



Big Aussie Swap



**NATIONAL
RECYCLING WEEK**

PLANET ARK

The Big Aussie Swap is back in 2011!

What we achieved last year

The Big Aussie Swap was a great success for many councils in 2010, so Planet Ark is pleased to announce that we are bringing it back for National Recycling Week 2011!

During National Recycling Week last year 49 Swap Parties were hosted across the country. Survey results covering 37 of these Parties found that over 1,750 participants swapped more than 6,000 items! That's a whopping 6,000 items that were prevented from going to landfill!

The Big Aussie Swap was a success for the organisers too; 84% of participating councils said they would consider hosting another Swap Party in the future and none said they would not.

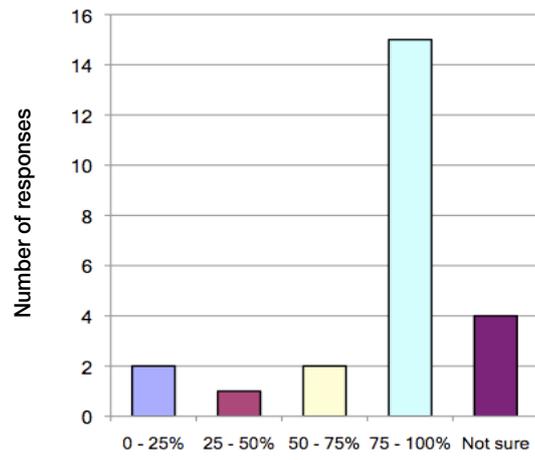
Reaching new people

In 2010 most participants were first time swappers, so it's a great way to reach members of your community who may not be active recyclers and re-users yet.

Get on board

Please join with us in building on this success by coming on board to host a Swap Party during National Recycling Week, 7-13 November 2011. Register your event online at RecyclingWeek.planetark.org or call the Recycling Hotline on 1300 733 712.

Percentage of participants who were first-time swappers



Percentage of Participants Who Were First-Time Swappers

"It was a great success and we will make it a regular event."

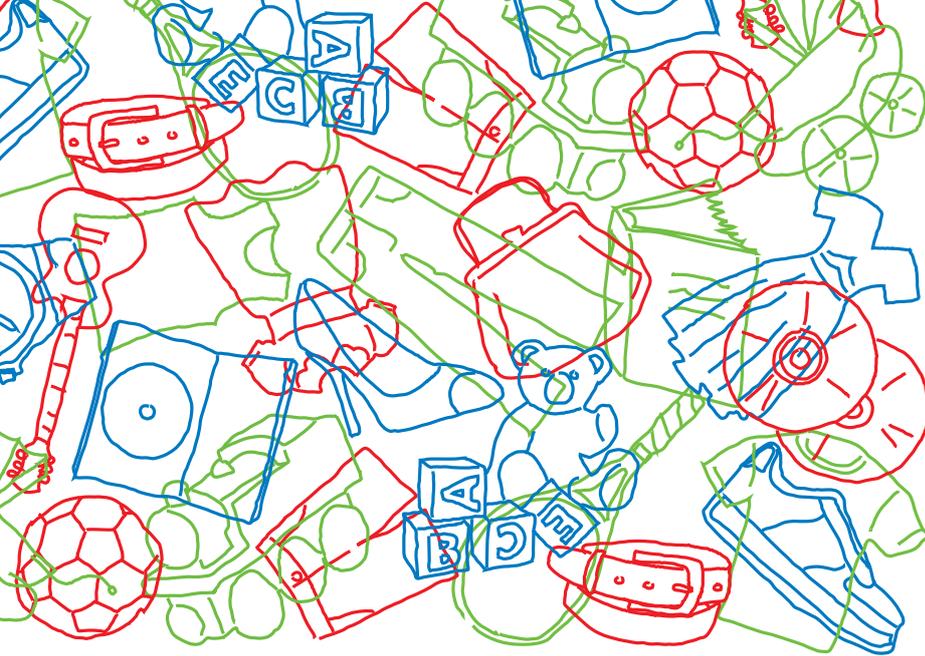
Swap Party Organiser from Moonee Valley, VIC

"...the event has definitely increased our capacity to engage with the community about recycling."

Swap Party Organiser from Coffs Harbour Council, NSW

"The Big Aussie Swap Party ... actively involved Council Staff and the general public in learning about reuse and recycling."

Swap Party Organiser from Mount Gambier, SA



Big Aussie Swap



What is a Swap Party?

At a Swap Party, people get together to swap items – from clothes to toys, books to sports equipment. Swap Parties are easily adapted to suit any type of swap items and any group of people.

Why hold a Swap Party?

Swap Parties help to normalise community reuse and recycling initiatives. They are fun, free and have a strong, positive environmental benefit. By diverting items from landfill, and avoiding buying new things, Swap Party participants save water, resources and reduce emissions.

How do Swap Parties work?

Participants at a Swap Party bring along good quality items they no longer want. Each item is then exchanged for a token. When the swapping begins, each token can be exchanged for an item that was brought by someone else. It's as easy as that!

What could my event look like?

Your Swap Party is only limited by your imagination! For some great ideas about what other councils have done, check out some of the Swap Party case studies and resources from 2010 at RecyclingWeek.planetark.org./involvement/swap.cfm

What support is there?

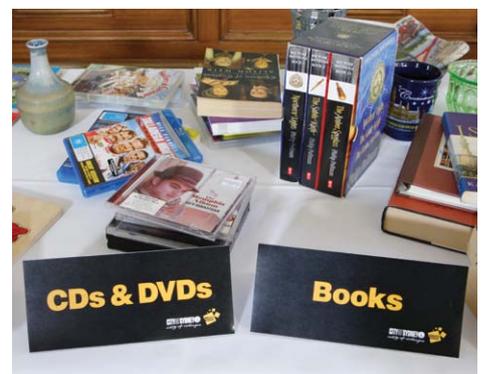
In partnership with local councils, Planet Ark has developed a range of resources to help you plan a Swap Party. From a 'How to Host a Swap Party' Guide to invitations, signs, party rules and tokens, we have everything you need to make your Swap Party a success.

For further information

If you have any questions or if you'd like to find out more, please contact Janet Sparrow, Manager Recycling Programs on 02 8484 7214 or janet@planetark.org

Swapping 1 suitcase (20kg) of clothes saves enough energy to run a TV non-stop for 1.7 years.

Swapping 1 box of books (25 kg) saves enough water to fill 150 spa baths.



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