



COVID-proofing Garage Sale Trail 2020

While COVID-19 restrictions are being eased across Australia, Garage Sale Trail is committed to providing a program that can be delivered successfully no matter what restrictions are, or aren't, in place. This document outlines plans that have been developed both to COVID-proof Garage Sale Trail and provide additional value to local government partners this year.

Background

We have undertaken extensive consultations with state, territory and local government partners to build a plan that will ensure the Garage Sale Trail program can deliver maximum value to councils and communities this year. This process included an online survey completed by 32% of local government partners as well as detailed phone interviews conducted with both metropolitan and regional partners in almost every state and territory.

Program need

With Australians under greater financial strain, the need for programs like Garage Sale Trail, that can support residents in making or saving money, are more important than ever.

This is backed up by research conducted on the program last year which showed that for every \$1 invested by government partners, \$10 was generated for the local community.

COVID-proofing Garage Sale Trail in 2020

Garage Sale Trail will proceed as usual with a ten-week campaign leading to a weekend of garage sales happening across the country.

In addition, a four-point plan to COVID-proof Garage Sale Trail 2020 has been developed. This plan will provide additional elements and added value to the campaign this year, ensuring the program can continue whatever restrictions are, or aren't, in place.

Point 1: Date change

Garage Sale Trail 2020 will move to the later date of 21 & 22 November 2020. This date change, supported by more than 80% of government partners, will mean a more effective window for community engagement (between September and November), will decrease the likelihood of any COVID-19 restrictions remaining in place and as a result mean higher levels of participation than may have been possible in October.

The change of date takes into account the importance of continuing to deliver one big national weekend of garage sales. Research on the program has demonstrated that being part of a national movement on one weekend is a significant motivator for the community and one of the main reasons why Garage Sale Trail gets so many people to host a garage sale for the first time.

Point 2: Socially distant and contactless garage sales

To support the health and wellbeing of participants, we will provide support and toolkits to ensure real world garage sales meet required social distancing and hygiene requirements.

This will include, but is not limited to:

- Updates to the seller pack to include 1.5 metre markers.

- New email, social and website content providing tips and support to enable participants to have contactless garage sales.
- Toolkits for group sale organisers to make it as easy to organise a socially distant group sale.
- Changes to terms and conditions requiring items to be sanitised prior to sale and ensuring social distancing regulations are adhered to.

Point 3: Online workshops and virtual garage sales

New online elements of the program are being developed to include:

- A series of online reuse workshops
- Virtual garage sales

At least two online waste education workshops will be provided for residents in your local government area. Themed around the topic of “sustainability at home”, these practical workshops will be hosted by high profile ambassadors and cover topics such as repair / mending and responsible decluttering (pointing to the right ways to dispose of items).

Data will be provided on the number of residents who attend and a survey undertaken to understand participant feedback and learnings. These sessions will enable anyone with an internet connection to participate in the program irrespective of whether they host or shop at a garage sale.

For the first time, we'll also provide participants with a way to sell their pre-loved stuff online. This might include providing virtual garage sale toolkits, running a series of virtual garage sale events on Facebook and / or enabling people to sell items direct from their Garage Sale Trail sale page. Importantly these virtual garage sales will offer a new and different way to sell items online than is currently offered by existing marketplaces such as Facebook Marketplace, Buy Sell Swap groups and Gumtree.

Point 4: Economic development

While we will continue to focus the campaign on promoting reuse and secondhand, key messaging around the campaign will be adapted to give greater prominence to the role the program (and secondhand in general) can play in helping participants make or save money.

We are also investigating the possibility of providing additional resources and support to enable local businesses to benefit from the event. This might include a local business toolkit and webinar.

Key timings

Wednesday 3 June:	Announcement of new date via Garage Sale Trail website and social media channels + toolkit provided to council partners to communicate the date change
Mid-August:	Campaign kick-off sessions for councils
16 September:	Campaign launch
21 & 22 November:	Event weekend
Mid-December:	Council impact report provided

More information

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