



## Council Membership - Terms & Conditions

These terms and conditions govern your Council's participation and membership in the Garage Sale Trail Program and form a binding agreement between the Council named in the Council Registration Form ("Council") and Garage Sale Trail Foundation Ltd (ACN 154 116 515) ("Garage Sale Trail"). These terms and conditions also set out the support you can expect to receive to assist you in delivering the program locally.

By registering as a Council member, the Council acknowledges that it is entering into an agreement with Garage Sale Trail for the duration of the term set out in the Council Registration Form and the Council acknowledges and agrees that it has read, understood and agrees to be bound by these Terms and Conditions.

### COST OF MEMBERSHIP

Membership fees exclude GST and are as outlined in your confirmation email. Membership Fees are payable in each year of the term and the Membership Fees increase annually in line with CPI.

### INVOICING DATES

- The Membership Fee payable in the first year of the term are payable within 14 days from the date of confirmation by Garage Sale Trail, unless otherwise agreed with Garage Sale Trail.
- In the consequent years membership fees are payable upon the commencement of each membership year (i.e. participation in 2021 is payable by 01/01/21)
- If Council cancels or otherwise terminates its Membership before the end of the agreed term, then Council must pay Garage Sale Trail an amount equivalent to 50% of the total fee payable for the remaining portion of the term.

### MEMBER COUNCILS ARE PROVIDED WITH THE FOLLOWING:

- Starter Kit to announce your involvement in the program locally (provided on payment of your membership fee. See Appendix for a list of materials provided)
- Free and unlimited access for member council residents to the Garage Sale Trail website
- Three month national communications campaign to promote the weekend of garage sales and covering TV, radio, print, social media and other digital channels
- Ready-made council branded communication assets, including print and digital materials, to help you promote the weekend of garage sales and engage your local community (see Appendix for a list of campaign materials provided to you via a bespoke digital Dashboard)
- PR assets including rights cleared images and media releases to undertake local media activity
- Project management tools including best practise council case studies, How to Guides and a ready-made Campaign & Communications Planner
- Council Account Manager to support you in delivering the program locally
- Council promotion through Garage Sale Trail communication channels including council logo placement on the Garage Sale Trail website and mentions in social media
- Real-time data on registrations and impacts in your area delivered via a bespoke digital Dashboard
- **POWERED BY** provided by a system report to help you evaluate the outcomes of the program

- Management of the seller and shopper community by Garage Sale Trail via an email helpdesk and chat box
- Access to the database of sellers participating in your area, available in real-time via a digital Dashboard
- Use of the Garage Sale Trail brand and trademark



Over the course of the three month campaign, we will keep you and your elected members up to date with the latest news and information to assist you in delivering the weekend of garage sales program locally.

#### **WHAT COUNCILS DO TO DELIVER THE WEEKEND OF GARAGE SALES:**

In order to maximise the impacts, Council are required to:

- Involve two or more teams in delivering the program. Successful councils involve two or more departments including but not limited to Waste, Community and Communications teams;
- At least two members of the council team involved in delivering the program attend a kick off session
- Promote the program locally through council channels and engage the local community
- Generate any desired local media to supplement the national and state media generated by Garage Sale Trail

#### **KEY DATES:**

*Upon payment of membership fees:*

Council Starter Kit provided

*Mid July:*

Garage Sale Trail kick off session

Council Dashboard and campaign materials made available to member councils

*Early August:*

Garage Sale Trail campaign media launch

Registrations for the weekend of garage sales open to the public

*Third weekend in October:*

The big community building weekend of garage sales!

*Late November:*

Post Campaign Impact Report provided to member councils

#### **KEY CONTACT DETAILS**

Hayden Thomson

National Council Manager

Email: [hayden@garagesaletrail.com.au](mailto:hayden@garagesaletrail.com.au)

Phone: 0415 122 761

Nicki Bruce

National Council Manager

Email: [nicki@garagesaletrail.com.au](mailto:nicki@garagesaletrail.com.au)

Phone: 0414 722 953

#### **APPENDIX**

**The Council Starter Kit in 2019 included:**

- School Engagement Resources (Email of introduction, blog posts, How-to Guide)
- Social media tile - Save the date

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- Social media guide including template posts
- How to Guides and letters of introduction
- Key message document
- Garage Sale Trail logo
- Rights cleared social media images
- Project Plan Template



**The Campaign materials provided in 2019 included:**

- **Planning tools:** Key messages, Letterhead, Project Plan Template
  - **Intranet and Staff Engagement tools:** Commonly Asked Questions for Customer Service Teams, Email Signatures, Intranet article
  - **Print:** Posters, Flyers, Bus stop artwork, Outdoor Banner, Pull-up Banner
  - **Community Engagement:** How-to Guides and Email templates
  - **Social Media:** Social Media schedule and guide, a series of waste education social media tiles and animations
  - **Media:** Rights-approved image library, a series of Media release templates and radio script
  - **Council website & e-newsletters:** Template blog, event listing & newsletter copy and website advert
  - **Group Sale Resources:** How-to Guide Organising a Group sale step-by-step, Council group sale examples
  - **Design Files:** Artist characters & logo, logos
  - **Video Content:** Garage Sale Trail Ambassador, shopper and waste education video content
  - **Instagram Stickers:** Jeff McCann designed Garage Sale Trail instagram stickers
  - **Party Pack:** Garage Sale Trail Bingo, bunting, Storage King crowns, conversation starter cards and music playlist
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