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**PENGUIN
POWER**

How George Miller
wants to change
the movie game

Georg Jensen



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aging director, Anne Sullivan.
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They can't just come back
rife," says Sullivan.



The Dezstruct football boot by Zygo



Trading on the fair and square

The Fairtrade movement has come a long way in six years.

Gone are the days when fair trade and environmentally sustainable shopping meant a selection of haphazardly stitched, ill-fitting shoes, grass-clipping tea and itchy yak-wool caps which rarely made the wearer look as if they were at one with the Himalayas. (Although the Occupy Wall Street movement has reintroduced silly knit hats to a generation of brokers.) Nowadays an Oxfam shop sells funky, colourful purses made of old chip packets that are quite at home in green neighbourhoods and the cafes in those locales proudly bear the Fairtrade imprimatur on their coffee beans.

A recent survey reveals Fairtrade is moving from Green Street to Main Street: 44 per cent of Australians recognise the logo and its message that shopping choices can make a positive difference for farmers and workers in developing countries. That recognition is up from 28 per cent in 2009, while two-thirds of us say we trust the label, slightly higher than the global average.

Such growing acceptance is evident in Australia's largest fair-trade and ethical festival, Fair@Square at Melbourne's Federation Square, started just three years ago by two bankers (don't laugh, banks were early adopters of ethical treaties), Susanna Bevilacqua and Bobby Vosinthavong.

Bevilacqua says the two dreamed up the idea of a fair after visiting some of the poorest countries in south-east Asia and witnessing first-hand the working conditions and environmental impact of mass consumerism. Vosinthavong organises a fair trade community in Laos.

Bevilacqua had never organised an event before but Fair@Square, now supported by Fed Square, Oxfam, Cadbury and Lush, has grown from 40 businesses promoting wares for 20,000 consumers to 80 businesses and a projected attendance of 75,000 for the coming event. "I was completely ignorant of fair trade five years ago and we spent 18 months getting the first fair together," says Bevilacqua.

According to Fairtrade Australia, the industry body, Fairtrade-labelled products were only launched in Australia in 2005 but by last year had annual sales of \$120 million. Products range across fashion, homewares, jewellery and comestibles. Itchy yak hats are still popular however – no doubt the growing OWS movement is helping.