

## Victorian Fair Trade Fortnight

### Media Release

6<sup>th</sup> April 2014

**Experience - Inspire – Imagine - Share – Empower**

Imagine the socially sustainable future we could all create - Victorians can lead the way in Australia!

Experience and celebrate the positive values of fair trade during the Victorian Fair Trade Fortnight. Victorians are encouraged to experience, imagine and share in the positive impact of social sustainability, during the Fifth Victorian Fair Trade Fortnight (3<sup>th</sup> – 18<sup>th</sup> May).

Ever wondered where our products come from? You might be surprised to find how our purchasing decisions here in Australia can affect communities around the world. In Moral Fairgrounds' fifth year, Susanna Bevilacqua, Director of Moral Fairground believes "that as consumers we have a responsibility to those that produce for us to ensure that what we buy has been produced ethically".

Started by the Fair Trade Foundation in the United Kingdom, the Fair Trade Fortnight aims to raise awareness of ethical and conscious purchasing decisions. The Victorian Fair Trade Fortnight, hosted by Moral Fairgrounds aims to connect Victorian consumers to international communities through education and appreciation of how their buying decisions effect communities worldwide.

In partnership with the City of Melbourne, Moral Fairground will host a Fair Trade Fortnight that engages visitors with a NEW visual installation in Fracture Gallery, Federation Square. The installation will illustrate the global art of fair trade (22<sup>nd</sup> April – 4<sup>th</sup> May). Visitors can contribute to the art of fair trade, with the signature event, the Fair trade Market and Kids Corner, Atrium, Federation Square (4<sup>th</sup> May).



City of Melbourne Environment Portfolio Chair, Councillor Arron Wood said the City of Melbourne is proud to support the Victorian Fair Trade Festival.

“The City of Melbourne continues to take a proactive approach to social, economic and environmental sustainability with initiatives such as our 1200 Buildings retrofit program, Urban Forest strategy and the Zero Net Emissions by 2020 strategy,” Cr Wood said. “Our support of local fair trade initiatives is a continuation of our work and commitment to sustainability. This is an important event and I encourage Melbournians and visitors to the city to take part in the activities.”

In 2014 Moral Fairground are also excited to introduce NEW educational and ethical events, ‘Fair Trade Yoga in the City’, Amphitheatre, Federation Square (4<sup>th</sup> May). This event encourages people to take time out and consider their own well-being and inner-peace, in the centre of the city, instructor Alana Smith. In 2014 we also welcome Jennifer Nini, Eco Warrior Princess, a passionate ambassador of fair trade, to host the Ethical Fashion Show in the Atrium, Federation Square (4<sup>th</sup> May). Nini is a blogger extraordinaire, promoting all things sustainable through the written word. She will be presenting the Box Hill Institute student’s one off designs created from recycled denim and accessorised with Andean Collection Fair Trade jewellery.

I am incredibly excited to be a part of this year’s Victorian Fair Trade Fortnight organised by the amazing team at Moral Fairground. This is a wonderful opportunity to help educate the wider community on how we each play a part in shaping our economy and transforming our world for the better - just through the buying decisions we make. There is no doubt that the demand for ethically produced products and the general fair trade movement is growing. We are living in a revolutionary time, but of course there is still a long way to go and I think this event provides another important platform in which to raise even more awareness. (Jennifer Nini)

The Fair Trade Mothers’ Day High Tea at Melbourne Town Hall, Supper Room (11<sup>th</sup> May) will be an empowering event for women. Mothers’ and daughters will be surrounded by inspirational and outstanding personalities, such as Jennifer Evans (Winner of 2012 My Kitchen Rules), Noelene Marchwicki (Master Chef 2013), Zoe Pook (Zoe Pook Jewellery), Kirra Fitzgerald (Psychologist, Youth Projects) and Melanie Raymond (Chair of Youth Projects). All funds raised will be donated to support homeless courageous women on the streets of Melbourne.



Follow the Fair Trade Event Trail around Melbourne (3<sup>rd</sup> of May to 18<sup>th</sup> of May), check out the [www.moralfairground.com.au](http://www.moralfairground.com.au) for all 2014 Victorian Fair Trade Fortnight free activities, programs and celebrations around Melbourne and beyond. All fair trade events are designed to inspire and educate.

Imagine how small positive actions can contribute to a fairer society. What positive step will you take during the 2014 Victorian Fair Trade Fortnight?