

10.1 Second Hand Saturday/Garage Sale Trail

EXECUTIVE SUMMARY

Purpose

The purpose of this report is to provide an analysis and recommendation to Council following the completion of the "Second Hand Saturday Community Recycling" pilot, the Garage Sale Trail.

Summary

In response to a Notice of Motion on 8 December 2009 (80/2009), a report was presented to Council on 27 July 2010, resolving (in BP REF 77, 202/10) that:

- A. Council pilots a Second Hand Saturday Project for one (1) year in the 2010/11 financial year targeting one (1) waste collection zone, and a report be provided back to Council following completion of the pilot; and
- B. \$10,000 is allocated in the Waste education budget to fund a pilot project in the 2010/11 financial year.

After researching the success of various Second Hand Saturday (SHS) events held across NSW it was decided the Garage Sale Trail (GST) event, piloted by Waverley Council in 2010, to be the most successful of these events. On 10 April 2011, GST became a national event and Warringah participated along with 22 other councils, including 10 councils within Sydney.

The event was trialled in a single waste zone in Freshwater/Queenscliff (waste zone 16). Waste tonnage data indicate the GST event had not yet proven to be effective in reducing waste to landfill probably due to the small sample size. National and local statistics also indicate that very few electronic goods were sold at garage sales within this event.

GST did provide an excellent opportunity for community interaction and education on reuse and all respondents in the post survey stated Council should continue to support GST. A parallel Community Based Social Marketing (CBSM) project was conducted. The project found a positive shift in the attitudes and reported behaviours of the residents interviewed since the GST. Many more recognised the advantage of reducing waste to landfill and the benefits of garage sales.

This Second Hand Saturday / Garage Sale Trail report was originally submitted to the 27 September 2011 Council meeting. Council resolved to defer the report until the November Council meeting, pending an update. Councillors have subsequently received this update and the report is now resubmitted for formal consideration. It is recommended that Council participate in the 2012 Garage Sale Trail and extend it to the whole LGA as part of Council's waste education program.

Financial Impact

Participation in the 2012 national Garage Sale Trail event across the whole Local Government Area (LGA) will cost \$10,000 and will be met by the waste education budget, funded from Council's domestic waste charge. There may be some minor additional costs associated with promotion, and overtime for staff to monitor the event, which will be funded from the operational budget.

Policy Impact

Participation in the Garage Sale Trail aligns with Council's Environmental Strategy which recommends developing and implementing educational and promotional programs that incorporate the principles of zero waste communities.

RECOMMENDATION OF DEPUTY GENERAL MANAGER COMMUNITY AND ENVIRONMENTAL SERVICES

That Council note the information contained in this report and support Warringah Council's participation in the 2012 Garage Sale Trail throughout the Warringah Local Government Area.

REPORT

Background

On 8 December 2009, Council requested a report from staff regarding the commencement of Second Hand Saturday (SHS) events in 2010 (BP REF 201, 488/09) as a means of reducing waste to landfill from Bulky Goods Clean Up, encouraging responsible e-waste management, developing community interaction and testing the feasibility of a full scale roll-out across the Local Government Area (LGA).

On 27 July 2010, staff presented a report to Council on SHS events and it was resolved (BP REF 77, 202/10) that:

- A. Council pilot a Second Hand Saturday Project for one (1) year in the 2010/11 financial year targeting one (1) waste collection zone, and a report be provided back to Council following completion of the pilot; and
- B. \$10,000 be allocated in the Waste education budget to fund a pilot project in the 2010/11 financial year.

This Second Hand Saturday / Garage Sale Trail report was originally submitted to the 27 September 2011 Council meeting. Council resolved to defer the report until the November Council meeting, pending an update. Councillors have subsequently received this update and the report is now resubmitted for formal consideration.

Research

From December 2009 to February 2010, 152 councils in NSW were contacted by staff to see what methods councils were using to reduce waste to landfill and specifically to research SHS type events. Staff also liaised with these councils to monitor the progress of their SHS events during 2010 and 2011. From this research the following was found:

- 13 councils held SHS events, 12 on a regular basis, in 2009/2010. The councils had similar objectives for their SHS events, namely to reduce the amount of waste going to landfill, encourage reuse and encourage community involvement in neighbourhood activities.
- Most councils did not measure waste tonnage at each Bulky Goods General Cleanup before or after their SHS event. However those that did, such as Blue Mountains City Council, found there was a slight increase in tonnage in the Bulky Goods General Cleanup following the SHS event.
- Post survey results conducted by the councils found the residents enjoyed the event, met a number of neighbours for the first time and made them think about reuse.
- The 13 councils that held SHS events provided advertising, support and advice to residents wishing to hold a garage sale. Dates for the garage sale events were set by council.
 - Some of these councils offered SHS events to selected areas only while others offered it to all residents in the LGA, but on a rotating basis. Most residents had the opportunity to hold their SHS event once or twice a year while others only every 2 to 3 years. This allowed council to manage the staff workload and keep running costs down.
 - Most of the councils found running a regular SHS event was time consuming and advertising the garage sales in their local newspapers was expensive. Advertising cost Willoughby Council \$19,000 in 2010 with a total of 125 registered garage sales. Ryde Council advertising costs were \$5,000 for 60 registered garage sales. Hornsby Council stopped advertising in their local newspaper due to the expense. This significantly reduced participation from 60 garage sales per week to 1 to 2 per week, promoted only on Hornsby Council's website.

- Of the 13 councils who held events in 2009/2010, only 10 have continued in 2011 due to the high cost of advertising and staff time required.
- Waverley Council held a one-off SHS event called Garage Sale Trail (GST) for their Bondi residents on 9 May 2010. GST is an event promoting garage sales with the aim to encourage recycling, community interaction and the reduction of waste to landfill. It was promoted via a wide range of media, including website, social media, TV advertisements, radio, poster art, participant packs and printed national and local media. 126 garage sales were registered for the event and it was reported that thousands of residents attended. The event was managed and advertised by the sustainability agency, Republic of Everyone, therefore minimising council administration and staff time.

Staff research showed Waverley Council's GST to be the most effective and cost efficient form of SHS event. In August 2010, GST was selected by Warringah Council staff as the most effective form of Second Hand Saturday event.

Planning

The Freshwater/Queenscliff area (waste zone 16) was chosen as the zone to pilot the GST event, as the location was very similar in demographics and residential development to the successful 2010 GST event in Bondi. To determine the success of the event it was decided to select two other zones as controls; waste zone 15 (Freshwater/Curl Curl) and waste zone 24 (Narrabeen/Collaroy).

The cost for participation in the event was a \$10,000 fee per council. Nationally, 22 councils, including 10 within Sydney, participated in GST on Sunday 10 April 2011. This fee covered promotional artwork, project management, marketing on a national and local scale, use of GST logo and trademark, registrations, participant databases, e-newsletter and a post-event survey of participating residents and a post-event report.

A further \$1,284 was spent on optional Introductory packs for 50 participants and \$900 on local marketing, including articles in Warringah Update and a classified ad in the Manly Daily, and overtime for two staff to attend and monitor the event. The optional introductory packs included T-shirts, Trucker hats, bio-degradable balloons and posters for the day.

The Republic of Everyone managed all registrations and most of the promotion. Editorials and advertisements appeared in the Manly Daily as well as in national media such as the Sydney Morning Herald, Daily Telegraph, several magazines, Channel 10, Radio National and local ABC Radio 702. Warringah Council also conducted two letter box drops in the targeted waste zone 16. Republic of Everyone conducted a post-event survey to help assess the success of the national GST event.

Results of the Garage Sale Trail event

Data was gathered before, during and after the GST event to assess the success of the GST measured against the 8 December 2009 Notice of Motion objectives.

1. To reduce landfill waste from Bulky Goods Clean Up collections

Waste tonnage data (table below) indicates that the GST event, at this stage, is not effective in reducing Bulky Goods Clean Up waste to landfill. This may be due to the small sample size of the estimated 67 participating households compared to the estimated 3,179 households in the Freshwater-Queenscliff trial zone. Warringah's tonnages increased after the GST event in both the targeted and the control zones. It is difficult to determine the cause of changes in waste tonnage but Council waste operators say the time of year, rainfall events before waste collection (which increases the weight of some bulky goods such as mattresses and lounges) and the general increase in consumerism can all be causes of waste tonnage increase.

Waste Zone	Tonnes collected in the 1 st bulky goods general clean up 2010 (before GST)	Tonnes collected in the 1 st bulky goods general clean up 2011 (after GST)
Targeted zone 16	95.18	112.07
Control zone 15	88.48	93.67
Control zone 24	102.22	105.00

2. Encourage responsible e-waste management

National and local statistics and observations indicate that very few electronic goods were sold at garage sales within the GST event period. It was reported that electronic goods were not in the top 5 categories of items sold in the Warringah area and were not in the top 5 categories of items sold nationally. Waste staff also visited 14 garage sales during the GST event and did not see any electronic goods for sale.

A possible explanation may be that electronic items are relatively inexpensive, with consumers preferring to buy new and modern items, for example, the mass disposals of analogue televisions, even though inexpensive box top converters are available. Residents still have the option of taking their e-waste to Kimbriki for free (five items per resident) or checking Council's website for other disposal options.

3. Develop community interaction

Residents reported that they met and engaged with a number of neighbours they had not met before. Residents also reported that the event had the benefits of making money and helping reduce what they would have sent to landfill. Based on the reported average of 2.8 households participating in each registered garage sale, the targeted waste zone had estimated 67 households involved in the 24 registered garage sales while there were around 160 households involved in the 56 registered garage sales in the whole of the LGA.

The post-event survey conducted by the Republic of Everyone indicated there was an average of 63 shoppers per garage sale, which demonstrates a high intake and interaction within the community. The Waste Education Officers visited 14 registered garage sales on the day and spoke to a number of shoppers who expressed enthusiasm for the event.

Below is a testimonial collected by Council staff via email:

"I want to thank you for your help in getting our group enrolled in the Garage Sale Trail. Our day was hugely successful in many ways. Most of our townhouse was involved as well as a neighbour across the road. It was a total of seven families in all selling various items from furniture, bric-a-brac, toys and books. It is amazing what was bought even stuff destined for council pick up was sold especially if it was cheap enough. More importantly, as a group had a lot of fun talking to buyers and discussing what had been sold. One seller had never been to a garage sale let alone sold at one. She kept on saying, "This is great (and) when are we doing it again?"

We met neighbours from the area that we did not know. A lady I met on Monday whilst shopping commented that the jeans she bought from me were great. I think it is a great community event."

4. Test the feasibility of an effective full scale roll-out across the LGA

Council can achieve a full scale roll-out across the LGA by participating in the next national GST event to be held on 6 May 2012. The staff and budget resources required to deliver the trial in one zone will be similar to resources required to deliver over the whole LGA.

24 garage sales were registered in the trial zone, which was higher than any other waste zone. This could be repeated across all 24 waste zones with no extra work or cost to Council's during the 2012 national GST event. As part of the Waste Education Program budget, 5

targeted brochures are delivered to all residents in the LGA and one of these can be dedicated to the 2012 national GST event. The fee for Council to participate in the 2012 national GST event remains at \$10,000. Rolling it out across the whole LGA for this cost makes it a very cost effective SHS event.

Participation in the 2012 event is in keeping with the post 2011 event survey which showed 98% of surveyed participants said they were interested in participating again in a national GST event while 100% stated Council should support the event.

Community Based Social Marketing (CBSM) research

Training in the behaviour change practices of Community Based Social Marketing (CBSM) and Thematic Interpretation, supported by the Natural Environment Unit, was delivered in 2010 to a large audience including Councillors, General Manager, Directors, Managers, Team Leaders, Officers, project partners and community members. These methodologies were utilised to run a parallel CBSM project to evaluate the effectiveness of GST to understand how the event changed the attitudes of residents and, ultimately, their behaviours towards reducing waste to landfill and holding/shopping at garage sales.

Instinct and Reason, a global marketing and business research consultancy, were engaged to run the CBSM project in partnership with council staff. This parallel CBSM project was conducted at a cost of \$20,000, using allocated funding within the Community Based Education and Involvement program. Residents within the trial zone and two control waste zones were surveyed by telephone pre- and post- the GST event. The survey reached 300 residents (100 from each of the 3 zones) in November/December 2010 and 300 (153 from the initial survey and 147 fresh respondents) in April 2011, after the GST event. The results have shown a number of significant positive changes in attitudes and perceptions, as well as reported behaviours, as a result of the GST event.

- After the GST event 41% said they used the bulky goods general clean up as their dominant strategy to dispose of the bulky goods, down from 53% before the event. The biggest change was recorded in the targeted waste zone 16 with 38% now saying they use Council clean up as opposed to 47% before the GST.
- Utilising other methods rather than bulky goods general cleanup for disposing bulky goods increased. More were now prepared to use charity bins, pass on to others, on-line sales and garage sales. The biggest change in disposal method was the reported use of garage sales with 22% now saying they use them as opposed to only 14% before the GST event.
- The sense of whether “significant others” would “approve of” shopping at a garage sale increased after the event. 45% as opposed to 30% now believed their partner would approve and 46% as opposed to 35% believed their children would approve of them shopping at a garage sale. This believed increase in approval of garage sales by the residents’ significant others indicates that the social norms of reduce, reuse and recycle has grown stronger.
- The GST promotion reached a significant proportion of the local community, 63% of residents surveyed in the targeted waste zone 16 were aware of the event while 44% in waste zone 15 and 27% in waste zone 24 were aware. One in ten residents surveyed bought goods at a garage sale on 10 April 2011. This data indicates that a full scale roll out in 2012 should see a marked increase in the number of registered garage sales as well as shoppers.

The CBSM survey also revealed some of the barriers that residents cited to participating in the GST event were:

- not having enough to sell,
- needing a suitable place for the sale,
- needing assistance to set up.

To overcome these barriers, Council will encourage the public in 2012 to join up with neighbours for a collective garage sale which some participants did in 2011. Staff found that neighbours with a convenient area to have a garage sale were happy to have other neighbours join in a combined garage sale location.

Consultation

Internal consultation took place with staff from Council's Roads, Traffic and Waste Unit, and staff implementing Council's Community Based Engagement and Involvement project. In addition, 49 Councils in NSW provided feedback on methods they use to reduce waste to landfill, and 300 residents were surveyed as part of the CBSM project for pre- and post-event analysis.

Timing

The next national Garage Sale Trail will be held 6 May 2012. It is recommended to confirm our participation in October 2011 as the 2012 national GST event will be capped at 35 Councils.

Financial Impact

Participation in the 2012 national Garage Sale Trail event across the whole Local Government Area (LGA) will cost \$10,000 and will be met by the waste education budget, funded from Council's domestic waste charge. There may be some minor additional costs associated with promotion, and overtime for staff to monitor the event, which will be funded from the operational budget.

Policy Impact

Participation in the Garage Sale Trail aligns with Council's Environmental Strategy which recommends developing and implementing educational and promotional programs that incorporate the principles of zero waste communities.

Conclusion

Garage Sale Trail (GST) is a cost efficient and effective way to educate the public on reuse and encourage community engagement. Now that it has grown into a national event, GST will have more media potential to reach the public, due to addition of social media, television, radio and national and state based print media, as opposed to the more limited coverage potential from a series of local events, mostly relying on local marketing strategies, such as flyers, posters and local print media. A national GST event has the potential to grow each year, similar to the uptake of other national events, such as Clean Up Australia Day.

Indications are, in the short term, garage sales from GST would have little to no impact on the amount of waste collected in general cleanups. However, as an education program, the national Garage Sale Trail can change perceptions on reuse and waste reduction and, in the long term, if well adopted, may contribute towards waste reduction from bulky goods general clean up.

The Community Based Education and Involvement Survey results showed a willingness of residents to reduce waste to landfill and to utilise garage sales as one means to achieve this reduction. Council has the opportunity to utilise this shift in attitude so that it translates into long term behavioural change. One way of doing this is to repeat Warringah's participation in the national GST event on 6 May 2012 so that the message of reuse is further reinforced.

The fee for Council to participate in the 2012 national GST event remains at \$10,000, and it is considered that a full scale roll out across the LGA for this fee makes it a very cost effective Second Hand Saturday event.

Group Manager Natural Environment

