

# The Big Aussie Swap Party Council Invitation



## Proposal

To celebrate National Recycling Week 2009 Planet Ark is inviting every council in Australia to participate in the **Big Aussie Swap** by hosting a public Swap Party. This is a unique, nation-wide opportunity for local governments to show their ongoing commitment to raising the profile of reuse and recycling initiatives. This event follows the success of the City of Sydney's 2008 event.

## Background

Swapping, rather than buying new items, has a positive environmental outcome by reducing demand for new materials in production, packaging, display and transport. Swapping a single cotton dress, for example, saves approximately 22,000 litres of water.

The 2008 City of Sydney and Planet Ark co-hosted event, held in Martin Place, attracted over 500 participants who swapped approximately 2,000 items. The launch also included entertainment and educational stalls.

## About National Recycling Week

Hosted by Planet Ark over 14 years, National Recycling Week (NRW) aims to:

- Encourage people to consider the impact of the disposal of their possessions and to reduce waste to landfill;
- Improve the positive environmental outcomes of recycling: including increased tonnage and reduced contamination.

In 2008, at least 145 councils across the country hosted NRW events. These events ranged from launching new initiatives like light globe recycling and conducting residential waste audits to organising tours to recycling

facilities and running colouring competitions for kids.

NRW provides councils a unique opportunity to champion the benefits of recycling and offer residents access to accurate, local information that helps them recycle correctly.



Cr Moore swapping a choker for a pair of shoes.



[RecyclingWeek.PlanetArk.org/CouncilSwap](http://RecyclingWeek.PlanetArk.org/CouncilSwap)

## What Your Swap Party Event Could Look Like

There are a number of ways your council could participate in the Big Aussie Swap. They include:

- Hosting a public place Swap Party at 12:30pm on Tuesday 10th November to coincide with the official launch of NRW (this will be simultaneous with other councils' events including the City of Sydney and City of Perth);
- Hosting a Swap Party event(s) at any time during Recycling Week at a council community centre, library, in the council chamber or child-care centre;
- Co-hosting an event with one or more neighbouring councils (to share resources).

Swap Party events can be targeted to the general population (for example, 'bring any three items you can carry') or specific audiences (children's toys and clothes).

## How We'll Support Your Event

Planet Ark and the City of Sydney will develop and distribute a step-by-step guide to hosting a Swap Party event for participating councils, outlining the learnings from 2008's event.

## How We'll Promote The Big Aussie Swap

Planet Ark will work with both local and national media outlets to promote local participation in the Big Aussie Swap Party. This could include:

- Partnering with a nationally-syndicated news and lifestyle program to promote the event in the weeks preceding the launch;
- Sending adaptable media releases promoting the event

to all the local publications and radio stations in every participating LGA;

- Listing the event in a searchable, web-based database with specific LGA event details;
- Providing adaptable posters, banners etc in which councils can include their specific event details for display in their local areas;
- Promoting the event through radio and TV interviews in the lead-up to NRW.

## How Council Can Promote The Big Aussie Swap

To build upon the national media and promotion councils can actively promote the event in their LGA. Such activities could include:

- Stories in council publications and newsletters;
- Communications with relevant and/or participating community networks (eg. child care centres, community centre volunteers);
- Advertising and stories in local and metropolitan media;
- Outdoor media such as bus shelter advertising and Street banners.

Your event can be as big or as small as you like.

## Who's Onboard So Far

A significant number of councils have already committed to, or expressed interest in, participating in the Big Aussie Swap. They include:

### NSW (SSROC)

- 1 Ashfield
- 2 Bankstown
- 3 Botany Bay
- 4 Burwood
- 5 Canada Bay
- 6 Canterbury
- 7 Hurstville
- 8 Kogarah
- 9 Leichhardt
- 10 Marrickville
- 11 Randwick
- 12 Rockdale
- 13 Sydney
- 14 Sutherland
- 15 Waverley
- 16 Woollahra

### Victoria

- 17 Mooreland
- 18 Mooney
- 19 Valley
- 20 Whitehorse

### WA

- 21 Perth.

## How to Show Interest

To register your council's interest in participating in the Big Aussie Swap, and to be kept up-to-date with developments and resources, go to [RecyclingWeek.PlanetArk.org/CouncilSwap](http://RecyclingWeek.PlanetArk.org/CouncilSwap)

## For Further Information

For more information feel free to call Brad Gray, Manager Recycling Programs on 02 8484 7206 or e-mail [brad@planetark.org](mailto:brad@planetark.org)



Swappers in Martin Place, 2008

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