

Ethical *Lifestyle* Hub Directory

A digital network connecting people, businesses and communities

MEMBERSHIP INFORMATION KIT



Who We Are

Moral Fairground connects individuals, communities & businesses, encouraging engagement and enabling actions that create positive impact. We aim to inspire care and responsibility for people and planet through our events which serve as networking hubs for messages to reach a larger community. We believe that small and large enterprises, profits, not for profits and individuals need to come together to collaborate and grow their respective impact for good causes. We create a broad range of events and programs, providing many touch points where ideas are born, networks are built, learning takes place, collaborations happens and community begins. This is what creates change.



Our Events & Programs

- The Ethical Enterprise Conference since since 2014
- The Ethical Enterprise Award – recognising Australia's most ethical enterprise since 2013
- The Early Ethical Entrepreneurs Pitch Competition – for start up to encourage enterprises that positively contribute socially or economically to communities locally or overseas since 2015
- Fair@Square Ethical Lifestyle Festival since 2009
- Ethical Networking Event Series regular networking events exploring different social and environmental issues facing us today since 2015
- Leaders of Change School Program – an entrepreneurial program for high school students
- Leaders of Change School Conference is 2017
- The Collaborator – A program to undertake capacity building for local businesses with purpose to form a community of ethical businesses that support and work with each other to deliver better social outcomes.
- The Victorian Fair Trade Festival since - a series of events to encourage ethical consumerism since 2009
- The Leaders of Change Corporate Program a program - a program designed to facilitate corporate businesses to push the boundaries of their impact and encourage the expansion and development of leadership skills amongst managers and team leaders.

About The Ethical Lifestyle Hub

The Ethical Lifestyle Hub purpose is to connect impact-driven organisation organisations, showcase the many sustainable ethical products and services that appeal to consumers and corporates looking for products and services in line with their values, such as ethically sourced options, sustainable products, less harmful products or interested in finding and supporting impact-driven enterprises.

The Ethical Lifestyle Hub creates a platform where people can:

Learn about your organisation and what you do

See what products and services you sell

Tell your story and the passion behind your business

Interact with your organisation in a more meaningful way

Get you involved in some of our events throughout the year



Ethical Lifestyle Hub Information

- You will need to complete a members' application and select your preferred option - [CLICK HERE](#)
- Moral Fairground reserves the right to reject applications that are not deemed suitable
- The membership is valid for 12 months, thereafter the membership will automatically be renewed
- Your benefits will depend on the level of membership you choose
- You will agree to cross-promoting your participation to your networks.



Ethical Lifestyle Hub Amazing Benefits

The Hub

As a member you will receive many benefits:

- Product placement photo and promo the Ethical Lifestyle Community Hub
- Ability to include multiple photos
- Able to include link to promo video clip
- Able to click directly to your website
- Be included in multiple categories if you sell a diverse range of product and services
- You can choose from a tiered membership fee

Social Media Exposure

Moral Fairground has 8,205 and growing social media followers channels like Facebook, Linked In, Twitter and Instagram, we used these channels extensively leading up to upcoming events.

Moral Fairground Newsletter promotion to our diverse networks.

Ethical Lifestyle Hub Amazing Benefits

For an annual investment of \$150 (Basic Membership), you will receive:

- Featured on the Ethical Lifestyle Community Hub Directory up to two categories
- Have your own dedicated page describing your organization under up to two categories
- Inclusion of at least 6 product shots
- Including of video clip
- Ability to change photos and descriptions once a year
- 1 Special product feature on all other social media channels
- Special product/service feature on Moral Fairground newsletter
- 1 paid social media post on Facebook for your organization
- Mention on all other Moral Fairground social media channels, Linked In, Twitter, and Instagram
- 2 Special product/service features on Moral Fairground Newsletter (mentioned twice during the year)
- Inclusion in one of our catalogues (of your choice -eg Mother's day Catalogue, Christmas etc)
- Renewal fee only \$50

Ethical Lifestyle Hub Amazing Benefits

For an annual investment of \$250 (Premium Membership), we will you will receive:

- Inclusion of at least 6 product shots per category
- Including of video clip for each category
- Ability to change products and descriptions once a year
- 3 Paid social media posts on Facebook for your organization
- 3 Mentions on all other Moral Fairground social media channels, Linked In, Twitter, and Instagram
- 3 Special product/service features on Moral Fairground Newsletter (mentioned three times during the year)
- Featured on the Moral Fairground Blog
- Guarantee opportunity to be involved in one of our events (digital or in-person) eg video interview, speaker at one of our events
- A discount of 30% to participate at selected Moral Fairground events, for example, the Ethical Enterprise the Fair@Square Festival.
- Able to offer our database special discounts and offers at specific times of the year or when we do special promotional runs
- Inclusion in all of our catalogues (of your choice -eg Mother's day Catalogue, Christmas etc)
- Renewal Fee only \$70

Inclusions

	\$150 BASIC MEMBERSHIP	\$250 PREMIUM MEMBERSHIP
Featured on ethical lifestyle hub within your category	Yes up to 2 categories	Yes up to 4 categories
Dedicated page describing your organisation	Yes up to 2 categories	Yes up to 4 categories
Inclusion of at least 6 product photos	Yes	Yes per category
Inclusion of a video clip	Yes	Yes for each category
Ability to change photos and descriptions once a year	Yes	Yes
Special product feature on all other social media channels	One	One
Special product/service feature on newsletter	One Per Year	Three Per Year
Paid social media post on facebook	One	Three
Mention on all social media platforms	One	Three
Inclusion in our catalogues (of your choice i.e. mother's day, fathersday, christmas)	One	All
Renewal fee only	\$50	\$70
Guarantees opportunity to be involved in one of our events (digital or in-person)	No	Yes
Able to offer our database special discounts and offers at specific times of the year or when we do special promotional runs	No	Yes
A discount of 30% to participate at selected Moral Fairground events, for example, the Ethical Enterprise the Fair@Square Festival	No	Yes



Social Media:
8,205
Fans &
Followers

Monthly
Newsletter:
4,500
Subscribers

Website
5,400
Monthly
Visitors

Audience:
68%
Female
Audience

Partner with us



The rise of conscious consumerism and behaviour

Interesting
Stats
86%

of consumers believe companies should not only support social causes but also take a stance on social issues.
(Shelton Group)

Interesting
Stats:
64%

of people believe companies should provide support for issues that align with the products or services they offer.
(Dacgroup)

Interesting
Stats
90%

of Australian consumers and businesses are concerned about environmental sustainability.
(Sustainability Matters)

Interesting
Stats:
80%

of millennials seek out brands which provide solutions that both improve their lives and serve the larger society (Hult Prize)

Interesting
Stats:
62%

Of Generation Z who will begin entering the workforce, prefer to buy from sustainable brands, on par with the findings for Millennials. (Forbes)

Contact Details

Mora Fairground

Address

9/1 Heller Street, Brunswick, Victoria
3056

Email

Kyle@moralfairground.com.au
info@moralfairground.com.au
susanna@moralfairground.com.au

Website

www.moralfairground.com.au

Phone

Kyle: 0466 241 096
Susanna: 0409 943 254