

**11.1 Residential Garage Sale Trail**



## Key National Outcomes – 2011

A total of **72,585** items was redistributed Australia-wide

An average of **31kgs** of goods was redistributed per garage sale

A total of **49,591kgs** was redistributed Australia-wide

The **top 10 categories of goods redistributed** through the day encompasses entertainment, fashion, kitchen, home decor, art & design, sport, electronic / technological goods, furniture, garden equipment and hardware / building supplies.

An average of **45** goods was redistributed per participating garage sale

The breadth of preloved goods which were redistributed and found a new home via the Garage Sale Trail included coconut husk bra's, bbq's, native plants, cowprint jeans, old school sneakers, a brass navy signal lamp, lawn movers, chainsaw, farm irrigation equipment, vintage African cane furniture, hot tub, drum kits, motorbikes, surfboards, pottery, hand made birthday cards, cupcakes, lemonade & more

Someone list their **flat mate** for sale and even **a house** in Bondi ! **\$331** was the **average pocket money** made per garage sale

**\$533,348** in total **pocket money** was made **Australia-wide** which translates into an average of **\$21,344** per participating Council area

An average of **6 new community connections** was made per participating garage sale

A total of **9,742 new community connections** was made **Australia-wide**

**81% of all pocket money made was spent locally**

There were **1,613 registered garage sales Australia-wide** on the day (target was 1,000)

The **average participant told 50 people** about their garage sale which means participant word-of-mouth reached **79, 948 people Australia-wide**

**88% of participants said that they're likely to participate again next year**

**100%** of participants **think that Councils should support** the Garage Sale Trail

An average of **48 shoppers attended** each garage sale making for a total of **77,259 shoppers Australia-wide** **60%** of participants **used Facebook** to promote their garage sale

According to Media Monitors our campaign's broadcast & print reach was a monster **38,010,722** Australia-wide & an outta the ball park **60+ million** across all media channels

\* Data collated from Garage Sale Trail Participant Survey 2011.  
Sample size = 248 completed surveys



## **Ballina Shire Council Key Outcomes – 2011**

A total of **6,790** items was **redistributed LGA-wide**

An average of **48kgs** of goods **was redistributed per garage sale**

A total of **5,460kgs** was **redistributed LGA-wide**

The **top 5 categories of goods redistributed** through the day encompasses kitchen, fashion, furniture, entertainment products and electronic

An average of **49** goods was redistributed per participating garage sale

**\$520** was the **average pocket money** made per garage sale

**\$58,100** in total **pocket money** was made **LGA-wide**

An average of **8 new community connections** was made **per participating garage sale**

A total of **895 new community connections** was made **LGA-wide**

**88%** of all pocket money earned will **be spent locally**

A total of **\$51,275** will be **spent locally**

There were **112 registered garage sales LGA-wide** on the day

A total **224 households participated** (based on an approx. **2 households per sale**)

The **average participant told 8 people** about their garage sale which means participant word-of-mouth reached **850 people LGA-wide**

**87% of participants** said that they'd **likely participate again next year**

**100%** of participants **think that Councils should support** the Garage Sale Trail

An average of **61 shoppers attended** each garage sale making for a total of **6,790 shoppers LGA-wide**

**100%** of participants heard about the Garage Sale Trail through **your Council communications and local newspapers**

According to Media Monitors the broadcast & print reach for Ballina Shire Council and the Garage Sale Trail was **426,185**

\* Data collated from Garage Sale Trail Participant Survey 2011.  
Sample size = 248 completed surveys



**'Like' us:** facebook.com/GarageSaleTrail  
**Follow us:** @GarageSaleTrail  
**www.garagesaletrail.com.au**

## **REGIONAL COUNCIL PARTICIPATION INFORMATION**

### **ABOUT**

The Garage Sale Trail is a community engagement platform designed for local government that's about sustainability, community & fun. The idea is simple; by organizing communities around Australia to hold garage sales on the same day we aim to reduce waste to landfill, create conversations between local government, business & householders and prove that sustainability can be fun & social along the way.



### **PARTICIPATION CRITERIA**

In 2012 Garage Sale Trail is seeking to work with a maximum of 35 forward thinking Councils that are committed to;

- Promoting sustainability & reuse within their communities
- Reducing waste to landfill through education and provision of practical solutions
- Uniting communities via events & communications that create a sense of civic pride
- Providing opportunities that stimulate their local economy
- Generating bucket loads of positive media
- Giving charities, community groups & schools the ability to fundraise for their causes
- Participating in projects that provide a channel to communicate with disparate community groups
- Celebrating their municipalities and having a little fun!



'Like' us: facebook.com/GarageSaleTrail  
Follow us: @GarageSaleTrail  
www.garagesaletrail.com.au

## REGIONAL COUNCIL INVESTMENT



## REGIONAL COUNCIL TOOLKIT - WHAT YOU GET

Garage Sale Trail provides participating Regional Councils with a localized toolkit comprising the following assets;

### PARTNER STATUS

- Acknowledgement as 'Presenting Partner' on all localized communications assets & collateral.  
ie. Presented by 'Your Council'





**'Like' us:** facebook.com/GarageSaleTrail  
**Follow us:** @GarageSaleTrail  
**www.garagesaletrail.com.au**

### COMMUNICATION ASSETS

- Localized poster artwork (includes ability to add additional Council info if desired)
- Localized flyer artwork (includes ability to add additional Council info if desired)
- Animated community service announcement video
- Short form video content w/ ambassadors x 3
- A selection of images for media x 10
- Localized media release x 3
- Outdoor banner art
- Radio ad
- Listing of all registered local garage sales
- Selection of online banner ad's
- 2011 post study video
- 2012 post event video



### DATABASE ACCESS

- Ability to communicate directly to local participants. ie. cross pollinate & migrate participants to other Council sustainability or community initiatives







**'Like' us:** facebook.com/GarageSaleTrail  
**Follow us:** @GarageSaleTrail  
**www.garagesaletrail.com.au**

## **WEBSITE**

- Dedicated url ie. [www.garagesaletrail.com/yourCouncil](http://www.garagesaletrail.com/yourCouncil)
- Locally presented by 'Your Council' landing page
- Council logo integration and deep link on all participant specific pages
- Dedicated page to showcase your Council's other sustainability & community activities



## **MOBILE**

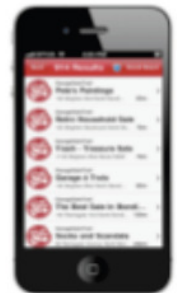
- Integration into localized App map

## **BRAND**

- Rights to utilize Garage Sale Trail logo & trademark

## **MEDIA**

- Official Opening Media Launch
- Ability to create a dedicated local media partnership
- Pr resource



## **AMBASSADOR**

- Local ambassador engagement plan

## **INTELLIGENCE**

- Backend console access - real time access to information to local participant info, media activity and communication assets
- Post event reporting inc. national & hyper localized outcomes



**'Like' us:** facebook.com/GarageSaleTrail  
**Follow us:** @GarageSaleTrail  
**www.garagesaletrail.com.au**

### **ACTIVATION PLANNING & RESOURCING**

- Local activation planning session
- Government Engagement Manager
- Pr resource



### **FUNDRAISING**

- Ability for local charities, not-for-profits and community groups to fund raise

### **ACTIVATION TOOLKIT**

- Council Activation Handbook
- Guides, templates & letters of introduction. ie. letters to engage local community groups, schools, charities, businesses, cultural institutions, etc

### **COUNCIL PARTICIPATION**

In 2012 Garage Sale Trail will partner with a maximum of 35 Council's Australia-wide.

Council's who sign-up by August-14 will receive a 25 complimentary Garage Sale Trail participant packs including visor, apron, How To Guide & signage.

#### **Contact:**

Darryl Nichols

#### **Founder / Executive Director**

[darryl@garagesaletrail.com.au](mailto:darryl@garagesaletrail.com.au)

0422-665-088

