



# Impact Report 2022

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### Introduction

Your council's localised impact report has been prepared by Taverner Research Group and is based on data provided by residents when they registered for Garage Sale Trail as well as results from an online survey completed by participants following their involvement.

In 2022 consumer research was also conducted by Pure Profile in partnership with Garage Sale Trail and PayPal to understand broader community attitudes to secondhand. The *PayPal Garage Sale Trail Report* provides a benchmark for understanding the role programs like Garage Sale Trail play in shifting perceptions of secondhand, supporting the transition to a circular economy and enabling high value R-type behaviours, such as reuse, at the higher end of the waste hierarchy. You'll see findings from this research peppered throughout your report.

#### Increasing community participation in the circular economy



**2,323**

People participated in the campaign  
in your council area

**290,871**

People participated in  
the campaign nationally

#### Eliminating waste for a healthier ecosystem



**64,992 kg**

Reused locally

**3,165,032 kg**

Reused nationally

#### Circulating dormant goods for a stronger economy



**\$68,308**

Resale value created  
locally

**\$4,684,720**

Resale value created  
nationally

# Participation

## 1. Increasing community engagement in the circular economy



### Performance indicator 1.1: Community participation - weekends of garage sales

**2,321**

Residents participated locally as a seller or shopper

**305**

Total garage sale events hosted locally over the two weekends

**52%**

Sales hosted over two or more days

Week 1 Week 2 Both



Weekend 1 versus weekend 2

**130**

Sales and stalls registered locally

INDIVIDUAL SALES	GROUP SALES
19	6
VIRTUAL SALES	STALLS
0	105

Sales by type

### Performance indicator 1.2: Community participation - Trail Tutorials

**2**

Trail Tutorial registrations locally

**91%**

Will make more sustainable lifestyle choices after attending

**84%**

Rated the sessions good or great

### Participation increased as Garage Sale Trail and its participants promoted active involvement in the circular economy through a fun, collective experience.

Participation in the Garage Sale Trail program increased nationally by 69% to 290,871 people, reflecting the relaxation in Covid-19 restrictions and an increased appetite from the community to reconnect.

- 59% of participants stated that their number one reason for getting involved was to be part of a collective experience that has national scale.

While seller participation increased across all sale types, the big winner this year was community group sales, which increased by 385%, and apartment block sales (215% increase). These increases reflect partnerships built with the Australian Men's Shed Association, Neighbourhood Houses Victoria and My Strata Property.

### High profile talent drew a crowd for the Trail Tutorials

With Annabel Crabb, Barry du Bois and Craig Reucassel headlining this year's Trail Tutorial series, national participation in the online workshops topped 2,058 people nationally, with the reach of the series increasing on social media thanks to promotions by the presenters.

Fashion continued to be the most popular topic, with Annabel Crabb's session on sustainable fashion representing 42% of all registrations.

- Thrift meets style: 866 registrations.
- Circular economy made simple: 707 registrations.
- Renovating with the planet in mind: 485 registrations.





### Performance indicator 2.1: Changing behaviour and creating a social norm

1,971

Residents visited the Garage Sale Trail website

41,066

People reached by seller word of mouth

18%

More likely to buy secondhand over new

### Performance indicator 2.2: Preventing & avoiding waste

64,992 kg

Sold and reused locally

29%

Would have otherwise gone to landfill



### Garage Sale Trail facilitates behaviour change and supports a new circular economy norm.

67% of Australians say there is still a stigma around thrifting and buying secondhand items (*PayPal Garage Sale Trail Report 2022*).

Survey results show that programs like Garage Sale Trail are helping to remove this stigma and shift consumer behaviour:

- 27% of participants are more likely to buy secondhand over new in the future.
- 34% state they are now more likely to buy less.
- 84% of participants are now more conscious of what they consume and waste at home.

In addition, participants told an average of 168 people about Garage Sale Trail helping to create a social norm around reuse and the circular economy locally as participants act as waste educators through the ways they promote their garage sale to friends and family and on social media.

### Garage Sale Trail keeps products in circulation through resale activities, preventing waste and reducing the overall environmental footprint of participating households.

84% of participants stated that the Garage Sale Trail program helped them to avoid sending items to landfill and on average nationally, each seller sold 79 items at their garage sale, representing 510 kilograms of items reused per sale.

Of the stuff they sold, sellers admitted that at least 29% of items would have otherwise gone to landfill. Research shows the program is preventing illegal dumping too, with 9% of sellers admitting items would have been left on the side of the road, had they not hosted a garage sale.



### Performance indicator 3.1: Raising household income

**\$68,308**

Total generated locally

**\$578**

Average made by each seller locally

### Performance indicator 3.2: Growing the secondhand market

**59%**

In-person sellers who would not otherwise have hosted a garage sale

**29%**

Virtual sellers who would not otherwise have sold online

**43%**

Shoppers who have not previously bought secondhand

**Garage Sale Trail helps Australians to increase their household income, whilst also educating the community about the economic benefits of circular economy practices.**

Across the country, participants pocketed an additional \$857 on average from the resale of items they no longer wanted on the Garage Sale Trail. This represents a 35% increase on what sellers made in 2021 (\$634).

With 62% of Australians naming affordability as a leading reason to buy secondhand, increasing economic pressures will mean programs like Garage Sale Trail present a significant opportunity for councils to engage more of the community in the circular economy. This is reinforced by the fact that more than 1-in-4 Australians (26%) state that secondhand purchases have helped them to ease financial pressures in the past (*PayPal Garage Sale Trail Report 2022*).

**Garage Sale Trail actively drives the development of the resale / reuse market in Australia by providing an accessible way for the community to get involved.**

Data shows that Garage Sale Trail is helping to stimulate the secondhand economy locally with a significant proportion of participants getting involved in a new resale / reuse activity as a result of the program.

The majority (59%) of those who participated in a resale / reuse activity for the first time as part of Garage Sale Trail 2022 stated that they got involved to join a "national movement." Promotions by councils and Garage Sale Trail were also a key deciding factor (58%).





### Performance indicator 4.1: Improving community connectedness and building social cohesion

49

People met at each household sale on average

82%

Of people met were not previously known to the resident

59%

Felt more connected to the local community after participating

### Performance indicator 4.2: Community engagement & experience

No



Yes

Sellers who would like to participate again

Unsure



Yes

Shoppers who would like to participate again

76%

Believe the event should always be supported by council

### Garage Sale Trail connects the community and builds social capital

With social isolation and loneliness increasing as a result of Covid-19, the Garage Sale Trail program is providing an opportunity for the community to connect. On average, participants met 32 people each day they participated in Garage Sale Trail, with most of the people they met (90%) not being known to them previously.

### Residents support council's role in building a circular economy

Local governments play a key leadership role in the transition to a more sustainable future, by fostering the underlying social and economic conditions needed for circular economy ecosystems to emerge.

Research suggests residents support councils' role in building a more circular economy, with 78% of participants in favour of council's investment in programs like Garage Sale Trail. This is reinforced by research undertaken by Planet Ark which identifies the role circular economy business models play in helping councils to "improve reputation and trust with the public" (Planet Ark *State of Circularity 2022*).



“ It felt like Garage Sale Trail was the structure that we needed to move forward with our own sale. Without it, I'm not sure we would have been able to meet the same standard, sell as much, or meet people in our new neighbourhood. The hype of being part of a national movement helped too! ”

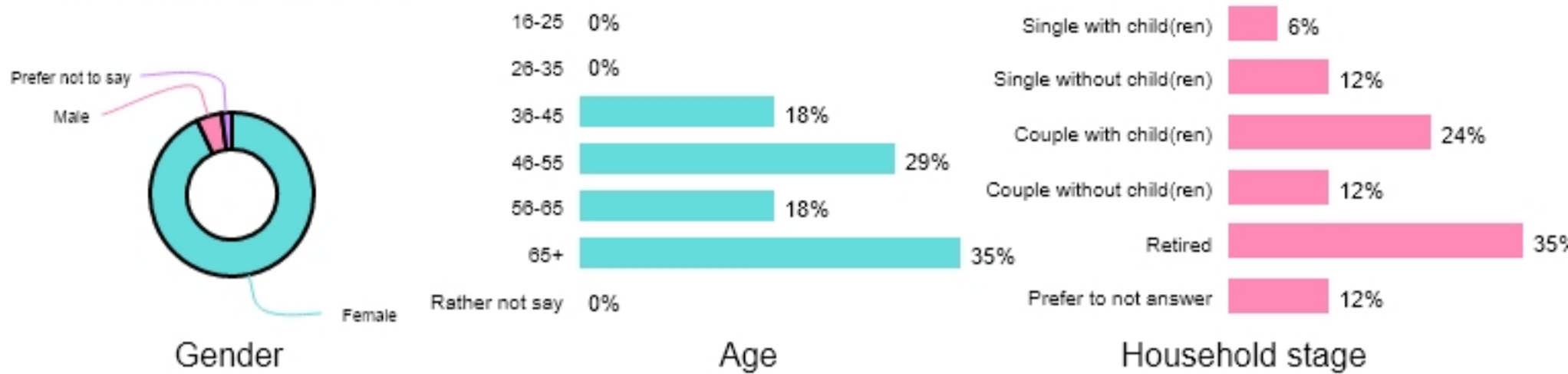
West Australian participant

# Demographics

## 5. Engaging new audiences in council programs

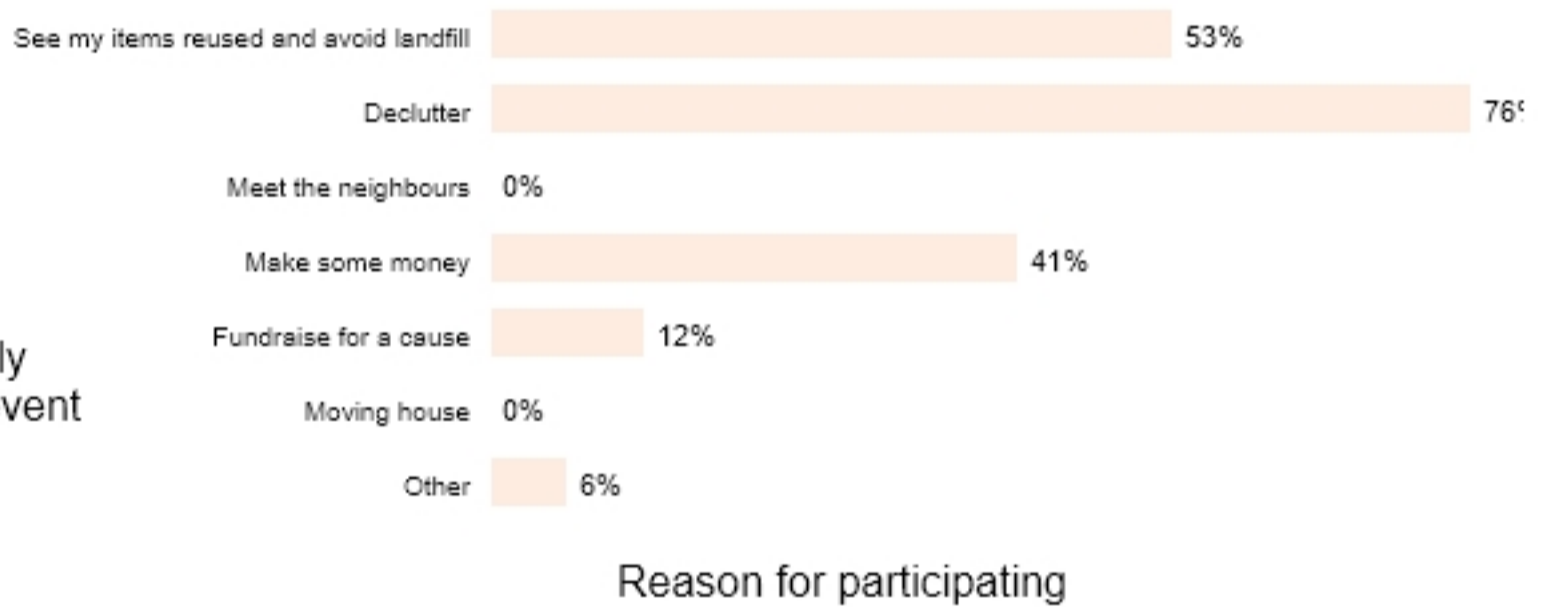


### Participant demographics



### Performance indicator 5.1: Reaching new audiences for council

**47%**  
Had not previously attended a council event



### Participants tend to be female, with a skew towards an older demographic

The majority (84%) of registered participants in the program are female, with the biggest groups represented being couples with children (31%) and those who are retired (28%).

This correlates with Garage Sale Trail's strategy to engage primarily with women given they control 80-90% of household spending and are more interested in purchasing homewares and fashion. Engaging this group provides the biggest opportunity to influence consumption behaviour.

### Garage Sale Trail provides councils with an opportunity to engage new audiences

70% of participants stated they had not previously been involved in a council run initiative, suggesting the program is providing a way for councils to involve new members of the community in understanding the ways they can actively reduce waste.

This is also reflected in results from the survey of Trail Tutorial participants, 44% of whom had not previously attended a sustainability workshop.



# National Context

## 6. Participation & campaign reach



### Performance indicator 6.1: Reach of the waste education campaign

**21,854,081**

People cumulatively reached nationally

**12,500,000**

People cumulatively reached by the media campaign

**7,488,582**

People cumulatively reached by the digital marketing campaign

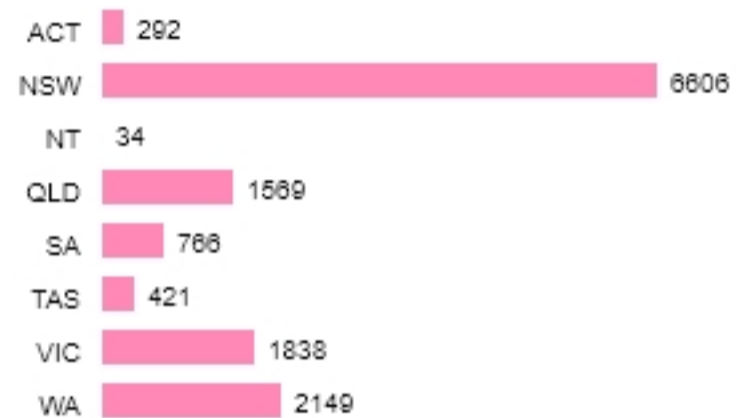
### Performance indicator 6.2: Program participation

**290,871**

Australians participated in the program nationally

**13,675**

Garage sale events hosted nationally



Events by state / territory

### Garage Sale Trail and its participants raise awareness about the circular economy

Across owned and earned media (excluding council promotions), the Garage Sale Trail campaign reached a cumulative audience of over 21 million Australians, helping to normalise secondhand and circular economy practices as well as recruit participants.

Aside from promotions by Garage Sale Trail and council partners, the role participants play in spreading the word continues to be important, with participant social media promotions alone representing a reach of at least 1.2 million people cumulatively.

Media highlights included coverage on The Today Show (reach: 238,027), Sydney Morning Herald (reach: 919,000), The Daily Telegraph (reach: 445,000), The Age (reach: 25,000), West Australian (460,000) and Brisbane Times (reach: 378,000). Coverage on radio included Nova (reach: 74,000) and ABC Radio National (reach: 18,000) as well as across the ABC local radio network in all states and territories.

As a result of the campaign, Australians learnt about the circular economy, with 56% of people hearing that extending the life of items helps them to reduce their environmental footprint.

### Garage Sale Trail provides Australians with a tangible way to be a part of the circular economy

Participation in the program grew by 69% with 290,871 Australians involved in the two weekends of garage sales in 2022. The greatest increases were seen in states and territories most affected by Covid-19; the ACT (923% increase), Victoria (409% increase) and New South Wales (201% increase) as well as in states where the council footprint significantly increased, for example in Tasmania (136% increase).

Social media continues to be the main way in which people hear about the program (31%), followed by council promotions (21%) or because the participant has previously been involved (21%).

# Research Insights

Australians are changing their consumption habits



Garage Sale Trail actively drives the development of the resale / reuse market in Australia by providing an accessible way for community members to find a new home for their pre-loved items. This is a growing trend as Australians increasingly look to find sustainable ways to declutter, and more economic ways to buy the products that they want and need.

The Commonwealth Bank and Gumtree recently published independent reports on these emerging opportunities. Below are some of the key findings and how Garage Sale Trail is supporting the development of a circular economy in Australia.

## **There is a growing secondhand market in Australia, that is being led by younger generations. Garage Sale Trail is bucking this trend.**

According to Gumtree, 83% of Gen Z use peer-to-peer marketplaces to buy secondhand items, compared to 51% of Baby Boomers.

With just 8% of Garage Sale Trail participants falling within the Gen Z bracket, the program bucks this trend and engages an older generation in the secondhand economy.

Garage Sale Trail also encourages the older demographic to start selling on peer-to-peer marketplaces, with 59% stating they are now looking to sell on an online platform following their involvement in the program.

## **Australians would participate in the circular economy if it was more convenient**

One of the biggest barriers to circular economy practices is a lack of convenience. Research undertaken by the Commonwealth Bank earlier this year revealed that while 65% of respondents would like to sell their pre-loved items online, only 16% actively do.

Garage Sale Trail makes it easier for the community to get involved in the circular economy, providing a way to be actively engaged on their doorstep.

Furthermore, participants intend to adopt circular economy practises longer term following their involvement in the Garage Sale Trail program. 84% of participants state they are now more conscious about the waste they create and 27% intend to now buy secondhand items over new whenever they can.



Garage Sale Trail works on high value R-type or circular economy loops.



This report was prepared by Taverner Research Group, a third-party market and social research company that works with government and commercial organisations across many sectors including waste and sustainability.

## Data sources

Data contained in this report comes from the following sources.

- Participant registrations for the two weekends of garage sales, received through the Garage Sale Trail website between 14 September and 20 November 2022.
- Participant registrations for the Trail Tutorial workshops, received through ticketing website Humanitix between 14 September and 7 November 2022.
- Website, media and marketing monitors including Facebook, Google Analytics, Instagram and Stream media monitoring covering 14 September to 30 November 2022.
- Survey of Trail Tutorial attendees between 29 October and 20 November 2022 [hosted internally].
- Survey of participants between 12 and 30 November 2022 [hosted externally by Taverner Research Group].
- Pure Profile research report on behalf of Garage Sale Trail and PayPal conducted in October 2022 and completed by 1,100 respondents.

In addition the following, third-party research reports are referenced:

CommBank, *Circular Economy: The impact of business-led action on future consumers*, 2022

Gumtree, *Trading in the Circular Economy Report*, 2021

Planet Ark, *State of Circularity in Australia*, 2022

## About the participant survey

In total, 1,130 participants completed the survey designed and hosted by Taverner Research. There were separate surveys for sellers and shoppers. The response rate to the seller survey represented 22.3% of sale registrations nationally.

Response rates per council area were not high enough to be statistically significant. As a result, this report contains either metro or regional averages for your state or territory. This ensures the data provided is as true a representation as possible of the impacts in your local community.

## Notes for interpreting your report

A conservative approach was taken when calculating the impacts. For example, some outlier data was excluded to avoid overestimating local impacts. Aggregated data reporting may be different (+/- 1%) due to rounding.

In some instances, the sum of displayed responses to a single question exceeds 100%. This reflects questions that allowed multiple answers from the same respondent.