

Media release

5 December 2024

Glenorchy City Council Launches the Glenorchy Treasure Trail

- WHAT:** Launch of the Glenorchy Treasure Trail – pop-up shop event and fashion show
- WHO:** Sue Hickey, Mayor of Glenorchy and Jacob Miller, 2024 Churchill Fellow
- WHEN:** 11am, Friday 6 December 2024
- WHERE:** Glenorchy City Council front lawns, 374 Main Road, Glenorchy

Glenorchy City Council is proud to announce the launch of the “Glenorchy Treasure Trail”, a comprehensive guide to op shopping in the local area.

This initiative highlights nine op shops from Glenorchy through to Claremont, promoting sustainability, community connection, and the principles of reduce, reuse, repurpose, and recreate.

Glenorchy Mayor Sue Hickey said the Treasure Trail aligns with the Council's commitment to fostering a circular economy and reducing waste.

“We are thrilled to be the first Tasmanian council to promote a Treasure Trail initiative,” she said.

“By embracing the values of reduce, reuse, and repurpose, we aim to offer practical ways to combat the harmful impacts of fast fashion while creating meaningful opportunities for our community.”

Fast fashion contributes significantly to environmental degradation, with landfills and waterways increasingly overwhelmed by textile waste. The Treasure Trail encourages Glenorchy residents and visitors to help the environment by giving clothing and other items a second life.

“This initiative is about more than sustainable fashion,” Mayor Hickey said.

“It supports individuals experiencing disadvantage, encourages community volunteering, and allows shoppers to connect with neighbouring businesses while hunting for unique treasures and amazing bargains.”

To celebrate the launch, Council is hosting a pop-up op shop event on the Council lawns from 11am to 2pm on Friday, 6 December.

The event features eight participating op shops offering a variety of items and a fashion parade showcasing sustainable styles modelled by Mayor Hickey, other elected members, and Member for Elwick, the Hon. Bec Thomas.

The fashion parade will be hosted by Jacob Miller, Senior Manager for Op Shops at Uniting Vic/Tas and recipient of the prestigious Elvie Munday Churchill Fellowship to reimagine op shop best practices.

Jacob Miller praised the initiative, saying: “December 2025 marks 100 years of op shops in Australia. The Glenorchy Treasure Trail is a fantastic celebration of this milestone and demonstrates a strong commitment to reuse, repair, and recycle.”

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