



ENTERPRISES

Trading Against Apartheid

REPORT OF ACTIVITIES 1987-88

Introduction

AA Enterprises is the trading name of **Futures Co-operative Ltd**, a workers' co-operative established in June 1986 to promote and market anti-apartheid merchandise under the slogan 'Trade Against Apartheid - Support the Front Line States'. Its aims are

- to raise funds for the Anti-Apartheid Movement (AAM) through promoting and selling anti-apartheid merchandise
- to publicise and mobilise support for sanctions and the consumer boycott, through trading activity
- to promote solidarity, through trade, for the Front Line States of Southern Africa (Angola, Botswana, Mozambique, Tanzania, Zambia and Zimbabwe).

AA Enterprises markets a range of products for these purposes, originating from the Anti-Apartheid Movement itself, the Front Line States of Southern Africa, the African National Congress and SWAPO of Namibia, plus its own label merchandise. The co-operative publishes two mail order catalogues a year, in September and February/March, which are distributed among the members and supporters of the Anti-Apartheid Movement and the general public. During two years of trading the co-operative has also built up considerable sales to local Anti-Apartheid groups and other organisations, to shops and other retail outlets, both in Britain and overseas.

Relations with the Anti-Apartheid Movement

While AA Enterprises is legally and constitutionally a separate entity from the AAM and is affiliated to it at national level in the same way as hundreds of other supporting organisations, it has a specially close relationship in that it was formed specifically to support and raise funds for the AAM.

AA Enterprises maintains close day-to-day working relations with the AAM's headquarters which are monitored by a Joint Steering Committee comprising the Executive Secretary and Treasurer of the AAM and two directors of AA Enterprises. The Joint Steering Committee meets quarterly to review the sale and promotion of AAM merchandise through AA Enterprises' catalogue and other relevant matters.

AA Enterprises is very pleased to report to the members and affiliates of the Anti-Apartheid Movement that by the close of its second full year of trading (financial year ended 31 May 1988), it had paid off the deficit accrued during its first year of activity and made a modest net surplus to be donated to the AAM.

During its financial year to 31 May 1988, AA Enterprises also covenanted an annual donation to the Bishop Ambrose Reeves Trust (BART), the AAM's associated charitable trust, the first commercial company to do so.

During the same period, AA Enterprises



made payments totalling over £14,000 to the AAM, comprising purchases of AAM merchandise for resale by AA Enterprises (approx 70%), royalties on other products sold by AA Enterprises (approx 11%), advertising through Anti-Apartheid News (15%) and other payments. This compares with total payments of just over £3,300 during 1986-87.

In the period since June, a new range of clothing incorporating the Anti-Apartheid Movement's logo and the slogan 'Isolate Apartheid-Sanctions Now' has been developed by AA Enterprises in consultation with the AAM and launched in the company's Winter 88-89 mail order catalogue. This is selling well and should significantly increase the AAM's income from royalties during AA Enterprises 1988-89 financial year.

AA Enterprises has also begun to collect donations to the AAM through orders submitted on its Winter 88-89 catalogue and is confident that these will amount to significant sums during the pre-Christmas period.

AA Enterprises has assisted the Anti-Apartheid Movement to develop various items of AAM merchandise, including special T-shirts for the 1987 sponsored Cycle for Mandela and the AAM Trade Union T-shirt ('Solidarity with the Workers of South Africa and Namibia - Defend COSATU & NUNW'). The Trade Union T-shirt was worn by Little Steven Van Zandt during his appearance at the Birthday Tribute to Nelson Mandela at Wembley Stadium on 11 June 1988.

During the 1988 Nelson Mandela: Freedom at 70 campaign, AA Enterprises acted as mail order distributor for selected items of official AAM campaign merchandise and liaised closely with the AAM on merchandising plans for the 11 June Wembley Birthday Tribute. The stage design and television graphics for the Wembley concert incorporated the best selling AA Enterprises/Kwatz design 'Isolate Apartheid/Support the Front Line States'.

Goods and transport services have been provided by AA Enterprises for the AAM's stalls at trade union and political party conferences throughout 1987 and 1988, helping to attract attention to the AAM's policies and campaigns.

AA Enterprises also pays royalties to Tyne-

side AA Group for distribution rights to the group's 'Boycott South African goods' design, and to the African National Congress and SWAPO of Namibia. Royalties paid to the two liberation movements during the financial year to 31 May 1988 were in excess of £2,800.

Trade with the Front Line States

Through all its trading activities, AA Enterprises seeks to promote the Front Line States of Southern Africa in a positive way, and to help mobilise support for the Anti-Apartheid Movement's campaigns of solidarity with the six countries.

The co-op has meanwhile developed its own direct links of friendship, trade and solidarity with a wide range of producer partners in the Front Line States, including the Organisation of Angolan Women (OMA); the Collective for Research, Development and Education (CORDE) in Botswana; Malangatana Ngwenya and Alpha Co-operativa de Fotografia in Mozambique; Grassroots Books, the Zimbabwe Mozambique Friendship Association (ZIMOFSA), the Zimbabwe Foundation for Education with Production (ZIMFEP), the Organisation of Collective Co-operatives in Zimbabwe (OCCZIM) and others in Zimbabwe.

Highlights in AA Enterprises' links with its Front Line partners during 1987-88 have included

- the launch of AA Enterprises' own label Angolan/Zimbabwean filter ground coffee, **Cafe Vitoria**. Coffee is a priority crop within the Angolan government's programme for the reconstruction of the country's economy from the ravages of Portuguese colonialism and South African and Unita aggression.

- the development of a new T-shirt design and set of greeting cards based on original designs from Angolan women artists. These products result from AA Enterprises' trading links with the Organisation of Angolan Women (OMA) and generate funds for OMA's educational and development work. An exhibition of the original painted and sewn wall-hangings by the artists concerned was arranged by AA Enterprises as part of the Mozambique Angola Committee's 1987 'A Luta Continua' conference.



Members of Kwirire Sawmill Co-operative, Zimbabwe.

Photo : Bruce Paton

- the launch of 'Another Battle Begun', a photographic poster exhibition on the achievements of the Zimbabwean collective co-operative movement since independence. The British edition of the exhibition was produced by AA Enterprises at the request of the original publishers in Zimbabwe, the Organisation of Collective Co-operatives in Zimbabwe (OCCZIM) and the Zimbabwe Project. AA Enterprises hosted a visit to Britain in October 1987 by an OCCZIM delegation.

- links with Mupfure Self-Help College for former combatants, many of them members of co-operatives, in Chegutu, Zimbabwe. A selection of tie-dyed and silk-screened fabrics from the textile design and print centre at Mupfure was included in the Commonwealth Institute's October 1987 'Softwear' exhibition of clothing and textiles from around the Commonwealth.

- assisting with the 1987 tour of Britain by Lovemore Majaivana and the Zulu Band of Zimbabwe. The band played at the AAM's national demonstration in Hyde Park in October 1987 and at a number of local anti-apartheid events. A record made by the band during their tour is available from AA Enterprises.

- supplying crafts, books and other mate-

rials to the Lancashire Development Education Group for use in a travelling exhibition on Zimbabwe for use in local schools.

- the extension of direct trading links with the Front Line States to Botswana, through the import of handwoven woollen wall hangings from Baikagi Weavers, a women's co-operative in Lobatse.

- with financial support from War on Want, supplying the Organisation of Angolan Women (OMA) with colouring books and crayons for use in children's creches. These materials were sourced in and despatched from Zimbabwe through Grassroots Books.

- the development of links of friendship and co-operation with Alpha Co-operativa de Fotografia in Maputo, a photography co-op, for purposes of promoting Mozambican art and culture in Britain.

- developing links with the Instituto Nacional do Livro e do Disco (INALD) in Angola, with a view to releasing a record of the Angolan band Trio AKA in Britain under AA Enterprises' own label.

- assisting with the first British tour by Angolan band and dance troupe Os Jovens do Prenda in June 1988. The band's programme

included a concert in Islington and a guest appearance at the start of the Nelson Mandela Freedom March in Glasgow.

● assisting with the first visit to Britain by Angolan duo The Kafala Brothers, for the launch of the Journeyman Press English translation of Agostinho Neto's poems, 'Sacred Hope', in September 1988. It is hoped to release a record of songs and music recorded by the Kafala Brothers during their visit, under AA Enterprises own label, in 1989.

Other promotional events and activities

During 1987-88 AA Enterprises has been represented at a variety of festivals, conferences and other events in addition to AAM activities, including the 1987 Glastonbury Festival, the ANC 1987 Women's Day event and Bazaar, the 1988 Edinburgh Peace Festival, the Local Authorities Against Apartheid 'Building Links' conference in May 1988, and the Third World Information Network (TWIN) conference on fair trade in September 1988.

The co-op gave information and advice on trading and other opportunities to build links with the Front Line States to a wide variety of individuals and organisations, and collaborated in specific campaigning activities with special interest groups such as the Mozambique Angola Committee, War on Want and the Britain Zimbabwe Society.

AA Enterprises is an active member of the Alternative Trading Organisation (ATO) movement and is developing links with a wide variety of anti-apartheid trading organisations in the EEC, Scandinavia, Canada and the USA, Japan, Australia, New Zealand and elsewhere.

Co-op membership

AA Enterprises' three permanent member employees/directors are Roger Harris and Margaret Ling (founder members) and Gebru Tesfa-Mariam (since July 1988). The co-op has also received invaluable help from a number of part-time staff, including Richard Olds, Antoine Provost and Pearl Adiseshiah.



Processing cashew nuts in Mozambique

Note: This report was prepared for the information of the British Anti-Apartheid Movement at its Annual General Meeting, 26-27 November 1988. Further copies are available on request.

AA Enterprises is the trading name of **Futures Co-operative Limited**. **Directors:** Roger Harris, Margaret Ling, Gebru Tesfa-Mariam. **Company registration no:** 2021833. **Registered office:** 12 St James Wharf, All Saints Street, London N1 9RL. **VAT registration no:** 440 4644 70. **BNR:** 1158730.

AA ENTERPRISES, P O BOX 533, LONDON N1 9YB Tel: 01 - 837 9977