



Impact Report 2024

Measuring the reuse, economic and community impacts
of Garage Sale Trail 2024 in the Shire of Denmark.

Published: 22 January 2025



REPORT PREPARED BY:



Introduction



NOTES FOR INTERPRETING YOUR REPORT

Garage Sale Trail is a community-powered waste education and behaviour change program that aims to get more people buying and selling secondhand. The program aims to increase community reuse of textiles and household items, reducing reliance on landfill for disposal and supporting the transition to a circular economy.

The Garage Sale Trail campaign ran from 1 September - 30 November 2024, with the two weekends of garage sales on 9-10 & 16-17 November, Australia-wide.

The project is an initiative of not-for-profit Garage Sale Trail Foundation and was made possible thanks to support from 84 local governments and regional groups as well as the NSW Environment Protection Authority (NSW EPA) and Queensland Government.

ABOUT THE REPORT

This report was prepared by Taverner Research Group. Taverner Research Group has compiled this report in good faith, exercising due care and attention to ensure reasonably reliable and accurate information is provided on the local impacts generated.

The information contained within the report is based on the following sources:

- Participant registration data for the two weekends received through the Garage Sale Trail website between 1 September and 17 November 2024 for your local government area.
- An online survey of Garage Sale Trail sellers, completed between 9 November and 1 December 2024.
- Website, media and marketing monitors including Google Analytics, Meta & CoverageBook covering 1 September to 30 November 2024.

This year's impact report follows the National Guidelines for Measuring Reuse created by Monash University and draws on research recently completed by Charitable Reuse Australia

and the NSW EPA. [1]

In addition, Reground were contracted to conduct an audit of the number and category of items sold at garage sales in Wyndham City Council, providing a benchmark against which to validate community survey responses with regards to the type and number of items reused.

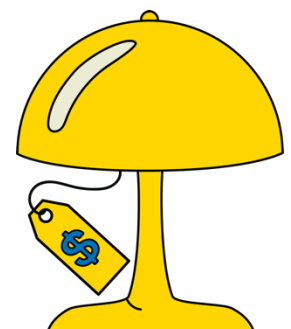
An important metric missing from this report is the potential savings from avoided energy and virgin material consumption that comes with buying reused items. Further research is necessary but a study by Behaviour Works Australia indicates displacement rates of 65% for clothing, 70% for furniture, and 50% for electrical items. [2]

NOTES ON THE PARTICIPANT SURVEY

The participant survey was completed by 1,039 garage sale organisers, representing 22% of registered sales. In your local government area 8 registered garage sale organisers completed the survey. On a local level, survey responses were not statistically significant.

Survey responses from 2024 (and the five years previous) show the greatest variance between metropolitan and regional local government areas as well as between sale types. For example in 2024, the average number of shoppers attending a community group sale was 114, compared to 53 at household sales.

For these reasons, data contained in your report draws on averages for specific sale types (household / community group / car boot etc) and are calculated based on responses from regional participants across the country. These averages are applied to local registration data to provide estimates for the number of items reused, money made and so on.



[1] Charitable Reuse Australia 2024: [Measuring Reuse Activity & Impacts in NSW](#)

[2] Behaviour Works Australia 2022: [National Reuse Measurement Guidelines](#)

Summary of national outcomes



BUILDING A CULTURE OF REUSE, AUSTRALIA-WIDE

To get the community engaged, Garage Sale Trail ran a national and state-wide campaign, while local government partners promoted the program locally. Garage Sale Trail's communications campaign ran nationally across television, newspaper, radio and online channels and featured well known Australians like Barry du Bois. The national scale of the event is important as participant survey data shows that this is one of the major factors determining residents' involvement.



84

local governments & regional groups powered the program locally.



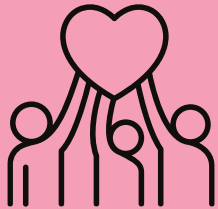
20.1 million

people cumulatively reached by the education campaign.



755,261

items sold / reused over two big weekends. 41% would otherwise have gone to landfill.



297,792

Australians participated as a seller or shopper over two weekends.



13,238

garage sale events across the country.



\$3.9 million

raised for households, community groups & charities.



70%

want to get involved again.



Featured on **Sunrise, Weekend Today, The Morning Show, Nine News, SBS, Triple J, ABC local** radio stations nationwide, **TimeOut, Concrete Playground** & more.



Key trends

WHAT'S HOT IN REUSE

While some changes have been made in the way certain outcomes are reported (total participation & tonnes reused) to ensure greater accuracy, the majority of program metrics can be compared to previous years allowing us to identify key trends.

THE RISE OF THE GROUP SALE

While household sales continue to be the primary way residents get involved, the number of people hosting garage sales at home decreased in 2024 (down 21% nationally).

Despite this, the number of events happening across the country increased driven by a rise in the number of street, apartment block, school and council sales registered across the country. In total, group sales increased by 22%.

SELLERS SOLD MORE ITEMS

Those hosting garage sales sold more items and made more money, corresponding with an increase in the number of people shopping the trail. This was the case for household sales and those joining group sales across country.

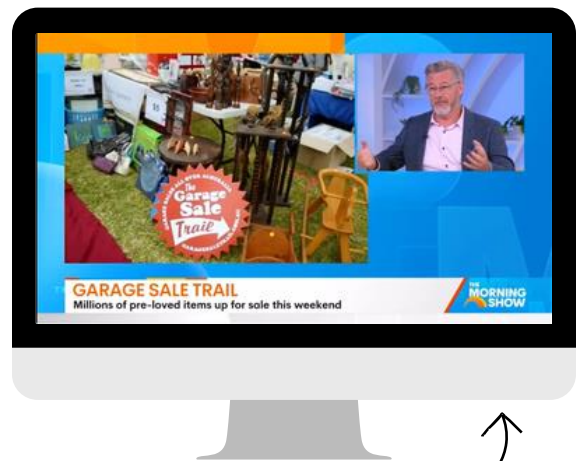
Each garage sale sold an average of 97 items and made \$499.

COST OF LIVING DRIVING INTEREST

The number of people shopping the trail increased by 18%, with the average number of shoppers attending a garage sale increasing to 58 shoppers / sale in 2024 (from 49 in 2023).

This may be related to cost of living pressures - 73% of shoppers stated they got involved to save money - but also reflects a significant increase in the campaign's social media reach.

The social media campaign reached 6 million people cumulatively, driven in part by a significant increase in sellers promoting their garage sales.



BARRY DU BOIS ON THE MORNING SHOW (NOV 2024)

REUSE OVER REFUSE

Despite the fact that items sold at garage sales tend to be in working order and suitable for reuse, survey responses highlighted that a significant proportion were likely to have been sent to landfill if they had not been sold on the Garage Sale Trail.

11% of participants admitted some items would otherwise have been put in the bin. 19% would have used a council service to dispose of items.

15% admitted items would have been left on the kerbside or outside a charity store suggesting the program can play a role in preventing incidents of illegal dumping.

LANEWAY SALE (NOV 2024)



MEN'S SHED SALE (NOV 2024)

Summary of local outcomes

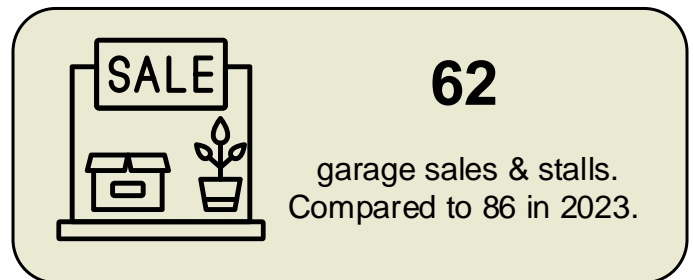
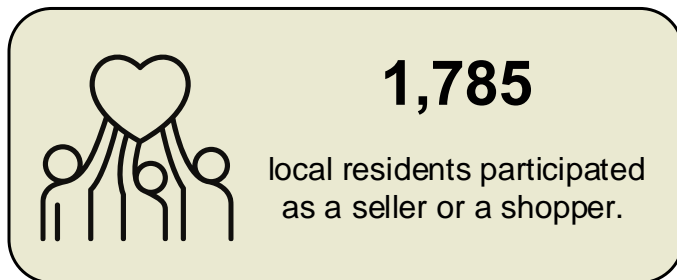


REUSE, COMMUNITY & ECONOMIC IMPACTS

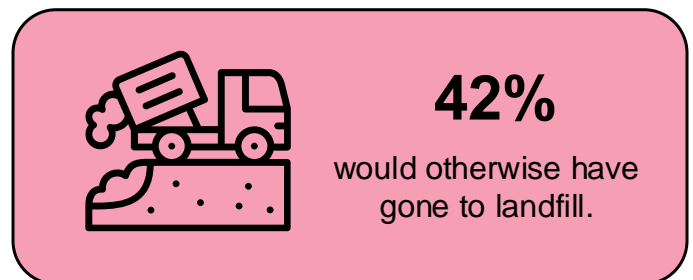
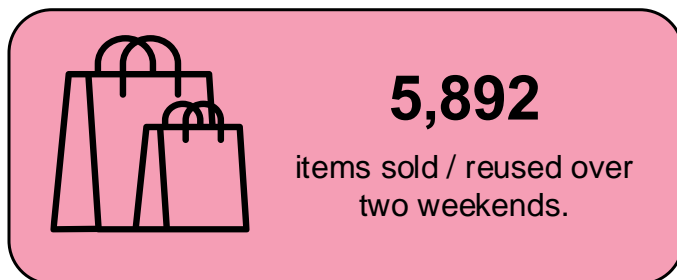
Local registration data and survey responses from regional participants allows us to estimate the reuse, community and economic impacts generated locally in 2024. Refer to pages 6 - 10 for more information on the calculations and a deeper dive into the results.

Impacts in your local area directly correlate with your local government's community engagement and promotional activities over the campaign period.

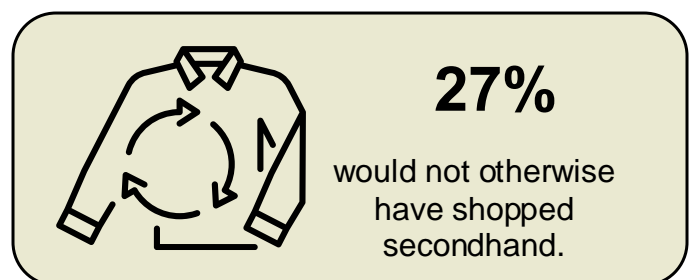
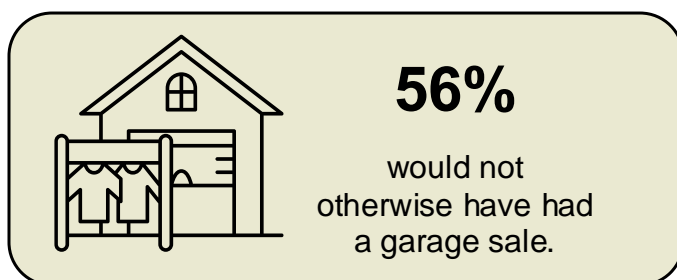
COMMUNITY PARTICIPATION



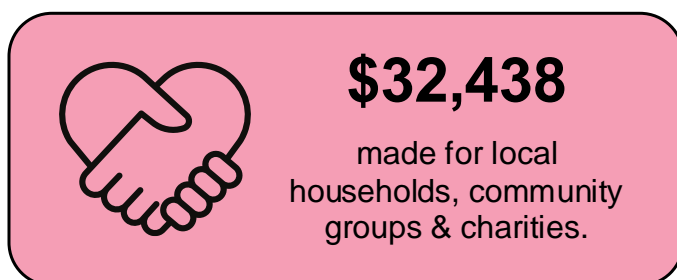
ITEMS REUSED



BEHAVIOUR CHANGE



ECONOMIC



What your community said



QUALITATIVE FEEDBACK FROM RESIDENTS

Throughout the campaign, Garage Sale Trail manages enquiries from residents via an email helpdesk, telephone registration line and direct messaging on social media channels. Feedback provided through these channels, together with open-ended responses in the participant survey, is important in helping us to understand resident feedback as well as some of the harder to measure impacts of the program.

WHAT WE LEARNT

The support provided by Garage Sale Trail to help sellers organise their garage sale (e.g. the sales map, promotional materials, tips & the masterclass) was mentioned by the majority. Others appreciated the event providing a deadline that motivated them to declutter / take action.

Most felt that participating in the event made it easier to host a sale and helped them reach more people.

For those sellers who did not sell as much as they hoped to and / or had very few people visit, the location of their garage sale was often mentioned as the limiting factor (e.g. they lived on quiet street, in a cul-de-sac or remote area).

Meeting new people and having a yarn with the neighbours was the single biggest reason why residents enjoyed being a part of the event. These interactions meant that even when sellers did not sell many items, they still enjoyed participating.

Looking to areas we can develop in 2025, feedback from sellers included:

- Difficulty printing the signage and promotional materials provided due to a lack of printing options at home.
- Better results on a Saturday (in terms of the number of shoppers and items sold).
- Shoppers turning up at garage sales before the advertised start time.
- Interest in joining a centralised group sale.
- Residents in some local government areas requested more local promotion.

A small number of shoppers expressed frustration at advertised sales not going ahead. This seemed to be more of an issue with sales that happened over two days or more.



Denmark resident

"We met some great people in the community and sold half our items. Success!"



Denmark resident

"It was lot of work leading up to event but on [the] day it was worth it."

Photographs taken at Garage Sale Trail 2024. Indicative only.

Participation



WHO & HOW MANY PEOPLE GOT INVOLVED

1,785

Estimated number of residents who participated locally as a seller or shopper

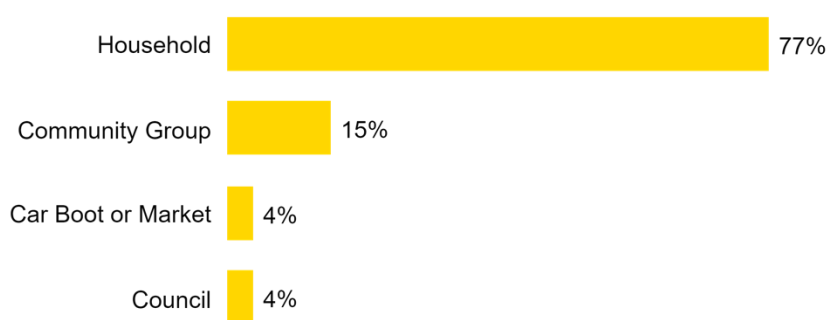
62

Registered local garage sales, including stalls at group sales

38%

Local sales that happened over two days or more

INDIVIDUAL	23
GROUP	3
STALLS	36



COMMUNITY PARTICIPATION

Total participation is calculated by applying survey responses to local registration data. The survey provided information on the average number of people selling and shopping at household sales, car boots, markets & so on which is then multiplied by the number of sales of that type locally.

This year a more conservative approach was taken when estimating the total number of people selling and shopping over the two weekends. This may mean that you notice a decline in local participation when comparing your results to previous years.

However, shopper numbers did in fact increase year on year, from 49 shoppers per sale in 2023 to 58 shoppers per sale in 2024 (up 18%). On a local government level, participating councils saw an average of between 4%- 6% of their community participating in the program.

SALE REGISTRATIONS

Information provided on local sales comes from seller registration data, collected through the Garage Sale Trail website between 1 September and 17 November 2024.

Local participants were contacted by Garage Sale Trail by email and text to confirm their sale went ahead. To the best of our ability, any sales that did not go ahead were removed and / or stall numbers revised for group sales.

Registration data demonstrates engagement in the program from a broad cross section of the community including groups such as Rotary, Men's Sheds and Guide / Scout groups to households, whole streets and businesses.

Participants could elect to take part in the program over one, two, three or four days. Sales & stalls data does not factor in the number of days over which each local sale took place. Nationally, almost half (48%) of sales happened over two or more days.

Reuse & diversion



WHAT AND HOW MUCH STUFF WAS SOLD / REUSED

5,892

Estimated number of items sold / reused locally

3

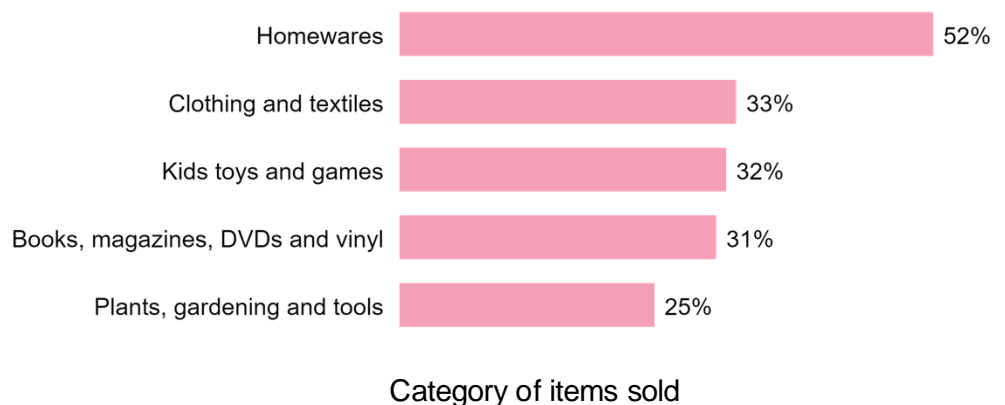
Estimated tonnes sold / reused locally

42%

Stated these items would have otherwise gone to landfill

20

Estimated CO2 emissions saved



The participant survey provided data on the number and categories of items sold at garage sales. This data enabled us to trial a new methodology to estimate the weight of items reused as well as the CO2 emissions avoided.

To calculate these, the Charitable Reuse Australia Reuse Calculator³ developed in conjunction with the NSW EPA was used. This calculator uses standard item weights for specific textiles and household products and is based on the National Reuse Measurement Guidelines created by Monash University⁴.

These numbers are indicative and more needs to be done to provide greater accuracy. In 2025, we will be looking to collect more detailed information from participants on the products sold enabling standard item weights to be more accurately applied.

Participants were also asked what would have happened to the products they sold had they **not participated** in Garage Sale Trail. 41% of sellers stated that items would have been put in the bin, left on the kerbside or disposed of via a council service / facility. 90% of sellers told us that the program had helped them to avoid sending items to landfill.

³ Charitable Reuse Australia 2025: [Reuse Calculator](#)

⁴ Charitable Reuse Australia 2024: [Measuring Reuse Activity & Impacts 2022 - 2023](#)

Education & behaviour change



HOW THE PROGRAM ENGAGED NEW RESIDENTS

71

Average number of people each seller told about Garage Sale Trail (metro / regional average)

4,468

Estimated number of people reached locally by seller promotions

3,058

Local residents visited the Garage Sale Trail website

4,319

Estimated hours invested by local sellers

56%

Sellers who would **not** otherwise have hosted a garage sale

27%

Shoppers who would **not** otherwise have bought secondhand

CAMPAIGN REACH

Google Analytics data enables us to track the number of people who visited local content on the Garage Sale Trail website - your local garage sale listings and the council microsite / landing page.

The number of people viewing local pages of the site is an indicator of the success of your local government's community engagement activity. The reach of the campaign locally will be higher as this only tracks those who go on to visit the website.

Alongside local government promotions, Garage Sale Trail also engaged with residents via social media, emails, radio advertising, traditional media and out of home advertising (OOH trial in NSW and Victoria only).

Sellers are also important in helping to spread the word and in so doing, build a social norm around reuse and secondhand locally. Survey data shows us that each seller tells an average of 100 people about Garage Sale Trail.

BEHAVIOUR CHANGE

Garage Sale Trail aims to change behaviour in the short term (by getting residents involved in the two weekends of garage sales) and longer term (by influencing them to continue reusing after the event).

The next page of the report looks at some of the potential longer term outcomes. In the short term, survey data shows us that a significant number of those who participated in the program in 2024 would not otherwise have hosted a garage sale or shopped secondhand. Nationally, almost a third (27%) of shoppers reported that they would not otherwise have bought items secondhand.

The participant survey also tells us how many hours sellers invested on average planning, promoting and running their garage sale. This data gives an indication of the level of community engagement and is also an indicator of behaviour change.

Economy



MONEY MADE AND SAVED BY RESIDENTS

\$519

Average takings at a household sale
(metro / regional average)

\$32,438

Estimated amount generated
for local sellers

\$73,100

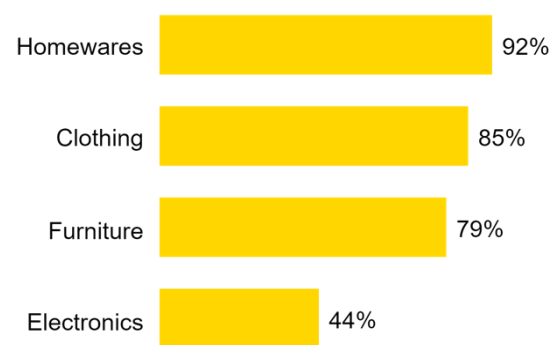
Estimated community savings from
buying secondhand over new

88%

More likely to resell items they no
longer need at a garage sale, market
or online after participating

65%

Will consume less and buy more
items secondhand in the future



"Somewhat" or "very likely" to buy these
items secondhand after participating

COST OF LIVING RELIEF

Participant survey data provides information on the average amount made at garage sales across the country allowing us to estimate the economic impact of the program locally.

Overall, the average amount made per sale increased year on year from \$457 per sale in 2023 to \$499 per sale in 2024 (up 9%). This correlates with an increase in the number of people shopping the trail in 2024.

On average each \$1 invested by a local government partner generated \$3.33 for the local community.

In addition, and using the Reuse Calculator developed by Charitable Reuse Australia, the potential savings made by shoppers from switching to buying secondhand products over new has also been estimated.

GROWING THE SECONDHAND ECONOMY

Looking longer term, survey data indicates how many participants are more likely to consume less, switch to buying secondhand over new and resell items they no longer need as a result of their participation in the program.

For those new to re-selling the biggest reason for signing up was to be part of a national event with lots of people participating across the country (63% of respondents). Similarly for shoppers, the primary trigger for those new to buying items secondhand was having access to lots of events happening at the same time (90% of respondents).

When looking at buying habits, participants are much more likely to switch to buying secondhand clothing, homewares and furniture than electronics suggesting an area where more work is potentially needed to change community perceptions.

Community



NEW COMMUNITY CONNECTIONS & ENGAGEMENT

56

Average number of people sellers met at their sale (metro / regional average)

87%

People met were **not** previously known to the seller

78%

Felt more connected to the local community after participating

77%

Stated the event "met" or "exceeded" expectations

71%

Sellers who would participate again

85%

Shoppers who would participate again

CONNECTING COMMUNITY

Participant survey data provides an indication of the number of people each seller met through their involvement in Garage Sale Trail as well as the proportion of those people that were previously known to them.

The majority of connections made over the event were with new people. Across the country, 79% of survey respondents stated that the event helped them feel more connected to their local community.

RESIDENT EXPERIENCE

The participant survey includes a range of questions that unpack sellers' experience on the trail and captures key recommendations for future events.

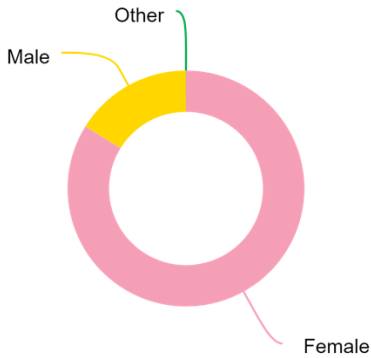
Overall feedback from participants is positive, with 90% of sellers and 85% of shoppers saying they may get involved again. 87% felt that the Garage Sale Trail program should "always be supported" by council.

While only 7% of participants stated that they signed up to meet their neighbours, qualitative feedback from the participant survey shows that it is the social and community building element of the campaign that is driving a significant proportion of the positive sentiment towards the program.

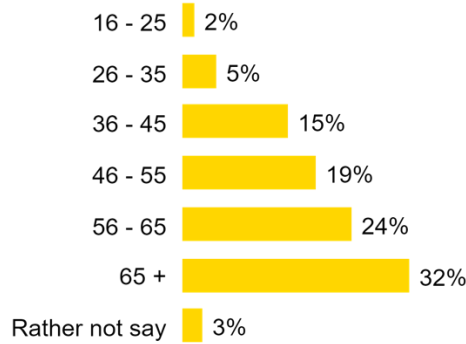
Demographics



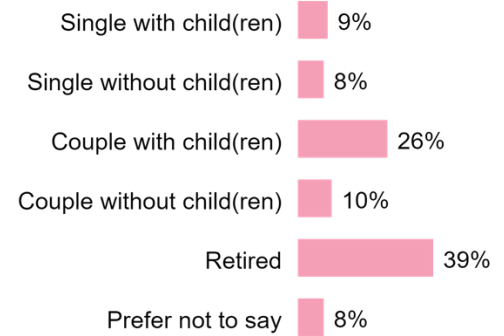
WHO GOT INVOLVED ACROSS THE COUNTRY



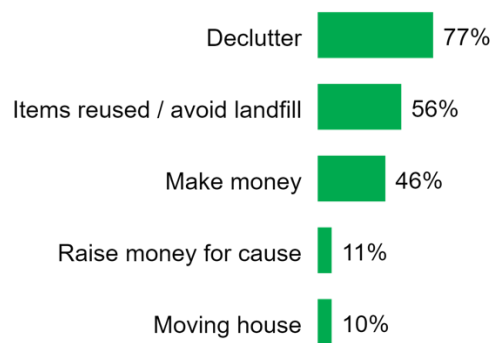
Gender



Age



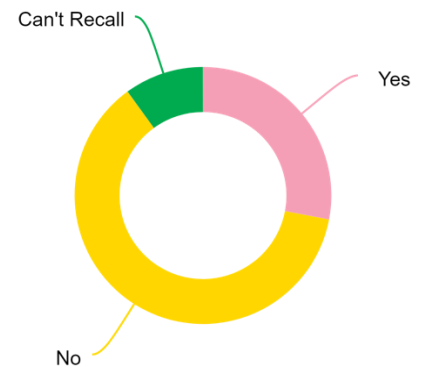
Household Stage



Sellers - reason for participating



Shoppers - reason for participating



Have previously attended a council event

The demographics provided above relate to participants from metropolitan / regional Australia. This shows that primarily it is women signing up for Garage Sale Trail, with most participating households being couples with children or retired.

While shoppers skew younger across the country, 73% of sellers nationally were aged 46 or over. This group, according to research conducted by The Commonwealth Bank, are less likely to be re-selling items in their home online already⁵.

Sellers are primarily motivated to get involved to declutter (77% of national responses) followed by seeing items reused (60%). Shoppers however are much more money oriented, with 73% stating they got involved to save money.

62% of respondents nationally stated that they had not knowingly attended a council event previously.

⁵ Commonwealth Bank Consumer Insights 2022: [Circular economy: The impact of business-led actions on future consumers.](#)

Summary



KEY TAKEAWAYS

DIVERSE PARTICIPATION

2024 saw whole streets and groups of friends participating as a social activity, Rotary groups, Scouts and Guides getting involved to fundraise and households taking advantage of an event deadline to get them decluttering.

The diverse ways people can get involved - from joining a local car boot sale / market to hosting at home - helped to attract a wide and diverse audience that cut across generational, social and cultural differences.

BUILDING A SOCIAL NORM

The high profile media campaign, promotions by local residents and government partners as well as significant levels of community participation helped to encourage new members of the community to buy and sell pre-loved items.

The support provided to make it easier to buy and sell secondhand was cited by the majority of participants as one of the main benefits of the program. This talks to the importance of a community-based social marketing approach that looks to reduce the barriers to entry and make it easier for people to reuse.



SELLERS PROMOTING REUSE (NOV 2024)

Survey data also shows that the national scale of the event is important. This is one of the major factors determining residents' involvement in the program, particularly those that are new to buying and selling secondhand. It also helps to build a strong social norm around reuse.

REUSE & FINANCIAL RESILIENCE

Getting more of the community buying and selling secondhand over the Garage Sale Trail weekends not only kept products in circulation, reducing the volume of useable items in landfill, but also helped to build greater financial resilience by providing a way for residents to make or save money. In 2024, sellers sold more pre-loved items and made more money.

RESIDENT SATISFACTION

Campaign monitoring shows that 98% of Garage Sale Trail's interactions with the community online were positive (Brand24). Survey responses were similarly encouraging with 75% of participants stating the event met or exceeded their expectations.

While most residents did not sign up to meet their neighbours, the social aspect of Garage Sale Trail was the biggest determining factor when it came to resident satisfaction with the program.

COUNCIL RUN SALE (NOV 2024)



SHOPPERS HIT TRAIL (NOV 2024)



Garage Sale Trail acknowledges the contribution of every individual and organisation that participated in the program in 2024 including the 84 local governments & regional groups and the following organisations:

STATE GOVERNMENT PARTNERS



**Queensland
Government**

This project is a NSW EPA Waste and Sustainable Materials Strategy initiative, funded from the waste levy.

This initiative is supported by the
Queensland Government's Recycling and Jobs Fund

RESALE PARTNER



MEDIA PARTNER

Peppermint

COMMUNITY PARTNERS



**AUSTRALIAN
MEN'S SHED
ASSOCIATION**
Shoulder to Shoulder



Australian
Neighbourhood Houses
and Centres Association