



Clockwise from top left: Cocoa farmer shows off his beans at Huiwani in PNG; School funded by the Fairtrade Premium at HOAC, PNG; UK Fairtrade Foundation's Harriet Lamb visited both countries; Packing All Good Fairtrade bananas at El Guabo in Ecuador — photo; Simon Coley, All Good Bananas; Drying cocoa beans at Adelberts in PNG; Coffee farmers harvest their cherries at Nekkasi in PNG; Producer Support & Relations team on the ground in PNG.

Front cover: A Fairtrade tea plucker in Kenya — photo; Linus Hallgren

All photos Fairtrade ANZ, unless otherwise stated.

FAIR TRADE ASSOCIATION OF ANZ

Fair Trade Association of Australia and New Zealand (FTAANZ) fosters and promotes a common understanding of fair trade and facilitates the growth and development of the fair trade movement. FTAANZ promotes the two internationally recognised systems of fair trade; Fairtrade International (FLO) and the World Fair Trade Organisation (WFTO).

FTAANZ's work is divided into three key areas in order to build the fair trade movement:

1. Increase awareness, understanding and support for fair trade.
2. Support the development of a strong and sustainable fair trade movement.
3. Link producers in South East Asia and the Pacific with fair trade markets.

FAIRTRADE ANZ

Fairtrade Australia & New Zealand (Fairtrade ANZ) is a full and active member of Fairtrade International (FLO) and has the sole right to license the use of the international Fairtrade Label in Australia and New Zealand. FLO sets the international standards for Fairtrade and governs the use of the Fairtrade Label worldwide.

Fairtrade ANZ's work is divided into three key areas in order to grow the Fairtrade market:

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



ANNUAL REPORT 2011

This is a joint annual report for the Fair Trade Association of Australia and New Zealand (FTAANZ) and Fairtrade Australia and New Zealand (Fairtrade ANZ) covering operations in 2011 and financials from July 2010 to June 2011

A BIG THANK YOU

To our sponsors & supporters: Oxfam Australia, Oxfam New Zealand, Trade Aid, World Vision, NZAID, AusAID, Christian World Service, ICCO, Allens Arthur Robinson, volunteers, state network groups and staff in Australia and New Zealand. And to all our members, licensees, traders and consumers for choosing fair trade to support a better deal for disadvantaged and marginalised producers in developing countries around the world. Particular thanks to the National Business Leaders' Forum who made Harriet Lamb's visit possible.

CONTACT

Please contact us at info@fairtrade.com.au with any queries on the content of this report.

I'm very pleased to present the 2011 Annual Report of the Fair Trade Association of Australia and New Zealand (FTAANZ) and Fairtrade Australia and New Zealand (Fairtrade ANZ).

2011 was a difficult year for many small farmers, workers and artisanal fair trade handicraft producers in the Global South. The ongoing repercussions of the global financial crisis impacting on consumer spending, particularly in European markets, means many producers and their families continue to struggle to make ends meet, put food on the table, provide their children with basic education, healthcare and the everyday things that we often take for granted.

With these things in mind we continue to work hard at Fairtrade ANZ and FTAANZ to address the inequality and injustices of conventional trade. Fair Trade is not a silver bullet to solve all the world's problems of poverty or injustice, but with your help, it is a step in the right direction and brings benefits to more than 1.2 million farmers, workers and their families in 63 countries.

These farmers and workers are organized into more than 900 Fairtrade Certified producer organisations with revenues exceeding EUR550 million. Fairtrade producer groups received more than EUR50 million in Fairtrade Premiums in 2010. The farmers and workers in the group decide how these premiums are invested. Time and again they choose to invest in community development projects such as healthcare, schooling and basic needs like access to fresh water.

The Fairtrade Premium is also used to improve quality and productivity. This is reflected in the wide range of top quality Fairtrade products that are now widely available across Australia and New Zealand. Aussie and Kiwi shoppers have shown incredible support for Fairtrade products from a wide range of sources, from the most remote mountain areas of Latin America to the drought-ridden plains of Africa, but what really resonates with us are the needs of Fairtrade farmers in our local region. In response to this Fairtrade ANZ has been working in East Timor, Papua New Guinea, Fiji and the other Pacific Islands to support farmers to get organized, achieve Fairtrade Certification and access Fairtrade markets. We are proud to include some highlights of the successful work that the Fairtrade ANZ Producer Support and Relations team have achieved as part of the ICCO funded project.

On behalf of the FTAANZ and Fairtrade ANZ staff and the respective Board and Executive Committee members, I would

GOVERNANCE

FTAANZ is a not for private profit membership based association, governed by an Executive Committee elected every year during FTAANZ's AGM. FTAANZ membership is open to any organisation interested and supportive of fair trade principles. Members include: traders and businesses involved in fair trade, WFTO members, Fairtrade Labelling Licensees, environmental and development NGOs, faith based and community organisations, like minded ethical and sustainability initiatives, university and student organisations, consumer groups and a growing number of producer organisations from the Asia-Pacific. The FTAANZ EC members are: Cheryl Kernot (Chair), Robert Roberts, Linda Chalmers, Shannon Sheedy, Karen Mapusua, Nick Savaidis, Pius Mimpi and Sam Drumm.

Fairtrade ANZ is a not for private profit company limited by guarantee and Income Tax Exempt Charity, overseen by a board elected by Fairtrade ANZ member organisations – Oxfam NZ, Friends of the Earth Australia and Christian World Service NZ. The board consists of 5 members; Jim Willett (chair), Diana Gibson, Theo Simos, Barry Coates and Philip Toyne. The board and membership of Fairtrade ANZ are independent of any commercial interests regarding the use of the Fairtrade Label.

like to thank you all for your dedicated support, which keeps us moving forward in our campaign for an international trade system based on justice and fairness. Fair Trade goes from strength to strength because it works. Once people understand fair trade principles they support them, they buy Fairtrade Certified products and they tell their friends and family. From the supermarket and shop aisles of Dunedin to Darwin to the farmers and artisan producers in Papua New Guinea and Peru, fair trade is changing people's lives.

Choose Fair Trade.

Steve Knapp
Executive Director, FTAANZ & Fairtrade ANZ

COMBINED FINANCIAL REPORT FOR AUSTRALIA AND NEW ZEALAND 2010/11 (AU\$)

	FTAANZ	FLANZ
Current Assets	142,215	1,373,928
Non-Current Assets	3,047	4,388
TOTAL ASSETS	145,262	1,378,316
Current Liabilities	91,180	842,579
Non-Current Liabilities	4,634	10,529
TOTAL LIABILITIES	95,814	853,108
NET ASSETS	49,448	525,208
INCOME STATEMENT		
Grant Income	239,878	313,882
Membership /License Fees	14,615	1,396,630
Management Fee	60,000	78,154
Other Income	25,303	28,395
TOTAL INCOME	339,795	1,817,062
Wages & Salaries	211,148	750,682
FLO Fees	N/A	226,609
Management Fee	N/A	26,923
Marketing, Promotions and Office Expenses	142,470	406,573
Audits	7,012	9,345
WFTO Membership	1,159	N/A
TOTAL EXPENSES	361,789	1,480,132
NET SURPLUS/DEFICIT	21,993	336,930

*The average exchange rate for the period of July 2010 to June 2011 was calculated using data from the Australian Reserve Bank (www.rba.com.au) NZ\$1 = AU\$1.27

ACHIEVEMENTS IN 2011

- Retail sales in Australia & NZ reached \$202m (Australia \$167m AUD and \$45m NZD in NZ), an increase of 35% on 2010.
- The continued growth in sales comes after increasing recognition of the FAIRTRADE Mark; rising in Australia to 44% and in New Zealand to 57%.
- Aussies were urged to “Show Off Their Swap” to fair trade as part of the annual Fair Trade Fortnight campaign – which included a launch event in Sydney with guest touring producers Senarath Yatigammana from Sri Lankan Fairtrade Certified tea producer group Bio Foods and Cecilia Granadino from Peruvian artisan organisation MINKA Fair Trade.
- For the first time ever, Fairtrade ANZ ran TV advertising in New Zealand promoting the Fair Trade Fortnight theme of “Show off your swap” made possible by the generous assistance of TV3 and FOUR.
- Fairtrade ANZ was honoured to host Fairtrade Foundation Director Harriet Lamb during her visit to Australia & New Zealand, in which she spoke at more than 10 events across the 2 countries as well as appearing on nationwide TV programmes and engaging with NGOs, Fair Trade communities and supporters. Huge thanks to a number of supporters in making this visit possible through funding and hosting of events.
- Over 30,000 shoppers in over 100 NZ supermarkets enjoyed taking part in Fairtrade chocolate tastings during Fortnight provided by some of New Zealand’s leading chocolate brands; Whittaker’s, Cadbury & Scarborough Fair.
- 700 café packs sent out to NZ cafes (each containing posters, stickers and other promotional materials) to promote Fair Trade Fortnight.
- Fairtrade ANZ had a presence at a number of trade, industry and consumer events. Specific events were The Auckland Food Show, Parachute with World Vision, Zoo Music (WBC), Foodstuffs Suppliers Expo (with Scarborough Fair), New Zealand Coffee Roasters AGM, SBN Sustainability Conference and the Sustainable Living Expo.
- Focus on increasing the number of Fairtrade Workplaces, with the most notable successes being IAG New Zealand with over= 2000 employees, Meridian Energy over 750 staff, Hubbards Cereals, Tourism Auckland, Dunedin Public Libraries and Wellington Zoo. As a result the number of Fair Trade Communities in NZ has risen from 545 (June 2010) to 617.
- On June 4 Victoria’s Whitehorse City Council and its local community helped the international Fair Trade Towns movement reach a significant milestone - 1000 towns by becoming a Fair Trade Town.
- Fairtrade ANZ supported the running of the first ever Fairly Educated conference held in Sydney in July 2011 which aimed to bring together all of the various campaigns and individuals working to grow the Fair Trade Universities movement.
- A new fair trade Secondary school education kit has been developed. The kit was developed in close consultation with EnviroSchools, Team Solutions and other experts in the education field. The kit is targeted to NCEA level 3 and 4 for Social Studies, English and Mathematics and covers the Cocoa, Coffee and Bananas as subject areas. Printing sponsored by Wild Bean Café.
- Farmers in the Pacific continued to see the benefits of Fairtrade Certification with 2 new producer organisations gaining Fairtrade certification in Papua New Guinea, taking the total number to 6.
- Australian businesses licensed to sell products carrying the FAIRTRADE Mark rose by over 13% per cent to 220.
- Major brands growing commitment or entering Fairtrade system: Starbucks and San Churro serving 100% Fairtrade Certified espresso in their stores nationally, Ben & Jerry’s re-confirmed commitment to switching all flavours to Fairtrade by 2014, Kraft expanded its Fairtrade Certified range in 2011 to include its first Fairtrade Certified Easter Egg and NZ based Nice Blocks launched the first range of Fairtrade Certified Organic Ice Blocks in the world.
- Fair Trade Association of Australia & New Zealand officially launched its Fair Traders of Australia (FToA) initiative on World Fair Trade Day 2011. These pioneering endorsed businesses are: Better World Arts, Eternal Creation, Fair Go Trading, Global Conduct, Oxfam shop, Pashom, Sankofa, The Dharma Door, Tribes & Nations and Zenana Women.
- Fair Trade Association of Australia & New Zealand’s State-based network groups go from strength to strength and held over 100 fair trade events nation-wide, in support of the Fair Trade movement. Three new groups, Fair Trade Freo, Fairly Educated and Go Fair Tasmania bring the network groups total to 9.
- The Labasa Cane Producers Association in Fiji was certified, bringing an additional 4,000 farmers and workers into the Fairtrade system.
- The ‘producers update’ newsletter was launched, providing quarterly updates on the Fairtrade Certification system to all stakeholders in the Pacific.
- Participated at the Pacific Islands Trade & Invest Summit, presenting the benefits and features of the Fairtrade Certification System.

ANNUAL RETAIL SALES AND NUMBER OF FAIRTRADE LICENSED BUSINESSES IN AUSTRALIA & NEW ZEALAND 2005–2011

