



PROGRAM OVERVIEW

Be part of Australia's biggest waste education and re-use program

Garage Sale Trail is an award-winning community engagement program that enables re-use and waste reduction in communities across Australia.

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

- ✓ Reducing waste and diverting useable items from landfill
- ✓ Encouraging re-use and increasing waste reduction behaviour
- ✓ Building a stronger sense of community and enabling local community connections
- ✓ Providing a platform for local fundraising

In 2018 Garage Sale Trail saw:



3.2m kgs

of unwanted household items re-used



18m+

people reached by the re-use education campaign



Recommended by

94%

of councils



350,000+

Australians involved



150

participating councils



83%

of residents support their council's involvement in the program

October 19 & 20 | lesswastemorecommunity.com.au | councilmanager@garagesaletrail.com.au

Garage Sale Trail is brought to you by the Garage Sale Trail Foundation, a not for profit social enterprise dedicated to creating positive social and environmental change in communities across Australia.

ABOUT THE PROGRAM

Garage Sale Trail provides councils with a ready-made ten-week waste education campaign that encourages re-use and culminates in a community building weekend of garage sales on Saturday 19 and Sunday 20 October 2019.

It has been designed to be easy and cost effective for councils to deliver but high value in terms of the impacts generated for the local community. The program costs councils between 10c - 20c per household.

Making an impact in your community

Research conducted by Taverner Research in 2018 shows that the program achieved the following in participating council areas:



Increase diversion from landfill

Each garage sale on the Trail re-uses an average of 515kgs of unwanted items. Over a third of participants admit items would otherwise have gone to landfill.



Positively change resident's attitudes to waste

86% of participants have a better understanding of how they can reduce waste after getting involved in Garage Sale Trail.



Increase re-use locally

69% of those hosting a garage sale as part of the Trail will not previously have held a garage sale in the past 12 months.



Connect the community

75% of participants report feeling more connected to their community.



Boost engagement with council

82% of participants support council's involvement in the program and over 90% would participate again.

WHO GETS INVOLVED



Households



Community Groups
& Charities



Schools



Local
Businesses

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HOW IT WORKS



1. Garage Sale Trail & award winning creative agency, The Republic of Everyone create a re-use education campaign that drives registrations for Garage Sale Trail.



2. Garage Sale Trail website launches allowing local community members to list their sale and search for events and interesting items near them.



3. 10-week national media and marketing campaign kicks off. This includes TV & radio advertising, traditional and online media, social media and promotion by high profile ambassadors and media partners.



4. Councils use ready-made materials to promote the program within their existing council channels and to generate positive local media.



5. Residents list their garage sale for free and access promotional materials, best practise guides and tips at garagesaletrail.com.au



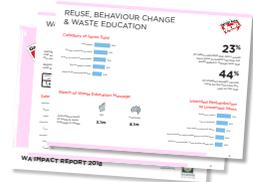
6. Shoppers search a local list or national map to find sales in their area.



7. On Saturday 19 and Sunday 20 October the whole community comes together to be part of Australia's biggest festival of re-use and community.



8. Garage Sale Trail supports participants to enable them to re-use or responsibly dispose of any unsold items.



9. Councils receive a detailed impact report summarising the local impacts, prepared by an independent research company, Taverner Research.

WHAT PARTNER COUNCILS GET



Unlimited access to the program for residents

Enable your community to be part of the national re-use 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.



Real-time reporting on local registrations

Including participant contact details and information on the predicted impacts of the program so you can track your progress against your council's goals.



Customer service and community management

We support your residents to be successful with tips, free promotional materials and a manned customer service helpdesk.



Localised impact report

Created by a third-party research company, summarising feedback and local impacts from a survey of participating residents.



Training and human resources

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



A great initiative that achieves reuse as well as building community.

— 2018 participant



BOOK IN A CONSULTATION

Get in touch to request a free consultation and get information on the impacts the program can generate in your council area. Registrations for the 2019 program close to councils on **31 May 2019**.

RESEARCH PARTNER:



TAVERNER
RESEARCH

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