



FAIR TRADE
Association
of Australia and New Zealand

Fair Trade Association Australia and New Zealand

FAIR TRADE COMMUNITIES Guidelines for Organisations

Becoming a Fair Trade Community is a way to support and promote Fair Trade and be recognised for it.

Becoming a Fair Trade Organisation is a great way of acknowledging a commitment to Fair Trade. It also enables groups that are promoting Fair Trade to have their work recognised. Once receiving recognition, Fair Trade Communities also receive on-going support and updates from the Fair Trade Association.

Requirements

The Fair Trade Communities Guidelines consist of minimum requirements, suggested initiatives and progress reporting.




Minimum requirements must be met in order for the community to receive its initial Fair Trade Communities recognition.

Suggested initiatives are not necessary for obtaining or maintaining recognition. However, the community is encouraged to pursue the additional suggestions as a means of broadening the influence of Fair Trade products and principles, as an organisation and within the broader community.

Fair Trade Communities are encouraged to submit an *annual update* outlining the organisations Fair Trade activities and achievements.

There is an *annual Fair Trade Organisation accreditation fee*.

The Fair Trade Association recognises the following Fair Trade systems:

<p>1. The World Fair Trade Organisation (WFTO).</p> <p>WFTO members are accredited as Fair Trade Organisations and can be recognised by the WFTO logo. http://www.wfto.com</p>	
<p>2. Fair Traders of Australia (FToA).</p> <p>FToA is a system that endorses Fair Trade Association members in Australia who are committed to and assessed as compliant with international Fair Trade principles in line with the WFTO. http://www.fairtraders.org.au</p>	
<p>3. Fairtrade International.</p> <p>Fairtrade International is responsible for setting product standards, Fairtrade Certification and labelling. http://www.fairtrade.net</p> <p>Fairtrade ANZ licenses businesses in Australia and New Zealand to put the Fairtrade Certified™ mark on products that have been certified by Fairtrade International. http://www.fairtrade.com.au</p>	

Note that when the term ‘Fair Trade’ is used below, we are referring to products that have been accredited under one of the above three systems.

Minimum Requirements:

1. At least two Fair Trade products are used as part of the organisation’s activities. For Eg:
 - Fair Trade tea, coffee and drinking chocolate (Fairtrade certified in Australia) must be served as the default option in kitchenettes, canteens and cafes and used at meetings and other events where beverages are served;
 - Fair Trade clothing, bags, chocolates, gift-hampers etc are used within the organisation.
2. Promote Fair Trade to organisation members. This should include:
 - a) Use of Fair Trade promotional materials. Eg placing the Fair Trade Association’s posters in prominent positions and placing Fair Trade Association brochures in communal areas. Resources can be downloaded free of charge from the Fair Trade Association’s website:

www.fta.org.au/printable-resources.html

www.fta.org.nz/printable-resources.html

- b) Hosting at least one Fair Trade focused workplace event each year. Event suggestions include a Fair Trade market, bake-off, film night, fashion show, morning or high tea. Photos, videos and information from these events can be provided to the Fair Trade Association, to support the application and to be shared with our wider community.

Suggested Initiatives:

1. The organisation endeavours to incorporate an increasing range of Fair Trade products into the organisation such as Fair Trade chocolate, clothing, stationery, sports balls, kitchen items, toiletries, hand-crafts and home-warens from Fair Traders recognised by the Fair Trade Association. Fair Trade Association can provide links to recommended Fair Traders.
2. Encourage organisation members to fundraise and do membership-drives for the Fair Trade Association (contact us for more details on ideas and suggestions).
3. Link in with your local Fair Trade Network's Fair Trade Fortnight activity. Information on your local Network is available on the Fair Trade Association website.

Reporting:

An annual update, outlining the organisation's Fair Trade activities and achievements, including images and examples of media and marketing, is encouraged.

Fees:

The annual fee for Fair Trade Organisations is \$60.00 per year.

For Further Information

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