

## message from Susy



Hi everyone,

My Four year old son recently pointed out to me while we were walking to kindergarten all the rubbish that was littering the street. I was shocked not only by the amount of rubbish he spotted during our 5 minute walk, which I had not noticed before, but what he said while taking a big sigh "No one is looking after my world mum".

Not sure about you, but when your Four year old says something like this, the first instinct is to think of ways to solve the problem, eg could I pick up all that rubbish and organize a troop of people to do it on a regular basis and second to reassure him that there are people looking after his world.

This really affected me and after much thought I realized that I could not really solve this problem on my own because it's a problem caused by many over a period of time and complacent, and the reality is the assurance I offered him, I was not sure about either, it made me feel very vulnerable that I could not guarantee a future for my son.

I suppose, moments like these make you stop and think, our busy hectic lives allows us very little time for deep thought and often it seems too overwhelming and we put it aside.

What I did realize however is that we often look at things as a whole and it becomes too difficult for our brain to digest, so my solution is to break the problem in smaller components and act on those things I can influence and make sure you tell everyone about it so that your positive actions and messages become viral.

As in the famous words of Neil Armstrong; "That's one small step for man, one giant leap for mankind."

Enjoy the Fair Trade Fortnight 2011 – make a small change today for a better future tomorrow.

Enjoy the newsletter  
Susanna Bevilacqua

## UPCOMING EVENTS CALENDAR



### Fair-Trade Mother's Day High Tea

Where else but at the historic Abbotsford Convent - treat your mum to a delicious morning or afternoon tea in the elegant Rosina Room at Abbotsford Convent, sip a fair trade cup of coffee, enjoy a buffet catered by the renowned Convent Bakery stroll through the fair trade market stalls for that special gift and be inspired by the Fair Trade mum's stories and so much more.

**NUMBERS LIMITED, CLICK HERE TO BOOK YOUR TICKET NOW:** <http://moralfairground.com.au/vicfairtrade2.html>



### The Show Off Your Swap Art Competition

We have asked all Melbournians to enter the Show Off your Swap Art Competition and tell the world "What does Fair Trade Mean to You". This is a great opportunity to show off your talent and your creativity, and best of all there are prizes to be won. If you have not yet entered you have time until the 6th of May.

Artwork will be displayed at the Queen Victoria Market during Fair Trade Fortnight 7th May to 22nd of May and winners will be announced at the Fair Trade Festival on the 22nd of May.

**CLICK HERE TO REGISTER:** <http://moralfairground.com.au/artexhibition.html>

### The Big Fair-Trade Morning Break

"Did you know that by just simply swapping your morning coffee with a Fair Trade coffee you are helping change the lives of farmers, workers and families in developing countries? It couldn't be easier!!!"



So we have made it easy for the people of Docklands to Show Off their Swap during Fair Trade Fortnight. On Friday the 13th of May we are asking all Docklanders to come along to the Big Fair Trade Morning Break buy a fair trade coffee or tea, enjoy a chocolate or morning snack, sing along with band performance and start your day by Showing Off Your Swap and making a real difference.



### Queen Victoria Market Sun 22nd of May 2011 - Victorian Fair Trade Fortnight 2011

Celebrate the end of Fair Trade Fortnight by joining us at the Queen Victoria Market, plenty of stalls, music and activities for the whole family.

**If you are interested in any of these events and would like to find out more - please visit: [moralfairground.com.au](http://moralfairground.com.au)**

## ARE YOU READY TO TAKE UP THE FAIR@SQUARE CHALLENGE?

Fair@Square fair-trade-ethical festival is our biggest event on the calendar and by far the most stimulating. A number of openings exist for volunteer coordinators roles. Fair@Square is the biggest ethical festival in Australia and it required someone that loves a challenge, is highly motivated and at the same time is well organized and can demonstrate leadership skills.

Application close 30th of May please send through a resume and the reason why you want to be involved to: [volunteers@moralfairground.com.au](mailto:volunteers@moralfairground.com.au)



# FAIR-TRADE MOTHERS

**Kommaly and Nicole are two mothers from two different worlds, both have dedicated their efforts towards fair trade and both will share their stories with us during Fair Trade Mothers' Day celebrations. But of course I am too excited to wait so I did a prelude interview with them and here is what they had to say:**



## Kommaly Chanthavong

Director of Phontong-CAMA Handicraft Cooperative & Lao Sericulture Company.

### What pushed you to set up a Fair Trade Organization in Laos 30 year ago?

The organisation was set up in 1976 as a cooperative, we did not know about Fair trade until 1994, when I first visited Ten Thousand Villages in United State of America. This is when I was first introduced to Fair Trade through the management team of Ten Thousand Villages. They have help explained what Fair trade is about and encourage that Phontong/Camacrafts Handicraft Cooperative to become a member of World Fair Trade Organisation (previously known as International Fair Trade Organisation).

I saw that the set up of Phontong/Camacrafts Handicraft Cooperative is in line with the World Fair Trade criteria or standards.

In 2003, Phontong/Camacrafts Handicraft Cooperative was accepted and certified as a member of World Fair trade organisation

### What are some of the challenges you encountered?

It takes time and patience in order for the organisation to be certified as a Fair Trade and as a result we must ensure Fair Trade Standards are maintained.

### Did you have to make sacrifices?

I have spent over 30years in establishing the organisation and throughout this period I ensure that the benefits are shared with the group rather than an individual.

### How many communities and people do you help?

Our organisation provides training, tools and a market for village people who wish to work towards a brighter future. We help over 3000 people. We also work with Lao handicraft group and various NGO groups.

### What do you think would have happened to the communities you work with if you did not offer them a fair trade system?

If the organisation was not Fair Trade certified, it's probably would not have existed today. The producers would not have trusted and worked with us. Even though the organisation is small but is still in operation today because Fair trade system enables us to work in a fair manner with our producers and buyers.



## Nicole Lamond Philp

Founder & Sole Director of Universal Village

### Why did I start a Fairtrade business?

I believe every person should have the right to better their own life.

Some people decide not to put a lot of energy into doing that, that's their choice, but I believe everyone should have the opportunity to do so.

Fairtrade is commonsense. Along with micro-credit and other similar activities, I believe Fairtrade is a great conduit for self-help. Fairtrade, hopefully is never something that has to be undone later on. Achieving that is sustainability.

### What are the biggest challenges I've encountered?

By far the biggest challenge I've encountered is to believe in myself.

Having left school in Year 11 and not having done any tertiary education, I have done quite an array of unskilled work including typing, various sales assistant jobs, a chef's apprenticeship and some more dubious jobs such as encyclopedia sales. I never saw myself as someone who could lead or create my own business. There seemed to be a great chasm between 'executive' type people and people who did their typing.

I used to think raising capital was the biggest challenge the business faced. But I can see now that getting capital to grow the business isn't the challenge, its being ready to receive it.

In 1999 I enrolled in some post-graduate business studies at Swinburne University. Next year (after a long hiatus looking after my kids) I will complete my Masters in Entrepreneurship. Along with the knowledge I learnt, I have come to realise that the 'chasm' between 'successful executive type' people and typists is crossed, not necessarily by a tertiary degree, but by lucid thinking and a good dose of trustworthy intuition!

### What personal sacrifices have I made?

I haven't made any personal sacrifices to run a Fairtrade business. From the outside looking in I can see how people might think that I have though. People often look at me bewildered and say 'how do you do it?' shaking their head.

Being a single parent of 3 gorgeous children and running a small business is a lot of work... but luckily I'm not a perfectionist, and I'm a very good daydreamer! So when I need a break I tend to have a glass of wine and daydream to escape, or I try to go sailing which I find invigorating.

I don't feel like I'm missing out on anything because of running the business... it enables me to create the kind of world that I want to live in. And as Tolstoy said, 'If you love your work, you never work a day in your life.'

### What communities do you help?

I actually don't think of doing Fairtrade as helping people. I just think all trade should be fair. What I do through Universal Village should be the norm. Fairtrade is a fair exchange, so really the producers are helping me achieve my dreams as much as I'm helping them.

Maybe we should think of it as people who aren't doing trade fairly as being unhelpful.

I'm also a big believer in creating industry as no country - apart from oil producing ones - ever got wealthy from agriculture. So I always try to find products that are processed and packaged in the country of origin, which creates valuable employment and transfers knowledge.

It's a privilege to be associated with this issue, I believe that helping people achieve their potential - even indirectly - is an activity of the highest order! I feel very lucky to be involved.

### What have I learnt?

Through being a mum, practicing Fairtrade and running a small business, the greatest thing I've learnt is never compromise your dreams, your vision or your values.

## PRODUCT OF THE SEASON



## Carpets for Communities Rugs

If you are struggling to think of something to buy for your mum this Mothers' day, Carpets for Community rugs make the perfect gift, they are unique, bright, colourful and soft.

This not-for-profit social enterprise based in Cambodia aims to break the cycle of poverty by empowering mothers of impoverished families to earn an income so that their children can return to school. You can buy these amazing rugs at the Mothers Day High Tea on the 8th of May or at the Victorian Fair Trade Festival: [www.moralfairground.com.au](http://www.moralfairground.com.au) for further information about Carpet for Community visit: [www.carpetsforcommunities.org](http://www.carpetsforcommunities.org)



## Lao Sericulture "Mulberries"

Made with 100% Lao silk; using only natural dyes. This scarf was produced by a team of artisans. As these artisans join their hands and hearts in working together, they are bound to each other by deep friendship. Each person contributes their expertise to the finished cloth. There are various steps, involving more than 17 people in the process of producing this hand woven silk scarf. Different community villagers contribute diverse skills.

From the farmers who raise cattle, collect manure to fertilize the mulberry trees, to raising the silk worm, silk reeling & spinning, creating natural dyes to the designer and weaver who create a resulting artistic work. For further information visit: [www.laosilkandcraft.com](http://www.laosilkandcraft.com) Also available at The Mothers Day High Tea and the Victorian Fair Trade Festival: [www.moralfairground.com.au](http://www.moralfairground.com.au)