



Shire of Denmark

IMPACT REPORT 2021

OVERVIEW OF LOCAL RESULTS

EXECUTIVE SUMMARY

- Registrations increased in states that weren't as affected by Covid-19 and decreased in those that were.
- The impacts per sale increased nationally. On average, sellers sold 40% more items and made 23% more money.
- The reach of the waste education campaign increased to 27 million Australians. Nationally, 35% of participants learned what the circular economy is and 61% committed to making more sustainable purchasing decisions.

EDUCATION CAMPAIGN

2,348

Residents visited the
Garage Sale Trail website

55%

Local participants learned
about the circular economy

64%

Local participants now more
aware of what they buy

TRAIL TUTORIALS

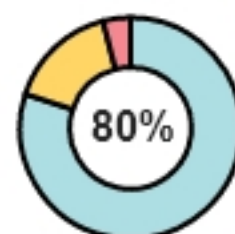
9

Local registrations

65%

Attendees will 'definitely'
make more sustainable
lifestyle choices

Good or great Okay Not good



Participant experience across
all sessions

SALE WEEKENDS

1,781

Residents participated
locally as a seller or
shopper

73

Sales and stalls
registered locally

13,087 kg

Reused locally
42% would have otherwise
gone to landfill

TRAIL TUTORIAL WORKSHOPS

9

Local registrations

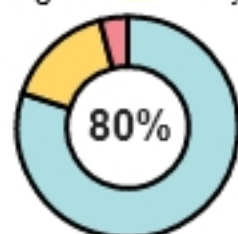
2,678

National registrations



National registrations per workshop

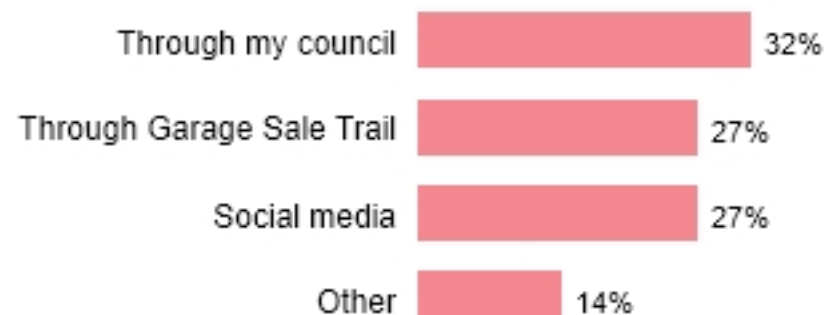
Good or great Okay Not good



Participant experience across all sessions

65%

Attendees who will 'definitely' make more sustainable lifestyle choices



How participants heard about the sessions

"Fantastic talks. I would love to hear more. Some great ideas from the participants and inspiring to keep going and doing more. Thank you for putting these together."
- Trail Tutorial attendee

Trail Tutorials influenced more sustainable lifestyle choices

The Trail Tutorial online workshops were a significant element of this year's waste education campaign which helped residents to make more sustainable choices. The number of sessions doubled from three in 2020 to six in 2021. All sessions were related to circular economy themes and delivered via Zoom on 6-7 November 2021.

- 65% of attendees stated they will "definitely" make more sustainable choices following their participation in the Trail Tutorials.

Registrations increased per council & grew significantly in Covid affected states

66% of council partners saw an increase in the number of residents registering for the sessions, compared to 2020.

The majority of registrations (69%) were from the two states most affected by Covid-19 lockdowns over the campaign period, 39% from NSW and 30% from Victoria. This is consistent with councils from these states more actively promoting the Trail Tutorials in their channels.

Positively received by residents

How to flip furniture for fun and profit had the best reviews with 94% of attendees rating the session 'good or great'. All other sessions were rated above 78% 'good or great' except *How to host a virtual garage sale* (40%) which we attribute to audio issues.

Sessions were positively received by councils

82% of council partners stated the Trail Tutorials were a valuable part of the program.

GARAGE SALE WEEKENDS

1,781

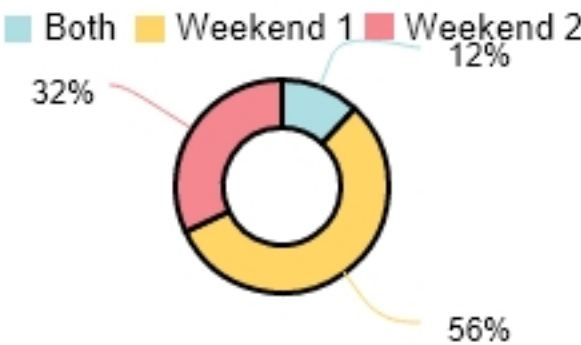
Residents participated locally as a seller or shopper

73

Sales and stalls registered locally

INDIVIDUAL SALES	GROUP SALES
23	6
VIRTUAL SALES	STALLS
0	44

Sales by type



38%

Sales and stalls held over two or more days

88

Garage sale events locally

Sales hosted on weekend one versus weekend two

Registrations grew where Covid restrictions were minimal

Registrations increased in states that weren't affected by significant Covid-19 lockdowns (QLD, SA, WA).

Covid-19 negatively impacted sale registrations

Registrations declined in those states and territories that were in lockdown for much of the campaign period (ACT, NSW, VIC).

Shopper numbers remained consistent

While the average number of shoppers attending each sale remained consistent at 54, shoppers bought more items contributing to an increase in the volume of items sold and reused per garage sale.

More sellers hosted garage sales over more than one day

The move to two weekends saw sellers extend the duration of their garage sale. Nationally, 28% hosted their sale over two days, 3% over three days and 11% over four days. On average, sellers participated over 1.5 days.

Information on the number of events (or garage sale days) has been provided, alongside the number of sales registered in your council area. Events count each day a sale happens as a unique event, providing a more accurate picture of local participation.

The festival format (more weekends) was well-received

67% of council partners supported the move from one weekend of garage sales to two. The two weekends of garage sales also provided flexibility for participants and minimised the impact of bad weather.

WASTE EDUCATION & BEHAVIOUR CHANGE

2,348

Residents visited the
Garage Sale Trail website

6,847

Reach of messaging through
sellers locally

746,045

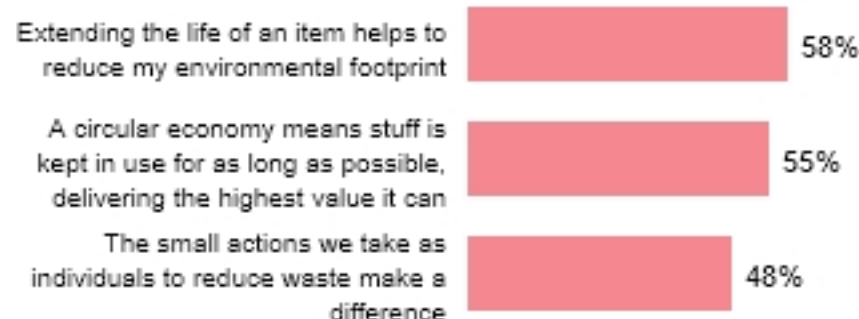
Total followers of social
media challenge entries

64%

Residents now more aware
of what they buy

97%

More likely to reduce waste
after participating



Messages learned

Residents learned about the circular economy

In 2021, the waste education campaign focused on the circular economy. This was carried into all aspects of the campaign—including on the website, in media, e-newsletters and social media—reaching a potential cumulative audience of 27.8 million Australians. Nationally:

- 35% of participants learned what the circular economy was.
- 47% of participants learned that extending the life of an item reduces its carbon footprint.

Council partners received a circular economy waste education toolkit for use in their social media channels. 75% of council partners used this toolkit.

Resident behaviour changed

The program got new people engaged in the secondhand economy and supported council's waste avoidance goals by getting residents to think about their purchasing decisions.

- 66% would not otherwise have hosted a garage sale.
- 55% of virtual sellers would not otherwise have sold online.

Creating a social norm using social media

The “*Thanks it's thrifted*” social media challenge encouraged Australians to share their favourite secondhand finds. The challenge, and broader campaign, demonstrated the value of pre-loved items and contributed to building a social norm around reuse.

- 244 entries reached a potential audience of over 746,045 Australians.
- 23% of participants stated they were now more likely to buy secondhand over new.

Garage Sale Trail participants are waste educators

Participants in the program were provided with a suite of resources to promote Garage Sale Trail and the circular economy. On average, each seller told 201 people.

WASTE AVOIDANCE & REDUCTION

13,087 kg

The estimated weight of items reused locally

350 kg

The average weight of items reused per household sale

1,280,113 kg

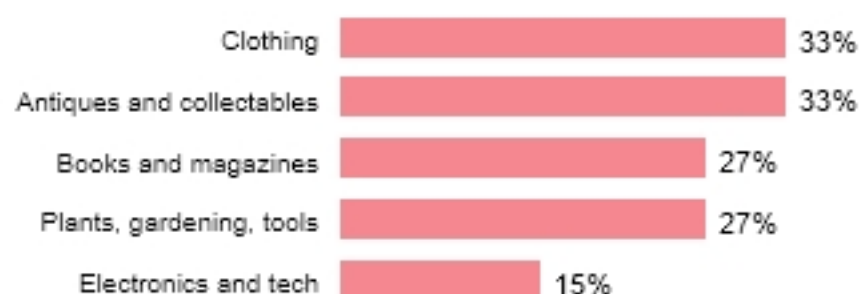
The estimated weight of items reused nationally

100%

Local participants who believe the event helped them reduce waste to landfill

12,818

The number of items for sale locally



Categories of items most sold at garage sales

Sellers sold more

In 2021 sellers sold more and diverted more stuff from landfill. Nationally, the average number of items sold per sale increased by 40% from 47 to 66 items. With the average number of shoppers per sale remaining consistent, this can be partially attributed to shoppers buying more items in 2021.

- On average, each sale sold 397kg of stuff, compared to 253kg in 2020.*
- The average number of items each shopper bought increased by 15% from 14 in 2020 to 16 in 2021.

The program diverts items from landfill and prevents illegal dumping

In order to understand diversion from landfill, sellers were asked to explain what they would have done with the items they sold had they not hosted a garage sale.

- Nationally 32% of sellers admitted that items sold would otherwise have gone to landfill.
- 8% admitted they would have illegally dumped items on the kerbside had they not participated.

Unsold items are being reused

100% of local participants pledged not to illegally dump any unsold items. Most participants intend to reuse their unsold items. The top ways to manage unsold items were to donate to charity (74%), sell online (66%) and give to friends and family (34%).

*The volume of items reused over the weekend is calculated by asking sale hosts to estimate the number of shopping trolleys worth of items they sold. This provides us with the volume of items sold per garage sale to then apply the NSW EPA's volume-to-weight conversion factor used to estimate the weight of household goods.

COMMUNITY ENGAGEMENT

97%

Local participants who feel more connected to the local community

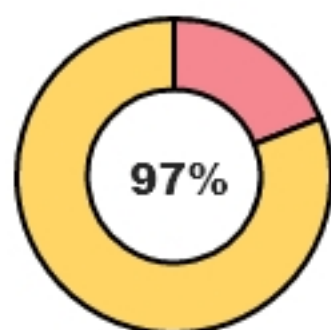
1,662

Estimated number of local interactions

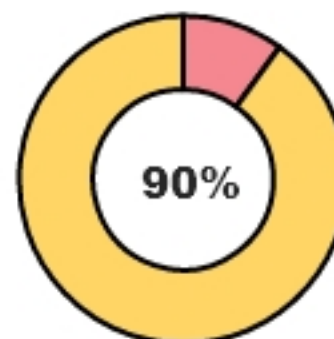
61

The average number of people met at each household sale

Sellers



Shoppers



The percentage of residents who may participate again



“It was a lovely experience to meet, talk and share with others in our community. We all had fun, we raised \$1,500 towards a debt of \$21,000 for the erection of wheelchair ramps and disabled parking. The weather was glorious.”

- Denmark resident

A stronger sense of community

While connecting with neighbours is not a major driver of participation—only 6% take part for this reason—the program continues to help people feel more connected and is a key factor in residents' positive view of the program.

- 74% of sellers nationally stated they felt more connected to the community, consistent with 2020 sentiment.
- 87% of the people sellers met were not previously known to them.

There also continues to be a good level of engagement and satisfaction with the program with 85% of sellers and 83% of shoppers planning to participate again.

The community investment is considerable

On average, sellers each invested 27 hours preparing and promoting their garage sale. Shoppers spent five hours shopping the Trail and visited an average of nine sales.

The program makes residents view council positively

78% of participants nationally support their council's involvement in the program (16% have no opinion), with 54% now more likely to attend a council event in the future.

ECONOMIC DEVELOPMENT

\$14,304

Amount of money that changed hands locally

\$274

Average amount made per household sale

\$875

Average amount made per community group sale

Sellers made more money

The amount of money sellers made hosting a garage sale increased by 23%. This is consistent with sellers selling more items and participating, on average, over more days (42% participated over two or more days as a result of the new “festival” format).

- Nationally, the average amount made per sale increased from \$400 to \$491.

Boosting local economies

Garage Sale Trail 2021 generated more than \$1.2 million nationally across the two sale weekends. Making and saving money means participants have more to spend in their community, providing a boost to local economies.

Making or saving money is a key driver of participation

Making money by hosting a garage or saving money by shopping secondhand proved to be a popular driver for participation in 2021. 54% of sellers were motivated to “make money” and 12% of sellers took part to raise money for a good cause. 25% of shoppers took part to “find a bargain”.

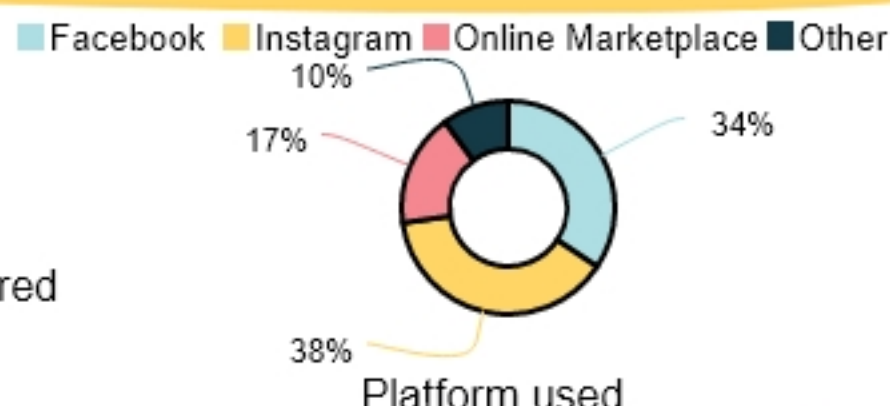
VIRTUAL GARAGE SALES

0

Virtual sales registered locally

272

Virtual sales registered nationally



0

Estimated number of shoppers at local sales

10,352

Estimated number of shoppers nationally

55%

May not have otherwise sold online

0

Items sold locally

1,622

Items sold nationally

\$114

Average money made per sale nationally

Virtual sales engaged a new audience in selling online

Virtual sales allowed both sellers and shoppers to participate online and provided a way for residents to participate irrespective of Covid-19 restrictions. One in two virtual sellers would not have sold online otherwise, indicating behaviour change. As you might expect, virtual sales were most popular in the states that were most impacted by Covid-19.

- 55% of all virtual sellers would not otherwise have sold online.
- 67% of virtual sellers were from NSW and VIC.

Virtual garage sale registrations increased

This year we offered more avenues for sellers to host their sale online, such as via livestream, social media feeds and marketplaces. This saw a 42% increase in virtual sales held nationally to 272 from 192 in 2020.

- The most popular way to sell virtually was on Instagram with 38% of virtual sellers hosting an Instagram grid or story sale.

Virtual sellers make great waste educators

Virtual sellers extensively promoted their sale online and in social media, proving to be highly effective ambassadors for the program. On average, each virtual seller told 300 people about the program.

STATE & NATIONAL CONTEXT

27,829,529

Cumulative number of people reached nationally

14,700,000

Cumulative reach of media campaign

12,478,580

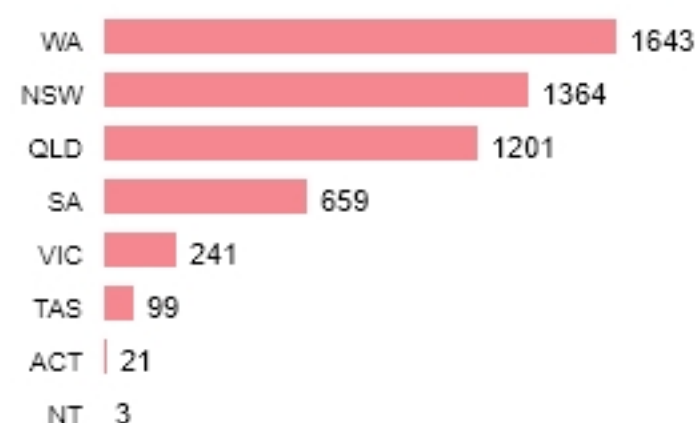
Cumulative reach of digital marketing campaign

170,498

Australians who participated in the program

5,231

Total sales and stalls nationally



Sales and stalls per state or territory

Lockdowns in NSW and VIC lead to fall in participation

While the impacts per sale increased, participation nationally fell to 170,498 from 210,528 in 2020. This decline can be primarily attributed to two of Australia's most populated states (New South Wales and Victoria) being in lockdown for most of the campaign.

Social media is the main way people hear about the program

Almost one third of participants heard about the program through social media. 28% had participated previously and 22% received an email from Garage Sale Trail.

- Cumulatively 11 million Australians were reached by the social media campaign in 2021, a 19% increase on 2020.

Media reach increased

The media campaign in 2021 was significantly more successful, with the reach increasing by 75% from 8.4 million in 2020 to 14.7 million in 2021. TV coverage led the increase, accounting for 22% of all media generated. The increase in media generated was supported by recruiting Ella Hooper (broadcaster and lead singer from *Killing Heidi*) as a spokesperson for the campaign.

Media highlights included: The Today Show (national reach 334,000), Studio 10 (national reach 95,000), WIN News (reach 60,000), Channel 9 News (reach 220,000), Channel 10 News Melbourne & Perth (reach 100,000), Yahoo Lifestyle (national reach 53,360), Sun Herald (reach 135,000), The West Australian (reach 136,000), ABC Everyday and ABC Local Radio across all states and territories.

ABOUT THE DATA

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, reuse, sustainability, climate change and the environment.

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 10 September and 21 November 2021.
- Participant registrations for the Trail Tutorial workshops, received through ticketing website Humanitix between 10 September and 7 November 2021.
- Website, media and marketing monitors including Facebook, Google Analytics, Instagram and isentia.
- Survey of council partners hosted between 23 November and 6 December 2021 [hosted internally].
- Survey of Trail Tutorial attendees between 6 and 19 November 2021 [hosted internally].
- Survey of participants between 21 November and 6 December 2021 [hosted externally by Taverner Research Group].

About the participant survey

In total, 682 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 21% 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.