



# FAIR@ SQUARE

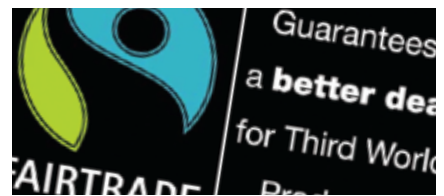
fair-trade + ethical festival



## FESTIVAL INFORMATION



**DEC 2011**  
FRIDAY 2 / SATURDAY 3 / SUNDAY 4  
FEDERATION SQUARE  
MELBOURNE



## Introduction

Fair@Square is a festival that aims to demonstrate how Australians can actively take action to create a sustainable future that values and respects all people and the preservation of our planet.

The festival showcases goods and services produced by a wide range of ethical producers. The festival offers workshops, talks, market stalls, music, fashion and art, appealing to people from all walks of life.

Throughout the festival, Federation Square comes alive with producers, entertainers, speakers and volunteers who share knowledge and exchange ideas about fair trade and ethical business.

In the lead up to the event, the Fair@Square team will collaborate with businesses, schools and universities to develop an interesting, engaging and diverse festival program.

After the success of the event in 2009 and 2010, this year Fair@Square will expand into a three-day festival. The festivities will begin on Friday evening with a highly anticipated Ethical Fashion Show in the BMW Edge.

The following two days will provide a wide range of activities and programs designed to demonstrate how dialogue, creativity, music and trade can work towards a sustainable and culturally diverse future.

## Our Aims

Fair@Square aims to:

- inspire, entertain and educate attendees about fair trade;
- raise awareness about how our consumption choices affects producers; and
- help attendees to make more informed consumption choices by connecting them with socially and environmentally responsible organisations.

The festival also promotes the idea that fair trade can foster strong cross-cultural ties and is key to achieving sustainable community development. The event will provide a platform for local and international organisations operating with fair trade and ethical business principles, including fair pay, decent working conditions, capacity building and respect for the environment, to connect with the public and help achieve the goal of bringing fair trade into the mainstream.

The festival will promote trade as an important aspect of culture, bringing people together from different countries and providing a space to exchange cultural knowledge. It emphasises the role of fair and ethical trading as a means to both preserve and rejuvenate cultural heritage and to facilitate justice and dignity by ensuring a fair return for work.

At the core of the festival's aims is bridging



the gap between interest and action, providing accessible, appealing avenues for increased consumer and business engagement in ethical practice.

Fair@Square will illustrate that fair and ethical trade is so much more than the traditional handicraft image with which it is often equated. Local and international initiatives will showcase innovative responses to today's global social and environmental challenges.

Fair@Square aims to demonstrate that fair and ethical trade brings different cultures together, promoting tolerance, understanding, respect, justice and dignity for all.

## Goals & Objectives

- Support and promote current and emerging ethical businesses focused on global social and environmental responsibility
- Demonstrate how creative and culturally diverse mediums of dialogue, music, art, craft and trade can be vehicles for the attainment of a fairer and more transparent world.
- Empower people to be leaders in the pursuit of a better and fairer future for all people and our planet.
- Encourage people to make choices that will have a positive impact on the world at large, including the environment and society.
- Provide a forum for advancing awareness, knowledge, standards and intellectual cooperation between the business sector and the broader public about ethical choices. Use this as a platform to demonstrate how engagement in fair and ethical trade can strengthen cultural dialogue and aid in poverty eradication.
- Build on the success of last year's festival, increasing attendance levels to over 70,000 for even greater impact.

## Our Team

Moral Fairground (MFG) is a Melbourne-based organisation focused on promoting fair and ethical trade in engaging and inspiring ways. We create festivals, events, expos, markets and networking opportunities for the ethical business sector. Fair@Square is a free public event hosted by Moral Fairground and produced by a diverse, dynamic team of creative and inspiring individuals with genuine interest in social and environmental issues and a vision for positive change.



## Exhibitors' Benefits

Participate at the Fair@Square Festival and your entitlements are as follows:

- 2 hours Free Visual Merchandising and Branding Workshop provided to Fair@Square exhibitors (limited to 1 person per stall any additional person, \$20 to be charged)
- 1 Free Ticket worth \$100 invited to the 2nd of December 2011, Friday night VIP and Fair Fashion Show @ the BMW Edge, Federation Square
- Exhibitors Business Logo & Website linked details listed on the Moral Fairground Website business listing for a period of 12 months starting from October 2011.
- Business Listing on Festival Program Guide, 15,000 copies to be distributed.
- Receive 10% discount when booking before 30/09/2011.
- First in first served preference for stall allocation
- Exhibitor opportunity to feature a selected product & own business blurb on Moral Fairground social media and website
- Extensive print media – Publicity Campaign with: GMagazine, Peppermint Magazine, Fairfax Weekly 32 publications covering 1.2 Million readers
- Volunteers on-call for Saturday & Sunday. Available for exhibitors when requesting to cover 15 minutes break through out both event days (request must be submitted prior to event).
- Receive 30% discount in advertising with GMagazine under Marketplace section for Fair@Square stallholders book into the Oct/Nov and Dec/Jan issues, see attached deal and mediakit for more details.



# Festival Components



## FAIR TRADING

More than 80 colourful stalls featuring fair trade and ethically produced goods from around the globe.

Fair trade, organic and culturally diverse products will be on sale here. Fair Trading is a vibrant environment, which will give consumers the opportunity to learn about and support producers with socially and environmentally sustainable products. In an attractive and welcoming environment, shoppers will gain further understanding of ethical production processes and on how to make their decisions as consumers count.



## FAIR LIVING TENT

Fair Living focuses on home and lifestyle. It features a walk-through display demonstrating what an ethical home could look like, filled

with ethically produced homewares, clothes and toys, fair trade consumables and furniture made with wood from sustainable forests. The aim of the display is to highlight the availability and accessibility of these products and to inspire attendees to think sustainably when it comes to their own home interior choices.



## FAIR PLAY TENT

This tent will feature a well-designed program to encourage children to start thinking critically about their choices as

consumers. It fosters cross-cultural interest and understanding, setting children on the path to future peace building through education. Fair Play encourages participation from children of all ages, stimulates creativity via workshops and provides a learning journey via engaging and fun activities.



## FAIR INDULGENCE TENT

Here food lovers will be able to enjoy a delicious feast and at the same time learn about different aspects of ethical

and fair trade food production. Cultural elements of food will be shown through ceremonies, rituals and traditions.



## FAIR FASHION SHOW

The Fair Fashion show will present the work of emerging local artists and designers involved in ethical projects.

It will host works developed by students from local schools and tertiary institutions, the results of Moral Fairground's collaborative effort with teachers to incorporate fair trade into student learning activities. This will be a culturally rich and engaging show, boasting local talent, presented within the context of broader global issues.



## FAIR ENTERTAINMENT

Enjoy a showcase of performances from new, culturally diverse artists, spanning contemporary and traditional genres. Fair Entertainment will provide a

forum for artists to express themselves via their music while providing a wonderful soundtrack for the festival.



## FAIR TALK TENT

Speakers and presentations in this tent will give festival participants the opportunity to learn from and interact with a variety of people actively

engaged in fair trade and ethical enterprises. In an intellectually stimulating atmosphere attendees will hear about the complexities of production and consumption decisions and gain information to assist in their own decision-making.

## Target Market

Fair and ethical business is experiencing phenomenal growth in Australia. According to market research by the Mobium Group ([www.mobium.com.au](http://www.mobium.com.au)), the Lifestyles of Health and Sustainability (LOHAS) market in Australia was worth AU\$19 billion in 2009, and is on track to reach AU\$27 billion this year.

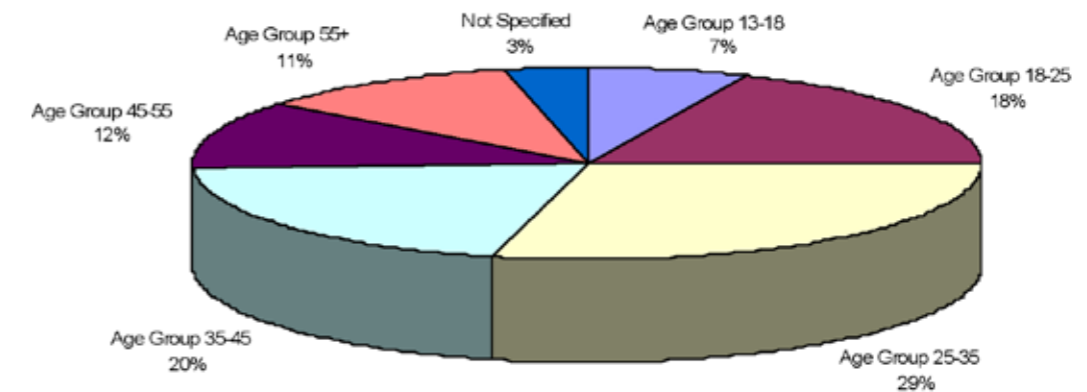
Mobium Group statistics show that 90% of consumers want retailers to offer eco-labelled products, that a quarter of the population in Australia has increased its awareness of the fair trade label and is actively engaging in sustainable behaviour, and that these trends are likely to increase.

Traditionally fair trade and ethical consumers were middle aged, affluent women, however, over the last five years the demographic has changed dramatically, as fair trade products become more available and mainstream, and more fashionable. From feedback surveys, our own research reveals a primary target market of 25-45 year olds and a secondary target of 18-25 year olds.

## 2010 Fair@Square Festival Feedback:

We received great feedback from last year's festival. Surveys of the event revealed that 96% of people were satisfied with Fair@Square, an improvement of 35% from the first event in 2009. Over 90% of people would recommend Fair@Square to family and friends and would also come along to Fair@Square again.

The survey asked people to name Fair@Square sponsors and 60% of people surveyed were able to identify sponsors, with 84% being able to name two or more sponsors.



# PR and Media & Marketing Plan

## Direct Marketing

Over eight weeks leading up to the festival, posters, flyers and festival programs will be distributed across Australia, concentrating on where our target audiences have been identified to live, work and play.

## Advertising

Advertisements will be placed in print media, on the web, and broadcasted on community radio. The media outlets selected for paid advertisements will be reflective of our target audiences, and their audience reach. The goals of the direct marketing and advertising strategies are to:

- Provide clear, specific and accessible information to festival goers.
- Create an image of what audience members will experience during the festival.
- Highlight key organisers, supporters and sponsors through logo placement and text.

## Publicity

An eight-week publicity campaign will be implemented as a strategy to build interest and excitement about the festival program. This campaign will include interviews, reviews, and documentation on radio, print media and online, highlighting the artists, performers, sponsors, organisers, businesses and representatives involved in the festival.

## Online

As part of the eight-week publicity campaign, we will focus on online strategies to reach our target audiences. This will include utilising social networking sites such as facebook, twitter, posting blogs and forum discussions that reference to the various activities of the festival and the festival stakeholders. The goals of the publicity and online strategies are to:

- Create a buzz, encouraging audiences to attend the festival.
- Raise a socially and environmentally conscious profile for those businesses, groups and individuals contributing to the festival.
- Establish genuine support from Victorian communities to participate and take action on the issues highlighted at the festival.

## Partners Evaluation

The success of the event will be evaluated by:

- Attendance numbers
- Audience demographic
- Media coverage
- Market research in the form of feedback survey
- Stallholders feedback survey
- Level of commitment to actively participate in future fair and ethical trade projects
- Change in consumer attitudes towards socially and environmental conscious choices.

