



I'd like to begin by acknowledging the traditional owners of the land on which we meet today, and pay my respects to Elders past and present.

This presentation is from Oxfam Australia, and explains a bit about the Oxfam Shop, how they organisation operates, and then shares the stories of three of their producer partners.

Unlike other Fair Trade organizations around the world, Oxfam Shops are really unique – not only are they a Fair Trade organisation themselves but they are part of a large international NGO, Oxfam Australia, who works in 90 countries around the world.

Oxfam Australia, the worldwide development organisation, owns the Oxfam Shop. They're kinda like sisters – although the Shops don't run programs in developing countries or help respond to emergencies like the Nepal Earthquake, it still fights poverty – it just goes it through trade, specifically fair trade.

Although the Oxfam Shops operate in a fiercely competitive retail environment, they are a non-profit organisation. Any surplus they make goes towards the organisation's further development or the work of Oxfam Australia to help tackle poverty and injustice around Australia and the world. So like all of their producers, Oxfam Shops are social enterprises too.



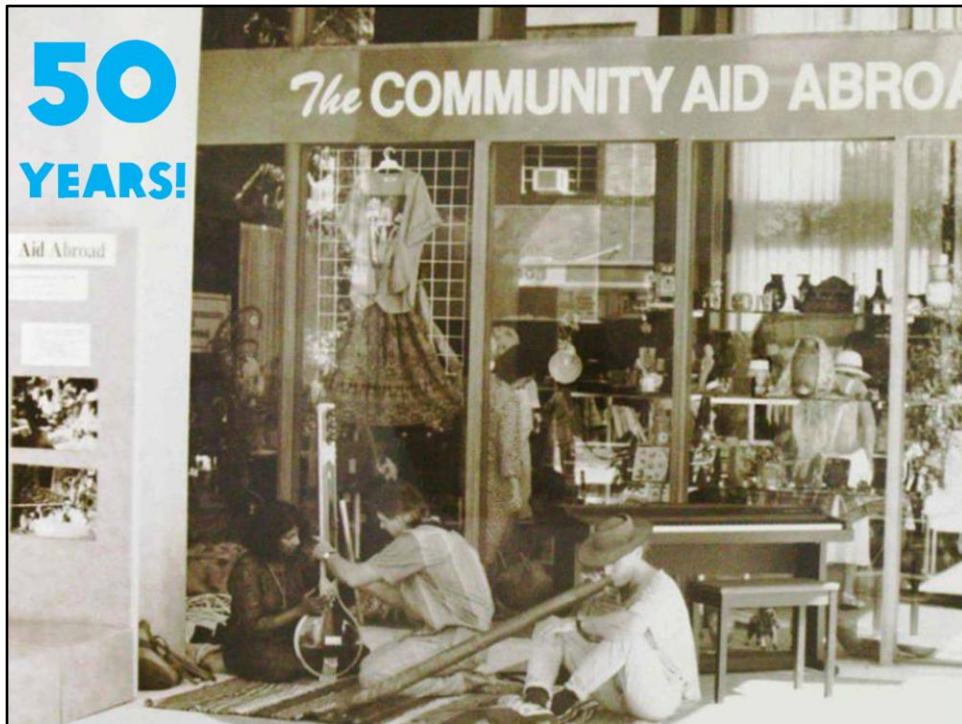
Speaking of their producers, they work with 136 Fair Trade and ethical producer partners in 40 countries across the world, including Australia.

As an organisation, the Oxfam Shop's purpose is to help raise awareness of Oxfam's great work with the Australian public and to support their Producer Partners make money and a sustainable living for their communities.



Oxfam works to find practical, innovative ways for people to lift themselves out of poverty, and thrive. So, they are committed to working within the Fair Trade principles, and here's how they do it:

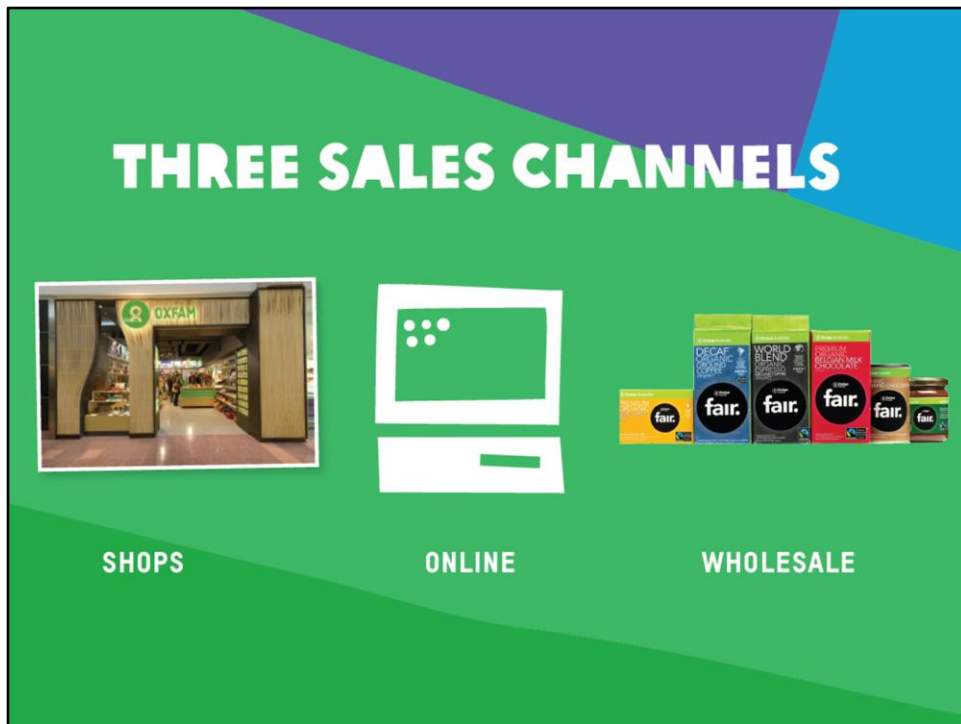
- The majority of Oxfam Shop producer partners are Fair Trade accredited by the World Fair Trade Organisation (WFTO), or other internationally recognised fair trade bodies. They also work with producers to help them become accredited. These accreditation systems guarantee that producers are paid fairly for their work.
- They provide the opportunity of interest free, 50% upfront payments, ensuring that developing world producers maintain a healthy cash-flow in their businesses. Oxfam Shop trades with organisations that want to improve the economic and social situations of marginalised people. Our producers empower women, poor people in cities and in the country, people with disabilities, people affected by HIV/ AIDS and more.
- Oxfam is a global campaigner against labour exploitation including child labour and forced labour. So it goes without saying, Oxfam Shop's products are made under fair and safe working conditions, and without the exploitation of workers.
- They enter into long-term and sustainable trading relationships with producers, so the producers can have a steady reliable income, and both the producer and Oxfam can build trust and share technical expertise.
- Fair trade is just one of the many ways that Oxfam is committed to a healthy environment. Many of the Oxfam Shop's products are made from waste materials such as recycled bicycle chains, car radiators, magazines, plastic bags and much more. Almost all of the food and beverages we sell are certified organic. Oxfam works hard to ensure that packaging materials within their supply chain are recyclable, biodegradable and use post-consumer waste wherever possible.
- Finally, Gender equity is one of Oxfam's core values. The vast majority of producers that Oxfam Shop trade with are staffed and managed by women.



Oxfam has played a very special role in Fair Trade in Australia and around the world – through campaigning, advocacy and of course through direct trading.

The very first Oxfam/Community Aid Abroad shop was opened in Adelaide back in 1965, to bring the beautiful traditional handcrafted products of people living in developing communities to Australia.

Over the past 50 years, the organisation has grown to have a total turnover of more than \$12 million a year. The Oxfam Shop is now Australia's largest stand-alone ethical retailer.



Oxfam Shop now sells its products in three main ways – through bricks-and-mortar shops, an online shop (www.oxfamshop.org.au), and by selling their tea, coffee and chocolate wholesale places like supermarkets, schools and other organisations.

They have:

- 11 shops around Australia (check http://www.oxfamshop.org.au/retail_nearest to get up to date figures on this)
- a Facebook page (<https://www.facebook.com/OxfamShopAustralia>)
- Twitter page (<https://twitter.com/oxfamshopau>)
- Instagram account (@oxfamshopaustralia)
- and more.



So that's the Oxfam Shop's story in a nutshell. But all of their 136 Producers have incredible stories.

I'm now going to share the stories of three of the Oxfam Shop's partners, doing three different things, in three very different parts of the world.

But they all have a similar story: Through Fair Trade, their communities benefit from livelihood projects and disadvantaged groups are provided with employment, where many young people can now remain in their communities.

[illegible]

(Pick a student to come and put their finger on the screen)

GUATEMALA - WAKAMI



Here it is! (*The Gold star*) Good job!/Close!/Better luck next time! That one was a tricky one.

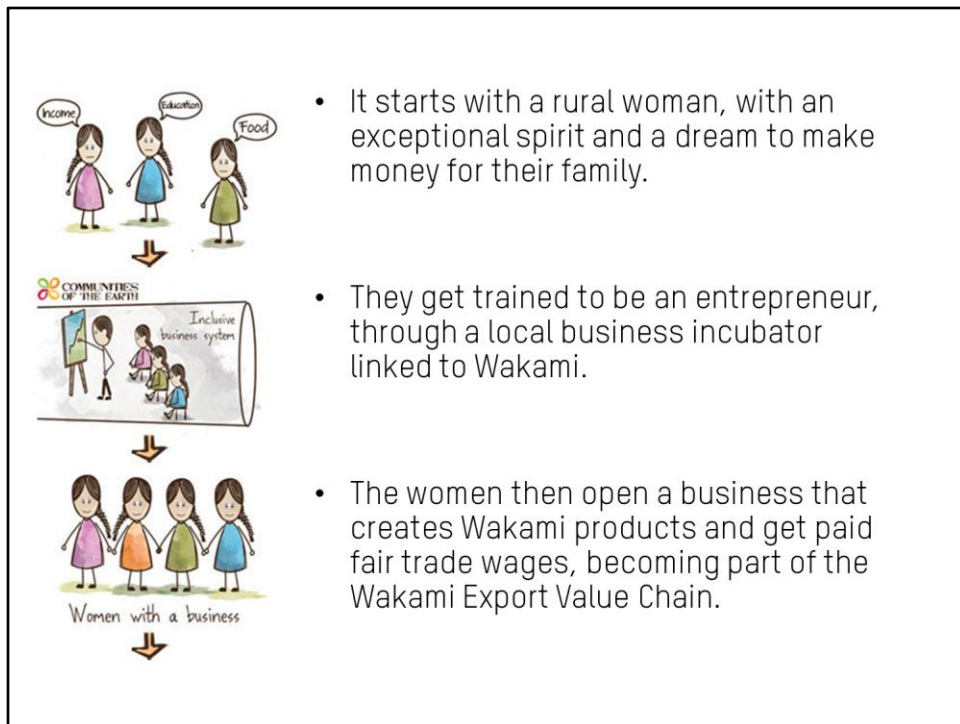
Wakami is one of Oxfam's five producer partners in Guatemala. The products are made by rural women who all share a common dream: To have sources of income to improve the livelihoods of their families and communities.

One of Wakami's aims is to connect the world with the Guatemala - linking people through products that not only enrich the lives of the people who buy them, but also improving the lives of the people who make them.

GUATEMALA - WAKAMI

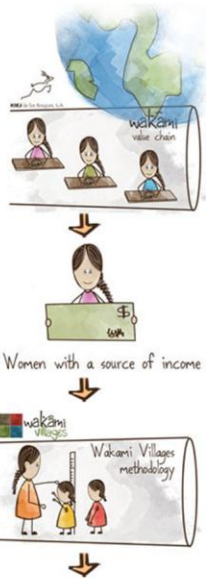


Wakami supplies the Oxfam Shop with gorgeous high-quality handmade jewellery, like this.

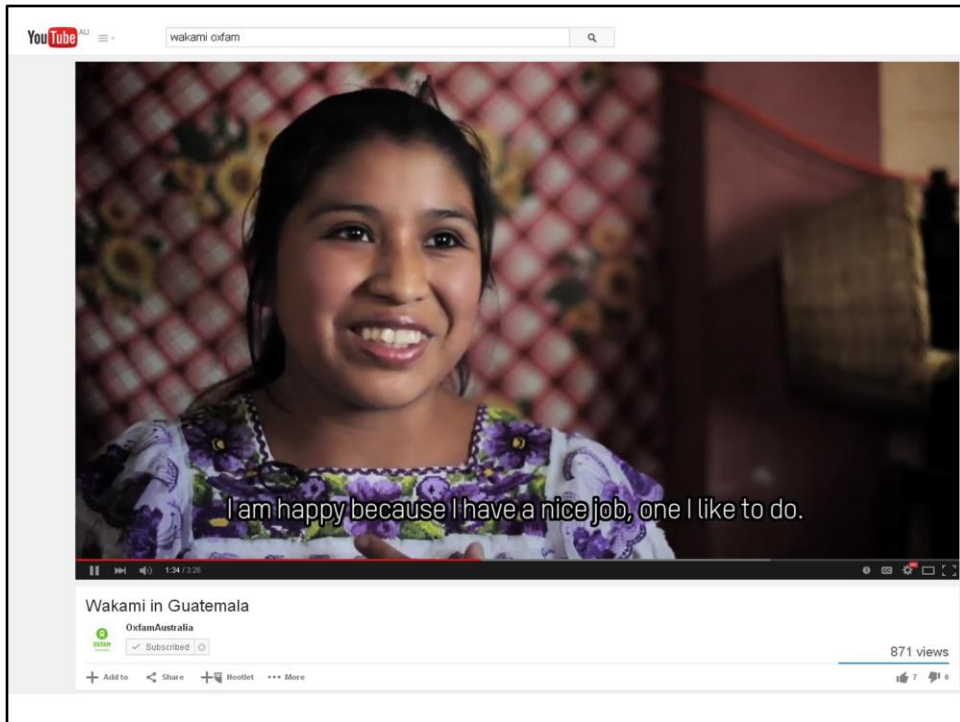


And this is how Wakami works within Guatemala

(details on slides)



- Their business grows, so they can hire and train other artisans in their village. Through Wakami, they have a range of products they can make.
- The village is full of women making a stable income!
- Plus, once they have a stable income, women can participate in the Wakami Villages program that provides, clean water, housing, nutrition and education, to improve the lives of their families and community!



So this video shows Wakami and interviews some of the women they work with, talking about how having fair, meaningful work has changed their lives.

(click image to open video link)

<https://www.youtube.com/watch?v=pgH1b-EBUWY>

[illegible]

(Pick a student to come and put their finger on the screen)



Here it is! (*The Gold star*) Good job!/Close!/Better luck next time!

The second producer partner we'll explore is the Café Timor Cooperative, can anyone take a guess at what they sell? That's right, coffee!

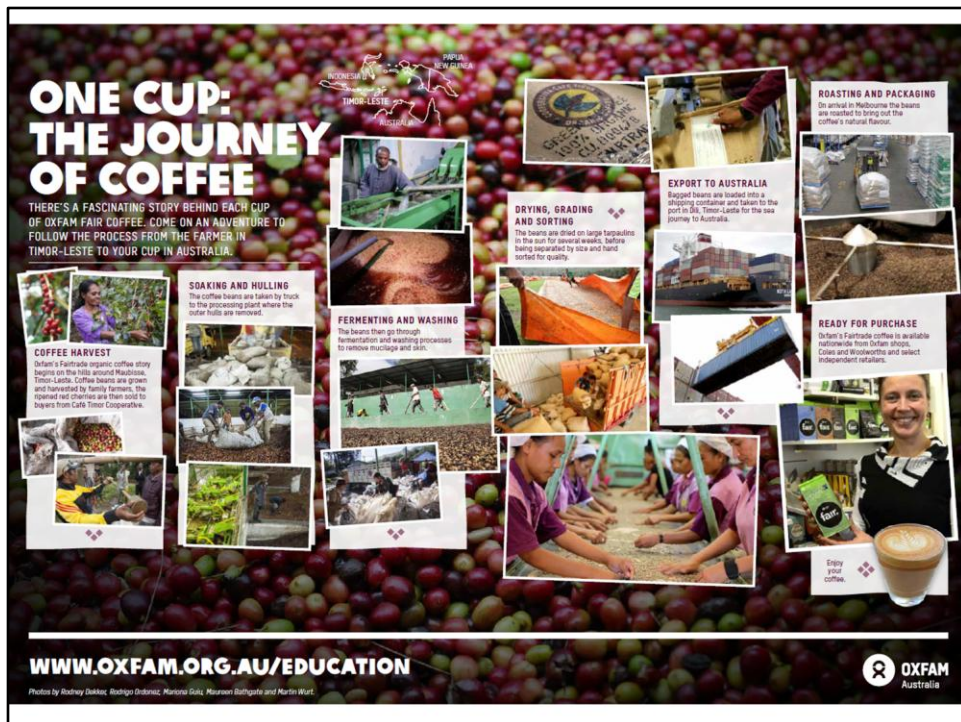
It's a cooperative organisation of the organic coffee farmers of East Timor, and works with a whopping 23 thousand farmer members.

The Fairtrade Premium paid to the cooperative supports a number of projects, democratically chosen by the members. They include a health program, a business management and skills program, and a smaller local cooperative that sells goods to small retail shops in rural area for really reasonable prices.

TIMOR-LESTE – CAFÉ TIMOR COOPERATIVE

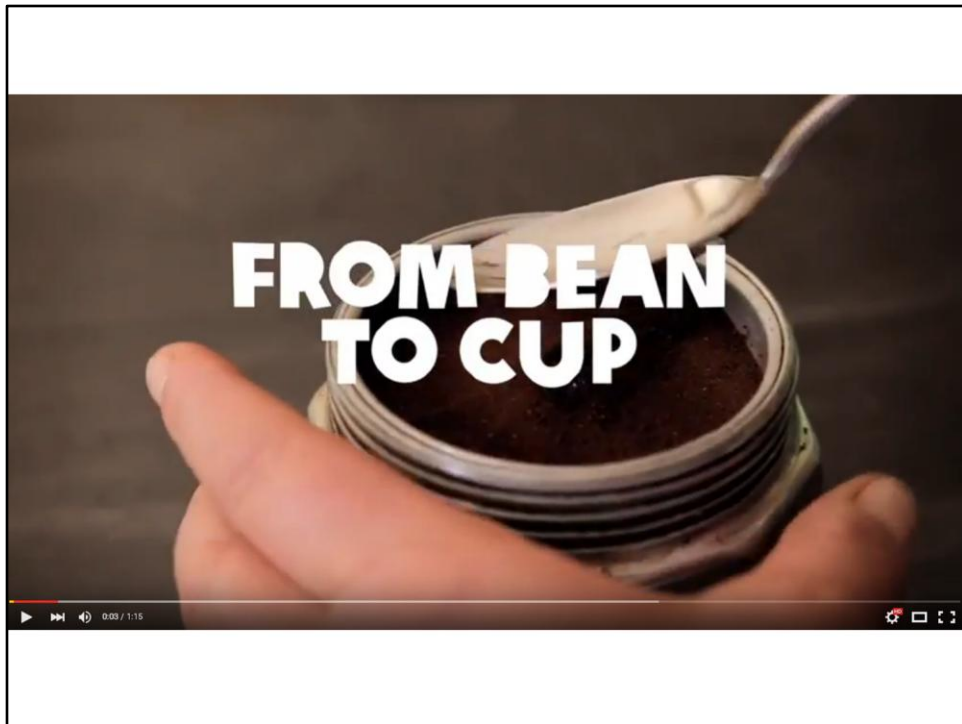


They supply the Oxfam Shop with coffee beans, which they roast here in Australia, and then they either sell them whole or ground under their Fair brand.



This infographic takes you through the story of our coffee, from farm to cup! *(It is also available as a downloadable PDF from <https://www.oxfam.org.au/wp-content/uploads/2014/05/One-cup-A3-poster.pdf>)*

- The coffee beans are grown in Timor-Leste by farming families. They harvest them and then dry them until they go red, and then sell them to the Cooperative.
- The beans then get taken by truck to a processing plant, where they are soaked and the outer hulls, which are kind of like a thick skin, not as hard as a shell, are removed.
- They then are fermented and washed, and then dried on large tarps in the sun for a few weeks. Finally, people sort them by hand to make sure we get the best quality beans, and bag them up to be shipped to Australia.
- The ships actually come to Melbourne, and the Oxfam Shop roasts the beans there, grinding some of them too, before packaging them up and selling them in their shops!



Here's a quick video that demonstrates that process too:

(click image to open video link)

<https://youtu.be/3CpLOdYjAl8>

WHERE IS SOUTH AFRICA?

A world map illustrating Oxfam's global presence. Countries where Oxfam works are shaded in dark blue, while countries without current Oxfam programs are shaded in light blue. The map shows Oxfam operating in North America, South America, Europe, Africa, Asia, and Australia.

Legend:

- Countries where Oxfam works
- No current Oxfam programs

(Pick a student to come and put their finger on the screen)

SOUTH AFRICA – WOZA MOYA



And here it is! (*The Gold star*) Good job!/Close!/Better luck next time!

Woza Moya are one of Oxfam Shop's newest producer partners. This producer story not only demonstrates the importance of the Oxfam Shop's work, but also highlights the amazing opportunities that exist for Oxfam to test some innovative ways of supporting partners with income generating projects.

Woza Moya is an NGO providing care and support for people living with HIV in the Ufafa Valley in KwaZulu-Natal about 2 hours drive west of Durban.



Oxfam Australia has been working with Woza Moya for a number of years on long-term development programs including food security and water and sanitation, as clean water is scarce and too many people die from preventable water borne diseases like diarrhoea.

However, simple solutions like the tippy tap that you can see Yolanda using here, along with community education, can help reduce disease and death.

Woza Moya, works to ensure the community has education, health care, counseling, food security and water and hygiene.

Woza Moya also had a very small income generating project for some time, but it was very local, with small knitted beanies being made for sale in the larger villages nearby.

However, a few years ago a very special visitor landed in the Ufafa Valley, that totally transformed their income generating project!

SOUTH AFRICA – WOZA MOYA



Sock monkeys!

The sock monkeys were brought to the Ufafa Valley by another aid agency working in the area as a way to get children who had been abused to open up.

As they grew in popularity with the local children, the women at Woza Moya began to ask themselves, “why are we bringing these sock monkeys in from overseas? Why don’t we make them ourselves!”

And that was the beginning of the sock monkeys for money project! The women started to make them for the community and then visitors to the area fell in love with them and they started selling them to people passing through and then on to local shops in Durban. Then the World Cup came to South Africa and local shops all over South Africa wanted to sell them!

Each sock monkey is different, with a unique style and personality that represents the creativity of the crafter that made it.

The Oxfam Shop was alerted to these amazing animals in 2013 by the Oxfam Office in South Africa and in March 2014, the first 200 sock monkeys arrived in Australia.

Their journey to Australia was not necessarily smooth – Woza Moya knew nothing of export and at one stage they nearly ran out of socks to produce our order.

However, Oxfam Shop’s Buying Team in Australia and the Oxfam South Africa office worked patiently with the Woza Moya Team and found someone to supply socks and someone who could take on the exporting duties – so the first shipment of sock monkeys arrived!



The sock monkey crafters have a real sense of pride that their work is good enough to be sold in Australia.

One of the monkey crafters, who earns 25 rand or about \$2.50 per sock monkey, makes 50 a month. She does it in her own home and comes to Woza Moya once a month to drop off her monkeys, get paid and pick up her next batch of socks.

This particular woman lost her husband and her home and had nowhere to live and nothing to eat. She moved back to the Ufafa Valley to be close to her parents. Through her friends she was connected to Woza Moya and the sock monkey's project. She is now one of Woza Moya's most skilled and creative sock monkey makers.

She says Woza Moya has changed her life – she can now buy food and clothes for her children and she has been able to build an extra rondavaal (small round hut) on to her home so she and her three children can have space to eat and a separate place to sleep, as the smoke from the fire affects their breathing when they sleep. The simple sock monkey project has helped her change her family's life.

This story demonstrates how important working with groups like this can be, however it also highlights how important it is to work with people and organisations to develop their own capacities in a sustainable way. Without sustainable business practices and a sustainable business model, she and the 50 other crafters like her could lose their income.

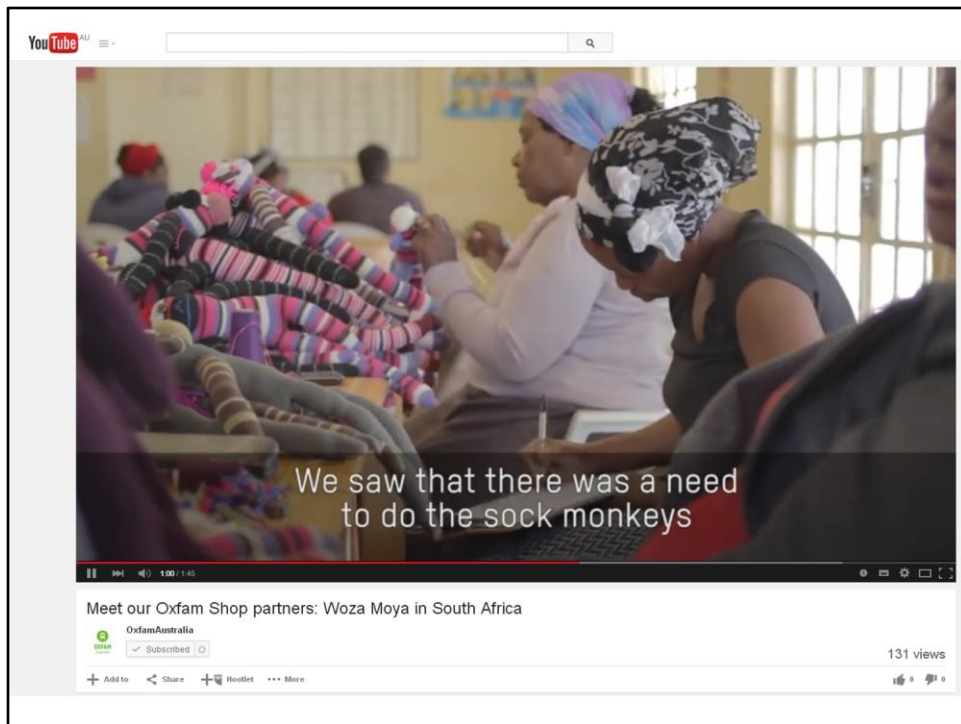
CHALLENGES

- Export
- Storage
- Stock control
- Managing customers
- Supply Chain
- Product Development
- Capacity building
- WFTO/Fair Trade Membership

A small organization like Woza Moya has many challenges when starting an income generating project, and when it goes from something little to something so big! Many different elements are needed to make it successful and sustainable. A few of these are:

- Export – By using an export intermediary the first time they came to Australia, Woza Moya had to pay 25 rand per sock monkey for export, which if you remember is the same amount the artisans get paid for each sock monkey! This needed to change for future shipments.
- Storage – Woza Moya are running out of room to store their raw materials and finished product, and looking for solutions.
- Stock control – At the start, they only had basic manual systems for stock control, so they found it hard to keep control of their inventory at times.
- Managing customers – At the start, they also had no real system to manage the different invoices for customers, and so sometimes invoices and payments got lost.
- Supply Chain – When demand booms, they can constantly run out of suitable socks!
- Product Development – What next? We know all products have a 'life cycle' – so thoughts very soon turned to how can they keep developing, so they are a sustainable craft project over the longer term.
- Capacity building – They also started to consider, rather than hiring in expensive people from Durban to oversee extra duties like quality control, why not train some of the craftspeople to do that work? This brings more skills and training to the community, increases employment opportunities, and again improves sustainability.
- WFTO/Fair Trade Membership – In order to open up new markets and customers they need to be able to sell themselves through a suitable market system. In order to achieve WFTO membership they needed help in developing grievance policies for their artisans and other Fair Trading practices.

Oxfam Shop staff alone will not be able to provide all the support needed to get this group to a sustainable level, however, they also work with the South Africa Oxfam Team – developing a plan to support Woza Moya take the next steps, so their income generating project can both grow and be sustainable.



So in our final video, we head to South Africa to hear how Woza Moya not only provides people with an income, but it also provides care and support for people living with HIV.

(click page to open video link)

<https://www.youtube.com/watch?v=X0EeaCjpwaA>



Oxfam Shop has a unique opportunity to innovate, and try new things to help the communities in which they work. It has also been identified that if the Oxfam Shop and Oxfam Australia teams work together more effectively, they can do a whole range of new things – including finding and nurturing new producers, strengthening business structures, developing current producers, creating stronger networks, and supporting more people to make a sustainable living.

Visits to these Producer Groups really reinforce how resilient people are, how important Fair Trade and ethical trade is, but also how important it is for organisations like the Oxfam Shop to work with smaller producer groups to help them develop successful, fair and sustainable business models for now and future generations.

If you want to find out more about the Oxfam Shop's producer partners, there are many more stories on the Oxfam Shop website (<http://www.oxfamshop.org.au/producer-partners>) and on their Facebook page.

Keep an eye out for the Fair brand in the supermarkets too! The Oxfam Shop's staff are wonderful and knowledgeable, and can answer any extra questions you have – feel free to visit or call them.



Thank you!