

Swap Party

Case Study

Community Swap Party, Perth

May 2009



Project Description

Fleur Patterson held a Swap Party for her local community in Karrinyup, Perth. The Clothes Swap began as a leadership project to organise an event, and resulted in over 40 women attending. The event was a great success, the participants enjoyed choosing new clothes and meeting others on the night, and are looking forward to the next event. They raised over \$500 for the Leukaemia Foundation.

Project Rationale

I organized the Swap Party as part of a Leadership Programme, where one aspect included organising an event within a key community of mine. I chose female friends and family, and extended it into the wider community.

I was inspired by an article about a Swap Party in the Australian Conservation Foundation's Habitat magazine and I thought it would be great to have one here in Perth.



Project Implementation and Outcomes

To promote the Swap Party, we targeted the broader community through flyers and posters in cafes, shopping centres, libraries and community centres, as well as local media, environmental and community websites, employee newsletters and more. We also utilised our friends and their networks, through sending invitations on email, text messages and Facebook, and asking our networks to forward these to their friends. We found the best results were from friends inviting their friends via email and Facebook.

In running the Clothes Swap, we used a lot of the formats suggested on the Planet Ark website for Swap Parties. It was a great resource to use, it definitely contributed to the event's success!

The best parts of the night were: seeing people introduce themselves to others; seeing clothes no longer wanted being taken to get good use out of them; and hearing how much fun the guests had. They kept asking "when is the next one?"

The most surprising part of the night was seeing women get genuinely excited about swapping their unused clothes and getting a bargain. It was also so fantastic raising \$500 for the Leukaemia Foundation!

Lessons

Parts were easy, parts were hard. The 'hard' part was securing sponsors and getting the support of people to help put the project together when everyone is busy. We had some great ideas that weren't able to be put in place without someone committing to carry them out. The easy part was getting people involved that were genuinely interested in and committed to recycling, sustainability & having fun. It was great involving my sisters, mum and friends!

I would completely recommend organising an event like this to anyone. It is lots of fun and hard work, but completely worth it in the end. It really is possible to make a difference in the world by having an event like this.

"people were genuinely excited about swapping their unused clothes and getting a bargain"



This case study was developed by Fleur Patterson and Planet Ark to assist other groups participating in Planet Ark's Big Aussie Swap.

For details about the National Recycling Week or the Big Aussie Swap contact Janet Sparrow at Planet Ark on 02 8484 7214 or janet@planetark.org

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