



Impact Report 2025

Measuring the environmental, economic and community
impacts of Garage Sale Trail 2025 in Mount Isa.

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REPORT PREPARED BY:



Introduction



ABOUT THIS REPORT

OVERVIEW

Garage Sale Trail is a community-powered waste education and behaviour change program that brings people together to buy and sell secondhand over two weekends every November.

By enabling local residents, businesses and community groups to organise garage sales and thrift markets, the program supports the reuse of textiles and household items, helps reduce reliance on landfill and strengthens local community connections.

The 2025 Garage Sale Trail campaign ran from 1 September to 30 November, with garage sales and thrift markets taking place nationally on 8–9 and 15–16 November.

The program is an initiative of the not-for-profit Garage Sale Trail Foundation and was delivered with support from 91 local governments and regional groups, as well as the NSW Environment Protection Authority (NSW EPA) and the Queensland Government.

DATA SOURCES

This report was prepared by Taverner Research Group. The report has been compiled in good faith, with due care and attention taken to ensure the information provided on local impacts is reasonably reliable and accurate.

The findings contained in this report are based on:

- **Registrations:** data collected through the Garage Sale Trail website between 1 September and 16 November 2025.
- **Participant survey:** online survey of Garage Sale Trail sellers conducted between 8 November and 30 November 2025.
- **Campaign performance:** website, media and marketing data (Google Analytics, Meta and CoverageBook) covering 1 September to 30 November 2025.

HOW TO READ YOUR REPORT

This report combines local registration data with insights from a national participant survey to estimate outcomes at a local level.

Figures shown at the top of each page (such as participation, reuse and economic outcomes) are local estimates, based on the number and type of sales that took place within your local government area.

These local estimates are modelled using national survey data, which provides information on participant behaviour, motivations and outcomes (for example, the average number of items sold, time invested or what would have happened to items if the event had not taken place). Modelling is informed by regional or metropolitan averages, to better reflect differences in participation patterns and outcomes across council areas.

Where reuse, diversion and emissions outcomes are reported, estimates are calculated using established methodologies, including the Charitable Reuse Australia Reuse Calculator [1] and the National Reuse Measurement Guidelines [2].

This approach allows Garage Sale Trail to report outcomes consistently and transparently across all participating councils.

SURVEY RESPONSE RATE

The participant survey was completed by 1,019 garage sale organisers, representing 19% of registered sales. This is a strong sample for a community survey and provides a reliable picture of participant motivations and outcomes.

In your local government area 1 registered garage sale organiser completed the survey.



[1] Charitable Reuse Australia 2024: [Measuring Reuse Activity & Impacts in NSW](#)

[2] Behaviour Works Australia 2022: [National Reuse Measurement Guidelines](#)

Summary of national outcomes



BUILDING A CULTURE OF REUSE, AUSTRALIA-WIDE

To engage communities at scale, Garage Sale Trail delivered a national and state-wide campaign, supported by local promotions from council partners and regional waste groups. The campaign ran across television, newspaper, radio and online channels, and was supported by ambassadors including dirtgirl and Costa Georgiadis.

The figures below reflect national outcomes from the 2025 Garage Sale Trail campaign.



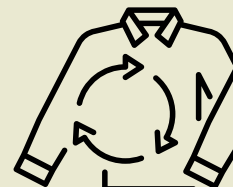
91

local governments & regional groups powered the program.



52 million

estimated potential cumulative reach of the media and social media campaign.



739,647

secondhand items sold. 36% of items sold would otherwise have gone to landfill.



330,253

Australians participated as a seller or shopper over two event weekends.



13,421

garage sale events across the country.



\$6.6 million

raised for households, community groups and charities.



91%

want to take part in Garage Sale Trail again.



Featured on **The Today Show**, **Nine News**, **The West Australian**, **SBS**, **Frankie**, **2GB**, **4BC**, **ABC Local Radio** stations nationwide, **TimeOut** and more.

Key trends



WHAT CHANGED IN 2025

PARTICIPATION INCREASED & BROADENED

Participation increased nationally in 2025, with the number of registered events up 10%, and the number of people taking part as sellers or shoppers also increasing by 10%.

Growth was seen across a range of event types, with the strongest increases in car boot sales, markets and school-based sales.

COST OF LIVING DROVE INTEREST

Survey data shows that making money was the number one reason sellers chose to take part in 2025, overtaking decluttering and avoiding landfill as the primary motivators. 82% of shoppers reported they participated in order to save money.

This shift was also reflected in changes to how people participated. Sellers reported higher average item prices (\$8.93 per item, up from \$5.13 in 2024) and invested more time promoting their sales. Together, these findings suggest sellers were more focused on maximising financial returns in 2025.

SELLERS INVESTED MORE TIME & EFFORT

Survey data shows sellers that hosted at home invested an average of 24 hours, reflecting a high level of engagement with the program and meaningful behaviour change.

Sellers also promoted their sales more actively, telling an average of 197 people about their involvement, up from 106 in 2024. This suggests increased effort in reaching local audiences and building awareness within neighbourhoods, helping to reinforce social norms around reuse and secondhand.

Seller efforts paid off, with household sellers making an average of \$761 per sale (up from \$499).

THE PROGRAM ENGAGED NEW RESIDENTS

Garage Sale Trail continued to engage residents who do not typically take part in council programs. Nationally, 68% of survey respondents reported they had not knowingly attended a council-led event before.

What's more, 60% of sellers reported they would not have hosted a garage sale without Garage Sale Trail. This highlights the program's role as a gateway into reuse, with many sellers reporting they are more likely to buy or sell secondhand in the future.

COMMUNITY CONNECTION WAS A MEANINGFUL OUTCOME FOR RESIDENTS

While relatively few participants (10%) signed up to Garage Sale Trail with the intention of meeting neighbours, many reported forming new connections as a result of taking part. Survey data shows that household sellers met an average of 49 people at their sale, the majority of whom they had not previously met.

Participants also reported feeling more connected to their local community after the event. Qualitative feedback suggests the informal, low-pressure nature of garage sales created opportunities for interaction between people of different ages and cultural backgrounds.

DIRTGIRL VISITS A SCHOOL SALE



WHOLE STREETS & LOCAL BUSINESSES GOT INVOLVED



What participants said



QUALITATIVE FEEDBACK FROM RESIDENTS

Throughout the campaign, Garage Sale Trail manages enquiries from residents via an email helpdesk, telephone registration line and direct messaging on social media channels. Feedback provided through these channels, together with open-ended responses in the participant survey, helps us better understand resident experiences as well as some of the harder-to-measure impacts of the program.

WHAT WE LEARNT

Many residents commented on the usefulness of the support provided, including online listings, promotional materials and practical guidance. Several noted this support helped them understand what was involved and feel more comfortable taking part.

Residents often described Garage Sale Trail as giving them a reason to finally declutter, with having a set event date commonly mentioned as motivating action.

Many felt that participating in the event made it easier to host a sale and helped them reach more people.

For the first time, some residents spoke about using the money they earned to help pay bills or manage everyday expenses. Others highlighted the importance of providing affordable goods to people in their local area.

The social side of the event was frequently mentioned, including meeting neighbours, chatting with passers-by and feeling part of a shared local and national event.

Residents also commented on how many people visited their sale. Experiences varied, with some noting strong foot traffic and others highlighting the importance of signage, promotion and visibility.

OPPORTUNITIES TO IMPROVE

Resident feedback highlighted several opportunities to further improve the experience:

- Better access to large-format signs and printed resources.
- Stronger local promotion to boost awareness and turnout.
- Improvements to online maps and listings to help buyers find nearby sales.



An easy, environmentally and community friendly way to sell excess items and raise money for our charity.

Queensland participant



The Garage Sale Trail was over & above what I expected! The support was just amazing & so was the outcome!

Queensland participant



Every year I look forward to our annual garage sale with the Garage Sale Trail. I have regulars who also look forward to the sale.

Queensland participant

Photographs taken at Garage Sale Trail 2025. Indicative only.

Local snapshot



REUSE, COMMUNITY & ECONOMIC IMPACTS

Local registration data, combined with participant survey responses, is used to estimate the reuse, community and economic impacts generated in your local government area in 2025. Refer to pages 6-10 for more information on the calculations and a deeper explanation of these results.

Impacts in your area are influenced by the level of local community engagement and promotional activities undertaken over the campaign period.

COMMUNITY PARTICIPATION



1,332

local residents participated
as a seller or a shopper.



45

local sales
& stalls.

ITEMS REUSED



3,939

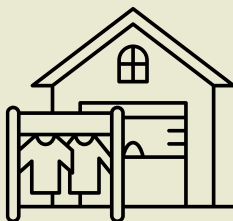
items sold / reused over
two weekends.



35%

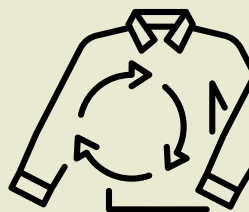
would otherwise have
gone to landfill.

BEHAVIOUR CHANGE



57%

participants who
would not otherwise
have hosted a
garage sale.



27%

participants who
would not otherwise
have shopped at a
garage sale.

ECONOMIC



\$35,611

made for local
households, community
groups and charities.



\$51,600

saved by shoppers
through buying
secondhand instead
of new.

Participation



WHO & HOW MANY PEOPLE TOOK PART

1,332

Estimated number of residents who participated as a seller or shopper

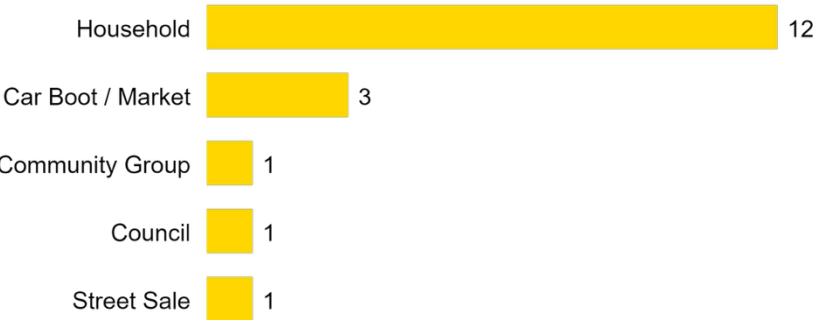
45

Registered local garage sales, including stalls at group sales

29%

Local sales that happened over two or more days

INDIVIDUAL	15
GROUP	3
STALLS	27



SALE REGISTRATIONS

Local sales data is sourced from seller registrations collected through the Garage Sale Trail website between 1 September and 16 November 2025.

Registration data includes all registered sellers in your local area and may differ from dashboard data where sales were deleted after the event.

To help ensure accuracy, local participants were contacted by email and text to confirm their sale went ahead. This included contacting group sale organisers to confirm accurate stall numbers.

Registration data shows engagement across a wide cross-section of the community, including households, whole streets, churches, sporting clubs, schools, community groups and local businesses. In 2025, there were notable national increases in car boot sales and markets (up 42%) as well as school-based sales (up 32%).

Participants could choose to take part over one, two, three or four days. Nationally, almost half (49%) of all sales took place over two or more days.

COMMUNITY PARTICIPATION

To estimate how many sellers and shoppers took part in your community, data from the survey is applied to local sale registrations.

The survey tells us the average number of people selling and shopping at different sale types (household sales, car boot sales, markets and so on). These averages are then applied to the number of registered sales of each type in your local government area to estimate participation.

On average, a household sale attracted 49 shoppers, with 2.9 sellers involved in running the sale.

Nationally, participating councils saw an average of 5% of their community take part over the two event weekends. This represents an average cost per participant of \$2.30, based on council investment.

Reuse & diversion



WHAT WAS SOLD & REUSED

3,939

Estimated number of items sold locally

2,400

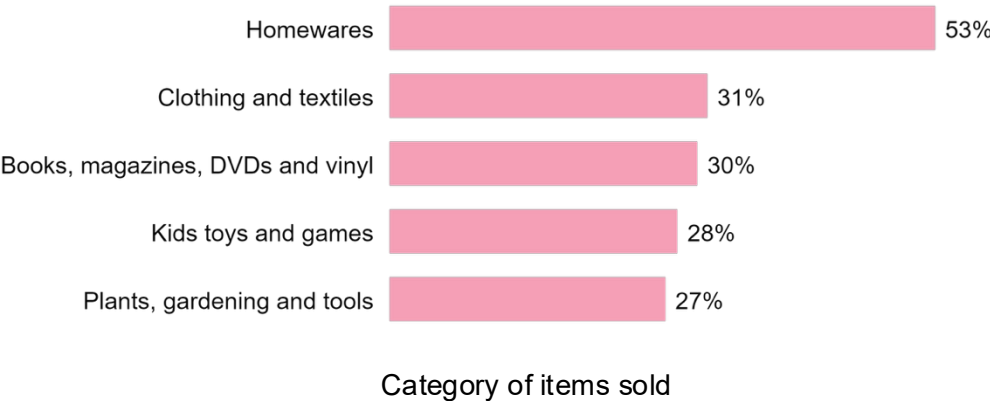
Estimated kilograms sold locally

35%

Stated these items would have otherwise gone to landfill

14

Estimated tonnes of CO2-e saved



Participant survey data provides insight into the number and types of items sold at garage sales and markets across the two event weekends. This national data is used to estimate local reuse outcomes, based on the number and type of sales that took place in your local government area.

Nationally, household sellers reported selling an average of 82 items. The items sold covered a wide range of everyday household goods, including clothing, homewares, toys, books and tools.

The survey also asked sellers what would have happened to these items if they had not taken part in Garage Sale Trail. 89% of sellers reported that participating helped them avoid sending items to landfill.

36% of sellers indicated that the items they sold would otherwise have been disposed of via a household bin, a council service or left on the kerbside. This suggests the program may help reduce pressure on council waste services and lower the risk of inappropriate disposal.

National survey data is also used to estimate the tonnes of material reused and the greenhouse gas emissions avoided through reuse, using the Charitable Reuse Australia Reuse Calculator³. This calculator applies standard item weights for textiles and household goods and is based on the National Reuse Measurement Guidelines developed by Monash University⁴.

These reuse and emissions figures are conservative estimates. In future years, Garage Sale Trail will seek to collect more detailed information on product categories sold, to allow standard item weights to be applied with greater accuracy.

[3] Charitable Reuse Australia 2025: Reuse calculator.
[4] Charitable Reuse Australia 2024: Measuring Reuse Activity & Impacts 2022 - 2023.

Education & behaviour change



HOW THE CAMPAIGN REACHED & INFLUENCED RESIDENTS

143

Average number of people each seller told about Garage Sale Trail

6,015

Estimated number of people reached locally by seller promotions

5,140

Number of local residents who visited the Garage Sale Trail website

1,052

Estimated hours invested by local sellers

57%

Sellers who would **not** otherwise have hosted a garage sale

27%

Shoppers who would **not** otherwise have shopped at a garage sale

CAMPAIGN REACH

Google Analytics is used to track visits to local pages of the Garage Sale Trail website, including garage sale listings in your local government area and your council landing page.

Visits to local pages provide an indication of the reach of local community engagement activity. This data reflects visits to the Garage Sale Trail website only and does not capture residents reached through other channels.

In addition to council-led promotions, Garage Sale Trail engaged residents through social media, community partnerships, email, radio advertising and other traditional media. Campaign content focused on helping residents understand practical ways to extend the life of textiles and household items.

Local participants also play an important role in spreading awareness and building social norms around reuse and secondhand. National survey data shows that each household sale told an average of 197 people about their involvement in the program. This is an increase from 106 in 2024, suggesting sellers promoted their sales more extensively in 2025.

BEHAVIOUR CHANGE

Garage Sale Trail is designed to influence behaviour in both the short term (encouraging residents to take part in the two event weekends) and the longer term (supporting ongoing reuse behaviours after the event).

The following page explores potential longer-term outcomes in more detail. In the short term, national survey data indicates that a significant proportion of participants would not otherwise have hosted a garage sale or shopped secondhand.

Nationally, 60% of sellers reported that they would not otherwise have hosted a garage sale, while 27% of shoppers reported they would not otherwise have shopped at a garage sale.

Survey data also captures the time sellers invested in planning, promoting and running their garage sale, providing an indication of community effort and engagement. In 2025, each household sale invested an average of 24 hours.

Economy



MONEY MADE & SAVED BY RESIDENTS

\$835

Average takings at a household sale

\$35,611

Estimated amount generated
for local sellers

\$51,600

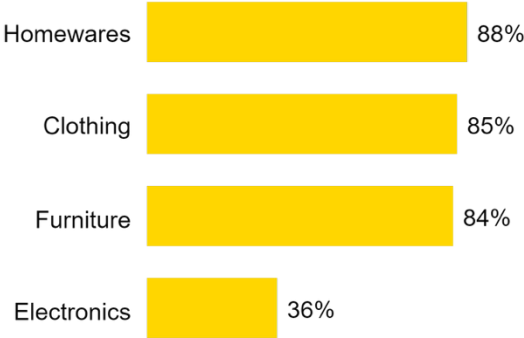
Estimated community savings buying
secondhand rather than new

87%

Now more likely to sell or reuse
items they no longer need

72%

Now more likely to buy secondhand
over new



"Somewhat" or "very likely" to now
buy these items secondhand

COST OF LIVING RELIEF

Participant survey data provides information on the average amount made at garage sales nationally by participating sellers. This is used to estimate the economic impact of the program at a local level.

Overall, the average amount made per sale increased year on year. Each household sale made an average of \$761 (up from \$499). Survey data indicates that making money was a key reason sellers chose to participate in 2025, more so than in previous years. This is consistent with a rise in the average price of items sold, which increased to \$8.93 per item.

On average, each \$1 invested by a local government partner generated an estimated \$12 in resale value for the local community.

Using the Reuse Calculator developed by Charitable Reuse Australia, estimated savings made by shoppers from switching to buying secondhand items instead of new have also been calculated for your local community.

GROWING THE SECONDHAND ECONOMY

Looking longer term, national survey data indicates how participation in Garage Sale Trail influences ongoing secondhand buying and selling behaviours.

Nationally, 85% of sellers reported that taking part in Garage Sale Trail made them more likely to sell or reuse items they no longer needed in the future. 81% of shoppers reported that participation made them more likely to buy secondhand in the future, with clothing and homewares the most common categories.

Among sellers participating for the first time, support to promote their event and being part of a national campaign were key factors influencing their decision to take part.

Community

NEW COMMUNITY CONNECTIONS & ENGAGEMENT



1,332

Estimated number of residents who participated as a seller or shopper

59

Average number of people sellers met at their sale

89%

People met were **not** previously known to them

81%

Felt more connected to the local community after participating

92%

Sellers who may participate again

99%

Shoppers who may participate again

CONNECTING COMMUNITY

National survey data provides insight into the social connections formed through participation in Garage Sale Trail, including how many people sellers met and whether these connections were previously known to them.

Nationally, household sellers met an average of 49 people at their sale. The majority (90%) of these interactions were with people they had not previously met, indicating that participation helped residents make new local connections. In addition, 79% of survey respondents reported that taking part helped them feel more connected to their local community.

RESIDENT EXPERIENCE

Participation spanned a wide range of community members, including households, whole streets, schools, local businesses and community groups, helping to support connections across different parts of the community.

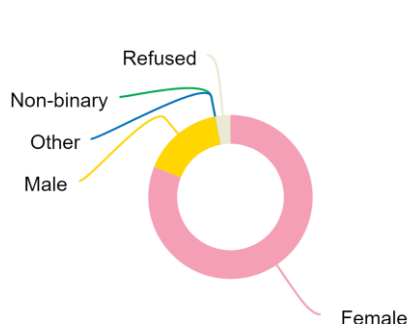
Overall feedback was positive, with 91% of sellers and 99% of shoppers indicating that they would consider taking part again.

While only 10% of participants reported signing up to meet their neighbours, qualitative feedback indicates that the social and community-building aspects of the program were a key driver of positive experiences. The informal, low-pressure nature of garage sales made it easier for residents to connect with others in their neighbourhood, bringing together people of different ages and cultural backgrounds who might not otherwise interact.

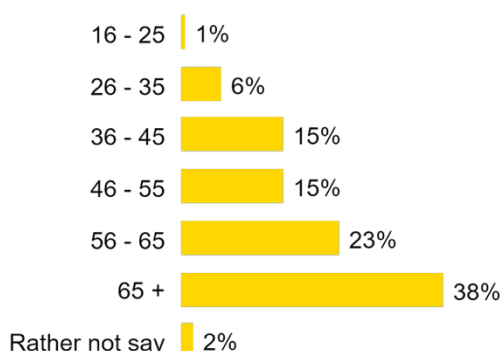
Demographics



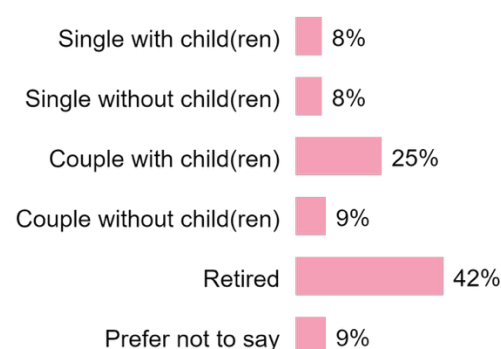
WHO GOT INVOLVED ACROSS THE COUNTRY



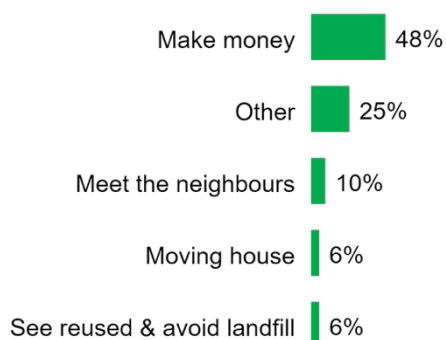
Gender of registered sellers



Age of registered sellers



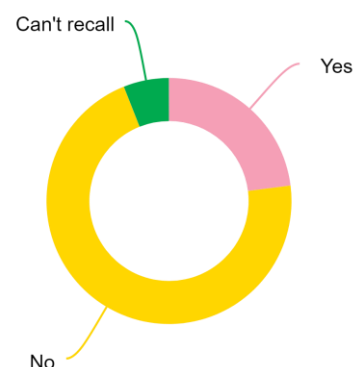
Household stage of registered sellers



Sellers - reason for participating



Shoppers - reason for participating



Have previously attended a council event

In 2025, sellers participating in Garage Sale Trail were primarily female, with many either retired or part of a couple with children.

While shoppers skewed younger nationally, 72% of sellers were aged 46 or over. Research by the Commonwealth Bank⁵ indicates that people in this age group are less likely to resell items online, suggesting Garage Sale Trail may support reuse among residents who do not participate in digital secondhand marketplaces.

Survey data shows a shift in seller motivation in 2025. Making money was the primary reason sellers chose to participate, marking a shift from 2024 when decluttering and avoiding landfill were more prominent motivators. Shoppers were motivated by cost savings, with 82% stating they took part to save money.

27% of sellers reported having taken part in the program previously, indicating a mix of new and returning participants.

Survey data also provides insight into how participants heard about Garage Sale Trail. Among sellers, the most common source was social media (29%). Shoppers were most likely to hear about the program through email marketing (44%).

Importantly, 68% of respondents reported that they had not knowingly attended a council event previously, indicating that Garage Sale Trail reaches residents who may not typically take part in local government-led programs.

[5] Commonwealth Bank Consumer Insights 2022: Circular economy: the impact of business-led actions on future consumers.

Key learnings



OUTAKES FOR FUTURE CAMPAIGNS

PRACTICAL SUPPORT REMOVES BARRIERS

Survey data shows a high proportion of sellers would not otherwise have hosted a garage sale, with open-ended feedback highlighting the value of the guidance, tools and promotion provided to sellers.

Together they show how practical support can reduce uncertainty and remove common barriers, helping residents feel confident to take part and try selling secondhand.

A FIXED EVENT CREATES MOMENTUM

Registration data and seller feedback show that Garage Sale Trail acted as a catalyst for action. Many participants described the event weekends as the push they needed to finally declutter, with a clear and shared deadline helping turn good intentions into action.

COST OF LIVING SHAPES PARTICIPATION

Survey data shows financial motivations played a stronger role in 2025, with shoppers focused on saving money and sellers more focused on income generation than in previous years. Open-ended responses reinforce this, with many sellers describing how earnings helped with everyday expenses or enabled them to provide affordable goods to people in their community.

SELLERS PROMOTED
THEIR EVENTS
LOCALLY



YOUNG SHOPPER
FINDS GOLD!

COMMUNITY CONNECTION ADDS VALUE

Seller feedback shows that meeting neighbours and forming new local connections was one of the most meaningful outcomes of taking part. Sellers spoke about conversations, chance encounters and a renewed sense of connection in their neighbourhoods that went far beyond financial outcomes.

This is supported by the data, with many participants reporting that taking part helped them feel more connected to their local community.

PARTICIPATION BUILDS CONFIDENCE

Taking part in Garage Sale Trail helped build residents' confidence to continue buying and selling secondhand. Open-ended feedback helps explain why.

Many sellers described how participating made reuse feel easier, more normal and less intimidating, giving them confidence to do it again beyond the event. These attitudes may support longer-term diversion from landfill, as residents rethink disposal and see reuse as a not just viable but enjoyable first option.

ENABLING COMMUNITY-LED ACTION

Survey data shows Garage Sale Trail reaches residents who do not typically engage in council-led programs, while seller feedback highlights the value of the program being shared with communities rather than delivered directly by councils.

Together, this points to the role councils can play as enablers - supporting reuse, shared responsibility and practical circular economy outcomes, without needing to run activities themselves.



Garage Sale Trail acknowledges and thanks every individual and organisation that participated in the program in 2025, including the 91 local government partners and regional groups and the following organisations:

STATE GOVERNMENT PARTNERS



**Queensland
Government**

This project is a NSW EPA Waste and Sustainable Materials Strategy initiative, funded from the waste levy

This initiative is supported by the
Queensland Government's Recycling and Jobs Fund

COMMUNITY PARTNERS



**AUSTRALIAN
MEN'S SHED
ASSOCIATION**
Shoulder to Shoulder



Australian
Neighbourhood Houses
and Centres Association

