

Second Hand Saturday Evaluation Results



The second **Second Hand Saturday** event co-ordinated by the NEWF was held on Saturday 24th November 2007. The event has occurred on two previous occasions on Saturday the 21st May 2005 and Saturday 24th June 2006.

Council	2007	2006	2005
Ballina Shire	✓	✓	✓
Byron Shire	✓	✓	✓
Clarence Valley	✓	✓	x
Richmond Valley	✓	✓	✓
Lismore City	x	✓	✓

The **Second Hand Saturday** event aims to promote and provide reuse options for the community.

The objectives of the event are to:

- Φ increase community awareness of reuse options and opportunities
- Φ increase community participation in reuse activities
- Φ increase awareness of waste as a resource
- Φ increase diversion of waste to landfill
- Φ promote the social, economic and ecological benefits of reuse activities.

The questions in the evaluation survey intended to assess whether or not these objectives had been met. The objectives will be addressed at the end of this evaluation report.

The event date was chosen in August 2007, in consultation with the NEWF team and councils, as the only date without another major event occurring somewhere in the region. It was subsequently chosen as the date for the Australian Federal Election. A number of respondents highlighted this as a factor in improving their chances of selling items as there were more people active outside their homes that day; others highlighted it as a factor relating to their lack of success in selling all their items. The NEWF decided not to change the date as printing of promotional materials had begun. The timing of the election may have had some implications for the NEWF in terms of competition for editorial space and advertising.

Approximately 448 households registered to take part in the event, a figure consistent with registrations in 2006 (given there was one less council participating in 2006 this represents an increase across each council area). Registration was co-ordinated by the NEWF with the assistance of council staff and was also available online via the NEWF website. The number of online registrations had increased from 2006.

APN once again agreed to advertising sponsorship of the event. As part of this sponsorship arrangement advertising and editorial (as well as the listing of all garage sales) would take place over a period of five weeks prior to the event. It was agreed that the advertising would appear at least once each week in all APN publications – Northern Star, Ballina Advocate, Byron Shire News, Richmond River Express Examiner, Grafton Daily Examiner, Coastal Views and the Clarence TV Guide. There were a number of issues which affected APN's commitment under the sponsorship agreement in relation to this, meaning that promotion of the event was compromised in some areas. In addition

advertising and editorial appeared in two independent papers in the region as well as Community Service Announcements and radio interviews across the region.

Evaluation was undertaken both online (immediately after the event) and via post (approximately 7 weeks after the event). This time lapse may have altered the responses of some participants (given the fact that Christmas/New Year had occurred during the time) in particular to questions 10 – 13 (quantity sold etc). The results contained in this document are taken directly from the online and postal evaluations.

A total of 448 households participated in **Second Hand Saturday** – 138 households participated in the evaluation (100 postal and 38 online). The table below shows the number of participants and evaluation forms received from each council area. Approximately 31% of participating households provided input into the evaluation process. In 2006 23% of participants provided feedback via the evaluation process.

Council Area	Total Registration	Phone/Post Registration	% of Total	Online Registration	% of Total
Ballina Shire Council	123	67	54%	56	46%
Byron Shire Council	147	109	74%	38	26%
Clarence Valley Council	118	98	83%	20	17%
Richmond Valley Council	60	46	77%	14	23%
TOTALS	448	320	71%	128	29%

Council Area	Total Evaluation	Postal Evaluation	% of Total	Online Evaluation	% of Total
Ballina Shire Council	35	17	49%	18	51%
Byron Shire Council	47	33	70%	14	30%
Clarence Valley Council	41	37	90%	4	10%
Richmond Valley Council	15	13	87%	2	13%
TOTALS	138	100	72%	38	28%

Has the **Second Hand Saturday** event met the objectives?

✓ **increase community awareness of reuse options and opportunities**

65% of respondents claimed that their awareness about reuse options has increased after participating in **Second Hand Saturday** (see Q16).

✓ **increase community participation in reuse activities**

72% of respondents have claimed here that the **Second Hand Saturday** event has encouraged them to practice reuse activities in the future (see Q17).

✓ **increase awareness of waste as a resource**

Responses to Q13 indicate that **Second Hand Saturday** has increased the awareness of waste as a resource with a number of participants indicating that they would not take their unsold materials to landfill, but would pass the on to charity / op shops. Registration material outlined options for unsold materials and these have been taken on by participants.

✓ **increase diversion of waste to landfill**

90.75 wheelie bins and 47.25 standard trailer loads of materials were sold during **Second Hand Saturday** effectively diverting this material from landfill.

✓ **promote the social, economic and ecological benefits of reuse activities.**

Second Hand Saturday has been successful in promoting the social, economic and ecological benefits of reuse activities to the community as responses to Q6 show. Whilst the main responses

related to “getting rid of unwanted items” a considerable number of responses related to the reuse of materials (finding a new home), getting together with the neighbours and making some extra money.

1. How did you find out about *Second Hand Saturday*?

MEDIA TYPE	NUMBER OF RESPONSES	MEDIA TYPE	NUMBER OF RESPONSES
Northern Star	n38	Richmond River Express Examiner	n9
Daily Examiner	n19	Northern Rivers Echo	n4
Ballina Shire Advocate	n16	Radio promotions	n9
Byron Echo	n27	Community Centre / Library	n0
Byron Shire News	n17	Local Council	n4
Coastal Views	n11	Word of mouth	n12
Clarence TV Guide	n7	Other	n3
Clarence Valley Review	n16		

Some comments/suggestions for future advertising:

- Φ Place ads in garage sale sections of papers.
- Φ Include the NEWF website as a choice next time since a lot of people using this.
- Φ Determine whether using the Byron Shire News and the Clarence TV Guide are warranted in future given the small number of responses as compared to other papers in these two areas. This may free up some of the advertising budget for the independent papers.
- Φ Renegotiate the sponsorship arrangement and aim for greater clarification of where ads will be placed, greater control over where ads will be placed (such as garage sale pages), include a clause to cover any errors or omissions or other ‘mistakes’ on the part of APN that can be rectified the following week to maintain any lost focus. In addition negotiate a balance of the advertising for after the close of registrations to focus the attention on attending garage sales. It might be possible here to negotiate for a wider range of editorial based on the stories from previous years to raise excitement for the event.
- Φ Since radio CSA’s and interviews are free, maintain the relationships with the radio stations for additional air time.
- Φ Explore other free advertising opportunities such as council newsletters (in papers, emailed and posted to residents), council website.

2. What were your motivations for holding a *Second Hand Saturday*?

CATEGORY	NUMBER OF RESPONSES	% OF TOTAL RESPONSES
Make some extra money	n61	24%
Get rid of unwanted items	n133	52%
Participate in an environmental/reuse activity	n53	21%
Other moving sale; get people to community hall; community social values; meet the neighbourhood; possibility of house sale	n9	3%

The responses for this question correlate with responses from Q7 (what was the best thing about *Second Hand Saturday*) where the majority of respondents identified getting rid of unwanted items as

the best thing. Making extra money and participating in an environmental / reuse activity still featured highly as motivating factors.

Each of these categories are already well identified in the promotional material for **Second Hand Saturday** so no change would need to occur there.

3. Were the materials provided clear and informative (brochure, poster etc)?

Overwhelmingly respondents feel that the promotional materials were clear and informative. Responses in other questions have indicated, however, a potential need to provide additional posters, and posters in black and white (see recommendations in Q 20).

RESPONSE	NUMBER	% OF TOTAL RESPONDENTS
YES	131	94%
NO	7	5%
NOT ANSWERED	1	>1%

4. Would you suggest other materials to assist you for future *Second Hand Saturdays*?

POSTERS/SIGNS	ADVERTISING
✓ additional posters for participants	✓ more advertising (bigger & bolder)
✓ larger size posters (A3)	✓ earlier / more advanced notice
✓ smaller posters	✓ earlier listings of residential addresses
✓ more room to write address & list items for sale	✓ space for brief description of goods
✓ clearer signs – smaller logo, more space for writing	OTHER MATERIALS
✓ signs to withstand wet weather (plastic)	✓ balloons
✓ signs in black and white	✓ garage sales flags instead of signs
✓ different colours – red in particular	✓ arrows for directions
	✓ TV advertisements – annual Australia wide
	✓ leaflets

These recommendations have been addressed in Q20.

5. Promotion of registering for *Second Hand Saturday* was well advertised?

There was a difference in the measurement between the postal and online evaluation and these have been collated differently here. Approximately 85% of respondents agreed (or strongly agreed or thought excellent or good) that the registrations for **Second Hand Saturday** were well advertised.

Postal evaluation

strongly agree

strongly disagree

1	2	3	4	5
40	31	19	8	6

Online evaluation

Excellent	Good	Fair	Poor
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10	22	5	1
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The majority of the negative comments (from the postal surveys) were from Byron Shire Council participants.

Comments in relation to the promotion of registering are listed below. There were a small number of comments not relevant to this question and these have not been recorded.

- Φ Print was very small for elderly readers.
- Φ Could have been better [no clarification of the particular problem].
- Φ Compliments to the organisers.
- Φ Advertising was poor [in what way unknown].
- Φ Barely noticed at back of paper – no editorial.
- Φ A great idea, good that promotion ran over several days not just one.
- Φ Wouldn't have been aware of this without a friend pointing it out.
- Φ A lot of people still didn't seem to know it was on.

These (and those suggestions relevant to advertising listed in Q20) should be discussed with APN as part of any future sponsorship arrangement.

6. The garage sale listings were well advertised.

There was a difference in the measurement between the postal and online evaluation and these have been collated differently here. Approximately 77% of respondents agreed (or strongly agreed or thought excellent or good) that the garage sale listings were well advertised. Having said this there was a number of suggestions (see Q20) on how to improve them.

Postal evaluation

strongly agree

strongly disagree

1	2	3	4	5
32	23	21	11	10

Online evaluation

Excellent	Good	Fair	Poor
5	24	6	3

The majority of the negative comments (from the postal surveys) were from Clarence Valley Council participants.

7. What was the best thing about holding a *Second Hand Saturday*?

There were many, many responses to this question, some of a personal nature, relating to individual circumstances; others more easily fell into the categories listed below (some taken from the earlier question relating to motivations for holding a **Second Hand Saturday**). Whilst the majority of respondents wanted to rid their homes of unwanted items, there was sufficient interest in the reuse aspect of **Second Hand Saturday** and the social reasons for holding a garage sale.

CATEGORY	NUMBER OF RESPONSES
Get rid of unwanted items, cleaning out	41

Dispose of items people can use, that still have value & can be reused	15
Social contact with neighbours & community, meeting people	14
Provided more potential & actual buyers	14
Advertising – it was free & didn't have to advertise	13
Make some extra money	4
Other social reasons – see people happy about getting a bargain, helping others, got kids involved	3

8. What was your least favourite thing about holding *Second Hand Saturday*?

CATEGORY	NUMBER OF RESPONSES
Weather, in particular the rain	22
Organising before hand & cleaning up after (especially if not all items sold)	22
Not enough lookers, buyers. Lack of interest in stuff.	18
Too many garage sales on the one day, too much competition	17
Time taken in selling (had to stay at home, couldn't go to other sales)	13
Date – federal election	9
Advertising – inadequate, not enough	5

A number of these issues have been raised (and suggestions for improvements) in Q20. In addition it might be worth addressing some of the more mundane issues such as organising and cleaning up via the NEWF website, where there is more space to go into detail about this. For example, in relation to the issue of “lack of interest in stuff”, a section on the website could deal with ‘How to present your items for sale’ and include tips on price goods realistically, preparing goods for sale (clean them), presentation of goods on tables, hangers etc.

9. Was there anything quirky, unusual or of interest, you sold during *Second Hand Saturday*?

The range of responses is listed below. This may prove useful in promotion for future ***Second Hand Saturday*** events. There doesn't appear to be anything particularly unusual that was sold (or listed as sold). This tells us that people only have ordinary things for sale at their garage sales and that they did try to answer this question within the boundaries of what they had for sale.

Goat skins	Old mini-mal surfboard	A talking watch
3 x old Rolling Stones records	Some antiques	1920's large tin trunk
Some of my own art and craft	Fur jacket	Old petrol bottle
Kimonos and local organic vege	English china	My fishing gear went really fast
Children's golf clubs	old jewellery	Two huge ginger jars
Antique child's rocking chair from North America	Wine barrel for large nesting parrots	
An old glomesh purse still in it's original plastic bag	Sheets my mother had bought in the 60's door to door	
Whilst raining someone bought a mower & had a cuppa	Ceramic beer stein with space shuttle embossed on it	

Other telling comments speak for themselves in relation to shopping at garage sales:

- ✓ all sorts of people like all sorts of things

- ✓ it was surprising at what sold early - some people buy really odd things!
- ✓ we noticed that items we rated as junk sold and other better quality items didn't

and could prove a focus for future media / promotion.

10. How many people visited your garage sale?

NUMBER	TOTAL RESPONDED	TOTAL ATTENDED	NUMBER	TOTAL RESPONDED	TOTAL ATTENDED
<10	-	44	45	1	45
10	14	140	50	19	950
15	4	60	60	2	120
20	13	260	80	2	160
25	4	100	100	5	500
30	22	660	120	1	120
35	2	70	150	1	150
40	9	360	200	2	400
	SUBTOTAL	1694		SUBTOTAL	2445
		TOTAL	4139		

This represents an average of 30 participants at each garage sale involved in evaluation, with a total of almost 13,500 participants across the region (based on this figure).

Perhaps in future this question could be more accurately measured by providing a sheet to the participants to count the number of visitors on the day and return with evaluation forms.

11. What percentage of items did you sell (approx)?

% SOLD	TOTAL RESPONDED	% SOLD	NUMBER	% SOLD	TOTAL ATTENDED
<5	14	40	4	80	5
5	6	50	8	90	1
10	13	60	4	95	2
20	7	65	2		
25	6	70	4		
30	6	75	5		

Approximately 22% of respondents sold 50% or more of their items for sale. In order to more accurately measure this in future you might think about including with the registration information a list of items for sale (in conjunction with suggestions in Q12).

12. What quantity (approximate visual) did you sell / giveaway in total?

MEASUREMENT	WHEELIE BINS	STANDARD TRAILER	OTHER*
TOTALS	90.75	47.25	14

Whilst the simplicity of using wheelie bins and standard trailer sizes for measurement allows many people to assess the volume of materials in a familiar way this section could be more accurately measured and recorded. Participants could be provided with a list of items that they can tick off as they sell them, which could be sent back with the evaluation forms. Asking people to provide an email address when registering and then reminding them to complete and send back evaluation may assist with this process. Indicating the actual size (volume) of a wheelie bin (ie 80L, 120L or 240L) and standard trailer and having this information on hand on the day of the **Second Hand Saturday** may also be of some benefit to participants.

*No quantity was stipulated for this category other than “minimal”.

13. What quantity of this material would otherwise have been thrown out/taken to the tip?

MEASUREMENT	WHEELIE BINS	STANDARD TRAILER	OTHER - CHARITY	OTHER - NONE
TOTALS	54.5	33	17	12

Given the fact that a number of participants indicated that their involvement in **Second Hand Saturday** was due to their desire to reuse unwanted materials, this section could be expanded to include not just landfill (or avoidance), but the reuse aspect as well. Options could include sent to landfill, give to charity/op shop, nothing – leave in house, and then ask about the quantity for each.

14. My awareness about reuse and recycling of second hand goods and materials before the Second Hand Saturday campaign was:

CATEGORY	NUMBER OF RESPONDENTS	% OF TOTAL RESPONDENTS
Excellent	45	32%
Good	69	50%
Fair	16	11%
Poor	0	0%

15. Prior to Second Hand Saturday I have previously participated in reuse activities.

CATEGORY	NUMBER OF RESPONDENTS	% OF TOTAL RESPONDENTS
Always	18	13%
Often	41	30%
Sometimes	41	30%
Rarely	11	8%
Never	9	6%

16. My awareness about reuse options has increased after participating in Second Hand Saturday?

There was a difference in the measurement between the postal and online evaluation and these have been collated differently here.

Postal evaluation

strongly agree

strongly disagree

1	2	3	4	5
17	12	39	2	7

Online evaluation

Excellent	Good	Fair	Poor
16	20	2	0

Given the fact that 82% of respondents claimed that their awareness about reuse and recycling of second hand goods and materials before the **Second Hand Saturday** campaign was good or excellent and only 11% of respondents claimed their awareness was fair or poor (see Q14), **Second Hand Saturday** can claim some degree of success in assisting to raise awareness within the community (at least in terms of those participating in the event) to the extent that 65% claimed that their awareness about reuse options has increased after participating in **Second Hand Saturday** (see above – either agree or strongly agree or claim excellent or good).

17. The Second Hand Saturday campaign has encouraged me to practice reuse activities in the future.

There was a difference in the measurement between the postal and online evaluation and these have been collated differently here.

Postal evaluation

strongly agree

strongly disagree

1	2	3	4	5
22	20	50	0	1

Online evaluation

Always	Often	Sometimes	Rarely	Never
15	15	36	2	0

72% of respondents have claimed here that the **Second Hand Saturday** event has encouraged them to practice reuse activities in the future. This equates almost directly to the number who identified their participation in reuse prior to **Second Hand Saturday** (73% of respondents). At the very least in this case it can be said that participation in **Second Hand Saturday** is an important reminder for those already practicing reuse to continue to do so on a more regular basis, and an awareness raiser/activity that will encourage those less involved to more frequently practice reuse (particularly if their experience was a positive one).

18. My household participated in last year's Second Hand Saturday.

RESPONSE	NUMBER	% OF TOTAL RESPONDENTS	% OF TOTAL PARTICIPANTS
YES	48	34%	10%
NO	80	58%	17%

NOT ANSWERED	8	8%	1%
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It is perhaps not feasible to expect a full re-participation rate for each subsequent **Second Hand Saturday** event, as it would be unlikely for most households who do participate to have accumulated enough material in the time between to participate again. In addition, the relatively small figures for re-participation suggests that the ideas to donate unsold goods to charity, hold another garage sale etc contained in the registration material, combined with a successful event would not guarantee a need for participation in the next event.

The higher numbers of new participants is probably more beneficial in terms of measuring accumulated awareness raising of reuse and participation rates in reuse activities, especially over the long term.

In the interests of long term evaluation and outcomes from this project, there may be value in contacting people who have participated in more than one **Second Hand Saturday** event to determine what the factors were that motivated them to participate again.

19. Would you participate in another *Second Hand Saturday*?

RESPONSE	NUMBER	% OF TOTAL RESPONDENTS	% OF TOTAL PARTICIPANTS
YES	n80	58%	17%
NO	n18	13%	4%
MAYBE	n39	28%	8%

Reasons for participating in **Second Hand Saturday** are many and varied (see question 2 for a breakdown of motivations for participating) and would go beyond those identified there. It would perhaps be worth asking in the future what would motivate participants to register in the future after having participated in one (or more) events. This would add to the ongoing review and improvement to the event.

20. Please provide suggestions for future **Second Hand Saturday** events.

There were (of course) many suggestions about how **Second Hand Saturday** could be improved in the future. No all suggestions are relevant or relate to issues that the NEWF can control (ie weather conditions on the day) and not all are recorded below. The suggestions have been grouped into those that relate to: the NEWF, NEWF councils, advertising (and APN Sponsorship), promotion. In order to group the suggestions, some of the wording has been altered. An attempt has been made to address some of the issues with suggestions for discussion for future **Second Hand Saturday** events.

NEWF – promotion	What can be done
<ul style="list-style-type: none"> ☺ larger signs, balloons and streamers ☺ recommendations for how much cash flow to have on hand ☺ more promotional publicity ☺ more posters for display on site, extras for notice boards ☺ get information out earlier 	<ul style="list-style-type: none"> ✓ Provide a range of signs, in black and white and colour and in A4 and A3 size. ✓ Indicate that participants can print additional materials from the NEWF website. ✓ Indicate that only materials that can be recycled are used for promotion – such as cardboard/paper signs not balloons.

NEWF – when to hold <i>Second Hand Saturday</i>	What can be done
<ul style="list-style-type: none"> ☺ hold more than one <i>Second Hand Saturday</i> event per year ☺ hold the event in different (council) areas on different days throughout the year ☺ too many garage sales on the one day, reducing the number of potential buyers ☺ don't hold it on election day 	<ul style="list-style-type: none"> ✓ Investigate the cost and time resources needed to hold <i>SHS</i> in each council area on a different day. ✓ Hold <i>SHS</i> over a weekend and have participants nominate their preferred day. ✓ Break listings down further to include towns and villages in each council area. ✓ Continue to research high profile events to avoid (where possible) holding <i>SHS</i> on a day clashing with another high profile event (this was unavoidable in 2007).

Councils	What can be done
<ul style="list-style-type: none"> ☺ Council could pick up unwanted items ☺ Free council kerbside pick-up of leftover items OR free entry to the tip – for participants only and only for things that can't be taken to charity ☺ Hold it before council pick-up day (a few weeks before) 	<ul style="list-style-type: none"> ✓ Councils could provide a free tip voucher for unusable items only for a limited period of time following <i>SHS</i>. ✓ Highlight in the registration information where people can take their unsold items. ✓ In the Resources section of the <i>SHS</i> website page include some more information here and set up a link to the Reuse Directory 'charity' section from the <i>SHS</i> page and update this listing to include more shops in more areas.

NEWF – advertising (APN sponsorship)	What can be done
<ul style="list-style-type: none"> ☺ include advertising and listings in the garage sale section of the local papers ☺ ability to nominate 2 – 3 specialty items in the advertising ☺ advertise locations in the Byron Shire Echo ☺ more advertising in the media / promotional publicity / better advertising ☺ bigger ads in the paper ☺ advertise all sales to start at 8am ☺ ability to include telephone number with address listing ☺ group the different areas when advertising listings – eg Ballina, Alstonville, Lennox Head etc ☺ Advertising – make it obvious. Could hardly find anything in the local papers this year about it. Last year was different. ☺ Better branding of the listings – font was too small and layout appalling. 	<ul style="list-style-type: none"> ✓ Include advertising and listings in the garage sale section of the local papers (with links, advertising and editorial in the front section on the papers). ✓ Spread listings over two pages to allow for telephone number and description of 2 items for sale. ✓ Advertise listings in the free papers (for each relevant council area). ✓ Place more advertising in front section of papers on a more regular basis. ✓ Some front page advertising and editorial is needed. ✓ Greater use of Saturday papers and free papers also needed. ✓ Group different areas when advertising listings – eg Ballina, Alstonville, Lennox Head etc. ✓ Improve the layout of the listings page.

21. Do you agree to being contacted y the NEWF / APN Association Press for any media articles, interviews regarding your *Second Hand Saturday* experience?

22 participants indicated that they agreed to be contacted by the NEWF for future promotion of ***Second Hand Saturday***. This proved useful in the 2008 promotion, and will no doubt assist with future promotions by:

- Allowing participants to speak for themselves about their motivations for participating and what some of the outcomes were for them.
- Personalising the event and relating on a personal level to potential participants.
- Increasing its value in the eyes of the community, and therefore of potentially being involved.
- Developing a ground swell of supporters within the community for the event, and possibly for other NEWF related activities.
- Further cementing any future ***Second Hand Saturday*** events into the calendar of events on the north coast.
- Raising awareness of NEWF activities across the region.

Suggested Changes to Survey Questions:

Q1. Include the NEWF website here as a significant number of participants are now using it to register and provide evaluation feedback.

Q3. Given the responses in Q7, a further category here might include meet people / community / neighbours to cover any social motivations for participation. Separate an environmental from reuse activity.

Q13. What quantity of this material would otherwise have been thrown out / taken to the tip?
*If you had not participated in ***Second Hand Saturday*** what would you have done with this material?*

Q15. Prior to Second Hand Saturday I have previously participated in reuse activities (eg. buying second-hand, holding a garage sale etc).

*Prior to ***Second Hand Saturday*** I have previously participated in reuse activities (please circle).*

YES NO

If yes, please indicate which reuse activities you have participated in (tick as many as you need).

- | | | |
|----------------------------|------------------|-------------------------|
| Held a garage sale | Buy second hand | Donate goods to charity |
| Repairing a household item | 'art from waste' | Hire (eg books, video) |
| Other (please indicate) | | |

Q18. My household participated in last year's Second Hand Saturday.

My household has participated in ***Second Hand Saturday*** previously.

	SELLER	BUYER
2007		
2006		
2005		

Q19. Would you participate in another Second Hand Saturday?

Please indicate why.

Change the word "campaign" to "event".

Principle recommendations (note these are distinct from suggestions in Q20):

- Φ Place ads in garage sale sections of papers.
- Φ Include the NEWF website as a choice next time since a lot of people using this.
- Φ Determine whether using the Byron Shire News and the Clarence TV Guide are warranted in future given the small number of responses as compared to other papers in these two areas. This may free up some of the advertising budget for the independent papers.
- Φ Renegotiate the sponsorship arrangement and aim for greater clarification of where ads will be placed, greater control over where ads will be placed (such as garage sale pages), include a clause to cover any errors or omissions or other 'mistakes' on the part of APN that can be rectified the following week to maintain any lost focus. In addition negotiate a balance of the advertising for after the close of registrations to focus the attention on attending garage sales. It might be possible here to negotiate for a wider range of editorial based on the stories from previous years to raise excitement for the event.
- Φ Since radio CSA's and interviews are free, maintain the relationships with the radio stations for additional air time.
- Φ Explore other free advertising opportunities such as council newsletters (in papers, emailed and posted to residents), council website.
- Φ Include a section on the NEWF website (where there is more space to go into detail about this) addressing some of the more mundane issues such as organising and cleaning up. For example, in relation to the issue of "lack of interest in stuff", a section on the website could deal with 'How to present your items for sale' and include tips on price goods realistically, preparing goods for sale (clean them), presentation of goods on tables, hangers etc.
- Φ Provide a sheet to the participants to count the number of visitors on the day and return with evaluation forms.
- Φ Provide participants with a list of items that they can tick off as they sell them, and return with the evaluation forms.
- Φ Ask people to provide an email address when registering and then reminding them to complete and send back evaluation may assist with this process.
- Φ Indicate the actual size (volume) of a wheelie bin (ie 80L, 120L or 240L) and standard trailer and having this information on hand on the day of the **Second Hand Saturday** may also be of some benefit to participants.
- Φ At Q13 expand to include not just landfill (or avoidance), but the reuse aspect as well. Options could include sent to landfill, give to charity/op shop, nothing – leave in house, and then ask about the quantity for each.
- Φ In the interests of long term evaluation and outcomes from this project, there may be value in contacting people who have participated in more than one **Second Hand Saturday** event to determine what the factors were that motivated them to participate again.
- Φ Ask future participants what would motivate them to register in the future after having participated in one (or more) events. This would add to the ongoing review and improvement to the event.
- Φ Contact the people who left contact details from 2007 for an in depth interview.
- Φ Include the evaluation form in the registration info-pack again (as in 2006). A trial was made to reduce the paper consumption and promote the on-line facility, but the majority of respondents still prefer the hard-copy survey (as is shown by the higher response rate from the paper surveys).