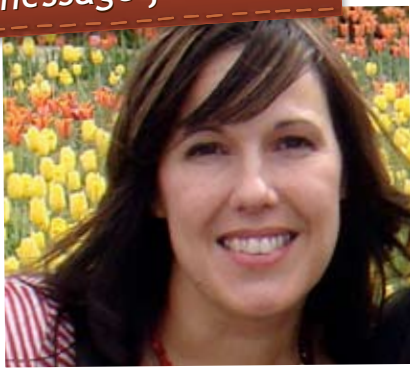


message from Susy



Recently I have been reading a book called "Eating Animals". The author talks about the ethics of eating animals from his personal perspective, his journey to discover if he should or should not include animals in his diet. Interestingly enough the authors makes a conscious decision not to include animals in his diet and this is because he weighs up ethical cost of eating meat, in other words is the fact that he likes the taste of meat enough to justify the suffering that factory farmed animals go through to get to our plate. He points out that we have become disconnected with where everything comes from and how it is produced; because we have no idea about the journey the products we consume or buy take. Making ethical choices mean different things to different people. We need to understand what our driving force is for the choices we make. Are we the consumers really making decisions or are decisions already presented to us? Do we feel powerless and just go with the flow? I am a very hopeful person and believe that we can see some positive changes in this lifetime; we can at least work on the foundations for the future and be the catalyst of Positive change. The secret is never to think that your actions are too small and don't count, lots of small actions make big changes.



UPCOMING EVENT QUEEN VICTORIA MARKET ON SUNDAY 16TH MAY 2010 BETWEEN 10.00AM - 4.00PM

We are proud to announce that Moral Fairground has been appointed to co-ordinate the Victorian Fair Trade Fortnight Festival on behalf of Fair Trade Association of Australia and New Zealand (FTAANZ)

Fair Trade Fortnight happens globally with events, festivals and activities happening all around the world to celebrate the Fair Trade movement and campaign for justice in trade practices and promote sustainable environment and social responsibility.

Fair Trade fortnight this year falls on the 1st -16th of May 2010. A number of events have been planned Australia wide during the fortnight.

Victoria is happy to announce that the 2010 Fair Trade Festival will take place at the iconic Queen Victoria Market on Sunday the 16th of May 2010 between 10.00am to 4.00pm

The Victoria Fair Trade Festival is a free public event and will feature over 30 stalls in the Market Place Zone, Entertainment Zone, Kids Zone and Touch and Feel Zone (educational area).

Come along and bring the family for a day of fun and join in the celebration!

MEET OUR ADVISORY BOARD

A big welcome to our new members of Fair@Square Advisory Board. **Susan Long** Event Manager of the Law Institute and **Louise Murphy**, program Coordinator, Philanthropy services, Myer Family Office, are not new to Fair@Square, as a matter of fact they were part of the co-ordinators team in 2009. Both have a broad knowledge of event management. **Cameron Neil**, Operations Manger of the Fair Trade Association of Australia and New Zealand, we have great admiration for his passion and knowledge about fair trade. **Georgia Garrard** is an ecologist at the University of Melbourne, she has a PhD from RMIT and taught a number of sustainability orientated subjects, and developed a keen interest in Fair Trade and ethical purchasing. **Nick Savaidis** from ETIKO and **Hiroshi Kikuchi** from Brandism have been on our advisory board since 2009, they believed in our vision and continue to be great advocates for Fair@Square. **Read more about our advisory board at: <http://moralfairground.com.au/advisory.html>**

MEET OUR FAIR@SQUARE 2010 CO-ORDINATORS

Yippie! We finally have our Fair@Square team of co-ordinators. Meet our vibrant team and drop them a line, you can find out more about them on our website: <http://moralfairground.com.au/coordinators.html>



Anna Smyrk
Fair Entertainment
Co-ordinator



Fabia Pryor
Fair Fashion
Co-ordinator



Leeyong Soo
Fair Fashion
Co-ordinator



Bronya Lipkebia
Fair Talking
Co-ordinator



Zoe Gaylard
Public relations & Media
Co-ordinator



Arturo Avila
Volunteer
Co-ordinator



Pauline Lapchine
Fair Play
Co-ordinator



Karen Lee
Sponsorship
Co-ordinator

MARKETING YOUR ETHICAL BRAND

Hiroshi Kikuchi is a creative director for a leading Melbourne based marketing and branding agency called Brandism Pty Ltd. Hiroshi has long been a passionate supporter of Fair@Square since its conception. Hiroshi helped us develop our brand name, brand identity and all the brand visual communications that go along with that. He also serves on our Advisory Board providing us with crucial marketing and strategy advice. We asked Hiroshi to provide us with some simple tips about marketing an ethical business or brand.

NO.1 - KNOW YOUR MARKET & THINK STRATEGICALLY

"This will require you to spend some time researching and gathering information about who your target audience is, what's important to them and what motivates them to purchase your product or service over another. Accreditations and ethical claims are important to state but it may not be enough as a point of difference – only because we want this to eventually be the norm and not the exception."

NO.2 - DELIVER ON YOUR PROMISE

"The best and quickest way to build brand loyalty is to deliver on what it is you are promising, it doesn't matter if it's quality, taste or satisfaction, if you don't deliver on your promise you won't get that repeat business. Being ethical or Fair-trade should automatically raise the bar for quality and never be associated with poorly produced products. A "Unique Selling Proposition" (USP) for your product or service should be clearly stated, what sets your product or service apart from the rest... other wise you will run the risk of being yet another "me to". Attractive branding and packaging will not only help with shelf impact but it should also reinforce your credibility and support your end user promise.

NO.3 - PROTECT YOUR IP

"Always protect your brand name through trade marking. Consult your trademark & patent attorney to make sure you are covered within the correct classes. Register the Internet domain name for your web site as well – it will be an important promotional tool as consumers may choose to maintain a dialogue with you and your brand. Don't underestimate the power of social networks to create awareness of your brand, product or service. It will be the next new form of marketing to whole new generation of consumers."

Brandism has won many industry awards and work with national and international brands. Over the years they have built up a reputation in the industry and are highly sought after in the "Fast Moving Consumer Goods" (FMCG) brand sector. **You can contact Hiroshi on:**
hiroshi@brandism.com.au W: <http://brandism.com.au> P: 03 9387 7677

PRODUCTS OF THE SEASON COCOON - SILK BED LINEN FOR KIDS

The Cocoon range is a beautifully handcrafted cot set made from luxurious silk. This range has been hand woven, the silk has been produced using organic methods and the amazing colours are derived from natural plant dyes using traditional methods. These beautiful products are the creations of skilled artisans in Laos, it takes more than 21 people to produce this item from farming to production, this means that every item you buy will guarantee not only the preservations of the ancient craft of hand silk weaving and growing but also jobs and decent working conditions. The Cocoon range is designed in Australia by Innerpiece and produced by Lao Sericulture Co Ltd a World Fair Trade Organization. The range consists of cot size quilt cover, pillowcase and silk net pouch. Available colours are cherry red, dusty blue and neutral.

RRP \$240.00 per set

E-mail: fairproducts@moralfairground.com.au

LAOS PAPER UMBRELLA

Designed: Doungsy Xayasan "Khan Nyu" Paper Umbrella Producers. The production of handmade paper umbrellas, also known as "Khan Nyu", is a craft that has been passed on from generation to generation in Xieng Khaung Province in the far north of Laos. There are 34 families with 124 people involved in umbrella making in Mixay Village, Phookood district, where Doungsy Xayasan grew up. His family started making umbrellas in 2000. It is very much a family business where everyone helps out, from making handmade paper, to bamboo structuring, to painting handles. All materials used to make the umbrella come from natural ingredients found locally in the village. The family is able to make approximately 170 umbrellas per month, and usually sells them in the local market. After harvesting rice, umbrella production is the main source of income, enabling the family to pay medical and school expenses.

RRP \$40.00 each

E-mail: fairproducts@moralfairground.com.au

