



FAIRTRADE
AUSTRALIA
NEW ZEALAND

2012/13 Annual Report



Welcome from our Chair

2012
BY THE
NUMBERS

RETAIL SALES
OF FAIRTRADE
CERTIFIED
PRODUCTS

**AU \$238
MILLION**



2,100+
FAIRTRADE
CERTIFIED
PRODUCTS

AVAILABLE IN
AUSTRALIA AND
NEW ZEALAND



1 in 2
AUSTRALIANS RECOGNISE
THE FAIRTRADE MARK



72%
OF NEW ZEALANDERS
RECOGNISE THE
FAIRTRADE MARK

198 LICENSEES
IN AUSTRALIA

50 LICENSEES
IN NEW ZEALAND

FAIRTRADE
PRODUCTS

62% COCOA **6%** TEA

31% COFFEE **1%** COTTON & SPORTS PRODUCTS

Welcome to the Fairtrade Australia and New Zealand 2012-13 Annual Report. I am conscious in these forums that there is a tendency to overplay the positives of performance. However in a year of consolidation where our focus has been on strengthening our existing partnerships, I am heartened to see that despite being a decade on, more Australians and New Zealanders than ever are embracing Fairtrade through their purchasing of Fairtrade Certified products or in the case of manufacturers, by buying commodities from Fairtrade Certified producers.



There are various ways in which our effectiveness as an organisation can be measured, but the one of most importance to the board is the amount of Fairtrade Premium earned by producers. Unique to our system, this amount, paid over and above the Fairtrade Price, is typically used to support community initiatives such as the building of health clinics, repairing roads or improving the quality of seedlings in the nurseries.

It is through the Fairtrade Premium that we can truly see the real impact of Fairtrade. To borrow a quote from Harriet Lamb, CEO of Fairtrade International: "A farmer at a grower's co-operative in Ethiopia pointed to a state-of-the-art processing factory waving his arms at the building, pointing with pride at their biggest achievement: This is ours. We the farmers, all own this." We can all share in the pride of that farmer knowing that in some small way we have been part of his success.

The decisions on how the premiums are spent are made by the co-operative members or democratically elected management committees. I am proud that our organisation now has 50% representation of producers on our international board, and they were a critical part of our decision making on key projects throughout the year.

Closer to home, over the past 12 months we have seen growth in the Pacific region, with the number of certified producer groups increasing. This has been supported by the appointment of local liaison staff, and improvements in productivity and quality in these groups which has been achieved through the Producer Development Fund. The demand for output from these groups has been increased through market linkages developed with Australia, New Zealand and global markets.

We have also continued our support for the broader Fair Trade movement in Australia and New Zealand, providing funding to the Fair Trade Association of Australia and New Zealand to grow the important grassroots movement on which Fairtrade was founded and continues to be central to our success in mobilising support for the Mark.

I would like to acknowledge the contribution made by the Board, as well as the hard work of the staff of Fairtrade Australia & New Zealand in 2012/2013, who have continued to demonstrate their commitment to growing Fairtrade.

Jim Willett
Chair, Fairtrade Australia & New Zealand

Message from our Chief Executive Officer



There has been fantastic growth in the Australian and New Zealand markets for Fairtrade Certified products again this year, but as always there is more to be done and we can't be complacent.



As we strive to achieve our vision of a world in which all producers can enjoy secure, sustainable livelihoods, fulfil their potential and decide their own future, worldwide, smallholders grow 70 per cent of the world's food, but still struggle to provide necessities for their families.

Fairtrade is the only ethical certification that gives a fair price directly to farmers as well as a Fairtrade Premium, which can be used by the communities to improve facilities such as schools, hospitals and farming practices.

Research has shown that more than 90 per cent of Australians and New Zealanders think it is important overseas farmers should be paid a fair price for their produce. Consumer trust in the FAIRTRADE Mark remains high, and retaining that trust through maintaining the integrity of our systems remains a priority. However, we also recognise that we must remain relevant as we continue to grow.

Over the past year, we have continued to focus on raising awareness, and in turn growing the market for Fairtrade Certified products in Australia and New Zealand. Conversion of recognition to purchase has held steady and spend per capita on Fairtrade Certified products grows year on year. Overall, sales figures have remained strong despite challenging market conditions. Retail sales in Australia and New Zealand in 2012 were estimated at AU\$238 million, representing a 16 per cent growth on the previous year. These sales generated an estimated Fairtrade Premium of AU\$2.86 million for producers within the Pacific region. Globally, sales of Fairtrade Certified products in 2012 amounted to €4.8 billion, which generated an estimated €80 million in Fairtrade Premium.

We have also strengthened our certification support in the region through our Producer Support Relations programme, including on the ground liaison staff in Fiji and Papua New Guinea. Our focus remains on increasing regional supply, increasing the number of certified groups, facilitating market linkages and growing sales, and in turn increasing Fairtrade Premium to regional producers.

All this would not be possible without our dedicated staff, supporters, licensees and farmer cooperatives. On behalf of Fairtrade Australia and New Zealand, I thank you for all your ongoing support which keeps us moving forward in our campaign for an international trade system based on justice and fairness.

We look forward to working with you in 2014.

A handwritten signature in black ink, appearing to read 'Steve Knapp'.

Steve Knapp
CEO, Fairtrade Australia & New Zealand

Fairtrade International



Unlocking the Power of Many

In 2012, Fairtrade International and its members agreed a three-year strategic framework, Unlocking the Power of Many. For the next three years, the focus will be on building the unique strengths of Fairtrade and delivering in four key areas: Smallholders, Workers, Citizens and Companies, and the Fairtrade system.

Producer networks have started to directly coordinate producer services within their region, moving away from central coordination of this function by Fairtrade International. Throughout 2013, Fairtrade Africa has taken charge of producer services for the region, and in Latin America, the regional producer network CLAC (Coordinator of Fairtrade Latin America and the Caribbean) have begun preparations for the handover beginning in 2014.

A new, progressive workers' rights strategy was launched in 2012, including a full review of Fairtrade International's Hired Labour Standard. Numerous workshops with workers and management were held and the next stage of the strategy will focus on ways to improve the benefits of Fairtrade for workers on small farms.

The Fairtrade Access Fund, a result of collaboration between Fairtrade International, the Grameen Foundation and Incofin Investment Management was set up to address small producer organisations' pressing need for financing opportunities. The fund has distributed its first nine loans, totalling US\$5.65 million, to cooperatives in Latin America, with more to come as the fund continues to expand.

A new model for cocoa, sugar and cotton has been developed and will launch in early 2014. The Fairtrade Sourcing Programs offer cocoa, sugar and cotton farmers significant new sales opportunities and the potential to deliver major impact in their farms and communities.



Producer Support & Relations



The Producer Support and Relations (PSR) project supports smallholder farmers in Papua New Guinea (PNG), East Timor, and the Pacific to achieve and maintain Fairtrade certification for commodities such as coffee, cocoa, vanilla, coconuts and sugar, to reach international markets, and to receive the associated benefits.

PSR's approach is to build the capacity of small producer organisations through training on business management, sustainable productivity, and transparency and governance, so that they can improve their businesses and organisations while choosing their own paths for development. In 2012-13, more than 40,000 small-scale producers in the region benefited from Fairtrade, and this number continues to grow as the PSR team building new relationships with producers and support organisations.



Key achievements

- Signed a five year contract with the New Zealand government to support the PSR project in the Pacific.
- Led the extension of the Contract Production standards to cocoa producers in Oceania, ensuring that small producers who are unorganised or informally organised can participate in Fairtrade if they have a partnership with an intermediary organisation (exporter, processor, private enterprise, NGO etc.) who can assist them to become a democratic producer organisation.
- Hosted the second Fairtrade Pacific Sub-Network Meeting in PNG in July 2012, enabling 50 Fairtrade stakeholders from PNG, Fiji and New Zealand to share their experiences and plan for the future.
- Reached an agreement with Volunteer Service Abroad New Zealand to provide volunteer assistance to Fairtrade applicants and certified producer organisations in PNG and the Pacific islands. This partnership will extend the support available to producer organisations on the ground.
- Welcomed Lautoka Cane Producers Association and Rarawai & Penang Cane Producers Association to the Fairtrade system. Their Fairtrade sales to Tate & Lyle will benefit 12,000 Fijian small sugar cane producers and will bring US\$1.8 million in Fairtrade Premium to their communities in 2013.
- Deployed two Fairtrade Liaison Officers (based in Fiji and PNG) to provide on the ground support for producers in Fiji, PNG and the Pacific islands.

- Worked with producers, processors, traders and importers in the Oceania coconut industry to establish Fairtrade Minimum and Premium prices for processing and drying of coconuts in the region. The prices represent an entry point to the Fairtrade system for small coconut growers in Oceania, whose market access is hindered by volatile low prices, low productivity and the lack of financial support from governments and financial institutions.
- Launched the Producer Certification Fund to support producer organisations with the potential to strengthen their agricultural business through Fairtrade certification but who need assistance in paying certification fees in their first years of certification, and the Producer Development Fund to support Fairtrade Certified producer organisations to improve the sustainability of their businesses.
- Collaborated with Fairtrade International to conduct three training sessions on Fairtrade's approach to the Prevention of Child Labour and Forced Labour in the Fijian islands of Vita Levu and Vanua Levu.

Current projects

- The development of a Producer Library is underway to support small producers to understand the Fairtrade system, its' standards and benefits, and how to incorporate those standards in their day-to-day activities. To date, the Library has materials on the Fairtrade Standards for child protection, gender equality and environmental protection.
- Through our partnership with PNG's Coffee Industry Corporation (CIC), a pilot project to assist producers with the improvement of the quality and volumes of their coffee has been launched. Included in the project are the development of coffee nurseries and training on monitoring and maintenance of these facilities, as well as in their own coffee gardens. Initially targeting eight groups, the project is now supporting 15 and will facilitate establishment of nurseries in Morobe, Eastern Highlands, Western Highlands and Jiwaka Provinces, the key coffee producing areas in PNG.

Neknasi Coffee Growers Cooperative Society



Founded in 2008, Neknasi Coffee Growers Cooperative Society is comprised of approximately 491 coffee-producing members located in the Morobe Province of Papua New Guinea. The cooperative is made up of eight villages and approximately 43 tribes. It is estimated that over 2000 people benefit from services provided by the association.

Being part of the Fairtrade system means Neknasi will have access to Fairtrade Premium funds for environmental or economic development projects that meet the needs of producer groups such as:

- High levels of illiteracy among farmers due to expensive school fees and the remote location of primary and secondary schools.
- Endemic health issues such as malaria and complications during childbirth, and the corresponding lack of sufficient medical supplies and convenient health centres.
- Remote mountainous locations, which translate into high transport costs, lower prices to producers, and difficulties in achieving access to markets.

Neknasi achieved Fairtrade certification in May 2011, and in December 2011, they received US\$8,000 in Fairtrade Premium, which will be used to expand and improve their current water supply system to include coffee gardens close to members' villages. The cooperative is also looking to increase production levels with the purchase of a new vehicle and improvements in sustainable farm management practices. Neknasi also plans to increase membership of the Cooperative.

In 2013, Neknasi Coffee Growers Cooperative Society launched a PGK 1.2 million project (385,300) to build its own dry coffee mill. This activity is funded by the local government of Morobe Province and the PNG Sustainable Development Program and will address the needs of Neknasi's members as well as the wider community of coffee growers in the Morobe Province. Over the last two years, the organisation has been showcased by PNG's Coffee Industry Corporation as the model to follow for the establishment of small producer organisations in the country.

Neknasi produces an average of 120 tons of green bean each year, and has the potential to increase to 300 tons.

Certification & Licensing



Certification is responsible for ensuring compliance with the Fairtrade Standards and the requirements of the Fairtrade Australia & New Zealand Licence Agreement, managing a team of auditors contracted to audit licensees and certified importers against the relevant Fairtrade Standards.

The department delivers timely and effective responses to licensing enquiries and applications, including the provision of supply chain service information to existing and prospective customers, and training and assistance to licensees with reporting requirements. Use of the FAIRTRADE Mark and IP by licensees, NGO stakeholders and retailers and brand owners is supervised by the department. This assistance extends to companies in Australia and New Zealand certified by FLO-CERT GmbH.

Key achievements

- 60 onsite audits were conducted in 2012/13. The audit programme increased with a dedicated income stream. Eight contract auditors conducted audits of licensees and importers across Australia and New Zealand, with training of in-house staff to enable an increased on-site audit schedule for 2013/14.
- 43 new licensees and 428 new products were registered, and 42 licensees decertified voluntarily or for non-compliance in 2012/13. Of the 428 new products registered, there were a number of new product types, including:
 - Soft drinks
 - Chutney
 - Flowers
 - Flavoured milk
 - Ice-blocks
 - Coffee capsules
 - Coffee syrups
 - Vanilla extract

- New categories of Fairtrade products were launched in 2012/13. Fairtrade Australia & New Zealand facilitated the Fairtrade certification of flower importer Wafex (certified by FLO-CERT GmbH) and licensee Instant Karma Roses, with the first Fairtrade flowers in the market for Valentine's Day 2013. Australia's first jeweller certified for Fairtrade gold, Zoe Pook, launched Fairtrade Certified products in 2013.
- Certification Officer, Vicky Tran was nominated for and accepted on the Fairtrade International Mark Supervision Committee, representing the views of Fairtrade Australia & New Zealand and our licensees.

Current projects

- Fairtrade Australia & New Zealand was represented on the Strategy Setter Group to develop the scope of revision of the Fairtrade Trade Standard. Stakeholder consultation commenced with the agreed revision expected in March 2014.
- Revision of the Fairtrade Australia & New Zealand Licence Agreement commenced, with the final draft delivered in December 2013 in preparation for licensee consultation.
- Fairtrade Australia & New Zealand is at the forefront of the rollout of a new program, Fairtrade Sourcing Program (FSP), being the first National Fairtrade Organisation to license a company under the international FSP contract.
- The development of a website portal allowing licensees to report online directly into the Fairtrade ANZ database is underway. This will save transaction costs for both licensees and Fairtrade ANZ and 30 licensees are currently taking part in Phase 3 of the trial.

Miss Teas'e



"Ginger Fling", "Vanilla Tease", "Soulful Jade" are just some of the enticing names of Miss Teas'e Organic Life teas.

First licensed in June 2012, Simon Anderson, the co-founder of Miss Teas'e with his wife Sally, came to Fairtrade with an idea for developing a Fairtrade Certified and organic tea range after a trip to Sri Lanka, where Sally's family originate. Both have a passion for tea and they saw starting their own company sourcing and selling tea from Sri Lanka as a way to give something back to the people and the country they had immediately embraced. Their social and environmental values made it obvious for them to look for estates that had Fairtrade and organic certification.

Not having connections with the tea industry, they approached Fairtrade with the idea and a request for assistance. Their vision was of a range that would appeal to discerning tea drinkers, so were looking for Sri Lankan estates that could offer flavours beyond black and green tea. Through the Fairtrade database, certified cooperatives that met Simon and Sally's criteria were identified.

Following their initial trip, the research and development took nearly a year before they were ready to apply for certification. Their application outlined the supply chain for the products from farmer cooperative to processor and exporter to themselves as importer, licensee and brand owner. Following the standard application procedure, each and every ingredient of each tea was submitted for assessment against the Product Composition requirements of the Fairtrade Trade Standard that Fairtrade products must contain as many certified ingredients as available, overall containing a minimum of 20 per cent Fairtrade ingredients. The early work done in identifying the cooperative to best suit Miss Teas'e meant that 100 per cent of the ingredients were available as Fairtrade.

With the products approved and registered, the next step for Miss Teas'e was to develop their distinctive packaging, incorporating the FAIRTRADE Mark and statement. Fairtrade worked with Simon ensuring the use of the Mark

met the requirements, with approval granted for packaging and the Fairtrade elements of the Miss Teas'e website.

As an importer in the Fairtrade system, as well as following the requirements in the Trade Standard to maintain a Fairtrade supply chain as well as traceability in their records, Miss Teas'e is also responsible for paying the Fairtrade Price and Premium to the certified farmers and workers. The company's first Fairtrade audit in June 2013 and follow up verified compliance with the Standards.

Last month, over two and a half years since their first trip, Simon revisited Sri Lanka, meeting the many people – farmers, workers, tea blenders and tasters – who have a part to play in introducing Australian consumers to the delights of Miss Teas'e Organic Life teas. The Fairtrade Australia & New Zealand Certification team was delighted to have been able to lend a hand along the way.



Business Development



Business Development aims to grow the market of Fairtrade products in Australia and New Zealand. Working with our corporate, not-for-profit and commercial partners we promote the movement and market for products carrying the FAIRTRADE Mark. Through education, awareness raising and commercial campaigns we seek to inspire individuals to take action and also create strong consumer demand.

Our initiatives include:

- Advocacy through relationships with NGOs
- Developing relationships with retailers
- Promoting Fairtrade through national consumer campaigns
- Promoting the impact of Fairtrade
- Regular updates to supporters and industry
- Provision of Fairtrade information such as research results and analysis, global case studies and Fairtrade Premium economic impact data
- Provision of educational and training resources

Key achievements

- Increase of FAIRTRADE Mark recognition in Australia to 50 per cent and 72 per cent in New Zealand (continuing to make it the most recognised independent ethical label in Australia and New Zealand). Conversion of recognition to purchase has held steady at 39 per cent for Australia and 35 per cent for New Zealand.
- Fairtrade Gold, the world's first independent ethical certification system for gold, was launched in Australia in 2013. The first Fairtrade Gold licensee is Zoe Pook, www.zoepook.com, who designs unique creations using Fairtrade certified gold from the Sotrami cooperative in Peru. The addition of gold increased the number of Fairtrade product categories in Australia and New Zealand to 19.

- The annual Fairtrade Awards were launched to recognise the commitment of grassroots supporters, licensees and retailers to Fairtrade, while also providing an opportunity to promote Fairtrade Certified products to a wider audience.
- Fairtrade Australia and New Zealand took part in Melbourne International Coffee Exhibition (MICE) in 2013, the biggest coffee show in the Australasian region. Over the four days, we were able to develop relationships within the coffee industry, as well as promote the Fairtrade story and Fairtrade Certified brands to over 10,000 coffee enthusiasts.

Current projects

- In order to better connect the Australian and New Zealand markets to the Fairtrade farmers they support, we are developing profiles of Fairtrade cooperatives. These profiles will tell the story of the farmers and demonstrate the direct impact that Fairtrade has had on their communities
- To engage, educate and promote awareness amongst the public about Fairtrade and the work that we do, Fairtrade cocoa farmers from the Kuapa Kokoo cooperative in Ghana will visit Australia and New Zealand in 2014. The visit will allow a rare chance for the public to directly connect with individuals that have had their lives positively impacted by Fairtrade.

Connecting importers and PNG producers



In April 2013, Fairtrade hosted a visit for importers from Australia and New Zealand to farming cooperatives that grow coffee, cocoa and vanilla in Papua New Guinea. The cooperatives visited were a combination of well-established Fairtrade Certified producer groups as well as newly certified groups and cooperatives on their way to becoming Fairtrade Certified.

These visits provided the importers the chance to see first-hand the positive impact that being part of the Fairtrade system has for these cooperatives, as well as to explore further business opportunities.

The benefits of Fairtrade for the farmers and their communities were evident on a visit to the Highland Organic Agriculture Cooperative (HOAC). Situated in the remote Okapa region of the Eastern Highlands Province of Papua New Guinea, HOAC have been part of Fairtrade for more than six years and supply a number of coffee companies in New Zealand and Australia.

Working and living in such a remote region has challenges for coffee farmers and for the cooperative. HOAC has over 2,600 members (supporting up to 50,000 people) and spans 60sq kms of remote mountainous terrain with very poor road infrastructure. This often means difficulty communicating with members in remote regions, high transport costs and difficulty accessing markets. In addition, many of the cooperative members are from two local tribes which have historically been at war with each other.

However, despite the challenges, the power of corporation has become evident, as the benefits of being part of the Fairtrade system are filtering through from the farmers to the wider community. Financed through Fairtrade Premium funds, HOAC have been able to purchase 160 coffee pulpers, with another 200 planned for 2013. The pulpers enable the farmers to process their coffee cherries on the same day they are picked, improving both quality and the price received by the farmers.

In a village in the Okapa district, Fairtrade Premium funds have been used to set up water projects to help the local community. Whilst water is not in short supply, access to drinkable water has been a challenge as upstream activity has contributed to contamination further downstream. This water project has enabled clean water to be piped directly to the village, with one tap for every three houses. The community plans to eventually extend the supply directly to each household and HOAC are now carrying out a needs assessment with other communities for similar water projects.

Education is also a key concern for communities in the Okapa district, which has often missed out on government funding for basic health and education services due to its remote location. Over the past few years, HOAC have been working to overcome this by investing Fairtrade Premium funds into building new schools. To date, the cooperative have built four permanent elementary schools and teacher accommodation, and helped other villages with construction materials to build a further two schools.

Beyond these vital community projects, HOAC are also planning to purchase a disused mill in a neighbouring district to enable them to start milling their coffee ready for export. This will provide greater returns for farmers.

Whilst there is still a lot to be done to improve the livelihoods of farmers, the visit showed how Fairtrade is helping make a difference on the ground, and the importers came back inspired, ready to communicate to the benefits of Fairtrade to their staff and customers. The visit also resulted in increased sales, further benefitting the farmers and their communities.

Campaigns

Fairtrade Fortnight (4-19 May 2013)

The aim of Fairtrade Fortnight is to increase awareness of, and interest in, Fairtrade and, to motivate consumers to purchase Fairtrade Certified products. Through the 2013 campaign, shoppers were encouraged to 'Buy Fairtrade and good things will happen' #Fairtrade Karma.

The campaign received strong support via social media with more than 1400 social media interactions (Australia), and achieved an audience reach of 233,000 (Australia & New Zealand).

A Fairtrade Karma campaign video was posted on YouTube. In New Zealand it was the eighth most popular video during the week commencing 13th May and to date, more than 44,000 people have viewed the video (Australia and New Zealand).

Fairtrade Fortnight campaign materials were displayed in cafes, supermarkets and independent retailers across New Zealand and Australia.

Highlights – New Zealand

- A national TV ad, which was shown 310 times, was seen by almost 50 per cent of household shoppers
- Fairtrade products featured in Countdown supermarket mailers delivered to more than 1.4 million homes nationwide
- 35,000 consumers sampled Fairtrade Certified products at Oxfam Coffee and Chocolate Breaks and in supermarkets across New Zealand

Highlights – Australia

- 140,000 people were reached via coverage in trade media and through blogger engagement
- Fairtrade products featured in Coles catalogues and FlyBuys newsletters reaching more than 5.45 million shoppers

Fairtrade Awards



In 2012-13, Australia and New Zealand held the inaugural Fairtrade Awards.

Designed to raise awareness of Fairtrade certified products available in Australia and New Zealand, as well as celebrate the great work that is being done to make a difference to farmers in developing countries, the awards were judged by an independent panel, or in the case of Fairtrade Certified Product of the Year, by the general public.

The winners of the inaugural 2012-13 Fairtrade Awards were:

Australia

Fairtrade Certified Product of the Year (National)

WINNER: Qi Detox tea

Fairtrade Certified Product of the Year (Speciality)

WINNER: Etiko hitop sneakers

Fairtrade Supporter of the Year

WINNER: Bek McClellan

Fairtrade Retail Chain of the Year

WINNER: Coles

Fairtrade Speciality Retailer of the Year

WINNER: Santos Organics

Fairtrade Café of the Year

WINNER: Fair Espresso (Adelaide)

New Zealand

Fairtrade Certified Product of the Year (Large)

WINNER: Whittaker's 5 roll refined Creamy Milk

Fairtrade Certified Product of the Year (Medium)

WINNER: All Good Bananas

Fairtrade Certified Product of the Year (Small)

WINNER: KTea's VelveTea Vanilla



Financial report for Australia and New Zealand 2012/13

Balance sheet	NZ 2013 (NZD)	AUS 2013 (AUD)	TOTAL 2013 (AUD)
Current Assets	1,380,902	893,900	1,998,622
Non-Current Assets	15,701	15,048	27,609
Total Assets	1,396,603	908,948	2,206,230
Current Liabilities	1,064,167	460,577	1,311,911
Non-current Liabilities		16,686	16,686
Total Liabilities	1,064,167	477,263	1,328,597
Net Assets	332,436	431,685	697,634
Income Statement			
Grant Income	1,018,139	-	814,511
Membership/Licence Fees	604,747	1,337,092	1,820,890
Management Fee	137,500	-	-
Other income	17,001	46,487	60,088
Total Income	1,777,387	1,383,579	2,695,489
Wages and Salaries	692,354	489,441	1,043,324
FLO Fees	130,674	252,647	357,186
Management Fee	-	110,000	-
Marketing, Promotional and Office Expenses	263,848	290,085	501,163
Audits	7,140	6,000	11,712
PSR	668,695	-	535,188
FTAANZ payments	-	162,500	162,500
Total Expenses	1,763,001	1,310,673	2,611,074
Net Surplus/Deficit	14,386	72,906	84,415



Governance



Fairtrade Australia & New Zealand is a not for private profit company limited by guarantee and Income Tax Exempt Charity. It is overseen by a board elected by Fairtrade Australia & New Zealand Member Organisations – Friends of the Earth Australia, Oxfam New Zealand, The St James Ethics Centre and Christian World Service New Zealand.

The Board consists of seven members:

- Jim Willett (Chair)
- Phillip Toyne (Vice-Chair)
- Valentina Tripp (Treasurer)
- Theo Simos
- Barry Coates
- Kim McKay
- Karen Mapusua

The board and the membership of Fairtrade Australia & New Zealand are independent of any commercial interests regarding the use of the FAIRTRADE Mark.

Fairtrade Association of Australia and New Zealand

In June 2012, the Fairtrade Association of Australia and New Zealand (FTAANZ) and Fairtrade Australia & New Zealand re-structured the operational relationship between the two organisations in order to achieve:

- Support for the broader fair trade movement, as well as products bearing the FAIRTRADE Mark
- Direct accountability for staff at Fairtrade Australia & New Zealand and FTAANZ to their respective governing bodies
- Clearly defined roles, leadership and lines of reporting

FTAANZ continues its focus on engaging with and supporting local fair trade network groups such as councils, universities, workplaces, faith groups and schools who have made a commitment to fair trade.



The FAIRTRADE Mark

The FAIRTRADE Mark is the most widely recognised ethical label in the world. (GlobeScan, 2011)



® For a product to display the FAIRTRADE Mark it must meet the international Fairtrade social, economic and environmental standards which are set by the certification body Fairtrade International. These standards are agreed through a process of research and consultation with key participants in the

Fairtrade scheme, including farmers and workers themselves, traders, NGOs, academic institutions and National Fairtrade Organisations such as Fairtrade Australia & New Zealand.

About Fairtrade Australia & New Zealand

Fairtrade Australia & New Zealand is a full and active member of Fairtrade International and has the sole right to license the use of the international FAIRTRADE Mark in Australia and New Zealand.

Fairtrade International sets the international standards for Fairtrade and governs the use of the FAIRTRADE Mark worldwide.

Fairtrade Australia & New Zealand's work is divided into three key areas in order to grow the Fairtrade market:

1. Promote, position and protect the FAIRTRADE Mark
2. Increase the range, availability and sales of Fairtrade Certified products
3. Provide effective licensing, labelling and certification services.

Thank you

To our all supporters, licensees, retailers, and most importantly consumers for choosing Fairtrade to support a better deal for farmers and workers in developing countries around the world.



Contact us

If you have any queries or would like more information please go to:

www.fairtrade.com.au (Australia)
www.fairtrade.org.nz (New Zealand)

Or email us at:

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