how we can best support the movement.

### 3.2.1 Summary of Quantitative Results

All of our existing members and friends were invited to participate. Of this we had a 28% response rate. Although our membership base is currently smaller than we would like, this tells us that it is a very engaged base.

The results of the key questions asking members to rate the Association:

Please rate out of 10 your satisfaction with the level of communication you receive from the Association	5.7
Please rate out of 10 your satisfaction with the Association's social media activity.	5.7
Please rate out of 10 your satisfaction with the general activity of the Association.	5.8

## 3.3 Modern Slavery Bill

The Fair Trade Association officially [registered support for the Modern Slavery Bill](#) in Nov 2019 and encouraged members to support the bill as well as the NSW Act in support of the bill.

## 3.4 International Fair Trade Charter

The Fair Trade Association officially [recognised the International Fair Trade Charter](#) in Mar 2020. The Association logo is now listed as a supporter of the International Fair Trade Charter on their website.

## 3.5 Collaboration with Like Minded Organisations

The Executive Committee is continuing to work on fostering friendships with like-minded organisations with the aim of broadening our reach and visibility with our target people and organisations. These friendships include

Be Slavery Free, Moral Fairground, Oxfam and Fairtrade Australia. Any collaboration activity is reviewed on a case by case basis to ensure that it fits with the Associations polices, goals and objectives.

Since the end of FY2019-2020, collaborations have included:

- Joint Webinar with Be Slavery Free: Fair Trade as the Antidote to Modern Slavery
- Moral Fairground Fair@Square Online Festival: Community Partner, hosting two sessions on Fair Traders of Australia and the Fair Trade Movement
- Fairtrade Australia: Sharing each other’s marketing and social media posts when appropriate, including them sharing our Shopping Guide and collaboration on Faith Group collateral.
- Oxfam Australia: Sharing each other’s marketing and social media posts when appropriate, including them sharing our Shopping Guide.

### 3.6 Fair Trade Shopping Guides

One of the great successes of FY2019-2020 has been the publication of our online shopping guides. Thank you to all of those businesses that supported the guide by listing and to those who supported these businesses by sharing the guide and purchasing from them. Thank you to Kate Fawcett and for Cecile Menard preparing the design and content.

[Fair Trade Mother’s Day Shopping Guide](#) published in May 2020

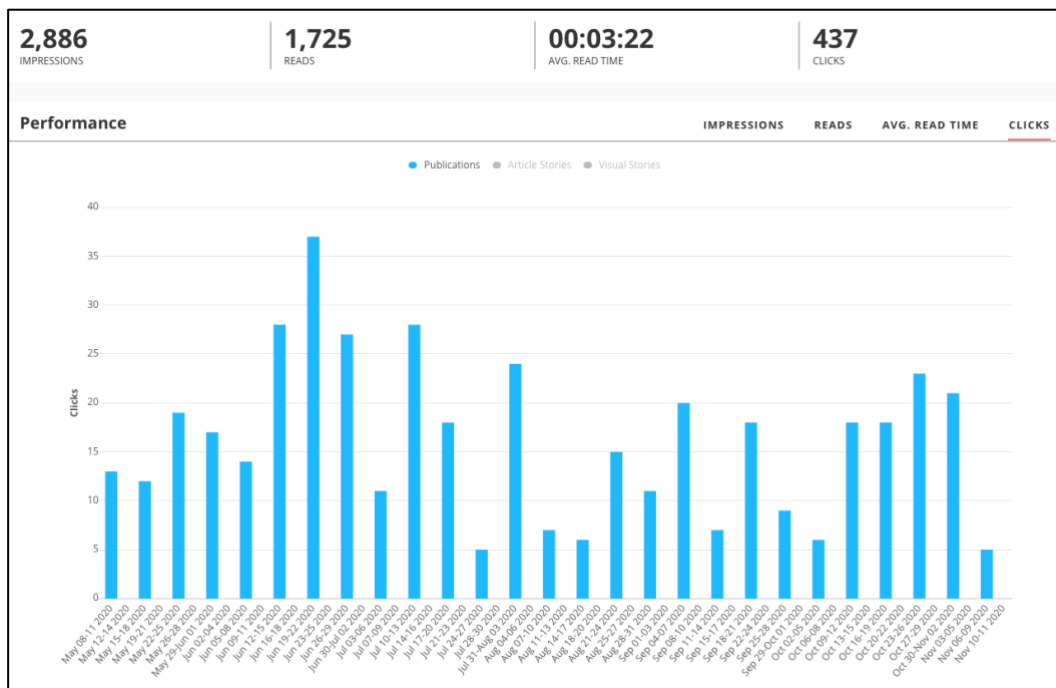
As an additional note, since the end of the financial year (end June 2020), we have also published the following guides:

[Fair Trade Wholesale Guide](#) published in August 2020

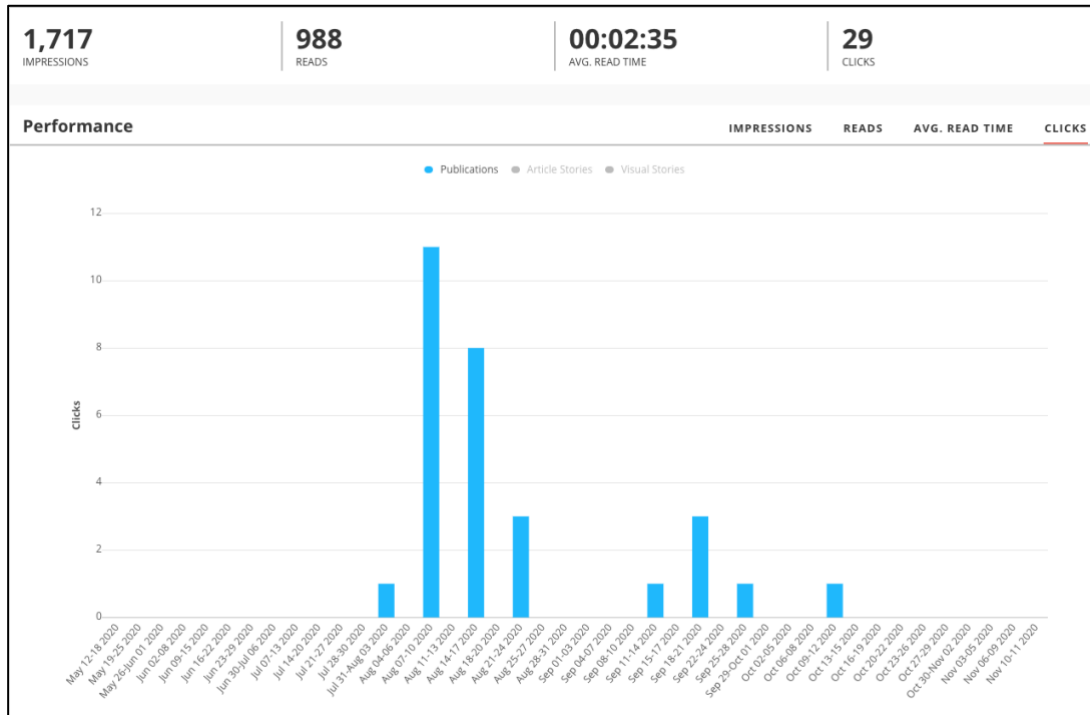
[Fair Trade Christmas Shopping Guide](#) published Nov 2020.

In addition to the direct results of click throughs to business websites for sales and enquiries, the shopping guides have had flow on effects with engagement and visibility. When each of the guides were published we have seen an uptick in engagement on social media and likes and follows on our social media pages.

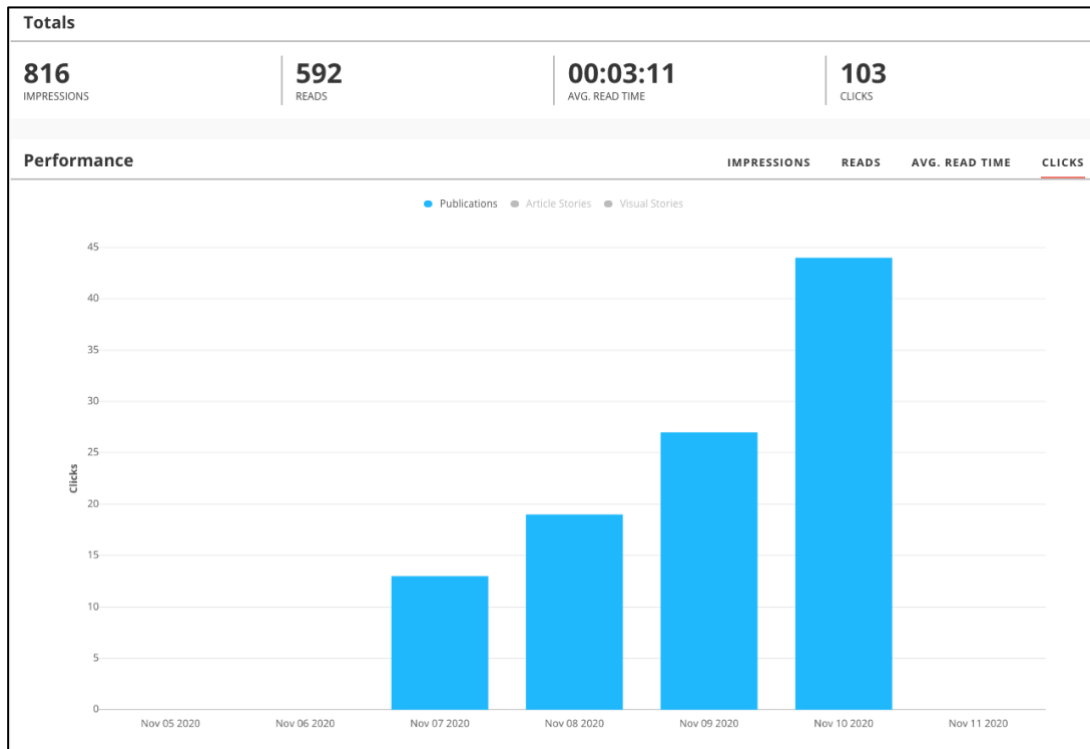
#### Mothers Day Guide Overview



### Wholesale Guide Overview



### Christmas Shopping Guide Overview



## 4. WFTO and Fairtrade International

FTAANZ is a WFTO network member; as such we encourage use of the 10 WFTO Fair Trade Principles and continue to run an endorsement programme based on WFTO standards and principles

At the previous AGM, members and supporters requested more news and opportunities to participate in global movement. We have begun to address that through sharing items via social media.

Andy Good, as a former board member of the WFTO has long been an advocate for WFTO and is very pleased to see interest growing, especially in the WFTO Guarantee.

As stated in section 3.3, the Association [officially recognised the International Fair Trade Charter](#), a critical foundation for our role in the wider movement. Read the Charter to gain further understanding of what we mean by Fair Trade being a social movement.

### 4.1 Global news from WFTO

Here are some highlights from the [WFTO newsfeed](#).

Of course, the global story is how the pandemic has disrupted fragile livelihoods. However, the WFTO has highlighted many resilient communities that have been innovating and meeting that challenge with the solidarity of you, the members of the Fair Trade movement.

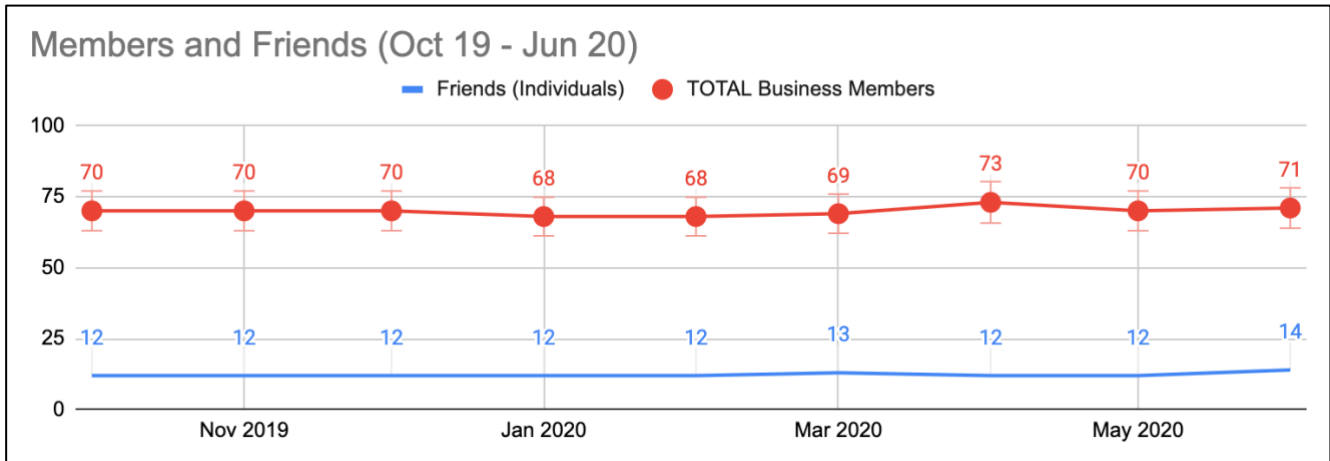
- WFTO continues sharing podcasts from guaranteed members, leading advocacy campaigns as part of the movement, publishing authoritative research and supporting access to trade.
- WFTO shares solutions to modern challenges, demonstrating pathways towards zero waste, climate action, sustainable fashion and improved refugee livelihoods... everywhere, social enterprises are part of a better future.
- Change at the top. Lima biennial conference (September 2019): The Presidency was taken over by Roopa Mehta from Sasha, in India, who became the first woman and President from the Global South
- Report publication: Business models insights into #peopleandplanetfirst success
- Finally: Let's not forget supporting artisans and farmers during pandemic through storytelling resilience and #stayhomelivefair campaign
- *Recently in September 2020: #BuildBackFairer statement about post-Covid transformation towards a more just and sustainable future*

### 4.2 Global News from Fairtrade International

FTAANZ encourages Endorsed Communities to use labelled Fairtrade products. Here are some highlights from Fairtrade International ('The Label'). Connect with its [Fairtrade news](#)

- Partnerships secured for Euro 15million to build Covid relief and recovery for farmers
- Campaigned to end Child labour in West Africa – Who will pay?
- Kitkat and Whitakers brands moved certification to RainForest (now with Utz)
- Better news: Fairtrade brand of year – Farmer owned Divine Chocolate
- *Recently: September 20 20: Fifth UN Global Goals week - FTAANZ contributed a blog about Fair Trade and the Goals*

## 5. Business Members & Individual Supporters



Business Membership and Individual Supporter (Friends of Fair Trade) numbers have remained fairly steady across the year, despite the challenges faced by many businesses with the bush fires and COVID. Our strategy for the coming year is to re-launch our membership program and grow our base of business members.

## 6. Fair Traders of Australia

The FTtoA programme is our flagship programme designed and operated for 10 years to challenge 'fair-washing' and engender the critical consumer trust in Fair Trade identified in the FT Charter.

Program assessment, support and expertise have been added with Harvey Purse, ex Oxfam Australia Fair Trade manager supporting the work of Andy Good

It was a year of two halves. We started positively with new endorsement of two supporter members, the Elephant Emporium and Global Conduct, but soon learnt that we had also lost two due to declining business or change of focus. But work in progress (WIP) is always a good sign and remains impressive 11 notes of interest from non-members (two became members), and 10 members are working on initial submissions with five more to second stage. Everything slowed from March 30th due to COVID impacts.

Approximately 50% of members/endorsees used the extended credit offered to pay membership or FTtoA fees.

Sadly Eternal Creation, a well-loved field-to-garment fashion brand folded in June this year.

Regular reviews are a critical component to re-assure consumers endorsees still 'walk the talk'. Five endorsees completed reviews successfully. Five more are WIP or newly begun this year.

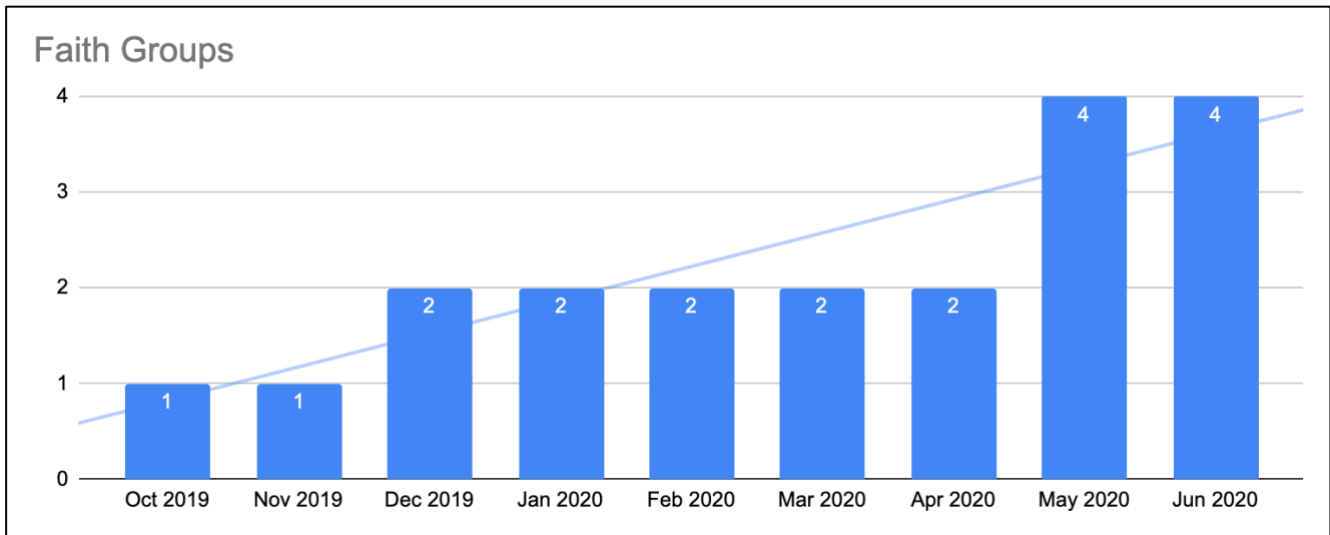
Our biggest challenge is visibility. We'd love all endorsees to support it using the store window logo in their retail outlets, online range promotions or when their brand features at markets or events. Please do tell us what the barriers are and make suggestions. We'd love to hear them!

*Note on activity post year end:* Since the end of the financial year, Koguis, Fair Go Trading and U-Chus have been approved. Great to have you on-board at last Diana. Welcome back Bob and Glennys!

## 7. Faith Groups

The Executive Committee members with specific responsibilities for building the Faith Groups program are Rev. John Martin and Cynthia Cheong. We have received enthusiastic support from the Executive Committee to build this further.





**Current Faith Groups:**

- Springwood Uniting Church
- Bangalow Uniting Church
- Erina Baptist Community Church
- Wellspring Community Inc.

As part of our strategic initiatives as the FTAANZ, 2020 was meant to be the year when the Faith Groups program would be revived with additional communities being invited to join as Faith Groups. The report on Faith Group is in the context of onboarding churches to support Fair Trade. In the past, the Association had many churches signed up as Faith Groups but no ongoing financial commitment was expected.

We currently have four fully paid Faith Group members with an additional list of former Faith Groups who have been included in emailed material through the year. Faith Groups pay \$35.00 per annum to maintain Faith Group status and as an indication of their commitment to Fair Trade.

Our plans to recruit more churches were thwarted when the COVID-19 pandemic resulted in church services across Australia in physical locations being closed from mid-March, 2020 to now. During this unprecedented time, many church leaders struggled to provide online church services to connect with their congregation. The focus to advocate for Fair Trade was not something churches could discuss while they achieve stabilisation in how they manage church services online.

However, this gave us an opportunity to build resources that we can equip churches with when the time to approach them about Fair Trade is appropriate. We prepared and circulated worship resources to mark the World Fair Trade Day in May 2020 and Fair Trade Fortnight in August 2020. The various catalogues produced by the FTAANZ at Mothers' Day and other occasions have been promoted through the member groups and contact list.

We're also finalising the Bible study resource on 10 Principles of Fair Trade to be made available online on the FTAANZ website. We hope to run future Bible study groups using these resources to raise awareness and encourage conversations about social justice issues through fair trade.

We have also been working with Fairtrade Australia to produce material encouraging churches to use Fair Trade products.

## 8. Other Endorsed Communities; Workplaces, Universities, Councils

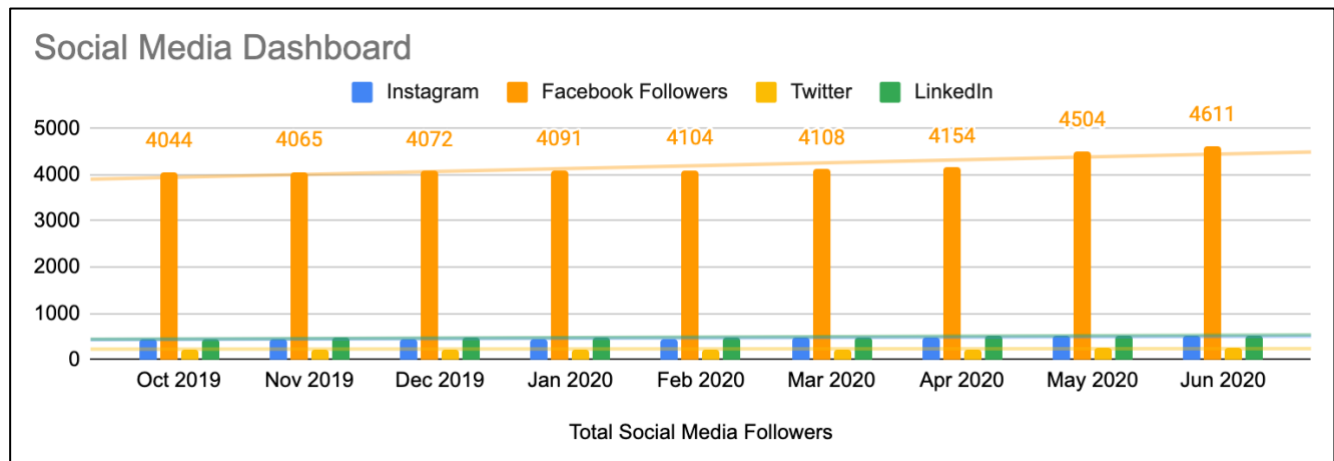
The Association is currently managing workplaces and towns to maintain endorsement levels. We hope to have more resource to focus on redeveloping these programs as well as the endorsed universities and school programs, as part of our broader strategy in the coming years.

*Note on activity post year end: Wesley College was endorsed as a Fair Trade School in Nov 2020.*

## 9. Communication and Social Media

Our communication strategy this year has been largely social media focused. Email newsletters were replaced by Updates, which are sent out based on when there is something to communicate, rather than a regular schedule. This is in keeping with current trends in digital marketing.

Social media numbers continue to steadily increase, with engagement positively impacted when strong content was shared, including the shopping guides. We hope to continue to ramp up our social media activity in the new year.



## 10. Network Groups

Network Groups are generally state based groups, working to help us promote support the Fair Trade movement. The Network Groups are not formally a part of the Association; however, we greatly value the great support they provide to the movement and to our business members and supporters. There are currently two active Network Groups:

- NSW Network Group
- WA Collective

There is also initial stages of a group forming in QLD, with the hope of forming a QLD Network Group in the coming months.

### 10.1 NSW Network Group

The NSW Network had a number of get-togethers in the second half of 2019. Our generous supporters including churches, Willoughby Council, Goulburn Fair Trade and Bangalow Fair Trade held their usual fair trade markets, a wonderful opportunity to sell our products and support our artisans. It was also wonderful to be able to share about the importance of fair trade and the difference it makes to people and communities in developing countries.

The devastating bush fires impacted Christmas sales for many fair trade businesses who were forced to close shops in rural areas. Pop-up shops in the Blue Mountains were affected as the fires threatened communities.

The start of 2020 has been an even more difficult time for the groups we work with. COVID in Australia meant local and air trade markets were cancelled and retail shops closed for a few months. This created difficulty for fair trade businesses to be able to buy more products. In addition, many of the suppliers we work with in other countries were put into lockdown creating dreadful hardship for the families we support. Fair trade businesses in Australia raised money and sent support to help their partners who have little savings or government assistance. Most traders continue to have difficulty getting products from overseas. However, the network group continued to meet on-line to come together to create on-line events, organising on-line markets for Christmas 2020.

## **10.2 WA Fair Trade Collective**

WA Collective are a group of community members, businesses and organisations that actively promote Fair Trade in Western Australia. For over a decade they have run events and campaigns that question where and how products are made and how we can consume more ethically.

WA Collective has been active with promoting members fair trade activities online as well as fair trade markets in WA.