



FAIRTRADE
AUSTRALIA
NEW ZEALAND

FAIRTRADE INNOVATION FUND

APPLICATION FORM

Please email your completed application to:-

Australia: info@fairtrade.com.au New Zealand: info@fairtrade.org.nz

Activity Name	
Activity Date	
Activity Location	
Grant Amount Requested	
Contact Person	
Submission Date	

ACTIVITY OVERVIEW

ACTIVITY DESCRIPTION (200 words or less)

BACKGROUND (200 words or less)

Please provide context - why do you want to run the activity and what is the bigger picture in relation to this.

OBJECTIVES

Outline what the activity aims to achieve.

Please provide a minimum of two and a maximum of five primary objectives. Additional objectives can be included as secondary objectives (rows can be added as needed).

Primary Objectives	
Objective 1	
Objective 2	
Objective 3	

It is not essential to provide secondary objectives if the activity does not have any.

Secondary Objectives	
Secondary Objective 1	
Secondary Objective 2	

ALIGNMENT WITH PURPOSE OF FAIRTRADE INNOVATION FUND (150 words or less)

The purpose of the Fairtrade Innovation Fund is to support activities that will play an important role in:

- *Educating and creating greater awareness in the Australian/New Zealand community of the benefits of Fairtrade and the issues Fairtrade works to address.*
- *Encouraging Australian/New Zealand consumers to choose Fairtrade products as well as encouraging their peers to do likewise.*

How will the activity align with this purpose?



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ACTIVITY PLAN

ACTIVITY PLAN SUMMARY (150 words or less)

TARGET AUDIENCE

Identify and describe the audience the activity is aiming to engage and why this particular audience has been chosen.

Who	Description	Why

KEY MESSAGES

Identify the 2-3 main messages the activity will communicate.

Key Messages	
1	
2	
3	

CALL TO ACTION

*Will the activity be asking its target audience/s to take a specific action? If so, what will this be?
If there is no Call to Action it is acceptable to leave this section blank.*

Call to Action



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OUTPUTS AND TARGETS

What are the specific measurable actions or products that will be delivered by the activity? What are the targets for achievements associated with each output eg. percentage of audience rating an event at higher than 80%, number of sign-ups for newsletter, how many people took up the Call to Action etc (rows can be added as needed).

This information will also assist with the evaluation report required at the conclusion of the activity

Output	Target/#
Audience count (essential to report)	

KEY MILESTONES

Show the delivery timeline of the key elements and key deadlines associated with the activity (rows can be added as needed).

Delivery date	Deliverable

PROMOTION

Show how the activity will be publicised to reach the target audience/s and through which channels eg. By radio, social media, tabloids etc (rows can be added as needed).

Promotional channel	Description



EVALUATION

How will you know if the activity targets and objectives have been met? What key data will be recorded and how will this data indicate to what extent the activity objectives have been met and the overall impact of the activity?

This information will also assist with the evaluation report required at the conclusion of the activity (rows can be added as needed).

Indicator	Description	Objective
Evaluation form questions	Increase in audience awareness of Fairtrade and related issues (essential to report for events and face to face activities)*	

**This can be measured in one go by asking 2 questions. Eg: 1. What was your awareness before the activity (rated out of ten) and 2. What is your awareness after the activity (rated out of ten). If you have other ways of capturing this data they will be equally acceptable.*

BUDGET

An itemised description of planned expenditure must be recorded here. The total expenditure must be equal to the total income (rows can be added as needed).

Income	
Description	Amount
Total income	
Expenditure	
Description	Amount
Total expenditure	
Balance test (income minus expenditure)	

ADDITIONAL INFORMATION

Any additional information you'd like to provide can be recorded here.