



FAIR TRADE
Association
of Australia and New Zealand

Fair Trade Association Australia and New Zealand

FAIR TRADE COMMUNITIES Guidelines for Towns/Councils

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

Becoming a Fair Trade Town/Council 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.

An annual progress report is required from each recognised Fair Trade Community, which addresses its Fair Trade achievements, challenges and goals as outlined in the provided template.

There is an *annual Fair Trade Council / Town 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. The Town’s Council passes a resolution stating council’s support for Fair Trade and commits to working towards meeting the remaining minimum requirements within 12 months.
2. Fair Trade tea and coffee (Fairtrade certified coffee and tea in Australia) is served as the default option through council’s central procurement (meetings, in offices, and in tea rooms and canteens).
3. A Fair Trade Steering Group is convened to further the understanding and use of Fair Trade within the local area. The Steering Group should ideally include a council representative (allocated as the official liaison) and other representatives of the areas schools, faith groups, community organisations and local businesses.

4. A range of Fair Trade products are readily available in the area's shops and supermarkets and are served in local cafés and catering establishments. The general target for this goal is to initially achieve one retail outlet stocking Fair Trade products per 5000 of the population.
5. There must be a number of other recognised Fair Trade Communities within the Council area (including, schools, faith groups, workplaces and other organisations). The minimum requirement is at least two Fair Trade Communities within a council area, and for larger councils at least one Fair Trade Community per 5000 of the population.
6. The Council provides education and promotion about Fair Trade to its staff and constituency. This should include:
 - a) Use of Fair Trade promotional materials: Eg. Placing Fair Trade Association's posters on noticeboards, stickers placed in retail windows and information leaflets provided to a number of businesses and organisations. Resources can be obtained from the Fair Trade Association's website:
www.fta.org.au/printable-resources.html
www.fta.org.nz/printable-resources.html
 - b) Highlighting Fair Trade through the Council website, publications, and other outlets. (Including placing the Fair Trade Council/Town logo on the council website).
 - c) At least one Fair Trade focused event is conducted by the Council per year (suggested initiatives below). Photos, videos and information from these events can be provided to the Fair Trade Association to be shared with our wider community.
 - d) The Council and the Steering Group should attract media coverage and popular support for the campaign. A folio of relevant media items, such as council media releases or news items from local papers should be collated and presented to the Fair Trade Association with the Fair Trade Towns application.

Suggested Initiatives

1. The Fair Trade Council and Steering Group engage with additional local organisations to grow the number of recognised Fair Trade Communities within the council area (over and above Minimum Goal 5).
2. A local Fair Trade directory is produced advising where Fair Trade products can be bought.
3. Publicly acknowledge a commitment to Fair Trade eg. Erect street signs highlighting the council / town as a Fair Trade Community; put signage in Fair Trade stockists store windows.
4. 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

1. When lodging their application for Fair Trade Council / Town accreditation, the council should present a proposed timeline for the implementation of suggested initiatives and goals, together with relevant information.
2. Once recognised as a Fair Trade Community, the Fair Trade Steering Group, in collaboration with the council, is required to provide an annual report of its activities using the provided template.

Fees:

Fair Trade Council / Town annual accreditation fees are as follows:

Australia:

Large Council (More than \$70 million in revenue) - \$1500

Medium Council (More than \$10 million in revenue but less than \$70 million) - \$1000

Small Council (less than \$10 million in revenue) - \$500

New Zealand:

Large Council (More than \$400,000 in rate revenue) - \$1500

Medium Council (More than \$200,000 in rate revenue but less than \$400,000) - \$1000

Small Council (less than \$200,000 in rate revenue) - \$500

Further Information

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