

MEDIA RELEASE



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World Cup Fever goes Fairtrade



With Australians getting FIFA World Cup fever, soccer fans can get a great kick-off with a Fairtrade soccer ball.

The Fairtrade soccer-ball is made to FIFA standards, and produced in the 'world capital of football production' in Sialkot, Pakistan. However, the FAIRTRADE Label makes it stand out, to meet demand by savvy Australian consumers for more Fairtrade products.

"Now you can really enjoy the soccer and know that you're making a difference at the same time" says Neil Bowker, Executive Officer of the Fair Trade Association, FTAANZ*. "We're all aware of the multi-million advertising dollars spent on football, but simply by buying Fairtrade, you can directly help support the poor families of hand-stitchers in Pakistan.

"We've seen the Fairtrade difference for ourselves, with people like Sameena, an 18 year old hand-stitcher from near Sialkot" says Nick Savaidis, owner of Fairtrade registered importer, ESP.

Sameena stitches footballs for a living. While stitching wages are usually low, the Fairtrade wage pays a decent income which enables her to properly provide for her family. Recently Sameena had to undergo a thyroid operation. All medical costs were paid for by the health care scheme made possible by the Fairtrade premium, a first for workers like Sameena and her family.

So kick-off your World Cup Fever with a Fairtrade Soccer Ball, available from Oxfam shops, online stores, or check the local importer for details.

Ends

Further information, photos and interviews are available with Neil Bowker, Executive Officer of FTAANZ, please phone Caroline Thomas on (+61) 0411 889 773 or email caroline@fta.org.au For stockists contact ESP at <http://etikosports.com.au/stock.htm>

* FTAANZ – Fair Trade Association of Australia & New Zealand

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5 Ways to get Fairtrade Football Fever

Kick into action and...



Play a friendly match with a Fairtrade Football with your mates, your university or your club



Encourage your local team to switch to using Fairtrade footballs



Stay awake to watch the live World Cup matches by serving a Fairtrade caffeine kick of coffee, tea & chocolate.



Encourage your local club to play a charity game with a Fairtrade football



Buy Fairtrade footballs for your kids, your local school or kindy

Fast Facts on Fairtrade Football

- Pakistan is the largest producer of footballs, with the Sialkot region supplying a staggering 70% of the world's footballs.
- An estimated 44,000 stitchers there are involved in the production of 35 million footballs every year.
- Characterised by low pay and poor working conditions, football stitching has traditionally employed women and children, the latter forced into work because adult wages are often too low to support their families.
- International Fairtrade standards guarantee decent pay and conditions for factory workers and stitchers, enabling families to send their children to school rather than out to work.
- With child labour in the industry prohibited by Fairtrade standards, consumers can be sure that when they purchase a sportsball carrying the FAIRTRADE Label they are making a real difference.

Source: Fairtrade foundation, UK <http://www.fairtrade.org.uk/downloads/pdf/fc-sum06.pdf>

Related news

Oxfam Australia has just published a new report "Offside" about how many sportswear brands are 'offside' on workers' rights. It features 9 case studies of some of the major sports brands.

<http://www.oxfam.org.au/campaigns/labour/offside>



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Suppliers include

Importer ESP <http://etikosports.com.au/stock.htm>
Oxfam Trading Shops http://www.oxfamshop.org.au/shell/online_shop_index.asp
New Internationalist <http://www.newint.com/catalog/football-fairtrade.htm>

Note for Editors

What is Fairtrade?

The Retail Revolution

- Overseas, the Fairtrade market is a booming sector valued at \$1bn in sales across the developed world. In the UK, sales are rising in the UK by 50 per cent each year and now total £140m in Britain. The UK market has been actively supported by major retailers including Tesco, ASDA, Sainsburys, Marks & Spencers to Virgin Trains.
- The Australian market has quickly grown from 26 licensees in 2004, with the 2006 figures already showing over 65 companies licensed to sell Fairtrade products in Australian and New Zealand.
- Demand for Fairtrade is expected to grow as Fairtrade labelled goods generated over A\$4million in retail sales in 2005, and is estimated to exceed A\$8million in 2006 for Australia and New Zealand

The FAIRTRADE Label

- The **FAIRTRADE Label** (shown above) is an independent certification label awarded to products, which guarantees that disadvantaged producers are getting a better deal. Consumers look for this label as it means high standards, great products and real change.
- Today, more than 5million farmers, workers and families across 49 developing countries benefit from the international Fairtrade system.

The Fairtrade movement in Australia

- FTAANZ (Fair Trade Association of Australia and New Zealand) is a not for profit association established in June 2003 to represent suppliers and consumers of fair trade goods in the region. www.fairtrade.com.au
- It is part of the global network of Fairtrade organizations formed since the first FAIRTRADE Label was launched in 1988 in the Netherlands. <http://www.fairtrade.com.au/FTAANZ>

The Famous Fairtrade Supporters

- In Australia, FTAANZ is delighted to have Kylie Kwong as our Fairtrade Ambassador. During Fairtrade Fortnight, Kylie hosted banquets, public functions and interviews promoting the quality Fairtrade produce in her cookery.
- Worldwide, the Fairtrade movement attracts the support of leading chefs, rock-stars and actors. From Coldplay's Chris Martin (on tour in Australia in June), to actor Colin Firth, to chef Jamie Oliver. See the Oxfam Australia website <http://www.oxfam.org.au/ecard/> and <http://www.fairtrade.org.uk/>