

Media Release

Australia's biggest ethical lifestyle festival celebrates 10th anniversary in Melbourne next month

26 MARCH 2019 Australia's biggest ethical lifestyle festival is returning to Melbourne's Federation Square next month, boasting over 50 socially conscious exhibitors over two days.

Moral Fairground's annual event, Fair@Square brings together some of Australia's most innovative changemakers and, this year, celebrates its 10th anniversary with a 'Collaboration of Change' theme.

"Fair@Square brings together extraordinary people with a passion for making positive changes," City of Melbourne Lord Mayor Sally Capp said.

"This year's theme, 'Collaboration for Change' reminds us that we have a greater impact when we work together to find sustainable and ethical solutions."

The motivators and drivers of social entrepreneurs featuring at the festival are closely aligned with the UN's Sustainable Development Goals (SDGs), to achieve a better and more sustainable future for all.

They address the global challenges we face, including those related to poverty, inequality, climate, environmental degradation, prosperity and peace and justice.

"As consumers, we are not only supporting Australia's small businesses, but we're also making an enormous difference to the environment and communities across the globe when we purchase Fairtrade products at this year's festival and all year round," Fairtrade Australia and New Zealand Chief Executive, Molly Harriss Olson said.

As Australian consumers are becoming more ethically minded, customers are seeking products or services that support an ethical, social or environmental cause and exhibitors are energizing this demand.

This year, Moral Fairground is expecting more than 60,000 visitors over the two days and aims to build awareness, inspire and educate people about the

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benefits of ethical lifestyle choices and to showcase enterprises that are leading the way.

“We are so excited to be bringing such a diverse program to Melbourne, featuring Mother’s Day and lifestyle products, kid’s activities, fashion shows, cooking demonstrations, informative talks, hands-on workshops and fun family activities,” said Fair@Square Founder Susanna Bevilacqua.

“We look forward to our biggest year yet; celebrating great conversations, beautiful connections and ethical, sustainable living.”

Supported/sponsored by the City of Melbourne, this year’s Fair@Square will be held Saturday 6th - Sunday 7th April, from 10am - 6pm at Melbourne’s Federation Square. For more information, visit: <https://moralfairground.com.au/>

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Moral Fairground

A social enterprise, Moral Fairground is devoted to promoting sustainable and fair trade business practices. Moral Fairground has been the driving force in creating awareness and raising the profile of fair trade throughout the community, as well as the conscious business sector Australia wide.

Through their many diverse events, they have reached hundreds and thousands of people. Moral Fairground has created a community of conscious consumers, inspired hundreds of advocates and continues to be a great resource of information. They create dynamic platforms to connect both the traditional and conscious consumer to the conscious and emerging business sector, and represent and provide opportunities to share knowledge and best practice in a supportive, ethical space.