



NOW A  
WEEKEND  
OF GARAGE SALES

21+22 • OCT • 2017



## HOW-TO GUIDE for BUSINESSES

### WHAT IS GARAGE SALE TRAIL?

Garage Sale Trail is a national celebration of reuse, community and discovering unique finds at over 15,000 + garage sales on one big weekend

Sat 21 & Sun 22 October 2017.



15,000+

GARAGE SALES  
NATIONALLY



320,000+

PEOPLE  
SELL & SHOP



150+

COUNCIL AREAS  
PARTICIPATING

ON AVERAGE LOCAL  
BUSINESSES MADE TWICE  
THEIR REGULAR TAKINGS  
ON THE DAY



### IT'S GOOD STUFF

Garage Sale Trail is calling on all Aussies to get involved. Not because having a garage sale on one weekend will change the course of the world or even Australia's environmental course, but because it's a symbol and celebration of being conscious that we can all make a difference to the plight of the planet and our local community too. Buying or selling at a garage sale is one of those simple actions we can all do as part of a whole range of behaviours to lead a more sustainable lifestyle....and make a few bucks in the process.

### WHAT'S IN IT FOR BUSINESS?

Host a garage sale to be part of the biggest community event in the country. Invite the community to host a garage sale from your premises or get creative.



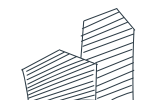
CLEAR  
STOCK



MAKE  
MONEY



ENGAGE  
THE  
COMMUNITY



NATIONAL  
MOVEMENT

REGISTER EARLY

Find out more tips and register at  
[www.garagesaletrail.com.au](http://www.garagesaletrail.com.au)

# COUNCIL POWERED REUSE MOVEMENT

- Your council makes it happen locally
- You register your garage sale online
- Together we make Australia's biggest reuse and community event happen! When lots of people take everyday actions together it can have a big impact on the environment and your local community.



## COMMUNITY CONNECTIONS

On average sellers meet 44 people in the community on the day



## MEDIA BUZZ

1,287 media articles and stories in 2016



## IT'S BIG!

\$2.1 million generated nationally in 2016

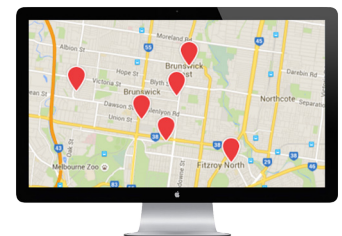
# WHAT YOU GET



Now a weekend of garage sales across the country Saturday 21 and Sunday 22 October 2017! You can choose to host a sale or shop on either day or make a weekend of it.



A personalised sale page on the Garage Sale Trail website where you can add a catchy name, a cover image and list items for sale to attract shoppers.



Your sale is pinned to a national map for people to search and add to their shopping trail. In 2016 there were over 2 million pages viewed on the website.



Free posters and flyers you can download to help you spread the word about your garage sale in your local area.



We get the media talking about the event to boost your local promotion and attract more shoppers. In 2016 there were 1,287 articles and news stories broadcast nationally.



You also get a trove of tips and tricks on how to have a successful garage sale so you get the most out of the day.

# WHAT YOU DO

## REGISTER YOUR SALE

- Choose Sat 21, Sun 22 or both
- Take photos of your stuff for sale to add to your listing
- Register your sale, the earlier the better at [garagesaletrail.com.au](http://garagesaletrail.com.au)
- Give your sale a ripping name and a colourful cover image
- Entice shoppers by uploading pictures of the best items you have to sell with a short description
- Let people know what else is happening at your garage sale, maybe some music, a theme, tell people a little bit about yourself, get creative and don't be shy!
- Group sale hosts can set up a garage sale with stall holders

## AWARDS

- The sale with the most Likes on Facebook will win the People's Choice Awards 2017. Get sharing!

## PROMOTE YOUR SALE

Together with your council, we run a campaign to promote the program, but successful garage sales do lots of promotion too. We provide the tools and materials on your dashboard so you can promote your sale - this is really important:

- Put up posters made available to you when you register around your neighbourhood, or make your own
- Post and update information about your sale (with lots of images) on your seller page
- Use social media and newsletters to tell everyone the details of your sale. Don't be afraid to post regularly e.g. share an item for sale each week for a few weeks in the lead up. With a link to your sale page.
- Contact your local newspaper, they love a good garage sale

## THE BIG EVENT SAT 21 + SUN 22 OCT

Make your sale impossible to walk past with a few easy tips:

- Big bright colourful signs with arrows to your sale
- Display all your great stuff together
- Think about bargain bins and create irresistible deals. Price things the night before
- Think about what you can do to attract attention. Dress up, facepainting, balloons, music?
- Create a kids area if you have space.
- Keep an eye on your inbox for regular updates, and more tips and tricks for having a successful sale

## UNSOLD GOODS

- If you have items that are left over from your sale you can use our online guides for what to do with them

## SELLER TIPS

1. Show off your cool wares with attractive pictures & detailed descriptions
2. Put up big bold colourful signs in places where lots of people will see them all over the neighbourhood
3. Good promotion means more shoppers so share on social media, and run local ads

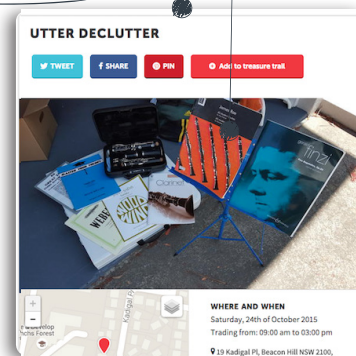
## TIPS FOR CATCHY LISTINGS.

Attractive pictures of sale items

Catchy sale name

Research the best price online

Eye-catching cover image





# WHAT BUSINESSES HAVE DONE PREVIOUSLY



Six Hands Sale - NSW

## GET ON THE COVER

Local business 'Six Hands' put a variety of products on sale including fabrics, cushions, rugs, lampshades, greeting cards and wall art. Before the event, they used loads of social media to get the word out. They did such a great job in promoting the sale, that they made 4 times their regular takings and used the money to go on a holiday! They also made the front cover of Central Magazine which was invaluable for their business.



**4X THE AMOUNT**  
OF REGULAR TAKINGS



George Streets Merchants - WA

## MULTISELLER STREET SALE

Retailers on George St in Western Australia grouped together and participated in this community event. They invited buskers and tap dancers from the local music and dance schools. They spread the word through use of our posters, and word of mouth!



**CLEAR OLD STOCK**  
OUT THE DOOR



WOOLPACK HOTEL - NSW

## BEATS & BEERS!

The Woolpack Hotel were proud supporters of Garage Sale Trail. They held a BBQ with specials on beers and had live music throughout the day. They wanted to engage the community and in the weeks leading up to the event, they invited staff and patrons to come and host a sale at their pub. On the day, there were over 15 stallholders participating, with the pub decorated in the Garage Sale Trail theme.



**ENTERTAIN**  
THE COMMUNITY

## NEXT STEPS



Garage Sale Trail is on  
Saturday 21 - Sunday 22 October 2017.  
To get the most up to date information,  
check out: [www.garagesaletrail.com.au](http://www.garagesaletrail.com.au)

## CONTACT

- EMAIL:** [CONTACTUS@GARAGESALETRAIL.COM.AU](mailto:CONTACTUS@GARAGESALETRAIL.COM.AU)
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- TWITTER:** [TWITTER.COM/GARAGESALETRAIL](https://TWITTER.COM/GARAGESALETRAIL)
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**#garagesaletrail**