



**FAIRTRADE**  
AUSTRALIA  
NEW ZEALAND



**Fair Trade**  
**Association**  
of Australia and New Zealand

FAIRTRADE ASSOCIATION OF AUSTRALIA  
AND NEW ZEALAND FAIRTRADE (FTAANZ)  
FAIRTRADE AUSTRALIA AND NEW ZEALAND  
(FAIRTRADE ANZ)

# ANNUAL REPORT 2010

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 2010 and financials from July 2009 to June 2010.



**I am proud to present to you this copy of the 2010 Annual Report for the Fair Trade Association of Australia & New Zealand (FTAANZ) and Fairtrade Australia and New Zealand (Fairtrade ANZ).**

In the aftermath of the global financial crisis, 2010 was a difficult year for businesses all over the world, especially for small scale producers in developing countries, where an estimated 50+ million people were thrown into extreme poverty according to UN Millennium Development Goal figures.

In this context, we have continued to strengthen our efforts and focus on our core mission of raising awareness of and mainstreaming Fairtrade Certified products in Australia and New Zealand, delivering direct support to regional producers as well as growing the fair trade movement as a whole. It has been an eventful year underlined by a number of extraordinary accomplishments.

Consumer recognition and understanding of the Fairtrade Label increased significantly, — a likely key factor behind the ongoing support for Fairtrade Certified products despite the global financial crisis.

The retail market for Fairtrade Certified products in Australia and New Zealand almost tripled in 2010, growing from around AU\$50m in 2009 to AU\$150m. This translated into increased benefits for developing country producers around the world, for whom Fairtrade was crucial to survive a difficult year and plan for the future.

In our ongoing effort to provide direct support to Fairtrade Certified and applicant producers, we visited and advised many groups. The highlight of my year was meeting cocoa farmers in a small village near Rabaul in Papua New Guinea and listening to their hopes and aspirations for the future. We met Odelia, an amazing woman who, after finishing her studies in Port Moresby, returned to her village to farm cocoa. When she first started pruning her trees and using organic fertilisers as she had been taught, most men in the village would laugh at her. This soon changed when her trees began to produce more than any others. Odelia is now the chairperson of the Tavilo Farmers' Cooperative Society, a cooperative that gathers village farmers and channels support for them and the community. Under her leadership, the cooperative has implemented an integrated pest and disease management system without which their crops would not have survived the cocoa pod borer pest — maintaining their only means of survival.

This is the power farmers have when working together. The goal of our Producer Support Program is to encourage this collective work, create trade opportunities through fair trade relationships, and facilitate the sustainable development of smallholder producers in PNG and the Pacific islands.

And this is what fair trade is all about; rallying people — both producers and consumers — to promote sustainable development so that everyone, through their work, can maintain a decent and dignified livelihood and develop their full potential.

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

**Steve Knapp**

Executive Director, FTAANZ & Fairtrade ANZ

**COMBINED FINANCIAL REPORT FOR AUSTRALIA AND NEW ZEALAND 2009/10 (AU\$)**

	FTAANZ	FLANZ
Current Assets	166,952	446,052
Non-Current Assets	578	5,339
<b>TOTAL ASSETS</b>	<b>167,530</b>	<b>451,391</b>
Current Liabilities	90,766	249,984
Non-Current Liabilities	3,478	10,666
<b>TOTAL LIABILITIES</b>	<b>94,244</b>	<b>260,650</b>
<b>NET ASSETS</b>	<b>73,286</b>	<b>190,742</b>
<b>INCOME STATEMENT</b>		
Grant Income	189,343	212,742
Membership /License Fees	18,077	884,288
Management Fee	45,000	58,966
Other Income	4,936	71,142
<b>TOTAL INCOME</b>	<b>257,356</b>	<b>1,227,138</b>
Wages & Salaries	155,661	538,494
FLO Fees	N/A	222,875
Management Fee	N/A	29,440
Marketing, Promotions and Office Expenses	94,599	369,205
Audits	6,990	7,220
WFTO Membership	1,206	N/A
<b>TOTAL EXPENSES</b>	<b>258,456</b>	<b>1,167,234</b>
<b>NET SURPLUS/DEFICIT</b>	<b>-1,100</b>	<b>59,904</b>

*\*The average exchange rate for the period of July 2009 to June 2010 was calculated using data from the Australian Reserve Bank ([www.rba.com.au](http://www.rba.com.au)) NZ\$1 = AU\$1.25*

**GOVERNANCE**

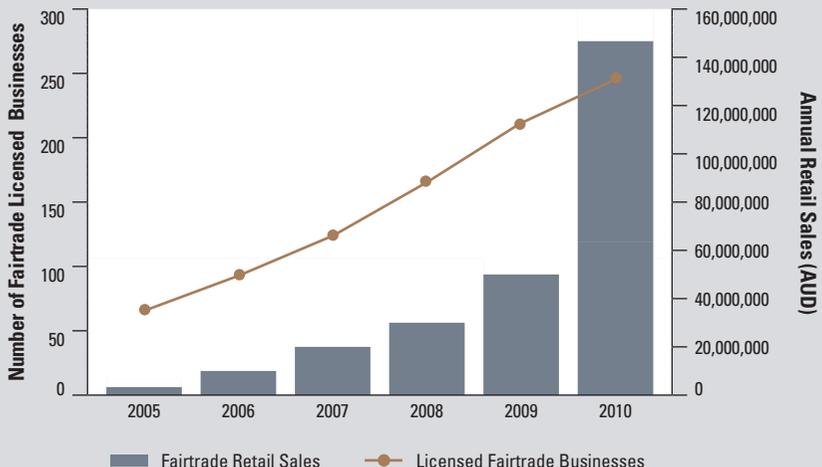
FTAANZ is a not for private profit membership based association, governed by an Executive Committee elected every year during FTAANZ's AGM. FTAANZ membership is open to any organisation interested and supportive of fair trade principles. Members include: traders and businesses involved in fair trade, 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.

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 and membership of Fairtrade ANZ are independent of any commercial interests regarding the use of the Fairtrade Label.

## ACHIEVEMENTS IN 2010

- Retail sales of Fairtrade Certified products in Australia & New Zealand tripled to approx. A\$150 million.
- Market research by Mobium in Australia shows that Fairtrade Label awareness grew by 14% to 37%. In New Zealand Fairtrade Label awareness increased by 10% to 51%, according to market research by Colmar Brunton.
- Fair Trade Fortnight ran from 1 to 16 May and was the largest Fair Trade Fortnight to date, involving over 70,000 people and attracting major media coverage
- The \$2 A Day campaign again engaged supporters to spend \$2 per day on Fairtrade Certified products in order to become a Fairtrade Champion and help tackle poverty.
- The National Australia Bank (NAB) hosted Australia's Largest Fairtrade Coffee Break as part of Fair Trade Fortnight 2010. The Bank of New Zealand (BNZ) also made the swap to Fairtrade tea and coffee, and was named New Zealand's largest Fair Trade Workplace.
- Adelaide & Fremantle were announced as Australia's first Fair Trade Cities, as their respective councils officially made the swap to Fairtrade.
- In a historic move South Australia's Parliament House became the first Parliament in Australia to formally make the swap to Fairtrade Certified coffee.
- Cadbury made the largest ever swap by an Australian or New Zealand company, converting their entire range of Cadbury Dairy Milk® milk chocolate to Fairtrade Certified.
- In New Zealand iconic brand Whittaker's converted its popular 250gm Creamy Milk block to Fairtrade Certified.
- Fairtrade bananas were successfully launched in New Zealand by All Good Organics in February 2010
- Fairtrade Certified cotton was officially launched across Australia and New Zealand in October 2010.
- The Checkout Fairtrade search to find the Most Fairtrade Friendly Supermarket was undertaken. Independent supermarket Leo's Fine Food & Wine in Heidelberg and Woolworths Mordialloc, were awarded Australia's top honours. While in New Zealand, New World South City and Whakatane Pak 'n' Save received the same recognition.
- Fairtrade is now working with 247 businesses across Australia and New Zealand, representing a 15% growth since the end of 2009.
- Wellington hosted New Zealand's first Fair Trade Supporter Conference in October which included guest speaker Will Valverde Padilla from Costa Rican Fairtrade producer group Coopeagri.
- The first Christmas guide was produced showcasing Australia's wide range of fair trade wares.
- Support was provided to Fairtrade Certified and applicant producers in PNG and the Pacific islands on behalf of Fairtrade International (FLO).
- The first Fairtrade Certified cocoa became available from Papua New Guinea origin.

## ANNUAL RETAIL SALES AND NUMBER OF FAIRTRADE LICENSED BUSINESSES IN AUSTRALIA & NEW ZEALAND 2005–2010



## HIGHLIGHTS



Clockwise from top left: Sorting cocoa beans in Kuapa KoKoo, Ghana — Fairtrade ANZ; Happy school children in Coopeagri, Costa Rica — Fairtrade ANZ; Banana farming in El Guabo, Ecuador — All Good Organics; Maria Jose Trogolo from PSR spends time with coffee producers in PNG — Fairtrade ANZ; Launching Fair Trade Fortnight 2010 — Fairtrade ANZ; Fairtrade ANZ Executive Director Steven Knapp talks with PNG coffee producers — Fairtrade ANZ.

Front cover: Members of the Kuapa KoKoo Cooperative, Ghana — Fairtrade ANZ

## 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.

## A BIG THANK YOU

To our sponsors & supporters: Oxfam Australia, Oxfam New Zealand, Trade Aid, World Vision, NZAID, AusAID, Christian World Service, ICCO, 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.

## CONTACT

Queries on the content of this report can be addressed to Fairtrade ANZ or FTAANZ via [info@fairtrade.com.au](mailto:info@fairtrade.com.au)

For more information please visit [www.fairtrade.com.au](http://www.fairtrade.com.au) or [www.fairtrade.org.nz](http://www.fairtrade.org.nz)