



PROGRAM OVERVIEW

Be part of Australia's biggest council-powered, community engagement program

Garage Sale Trail is a three month waste education campaign which includes three online waste education workshops in the lead up to two BIG weekends of garage sales, held both online and in the community.

More than 110 councils across Australia use the program to engage with their community, and change habits around consumption and waste.

The program has a proven track record supporting councils to achieve their strategic objectives by:

- ✓ Reducing waste and diverting usable items from landfill
- ✓ Encouraging residents to reuse and supporting a shift towards a circular economy
- ✓ Building a stronger sense of community and enabling local community connections
- ✓ Providing a boost for the local economy



In 2020 Garage Sale Trail saw



950,000
kilograms of unwanted household items reused



210,000+
Aussies involved as sellers or shoppers



18,000,000
people cumulatively reached by the reuse education campaign.



83%
of participants support their council's involvement in the program

LOCAL IMPACTS



Increase diversion from landfill

Each garage sale reuses an average of **250 kilograms** worth of unwanted items. Participants admit one third of these items would otherwise have become landfill or been illegally dumped.



Positively change attitudes about waste

86% of sale hosts and shoppers are more likely to reduce their household waste after getting involved in the program. The festivities also include a series of free online waste education workshops, or Trail Tutorials, which teach attendees new skills to live more sustainably.



Increase reuse locally and engage a new audience

Two out of three sellers would not otherwise have hosted a garage sale and one in three said they were now more likely to buy secondhand over new. More than half were more likely to attend another council event after participating.



Connect the community

On average, garage sale hosts meet **45** people they wouldn't have met otherwise and **78%** report feeling more connected to where they live.



Boost engagement with council

83% of participants support their council's involvement in the program and more than **90%** of both sellers and shoppers would participate again.

These figures are national averages from the Garage Sale Trail 2020 Impact Report, compiled by Taverner Research. See projected local impacts for your council with our new impact calculator at www.lesswastemorecommunity.com/impact-calculator.html

WHO GETS INVOLVED



Households



Community groups
and charities



Schools



Local businesses

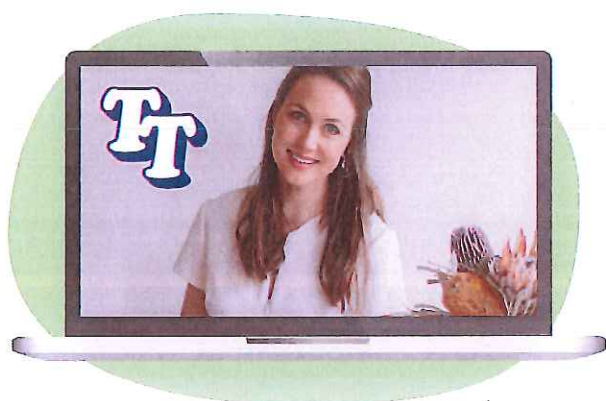
HOW IT WORKS

Three month waste education program

Garage Sale Trail runs a three month program that promotes and encourages reuse and waste avoidance across Australia and encourages the community to register a garage sale or search for sales near them at garagesaletrail.com.au

The award winning campaign cumulatively reaches in excess of 18 million Australians every year through TV and radio advertising, traditional media and digital marketing.

Councils use the ready-made materials provided to promote the program in their channels and generate local media.



Three online waste education workshops

Provided exclusively for residents in participating council areas, the Trail Tutorial online workshop series provides councils with ready-made workshops hosted by some of the biggest names in sustainability.

These sessions aim to provide practical advice and inspiration to get the community reducing waste.

Councils get unlimited spaces for their residents as well as ready made promotional materials and video recordings of the sessions.

View previous workshops [here](#).

Two weekends of garage sales

Over two big weekends of garage sales, the community comes together to buy and sell pre-loved treasures both online and in their neighbourhood. It's Australia's biggest festival of reuse that sees over 2 million items from clothing to kids stuff, furniture, books and homewares go up for sale every year.

We support residents to reuse and recycle anything they don't sell and work with a third party research company to survey your residents to find out how they went.

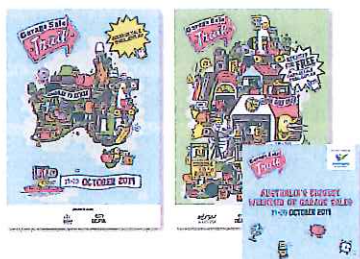


WHAT PARTNER COUNCILS GET



Unlimited access to the program for residents

Enable your community to be part of the national reuse movement with free and unlimited access to the program for all residents. Registrations are limited to just 10 garage sales in non-participating council areas.



Ready-made council branded materials

From media releases to posters, social media tiles, videos and more, all the promotional materials you need are ready-made so that local promotion of the program is as simple as possible.



Series of online waste education workshops

Happening once a month throughout the campaign, the sessions are free to attend for residents of participating councils and provide residents with actionable ways to reduce waste at home.



Customer service and community management

We deal with inbound enquiries from the community and provide them with tips, free promotional materials and a manned customer service helpdesk.



Real-time reporting and a localised impact report

Reporting lets you track your progress against your council's goals. Access real-time information on local registrations and impacts throughout the campaign and receive a report on local impacts, created by a third-party research company after the event.



Training and human resources

Support from a dedicated account manager plus training, project management tools and tried and tested tips from councils around the country.

"It was great to be part of something bigger, an event that was happening around Australia. Very successful and lots of fun."

- 2020 participant



2 HOURS/WEEK

The program has been created to minimise the time invested to councils. On average, councils spend 2 hours per week coordinating the program over the campaign.

MEMBERSHIP FEES TASMANIA

To make the program available to residents, councils pay an annual membership fee based on population size.

Councils can elect to participate for two to four years. Longer partnerships allow the program to achieve its full potential in your local area as it becomes embedded in the local community and council calendar.

Population Size	2 Year Fee Per Annum	3 Year Fee Per Annum	4 Year Fee Per Annum
0–10,000	\$2,000	\$1,750	\$1,500
10,000–20,000	\$3,000	\$2,750	\$2,500
20,000+	\$4,000	\$3,750	\$3,500

Fees are per annum, exclusive of GST and increase annually in line with CPI.

GET THE BALL ROLLING

Get in touch to book a short demonstration of how the program works and the impacts we can generate in your council area. Registrations for the 2021 program close to councils on **30 May 2021**.

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