



NOW A
WEEKEND
OF GARAGE SALES

21+22 • OCT • 2017



HOW-TO
GUIDE
for
HOUSEHOLDS

WHAT IS GARAGE SALE TRAIL?

Garage Sale Trail is a national celebration of reuse, meeting neighbours 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

THE AVERAGE
HOUSEHOLD
MAKES



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 HOUSEHOLDS?

Host a garage sale to declutter, make some pocket money, meet your neighbours and have fun in the process. Raise money for yourself or for a cause that is important to you. Anyone can hold a garage sale - it's FREE to participate.



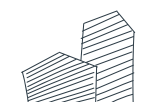
DECLUTTER



MAKE
MONEY



MEET
NEIGHBOURS



NATIONAL
MOVEMENT

REGISTER EARLY

Find out more tips and register at
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

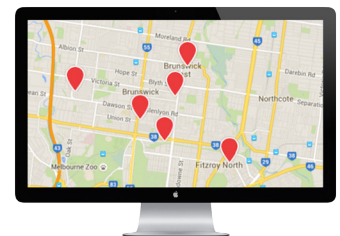
WHAT YOU GET



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

- Registrations open Aug 10
- 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
- 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

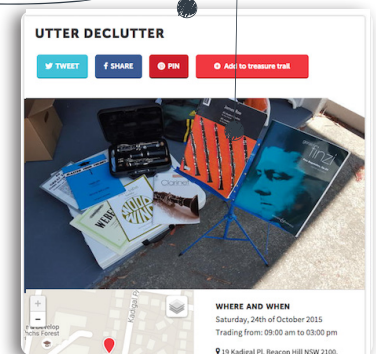
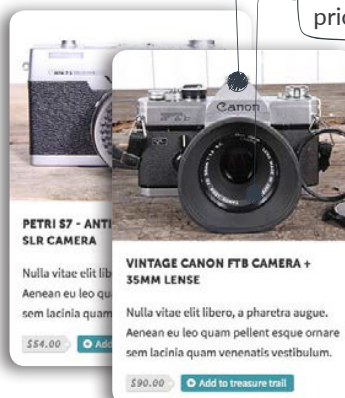
TIPS FOR CATCHY LISTINGS.

Attractive pictures of sale items

Research the best price online

Catchy sale name

Eye-catching cover image



WHAT HOUSEHOLDS HAVE DONE PREVIOUSLY



Spray Street
Garage Sale - VIC

WHOLE STREETS GET INVOLVED

This street got together and sold 200+ items including household goods, kids toys, hand made gift cards, books, glass vases, doll clothes, earrings, and lots more! Neighbours got to know each other, and had a great day while making extra cash for their families.



150 LOCALS ENGAGED
IN THE COMMUNITY



Glorious Garbage
For A Cause - NSW

SOCIAL MEDIA WHIZ & FAMILY LOVE

Sasha Deloe was the Garage Sale Trail's Winner of the People's Choice Award for Favourite Garage Sale in NSW with the most number of likes on Facebook! This Sale was featured in lots of media which helped her sell a range of items from books, toys and furniture as well as general bric-a-brac. All proceeds went to support her sister who has battling ovarian cancer.



FUNDRAISING MONEY
FOR FIGHT AGAINST CANCER



Star Wars Glory - QLD

\$8000 SMACKERS MADE!

A Star Wars super fan puts his extensive 3000 item collection up for sale on Garage Sale Trail. He wanted to make some money from his collectables and his wife wanted to declutter the house! His story generated media attention and he even made an appearance on Network 10 News. On the day he made over \$8000, with tons of shoppers making the trip to his garage to view his remarkable collection. To make the sale that little bit more 'spesh he screened Star Wars movies on the wall of the garage.



COMPLETE CLEAR OUT
A STAR WARS FAN'S DREAM

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

CONTACT

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📷 **INSTAGRAM** INSTAGRAM.COM/GARAGESALETRAIL

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