



Moral Fairground Pty Ltd
ACN 134 046 816
ABN 36 134 046 816

Postal Address:
No.9 / 1 Heller Street
Brunswick Victoria
Australia 3056

M 0409 943 254 (Susanna)
E info@moralfairground.com.au
W moralfairground.com.au

Press Release
For Immediate Release
1st July 2018

Nominations Are Now Open For Australia's Hotly Contested Ethical Enterprise Awards

Moral Fairground's renowned Ethical Enterprise Award is back this year with a surge of Australian businesses vying for the title.

In an age where Australian consumers are becoming more ethically conscious and businesses are taking note, the Ethical Enterprise Award is now more hotly contested than ever, with for-purpose businesses striving to show that they are governed by morals over money and are making a true impact.

Sponsored by Australian Ethical and Lush Australia, the Ethical Enterprise Award is open to purpose-driven businesses with an Australian Business Number (ABN) or Australian organisations over 24 months old that deliver innovative work with a positive social, environmental or economic impact, either locally or internationally.

The winner will receive a cash prize of \$10,000 courtesy of Australian Ethical, second place will receive \$7,500 courtesy of Lush Australia and third place will receive a Trusted Negotiator bootcamp and gain national recognition for their contribution to society and their unique vision and leadership.

Moral Fairground Founder and Director, Susanna Bevilacqua has found this year's awards, are receiving even more interest than previous years.

"The need for ethical practices is at the forefront of the consumer's conscience now more so than ever before," said Bevilacqua.

"With more consumers curious about where their products are coming from and the desire for social purpose becoming much stronger, we are so excited to bring together Australia's most innovative change-makers and ensure they receive acknowledgement for the brilliant work they're doing."

Australian Ethical has sponsored the awards since their inception, in line with its strong belief in building and supporting ethical enterprises to continue their work and improve the world we live in.

"The Ethical Enterprise Awards are an important way to recognise leading social

enterprises and support them to continue their positive work into the future,” said Australian Ethical Chief Customer Officer, Allyson Lowbridge.

Last year’s winner was ygap, a Melbourne-based not-for-profit organisation helping entrepreneurs improve the lives of people in communities across Africa and the Asia Pacific.

Fending off other strong contenders like Monsta Surf and Creativity Australia, ygap received a cash prize of \$10,000 and planned to apply the funds to an accelerator program supporting 15 female entrepreneurs in Africa.

“This funding was critical for us to launch and run our first ever Africa wide YHER,” said ygap CEO, Manita Ray.

“We used the funding to find Africa’s top 15 social impact entrepreneurs to be part of the yher accelerator.”

“We had participants from Kenya, Uganda, Ghana, Nigeria, Cameroon and South Africa and we would not have been able to have this reach without the support of the Moral Fairground award.”

‘So from all of us at ygap, thank you Moral Fairground for making our first ever Africa wide yher possible!’ said Ray.

Nominations are also open for the Early Ethical Entrepreneurs Pitch Competition, another Moral Fairground initiative, which is open to start-ups and businesses that have been operating less than 24 months and who have the potential to improve the social economic and environmental conditions of a local or overseas community.

Winners will have access to the expertise of mentors like Cameron Neil of Red Hat Impact, to guide them through the nuances of establishing and growing their business.

Both the Ethical Enterprise Award and Pitch Competition will be held as part of the Ethical Enterprise Conference on October 25-26th at the University of Melbourne.

“In 2018, the University’s Asia-Pacific Social Impact Centre, the hub for social innovations at the University, will partner with Moral Fairground in delivering the EEC,” said Associate Professor Ben Neville PhD.

“This is one of the few conferences that the Centre is supporting, believing as we do in the power of events such as these to kick-start conversation, encourage collaboration and deliver new ways of solving entrenched social issues through the lens of entrepreneurship.”

Submissions for the Ethical Enterprise Award and the Early Ethical Entrepreneurs Pitch Competition are open until September 3rd.

“It is the courage and determination of purpose-driven enterprises and the people behind them that will shape the future of business,” said Bevilacqua.

“It is these enterprises that push boundaries, encourage innovation and collaboration at

every level of society and shift the culture of business. Moral Fairground believes we should celebrate the efforts of these enterprises with their endeavours to create positive outcomes locally and abroad.”

ENDS.

For more information, high-res images or interviews with Moral Fairground or Australian Ethical, contact Skye Vadas at TOWNHALL on 0451959909 or email hello@townhallpeople.com. More information also at: <http://moralfairground.com.au/the-2018-ethical-enterprise-conference/>