



# Trading Against Apartheid

## REPORT OF ACTIVITIES 1988-89

*Note: This report was prepared for the information of the British Anti-Apartheid Movement at its 1989 Annual General Meeting, 25-26 November 1989. It covers AA Enterprises' trading results for the co-op's financial year to 31 May 1989, and its activities in general since the AAM's 1988 Annual General Meeting.*

### Introduction

AA Enterprises, the workers' co-operative trading in support of the Front Line States of Southern Africa and the Anti-Apartheid Movement, achieved a turnover of nearly £375,000 in sales of solidarity and anti-apartheid merchandise, in its third full year of trading (financial year to 31 May 1989; 1988 figure £174,052). Profit for the year before tax was £5,124 (1988 - £6,681).

It contributed almost £28,000, roughly double the total from the previous year, to the revenue of the Anti-Apartheid Movement in royalties, donations, sponsorship and payments for products and services. AA Enterprises also renewed its annual corporate covenant of £500 to the Bishop Ambrose Reeves Trust (BART).

Significant highlights of the co-operative's trading activities in 1989 have included the setting up of **AA Enterprises Records** to promote the music of the Front Line States and the development of its very successful **Isolate Apartheid - Sanctions Now** clothing and accessories range through which thousands of ££ of royalties have been raised for the Anti-Apartheid Movement.

In February 1989, the co-operative moved to permanent premises in north Islington, making it possible to organise its warehousing and despatch operations more efficiently and to take on additional staff.

AA Enterprises is looking forward to taking part in activities in 1990 to mark the 10th anniversary of Zimbabwe's independence, the 15th anniversaries of Mozambique and Angola and 10 years of the six-nation Front Line States grouping itself. The long-delayed independence of Namibia, above all, will usher in a new era of solidarity work in support of the struggle for freedom in the entire Southern African region.

### Relations with the AAM

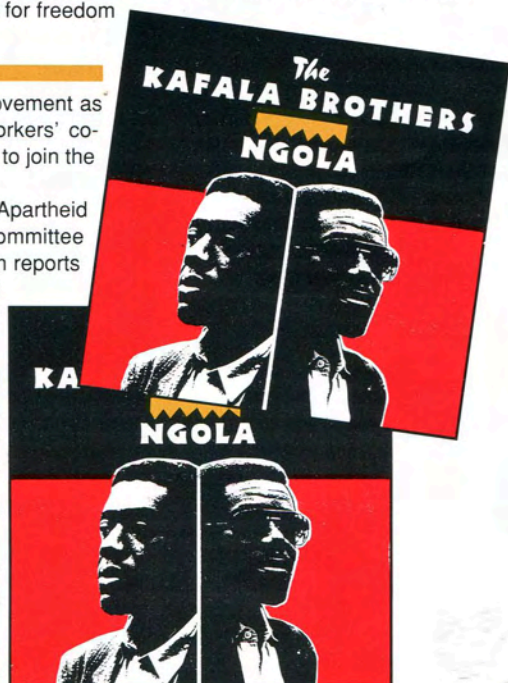
AA Enterprises is affiliated to the Anti-Apartheid Movement as an independent organisation in its own right. As a workers' co-operative, AA Enterprises has encouraged other co-ops to join the AAM and to support anti-apartheid campaigns.

Formal liaison between AA Enterprises and the Anti-Apartheid Movement is carried out through a joint steering committee comprising representatives of both organisations, which reports to the AAM's executive committee and management structures. Day-to-day working relations involve a number of staff at the AAM headquarters in Mandela Street.

### Sales of AAM merchandise

AA Enterprises purchased merchandise worth £7,853.50 directly from the AAM headquarters during the year to 31 May 1989, including the Movement's Christmas greeting cards, mugs, wooden badges and cassettes. These items were also sold directly by the AAM itself through its own 1988-89 mail order catalogue.

AA Enterprises acted as the mail order agent for other AAM merchandise lines, including the **Nelson Mandela - Freedom at 70** and **Boycott Apartheid 89** ranges of T-shirts, mugs and caps, sold on a royalty basis. These sales contributed to total royalties of £6488.69 earned for





the AAM over the year (compared to £1,484.70 in 1987-88).

The AAM's **Trade Union T-shirt**, designed by Mandy O'Shaughnessy of KWATZ and sold through the AA Enterprises' mail order catalogue, gained worldwide publicity through being worn by Little Steven van Zandt at the Wembley Stadium concert for Nelson Mandela.

The design, which incorporates the slogan 'Solidarity with the Workers of South Africa and Namibia - Defend COSATU and NUNW', has since been adapted by the National Union of Namibian Workers as a T-shirt and poster for the 1989 May Day celebrations in Namibia. The T-shirt is worn by COSATU members and supporters inside South Africa and will in future be available Zimbabwe and other Front Line States through agreement between the AAM, AA Enterprises and Grassroots Books of Harare.

Another very popular KWATZ T-shirt design owned by the Tyneside AA group, **Boycott South African Goods**, has been donated to the AAM headquarters for use on children's T-shirts and tea towels, so earning further royalties for the AAM nationally.

The **Sanctions Now - Isolate Apartheid** range of T-shirts, sweatshirts, zipper tops, vests and other items, developed by AA Enterprises on behalf of the AAM, has proved extremely successful and the single biggest contributor to royalty earnings for the Movement.

Amounts earned for the Anti-Apartheid Movement	
Financial year to 31 May 1989	
Royalties on sales	£ (gross) 6,488.69
Advertising through AA News	2,808.75
Advertising through 1989 raffle	2,300.00
Stall at 1988 AGM	1,150.00
Sponsorship of Boycott Bandwagon	1,150.00
Donations collected	5,930.15
Affiliation & registration fees	64.00
	<hr/> 19,891.59
Purchase of AAM merchandise	7,853.50
	<hr/> 27,745.09
Covenant to BART	500.00
	<hr/> 28,245.09

## ■ AAM campaigns

AA Enterprises has supported two important AAM campaigns during the year, **Boycott Apartheid 89** and the **SWAPO Election Appeal**, by distributing information and promotional material to its 16,000-plus customer base. It is one of the financial sponsors, through advertising, of the AAM's campaign bus, the **Boycott Bandwagon**.

The co-op donated the cost of a complete mailing to all its customers as part of the AAM's 30th anniversary **Operation Orange** campaigning appeal, through which supporters were invited to send a personal boycott message to Mrs Thatcher at the same time as donating to the Movement. The appeal resulted in many new AAM members as well as much-needed funds.

AA Enterprises helped the AAM to provide stall facilities at well over 20 national trade union and political party conferences during 1989. It had its own promotional and sales stall at a number of national AAM events, including the 13 May Namibia Mobilising Conference, the 11 June Fun Run in Brockwell Park and the AAM annual general meeting.

AA Enterprises has also supported the AAM financially through regular advertising in *Anti-Apartheid News* and through the Movement's 1989 fund-raising raffle. Donations collected from AA Enterprises' customers through the mail order catalogue amounted to £5,930.15 during the year to 31 May 1989, and hundreds of membership enquiries have been referred on to the AAM headquarters.

## ■ Anti-apartheid local groups

Many groups find sales of merchandise at events or at market stalls to be both an effective means of raising much needed funds as well as a vehicle for campaigning. Throughout the year we have continued to supply approximately 100 local AA groups on a regular basis, at a discount, and on credit. We would like to extend a warm welcome to the Sheffield Southern Africa Resource Centre and to the forthcoming SARC in Bristol, both the result of initiatives taken by their local groups.

## ■ The African National Congress and SWAPO of Namibia

AA Enterprises markets a selection of fund-raising T-shirts and other promotional items for the ANC and SWAPO through its mail order catalogue, and works in close cooperation with the UK merchandising sections of both liberation movements.

It is the co-op's policy to make its customer mailing list available to both the ANC and SWAPO on a single use basis for fund-raising purposes from time to time. Both organisations have made use of this facility during 1989, in SWAPO's case as part of its preparations for the November 1989 UN-supervised elections in





Children in Namibia with a May Day poster from the National Union of Namibian Workers (NUNW) - the design comes from the Anti-Apartheid Movement's Trade Union T-shirt. Picture by Sean Brown

Namibia. AA Enterprises' customers are advised of its mailing list lending policy and given the opportunity to opt out on request.

## Trade with the FLS

Through its links with the Front Line States, AA Enterprises seeks to

- promote their products, including their music, art and culture, as positive alternatives to the goods on offer from apartheid South Africa
- develop links of friendship, mutual support and solidarity with producer groups in the Front Line States, with the common aim of supporting the fight against apartheid
- inform its customers about the situation in the Front Line States, the struggle against South African aggression and destabilisation and for peace, justice and development
- support campaigns of solidarity with the Front Line States initiated by the Anti-Apartheid Movement and affiliated organisations.

In the interests of fair trade, AA Enterprises prefers to develop direct links with producers where possible or to buy through reputable alternative trading organisations.

New products from the Front Line States launched in the past year have included

- two new T-shirt designs by Vitor Teixeira and Antonio Salo, both prominent members of the Uniao Nacional de Artistas Plasticos (UNAP, the Association of Angolan Artists)
- miniature wire bicycles, characteristic children's toys in Southern Africa, made by Zimbabwean craftworker Thomas Masaire
- greeting cards based on traditional 'kanga' cotton wraps from Zanzibar and the East African coast and designed by Tanzanian artists. Part of the royalties go to support a youth project in Tanzania's Masasi district
- recycled gift wrapping paper based on a silk-screened textile design from Fambidzanai Training Centre in Zimbabwe, a co-operative involved in developing ecologically sound techniques of food and energy production
- greeting cards to raise funds for the Organisation of Angolan Women (OMA) and the Zimbabwe Mozambique Friendship Association (ZIMOFA)
- Katiwo tea from the Eastern Highlands district of Zimbabwe, from estates run by the Agricultural and Rural Development Agency (ARDA)

## Music from the Front Line States

Music, an effective means to attract young people into anti-apartheid campaigns, is an important cultural product for all six Front Line States and a prominent element of the anti-apartheid resistance culture within South Africa itself.

In February 1989, AA Enterprises set up its own record label, **AA Enterprises Records**, to promote the music of the Front Line States and as a means to develop direct links with musicians and singers in the region.

The first two releases on the label, launched in March, are both from Angola and represent contrasting styles of Angolan music. **Ngola**, a collection of songs by Moisés and José Kafala (the Kafala Brothers) was recorded in Britain in 1988. The Brothers sing in Portuguese and two of the Angolan national languages, Umbundu and Kimbundu, accompanying themselves on guitar and pifala (a type of flute). They sing of Angola's resistance to apartheid, the struggle for development and the joys and sadnesses of everyday life.

**Mama Cristina** by Trio AKA, three young musicians called Abanga, Kandunganga and Abunda, is an album licensed from the Angolan state recording company INALD and originally pressed in Cuba from a recording made in Luanda's national radio studios. The music, heavily influenced by Congolese rumba dance rhythms, is typical of the Angolan capital's night spots.

The two albums, both of which are available in LP and cassette format, have been well received by the



music press. Interest has been shown in **Ngola** in the USA in particular and plans are in hand to licence it in other countries. A member of AA Enterprises visited Angola in March-April 1989 to develop contacts and plan future business, and was interviewed on Angolan TV and radio about the co-op's record label and its first releases.

With the help of the Angolan state oil company Sonangol and the Angolan Secretary of Culture, AA Enterprises was able to invite the Kafala Brothers back for a second tour of Britain in June-July 1989. The Brothers performed to enthusiastic live audiences in London, Glasgow, Manchester, Newcastle, south Wales and the West country, culminating in a benefit concert in London for the SWAPO Election Appeal. Another album recorded during their tour is due to be released early in 1990 when it is hoped that the Kafalas themselves may be able to return to Britain.

AA Enterprises has tried to make sure that those who listen to and enjoy the music of the Kafalas and Trio AKA also learn something of Angola's continuing struggle against South African aggression. The sleeve notes on the two albums include information on Angola's history and current situation and the contact address for the Anti-Apartheid Movement.

The co-op has sought to represent the interests of its music partners in the Front Line States registering for protection of copyright and public broadcasting rights in the UK and elsewhere, and lobbying for practical support for efforts to developing independent music recording and pressing capacities in the region.

### ■ **Links with other organisations**

AA Enterprises has close links with a wide range of other workers' co-operatives, fair trade organisations and solidarity groups outside of the Anti-Apartheid Movement itself. These have proved of considerable value in building anti-apartheid solidarity work.

The co-operative has played an active part in the Mozambique Angola Committee (MAC) including the annual 'A Luta Continua' study conferences and various fund-raising projects. It helped MAC to publish a new fund-raising greeting card, launched in the AA Enterprises' Summer 89 mail order catalogue, based on one of Maputo's striking murals.

AA Enterprises took part in the international solidarity conference against South African destabilisation of Mozambique and Angola, organised in Bonn in December 1988 by ECASAAMA.

AA Enterprises is also a member of the Britain Zimbabwe Society (BZS) and has regular stalls at BZS events.

AA Enterprises is a member of the federation of British worker co-operatives, ICOM (Industrial Common Ownership Movement), and took part in both the ICOM 1989 annual general meeting and Women's Link-Up conference.

The co-operative attended the biennial conference of the Alternative Trading Organisation (ATO) movement in May 1989 in Noordwijk, Holland, at which an International Federation of Alternative Traders (IFAT) was formally launched. Within Britain, AA Enterprises is involved in discussions with a range of other concerned organisations on the possibilities for introducing 'development brands' of fairly traded products.

AA Enterprises' products are sold through an ever-widening range of third world shops, anti-apartheid groups and solidarity organisations in Britain and abroad. The co-op is frequently approached for information and advice on the Front Line States and has assisted new trading and support groups being established in the US, Italy and elsewhere.

### ■ **Co-op membership**

With effect from July 1989, AA Enterprises has had four permanent co-op member/directors: Tarin Brokenshire, Roger Harris, Margaret Ling and Gebru Tesfa-Mariam. The co-operative has also employed a number of short-term and part-time staff during the year including Pearl Adiseshiah, Tamar Brown, Paul Harris, Samina Khan, Richard Olds and Antoine Provost.

#### **Background information**

AA Enterprises is the trading name of Futures Co-operative Limited, a company limited by guarantee, registration number 2021833. Registered office: 207 Belgravia Workshops, 157-163 Marlborough Road, London N19 4NF.

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