ORDINARY MEETING OF DARK SKY COORDINATING COMMITTEE OF COUNCIL

AGENDA
OPEN MEETING

23 September 2026

16 September 2026

Notice of Meeting – Ordinary Meeting of Dark Sky Coordinating Committee

In accordance with the *Local Government (Meeting Procedures) Regulations 2025* NOTICE is hereby given that the next Ordinary Meeting of Dark Sky Coordinating Committee of the Circular Head Council will be held at the Council Chambers, 33 Goldie Street, Smithton on Wednesday 23 September 2026 with the Business of the meeting to be in accordance with the following agenda paper.

General Manager's Certification

PURSUANT to Section 65 of the *Local Government Act 1993* I hereby certify, with respect to the advice, information and/or recommendation provided for the guidance of Council in this Agenda, that:

1. Such advice, information and/or recommendation has been given by a person who has the qualifications or experience necessary to give such advice, information or recommendation; and

2. Where any advice is given by a person who does not have the required qualifications or experience, that person has obtained and taken into account the advice from an appropriately qualified or experienced person.



Paul Gardner
GENERAL MANAGER

Enquiries: Mayor Blizzard
Phone: (03) 64524838
Our Ref: 004.01

15 September 2026

Mr Paul Gardner
General Manager
Council Chambers
33 Goldie Street
Smithton TAS 7330

Dear Paul,

COUNCIL MEETING

In accordance with regulation 4 of the *Local Government (Meeting Regulations) 2025* which states:

4. Convening meetings of council
(1) The mayor of a council may convene council meetings.

I request that you make the necessary arrangements for the next ordinary meeting of Council to be convened on 23 September 2026 commencing at 3:00 PM at the Council Chambers, 33 Goldie Street, Smithton.

Yours sincerely

Cr Sally Collins
CHAIR

TABLE OF CONTENTS

1.0 RECORD OF ATTENDANCE 6

1.1 ATTENDANCE 6

1.2 PRAYERS 6

1.3 APOLOGIES 6

1.4 LEAVE OF ABSENCE PREVIOUSLY APPROVED 6

2.0 CONFIRMATION OF MINUTES OF PREVIOUS MEETING 7

2.1 CONFIRMATION OF MINUTES OF PREVIOUS DARK SKY COORDINATING COMMITTEE MEETING 7

3.0 REPORTS OF OFFICERS AND COMMITTEES 8

3.1 WORKING GROUP PROGRESS REPORT 8

3.2 DARK SKY LIGHTING POLICY 11

3.3 DARK SKY COMMUNICATION AND ENGAGEMENT PLAN 27

4.0 GENERAL BUSINESS 38

THE PUBLIC IS ADVISED THAT IT IS COUNCIL POLICY TO RECORD THE PROCEEDINGS OF MEETINGS OF COUNCIL ON DIGITAL MEDIA TO ASSIST IN THE PREPARATION OF MINUTES AND TO ENSURE THAT A TRUE AND ACCURATE ACCOUNT OF DEBATE AND DISCUSSION OF MEETINGS IS AVAILABLE. THIS AUDIO RECORDING IS AUTHORISED UNDER SECTION 43 OF THE LOCAL GOVERNMENT (MEETING PROCEDURES) REGULATIONS 2025.

AGENDA OF AN ORDINARY MEETING OF DARK SKY COORDINATING COMMITTEE OF THE CIRCULAR HEAD COUNCIL TO BE HELD AT THE COUNCIL CHAMBERS, 33 GOLDIE STREET, SMITHTON ON WEDNESDAY 23 SEPTEMBER 2026, COMMENCING AT 3:00 PM

	From	To	Time Occupied
Open Council			
TOTAL TIME OCCUPIED			

ACKNOWLEDGEMENT OF COUNTRY

The Circular Head Council acknowledges the North West Tasmanian Aboriginal people as the traditional custodians of the country on which we stand, meet and play. We recognise their continuing connection to the land, waters, and community. We pay respect to Elders past, present and emerging.

DIGITAL RECORDING OF COUNCIL MEETINGS POLICY

The Chairman is to declare the meeting open (time), welcome those present in attendance and advise that the meeting will be digitally recorded, in accordance with the Council Policy **CP016 – Electronic Recording of Council Meetings Policy** to record meetings of Council to assist in the preparation of minutes and to allow live streaming of Council Meetings. A reminder to those in attendance to ensure their mobile phones are switched to silent throughout the meeting.

SAFETY BARRIERS

To ensure the safety of both elected members and the public, safety barriers have been installed to clearly separate public access areas during Council meetings. Members of the public must remain on the entry door side of the barrier unless directed otherwise by an authorised officer. To minimise disruption and maintain order, any materials for elected members must be submitted in advance through the Executive Officer, Jodie Smedley, as direct approach within the restricted area is not permitted.

1.0 RECORD OF ATTENDANCE

Legislative Reference:
Local Government (Meeting Procedures) Regulations 2025; Regulation 10(3)(a)
The agenda of an ordinary meeting of a council is to provide for, but is not limited to, the following items:
(a) attendance and apologies.

1.1 ATTENDANCE

1.2 PRAYERS

1.3 APOLOGIES

1.4 LEAVE OF ABSENCE PREVIOUSLY APPROVED

Nil received.

2.0 CONFIRMATION OF MINUTES OF PREVIOUS MEETING

Legislative Reference:
Local Government (Meeting Procedures) Regulations 2025; Regulation 10(3)(b)
The agenda of an ordinary meeting of a council is to provide for, but is not limited to, the following items:
(b) Confirmation of the minutes.

2.1 CONFIRMATION OF MINUTES OF PREVIOUS DARK SKY COORDINATING COMMITTEE MEETING

RECOMMENDATION
That the Minutes of the Ordinary Meeting of the Circular Head Council held at Council Chambers 33 Goldie Street Smithton on Wednesday 22 July 2026, a copy of which having previously been circulated to Councillors prior to the meeting, be confirmed as a true record.

Any corrections to the Minutes are to be identified and agreed at this point prior to taking a vote to adopt the minutes.

3.0 REPORTS OF OFFICERS AND COMMITTEES

3.1 WORKING GROUP PROGRESS REPORT

To:	Dark Sky Coordinating Committee
Reporting Officer:	Executive Officer
Responsible Manager:	General Manager
Report Date:	3 September 2026
File Reference:	
Enclosures:	Nil

RECOMMENDATION

That the Dark Sky Coordinating Committee:

1. **Notes the progress reports provided by each of the Dark Sky Working Groups;**
2. **Notes the progress being made towards implementation of the Dark Sky Accreditation Roadmap: and**
3. **Notes that matters requiring Committee direction or future Council consideration will be presented through separate reports as required.**

PURPOSE

The purpose of this report is to provide the Committee with a consolidated update on the progress of each of the five Dark Sky Working Groups and to ensure the Committee maintains strategic oversight of the implementation of the Circular Head Dark Sky Program.

BACKGROUND

The Circular Head Dark Sky Program is being delivered through five Working Groups established by the Dark Sky Coordinating Committee.

Each Working Group has responsibility for progressing actions identified within the endorsed Dark Sky Accreditation Roadmap and associated implementation plans. Regular reporting to the Coordinating Committee supports effective governance, enables monitoring of progress, encourages collaboration between workstreams and provides the opportunity to identify emerging issues requiring Committee consideration.

The Working Groups comprise:

- Visitor Experience
- Cultural
- Communications and Engagement
- Infrastructure
- Accreditation

DETAILS

The Chairperson of each Working Group will provide a verbal update to the Committee outlining progress since the previous meeting. Updates may include, but are not limited to:

- Visitor Experience Working Group

Progress relating to visitor experiences, tourism product development, infrastructure opportunities, interpretation, partnerships and initiatives that support sustainable tourism outcomes consistent with the Dark Sky Program.

- Cultural Working Group

Progress relating to engagement with Aboriginal organisations and cultural stakeholders, cultural heritage opportunities, interpretation and incorporation of cultural values within the Dark Sky Program.

- Communications and Engagement Working Group

Progress relating to community engagement, education initiatives, stakeholder communications, promotional activities, branding and awareness of the Dark Sky Program.

- Infrastructure Working Group

Progress relating to lighting audits, public lighting improvements, infrastructure planning, policy development, engineering considerations and implementation of lighting standards.

- Accreditation Working Group

Progress relating to the International Dark Sky accreditation process, evidence collection, policy alignment, documentation, compliance requirements and accreditation readiness.

Where appropriate, Working Groups may identify matters requiring future consideration by the Coordinating Committee or Council through separate officer reports.

STATUTORY IMPLICATIONS

Statutory Requirements

There are no statutory implications as a result of this report.

STRATEGIC IMPLICATIONS

Vision 2050 Reference

GOAL: Governance - To be trusted, high-performing Council that delivers quality services, demonstrates strong governance and accountability, embraces innovation and continuous improvement, and ensures long-term financial sustainability for the Circular Head community.
Desired Outcomes
Navigating increasing regulatory and compliance requirements
Our Priorities
Management of Council's corporate governance responsibilities and accountabilities

POLICY IMPLICATIONS

There are no policy implications as a result of this report.

ENVIRONMENTAL IMPLICATIONS

There are no direct environmental implications arising from this report.

Environmental initiatives continue to be progressed through implementation of the Dark Sky Program and will be reported to the Committee as individual projects are developed.

FINANCIAL IMPLICATIONS

There are no financial implications as a result of this report.

RISK IMPLICATIONS

Regular reporting by the Working Groups assists the Committee to identify implementation risks, monitor project delivery and ensure appropriate governance oversight throughout the accreditation process.

CONSULTATION PROCESS

Consultation activities continue to be undertaken by each Working Group in accordance with their respective work programs and stakeholder engagement requirements.

CONCLUSION

The Work Group Progress Reports provide the Committee with an overview of progress across the Dark Sky Program and support effective governance through regular monitoring of implementation activities.

The verbal updates ensure the Committee remains informed of achievements, emerging priorities and matters requiring future strategic consideration as the Program progresses towards Dark Sky accreditation.

3.2 DARK SKY LIGHTING POLICY

To:	Dark Sky Coordinating Committee
Reporting Officer:	Executive Officer
Responsible Manager:	General Manager
Report Date:	10 September 2026
File Reference:	
Enclosures:	1. Dark Sky Lighting Policy ⇩

RECOMMENDATION

That the Dark Sky Coordinating Committee:

1. **Notes that any cost implications through changes or upgrades to lighting infrastructure will need to be considered in line with Councils Strategic Asset Management Plan and as part of annual budget priorities; and**
2. **Formally endorses the Draft Dark Sky Lighting Policy as presented; and**
3. **Recommends that the Draft Dark Sky Lighting Policy be presented to Circular Head Council for formal adoption.**

PURPOSE

To seek the Dark Sky Coordinating Committee's formal endorsement of the Draft Dark Sky Lighting Policy and approval for the policy to progress to a future Ordinary Council Meeting for formal adoption by Circular Head Council.

BACKGROUND

The Draft Dark Sky Lighting Policy has been developed to establish a consistent Council-wide approach to the planning, design, procurement, installation, operation, renewal and maintenance of outdoor lighting that is owned, operated or managed by Council. It also addresses lighting on Council land and public infrastructure, lighting delivered by third parties where Council has an approval or asset-management role, relevant external lighting associated with development applications, illuminated signs, temporary lighting and any area formally designated by Council as a Dark Sky Area.

The policy is intended to balance the need for safe, accessible and functional lighting with the protection of the municipality's night-time environment. Its stated objectives include minimising glare, light trespass, skyglow and unnecessary illumination; protecting natural landscapes, environmental values, wildlife habitats and rural character; supporting energy efficiency and responsible asset management; and enabling Council to support communities seeking dark-sky protection or recognition through DarkSky International.

DETAILS

The draft provides a practical framework for future lighting decisions while recognising that lighting requirements vary across roads, pathways, recreation facilities, operational sites, signs, public spaces and development contexts. The policy does not override legislative requirements, Australian Standards, planning scheme provisions, permit conditions, electrical safety obligations or emergency-management requirements.

Key policy settings include:

- Council-controlled outdoor lighting is to be installed only where a demonstrated operational, safety, accessibility, community or statutory need exists, and is to provide the minimum illumination necessary for the applicable standard and intended use.
- New Council-owned outdoor lighting is generally to have a correlated colour temperature not exceeding 3000 Kelvin, with approximately 2200 Kelvin preferred where fit for purpose and reasonably available.
- New luminaires should be fully shielded and have an uplight rating of U0 so that direct light is not emitted above the horizontal plane, subject to documented exceptions where required.
- Timers, motion sensors, dimming, adaptive controls and curfews are to be used where practicable to reduce unnecessary operation and light spill.
- Existing Council lighting is to be progressively assessed and replaced or retrofitted through asset renewal and capital planning processes. Adoption of the policy does not require immediate replacement of all existing Council lighting.
- Council may designate a township, settlement or defined locality as a Dark Sky Area by resolution, supported by consideration of community support, infrastructure requirements, costs, statutory mechanisms, implementation requirements and accreditation obligations.
- The policy supports community education and partnerships, including future engagement with residents, businesses, developers, community groups, TasNetworks, TasPorts and other infrastructure providers.

STATUTORY IMPLICATIONS

Statutory Requirements

There are no statutory implications as a result of this report.

STRATEGIC IMPLICATIONS

Vision 2050 Reference

GOAL:	**Environment - To protect and enhance Circular Head's diverse landscapes through sustainable land use practices, waste reduction, recycling, renewable energy adoption, ecosystem protection – while integrating modern infrastructure in a way that respects and preserves the region's distinctive natural character and visual amenities.**
Desired Outcomes	
Access to up-to-date data, education, and awareness	
Our Priorities	
Increased level of participation in environmental stewardship and local conservation initiatives	

POLICY IMPLICATIONS

Adoption of the Draft Dark Sky Lighting Policy will establish a Council-wide policy framework for outdoor lighting. Relevant Council procedures, procurement specifications, project briefs and asset-management practices may require review or update over time to ensure consistency with the adopted policy.

ENVIRONMENTAL IMPLICATIONS

The policy is expected to have positive environmental implications by reducing unnecessary artificial light, skyglow, glare and light spill and by supporting protection of wildlife habitats, environmentally sensitive areas, coastal and rural environments and the municipality's natural night-time character. It also promotes energy-efficient lighting, appropriate shielding, lower colour temperatures and lighting controls.

FINANCIAL IMPLICATIONS

There are no immediate financial implications arising from the Committee's endorsement of the policy. Future costs may arise where existing lighting is replaced or retrofitted, or where new infrastructure is designed to meet the policy requirements. These costs would be considered through Council's normal capital, asset-renewal and budget processes. Adoption of the policy does not require the immediate replacement of existing Council lighting.

RISK IMPLICATIONS

- Legislative compliance

  The policy supports compliance by requiring outdoor lighting decisions to remain consistent with applicable legislation, planning requirements, permit conditions and Australian Standards. Where any inconsistency arises, the legislative or statutory requirement prevails.

- Reputational Risk

  A clear and consistently applied lighting framework should reduce reputational risk by demonstrating responsible environmental stewardship and transparent decision-making. Ongoing communication will be important to manage community expectations regarding the pace of upgrades to existing lighting.

- Financial Sustainability

  The policy provides for existing lighting to be progressively addressed through normal asset-renewal and capital planning processes, reducing the risk of unplanned immediate expenditure. Future lighting upgrades will remain subject to budget consideration and whole-of-life cost assessment.

- Environmental Impact

  The policy is intended to reduce adverse environmental impacts associated with artificial light, including skyglow, glare, light trespass and impacts on wildlife and sensitive natural areas.

- Community and Organisational Safety

  The policy balances dark-sky objectives with public, traffic, workplace and operational safety requirements. Exemptions are available where lighting is reasonably required for safety, emergency response, statutory compliance or other justified operational needs.

CONSULTATION PROCESS

The Draft Dark Sky Lighting Policy is being presented to the Dark Sky Coordinating Committee for formal consideration and endorsement. Subject to Committee endorsement, the policy will be presented to Circular Head Council for formal adoption. The policy also anticipates ongoing education and engagement with residents, businesses, developers, community organisations, infrastructure providers and community groups interested in dark-sky protection. Implementation following adoption would be supported through project briefs, procurement specifications, design review, asset inspections, complaint management, exemption processes and staff and community awareness activities.

CONCLUSION

The Draft Dark Sky Lighting Policy provides a clear and practical framework for responsible outdoor lighting across Council activities and assets while supporting the broader dark-sky objectives being progressed by the Dark Sky Coordinating Committee. Formal endorsement by the Committee will enable the policy to proceed to Council for consideration and formal adoption.

33 Goldie Street
PO Box 348
SMITHTON TAS 7330
council@circularhead.tas.gov.au
(03) 6452 4800
www.circularhead.tas.gov.au

DARK SKY LIGHTING POLICY

SCOPE

This policy applies to:

- the planning, design, procurement, installation, operation, renewal and maintenance of outdoor lighting owned, operated or managed by Circular Head Council
- outdoor lighting installed on Council land, roads, buildings, facilities, parks, recreation grounds, car parks, pathways and other public infrastructure
- public lighting delivered by contractors, developers, utilities or other entities where Council has an approval, funding, ownership or asset-management responsibility
- external lighting associated with development applications, but only to the extent that Council may lawfully assess or regulate the lighting through the applicable planning and development framework
- illuminated signs on Council property and illuminated signs requiring Council approval;
- temporary lighting associated with Council-managed events, activities and works; and
- any area formally designated by Council resolution as a Dark Sky Area

This policy does not override any legislative requirement, Australian Standard, planning scheme provision, permit condition, electrical safety obligation or emergency management requirement.

The policy does not ordinarily apply to:

- indoor lighting
- vehicle lighting
- aviation, maritime or navigational lighting required by law
- lighting used by emergency services during an emergency
- temporary lighting required to respond to an immediate public safety risk; or
- lighting over which Council has no lawful ownership, approval or regulatory authority

Where an exclusion applies, reasonable steps should still be taken to minimise unnecessary glare, light spill and upward light.

PURPOSE

The purpose of this policy is to establish a consistent approach to outdoor lighting within Circular Head that:

- provides lighting that is safe, necessary and appropriate for its intended purpose;
- minimises light pollution, glare, light trespass, skyglow and unnecessary illumination;

Doc No: CP or MP	Approved By:	Approval Date:
Responsibility:		Review Date:

DRAFT

33 Goldie Street
PO Box 348
SMITHTON TAS 7330
council@circularhead.tas.gov.au
(03) 6452 4800
www.circularhead.tas.gov.au

DARK SKY LIGHTING POLICY

- protects the municipality's natural landscapes, environmental values, wildlife habitats, visual amenity and rural character;
- supports energy efficiency and responsible lifecycle management of Council assets;
- enables Council to support communities interested in protecting dark skies or seeking recognition through DarkSky International;
- balances public safety, accessibility, operational requirements and crime-prevention considerations with the protection of the night-time environment; and
- supports the Environment, Economy, Place, Leadership and Governance themes of Circular Head Vision 2050.

Vision 2050 identifies protection of visual amenity, biodiversity, natural character, sustainable infrastructure, tourism opportunities and responsible decision-making as important community outcomes.

POLICY STATEMENT

Circular Head Council recognises that appropriately designed outdoor lighting supports public safety, accessibility, recreation, economic activity and the effective use of public spaces.

Council also recognises that excessive or poorly designed lighting can contribute to glare, light trespass, skyglow, energy consumption, adverse effects on wildlife and the loss of the natural night-time environment.

Council will therefore apply the following principles when making decisions about outdoor lighting.

GENERAL LIGHTING PRINCIPLES

Outdoor lighting under Council's ownership or control must:

- only be installed where there is an identified operational, safety, accessibility, community or statutory need
- operate only during the times reasonably required for its intended purpose
- provide the minimum illumination necessary to satisfy the applicable standard and intended use
- be positioned and directed so that light falls only on the area intended to be illuminated
- minimise glare, light trespass, upward light and impacts on neighbouring properties
- use shielding, suitable optics and appropriate mounting angles to prevent unnecessary light spill
- use timers, motion sensors, dimming, adaptive controls or curfews where practicable
- consider surrounding land uses, environmental sensitivity, residential amenity, heritage values and the character of the location

Doc No: CP or MP	Approved By:	Approval Date:
Responsibility:		Review Date:

33 Goldie Street
PO Box 348
SMITHTON TAS 7330
council@circularhead.tas.gov.au
(03) 6452 4800
www.circularhead.tas.gov.au

DARK SKY LIGHTING POLICY

- be energy efficient and assessed on whole-of-life cost, maintenance, reliability and asset performance; and
- comply with applicable legislation, Australian Standards, planning requirements and electrical safety obligations

Lighting must not be installed solely on the assumption that increasing brightness will necessarily improve safety. Lighting design must consider visibility, contrast, uniformity, glare and the surrounding environment.

COLOUR TEMPERATURE AND UPWARD LIGHT

Unless a higher colour temperature is required by legislation, an applicable Australian Standard or a documented operational or safety requirement:

- new Council-owned outdoor lighting must have a correlated colour temperature not exceeding 3000 Kelvin
- lighting with a correlated colour temperature of approximately 2200 Kelvin should be preferred where it is fit for purpose and reasonably available
- new luminaires should be fully shielded and have an uplight rating of U0, meaning that no light is emitted above the horizontal plane of the installed luminaire; and
- the use of short-wavelength or blue-rich white light must be minimised, particularly in environmentally sensitive, rural, coastal and residential locations

Any departure from these requirements must be documented and approved by the responsible Director or authorised delegate.

NEW AND UPGRADED COUNCIL INFRASTRUCTURE

Lighting included in a new Council project or major asset upgrade must be considered during the initial design stage rather than added after the project design has been completed.

Project designs must:

- identify why lighting is required
- determine the applicable lighting category and minimum performance requirements
- assess impacts on adjoining properties and environmentally sensitive areas
- include appropriate shielding and control systems
- consider whether the lighting can be dimmed or extinguished when the facility is not in active use; and
- include the ongoing energy, inspection, maintenance and replacement costs

Significant or technically complex lighting installations must be designed or reviewed by a suitably qualified lighting designer, electrical engineer or other competent professional.

Doc No: CP or MP	Approved By:	Approval Date:
Responsibility:		Review Date:

33 Goldie Street
PO Box 348
SMITHTON TAS 7330
council@circularhead.tas.gov.au
(03) 6452 4800
www.circularhead.tas.gov.au

DARK SKY LIGHTING POLICY

Where suitable products are reasonably available, Council should give preference to luminaires that meet recognised dark-sky-friendly performance standards.

PUBLIC STREET AND PATHWAY LIGHTING

Council will work with TasNetworks, developers and relevant service providers to ensure that new or replacement public street and pathway lighting:

- is installed only where a demonstrated need exists
- uses the lowest appropriate lighting category permitted by the applicable Australian Standards
- provides an appropriate level of safety and accessibility without over-lighting
- minimises light spill into residences, natural areas and the night sky
- uses fully shielded or U0-rated luminaires wherever reasonably practicable
- has a correlated colour temperature not exceeding 3000 Kelvin unless an approved exception applies; and
- is designed to minimise the number, height and output of luminaires while still satisfying required standards

Where a compliant luminaire is not available from the relevant service provider, Council must assess whether the installation should be deferred, redesigned or managed through an approved alternative.

EXISTING COUNCIL LIGHTING

Council acknowledges that some existing lighting may not meet the principles or technical expectations of this policy.

Existing lighting will be progressively assessed and replaced or retrofitted through Council's asset renewal and capital planning processes.

Priority should be given to lighting that:

- creates a public safety or traffic hazard through glare
- causes significant light trespass onto adjoining properties
- directs substantial light above the horizontal plane
- is located near sensitive habitat, waterways, coastlines or natural areas
- has high energy or maintenance costs
- is the subject of substantiated community complaints
- is located within a designated Dark Sky Area; or
- is due for replacement as part of an asset renewal or facility upgrade

Doc No: CP or MP	Approved By:	Approval Date:
Responsibility:		Review Date:

DRAFT

33 Goldie Street
PO Box 348
SMITHTON TAS 7330
council@circularhead.tas.gov.au
(03) 6452 4800
www.circularhead.tas.gov.au

DARK SKY LIGHTING POLICY

Adoption of this policy does not, by itself, require the immediate replacement of all existing Council lighting.

PRIVATE DEVELOPMENT

Council will encourage landowners, businesses, community organisations and developers to use responsible outdoor-lighting practices.

Where external lighting forms part of a development application and Council has authority under the applicable planning scheme or legislation, Council may require sufficient information to assess the proposal. Depending on the scale and location of the development, this may include:

- a lighting layout or lighting plan
- luminaire specifications
- mounting heights and aiming angles
- correlated colour temperature
- expected illumination levels
- hours of operation
- shielding and control arrangements; and
- an assessment of potential glare, light trespass and obtrusive light

External lighting associated with a development application must be assessed against the Tasmanian Planning Scheme, relevant permit requirements, applicable Australian Standards and any other lawful assessment criteria.

Costs associated with preparing lighting plans, assessments or installing lighting required for a private development are to be borne by the applicant or developer.

Outside a statutory approval process, Council will promote voluntary compliance through education, information and engagement rather than representing this policy as directly enforceable against existing private lighting.

OUTDOOR RECREATIONAL AND SPORTING LIGHTING

Outdoor recreational and sporting lighting may require higher illumination levels than other forms of outdoor lighting.

Such lighting must:

- comply with the current applicable sports-lighting and obtrusive-light standards;
- be designed primarily to illuminate the playing surface, activity area and necessary spectator areas;
- minimise illumination outside the facility boundary;

Doc No: CP or MP	Approved By:	Approval Date:
Responsibility:		Review Date:

33 Goldie Street
PO Box 348
SMITHTON TAS 7330
council@circularhead.tas.gov.au
(03) 6452 4800
www.circularhead.tas.gov.au

DARK SKY LIGHTING POLICY

- use luminaires with zero upward light wherever required or reasonably practicable;
- provide adjustable lighting levels where different levels are required for competition, training, maintenance or other activities;
- include timers, automated controls or an equivalent system to prevent lighting being left on unintentionally; and
- be extinguished by 10.00 pm or one hour after the conclusion of the approved activity, whichever is later, unless Council has approved a different operating period.

Council may approve a variation for a significant event, competition, emergency, maintenance activity or other justified operational requirement. Any variation must be limited to the period reasonably required.

COUNCIL FACILITIES AND OPERATIONAL SITES

Lighting at Council depots, waste facilities, works sites, emergency facilities and other operational locations must:

- be used only for legitimate operational, safety or security purposes;
- be directed away from adjoining properties, roads and environmentally sensitive areas;
- provide reduced illumination during periods of low activity where practicable;
- use sensors, timers, zoning or dimming controls where appropriate; and
- be extinguished when the site is not operating, except where lighting is reasonably required for security or safety.

ILLUMINATED SIGNS AND ARCHITECTURAL LIGHTING

Illuminated signs and architectural or decorative lighting under Council's ownership or approval must:

- comply with the Tasmanian Planning Scheme, applicable permit conditions and relevant Australian Standards;
- be designed to minimise glare, light spill and upward light;
- not flash, pulse or change brightness in a manner that creates a traffic or public safety hazard;
- operate only while the associated facility, activity or business is operating, unless otherwise approved;
- be dimmed or extinguished during late-night periods where reasonably practicable; and
- not exceed the applicable luminance limits established by legislation, the planning scheme, a permit or the relevant Australian Standard.

Lighting must not be used to project advertising, images or high-intensity beams into the night sky.

Doc No: CP or MP	Approved By:	Approval Date:
Responsibility:		Review Date:

DRAFT

33 Goldie Street
PO Box 348
SMITHTON TAS 7330
council@circularhead.tas.gov.au
(03) 6452 4800
www.circularhead.tas.gov.au

DARK SKY LIGHTING POLICY

RESTRICTED LIGHTING

The following lighting must not be used on Council property or as part of a Council activity unless specifically authorised:

- searchlights, sky beams or lighting intentionally directed into the sky;
- unshielded high-intensity floodlighting that causes avoidable glare or light trespass;
- lighting directed into adjoining residences or environmentally sensitive areas;
- lighting with a correlated colour temperature above 3000 Kelvin within a designated Dark Sky Area, unless an approved exemption applies; and
- decorative or advertising lighting that does not have a defined operational purpose or cannot be appropriately controlled.

Searchlights used by emergency personnel during an emergency are exempt.

Temporary lighting for an event may be approved where it is time-limited, necessary for the activity and designed to minimise offsite impacts.

DESIGNATED DARK SKY AREAS

Council may, by resolution, designate a township, settlement or other defined locality as a Designated Dark Sky Area.

Before making such a resolution, Council should consider:

- the proposed geographic boundary
- community support and consultation
- the environmental, cultural, tourism and economic benefits
- existing public and private lighting conditions
- infrastructure and retrofit requirements
- costs, funding sources and asset-management implications
- the requirements of DarkSky International
- the statutory mechanisms available to Council
- implementation and education requirements; and
- ongoing monitoring and accreditation obligations

A Council resolution designating an area should be supported by an implementation plan identifying:

- the area covered
- applicable lighting requirements
- proposed public-lighting upgrades
- responsibilities and funding arrangements

Doc No: CP or MP	Approved By:	Approval Date:
Responsibility:		Review Date:

DRAFT

33 Goldie Street
PO Box 348
SMITHTON TAS 7330
council@circularhead.tas.gov.au
(03) 6452 4800
www.circularhead.tas.gov.au

DARK SKY LIGHTING POLICY

- community education measures
- permitted exemptions
- monitoring and reporting arrangements; and
- the proposed timeframe for implementation or accreditation

Enhanced requirements applying within a Designated Dark Sky Area must be consistent with Council's lawful powers and must not be represented as binding on private land unless supported by legislation, the planning scheme, a permit or another enforceable instrument.

COMMUNITY EDUCATION AND PARTNERSHIPS

Council will support responsible lighting through:

- information for residents, businesses, developers and community organisations
- guidance for applicants proposing significant external lighting
- engagement with TasNetworks and other infrastructure providers
- collaboration with community groups interested in dark-sky protection
- information about suitable shielding, colour temperature, controls and fixture selection; and
- promotion of the environmental, amenity and energy-efficiency benefits of appropriate outdoor lighting

COMPLAINTS AND LIGHTING IMPACTS

Complaints about Council-owned lighting will be assessed having regard to:

- public and traffic safety;
- applicable standards and statutory requirements;
- the purpose and operating requirements of the light;
- glare and light trespass;
- impacts on residential amenity and the environment;
- available shielding, dimming or control options;
- the cost and practicality of corrective work; and
- planned asset renewal.

Where the lighting is not owned or controlled by Council, the complainant will be advised of any available planning, environmental, civil or service-provider pathway.

EXEMPTIONS

An exemption from this policy may be approved where lighting is reasonably required for:

- emergency response or emergency management;

Doc No: CP or MP	Approved By:	Approval Date:
Responsibility:		Review Date:

DRAFT

33 Goldie Street
PO Box 348
SMITHTON TAS 7330
council@circularhead.tas.gov.au
(03) 6452 4800
www.circularhead.tas.gov.au

DARK SKY LIGHTING POLICY

- public, workplace or traffic safety;
- compliance with legislation or an Australian Standard;
- aviation, maritime or navigational purposes;
- temporary construction or maintenance works;
- an approved event or significant community activity;
- security at critical infrastructure; or
- another documented operational requirement.

An exemption must be limited to what is reasonably necessary and must include measures to minimise adverse lighting impacts wherever practicable.

LEGISLATIVE REQUIREMENTS

This policy is to be read and applied consistently with the current versions of:

- *Local Government Act 1993*
- *Land Use Planning and Approvals Act 1993*
- *Land Use Planning and Approvals Regulations 2024*
- *Electricity Supply Industry Act 1995*
- Tasmanian Planning Scheme, including the State Planning Provisions and the Circular Head Local Provisions Schedule
- applicable electrical safety and workplace health and safety legislation
- AS/NZS 4282:2023 – Control of the obtrusive effects of outdoor lighting
- current AS/NZS 1158 series – Lighting for roads and public spaces
- AS 2560.2:2021 – Sports lighting, Part 2: Specific applications, including current amendments; and
- any other applicable Australian Standard, statutory instrument, planning requirement or permit condition

The *Local Government Act 1993, Land Use Planning and Approvals Act 1993* and *Electricity Supply Industry Act 1995* remain current Tasmanian legislation. The Tasmanian Planning Scheme applies within the Circular Head municipal area.

AS/NZS 4282:2023 is the current standard addressing obtrusive outdoor-lighting effects, while AS 2560.2:2021 addresses lighting for specific sporting applications.

Where this policy is inconsistent with a legislative or statutory requirement, the legislative or statutory requirement prevails.

Doc No: CP or MP	Approved By:	Approval Date:
Responsibility:		Review Date:

33 Goldie Street
PO Box 348
SMITHTON TAS 7330
council@circularhead.tas.gov.au
(03) 6452 4800
www.circularhead.tas.gov.au

DARK SKY LIGHTING POLICY

RELATED DOCUMENTS

- Circular Head Vision 2050.
- Circular Head Council Policy Development and Review Framework.
- Circular Head Council Strategic Asset Management Plan.
- Circular Head Council Open Space Strategy, when adopted.
- Circular Head Council planning and development application guidance.
- Circular Head Council asset-management plans and capital works programs.
- Tasmanian Planning Scheme – Circular Head Local Provisions Schedule.
- Current International Dark Sky Places Program and International Dark Sky Community guidelines.
- Current DarkSky Approved Luminaires Program Guidelines.
- Relevant Council engineering, infrastructure, procurement and design standards.
- Relevant TasNetworks public-lighting requirements and approved luminaire specifications.
- Applicable Crime Prevention Through Environmental Design guidance.

DarkSky International's certification program recognises communities and other places that protect dark skies through responsible lighting policies, education and ongoing stewardship.

DEFINITIONS

TERM	DEFINITION
BUG rating	A lighting classification that assesses backlight, uplight and glare produced by a luminaire.
Correlated colour temperature (CCT)	A measure of the apparent colour of light, expressed in Kelvin. Lower values generally produce warmer-coloured light, while higher values produce cooler or blue-rich light.
Curfew	A specified time after which particular outdoor lighting must be extinguished, dimmed or reduced.
DarkSky International	An international not-for-profit organisation that promotes protection of the night-time environment and responsible outdoor lighting.
Designated Dark Sky Area	A defined township, settlement or locality formally designated by Council resolution as an area in which enhanced dark-sky lighting principles are to be implemented.
Fully shielded	A luminaire designed and installed so that no light is emitted above the horizontal plane through the lowest light-emitting part of the fixture.
Glare	Excessive brightness or contrast that causes discomfort or reduces a person's ability to see.
Illuminance	The amount of light falling on a surface, generally measured in lux.

Doc No: CP or MP	Approved By:	Approval Date:
Responsibility:		Review Date:

33 Goldie Street
PO Box 348
SMITHTON TAS 7330
council@circularhead.tas.gov.au
(03) 6452 4800
www.circularhead.tas.gov.au

DARK SKY LIGHTING POLICY

Kelvin	The unit used to describe the correlated colour temperature of a light source.
Light pollution	Adverse effects caused by artificial light, including skyglow, glare, light trespass, over-lighting and visual clutter.
Light trespass	Light falling outside the area intended to be illuminated, including light entering an adjoining property.
Lumen	A measure of the total quantity of visible light emitted by a light source.
Luminaire	A complete lighting unit incorporating the light source and the components required to distribute, position, protect and operate it.
Obtrusive light	Artificial light that, because of its direction, intensity, colour or operating time, causes an unreasonable adverse effect on people, property or the environment.
Outdoor lighting	Electrically powered lighting used outside a building, including lighting for roads, pathways, car parks, buildings, recreation facilities, signs, landscaping and public spaces.
Skyglow	Brightening of the night sky caused by artificial light that is emitted or reflected upward and scattered in the atmosphere.
U0	An uplight classification indicating that the installed luminaire emits no direct light above the horizontal plane.

TRAINING COMPLIANCE

Employees and contractors involved in planning, approving, procuring, designing, installing, operating or maintaining outdoor lighting must be made aware of this policy and its application to their work.

This includes relevant employees working in:

- infrastructure and works;
- engineering and asset management;
- parks, recreation and facility management;
- planning and development;
- building and regulatory services;
- procurement and contract management;
- community events;
- environmental management; and
- capital project delivery.

Doc No: CP or MP	Approved By:	Approval Date:
Responsibility:		Review Date:

33 Goldie Street
PO Box 348
SMITHTON TAS 7330
council@circularhead.tas.gov.au
(03) 6452 4800
www.circularhead.tas.gov.au

DARK SKY LIGHTING POLICY

Compliance will be supported through:

- inclusion of lighting requirements in project briefs, procurement specifications and contracts;
- design review for significant or technically complex lighting projects;
- inspection and commissioning of new installations where appropriate;
- consideration of lighting compliance during asset inspections and renewal planning;
- investigation of substantiated glare and light-trespass complaints;
- periodic assessment of Council lighting within any Designated Dark Sky Area;
- documentation and approval of exemptions; and
- community and staff awareness activities.

Non-compliant Council lighting must be rectified where reasonably practicable or recorded for treatment through the appropriate maintenance, risk, capital or asset-renewal process.

DRAFT

Doc No: CP or MP	Approved By:	Approval Date:
Responsibility:		Review Date:

3.3 DARK SKY COMMUNICATION AND ENGAGEMENT PLAN

To:	Dark Sky Coordinating Committee
Reporting Officer:	Executive Officer
Responsible Manager:	General Manager
Report Date:	10 September 2026
File Reference:	
Enclosures:	1. Dark Sky Communication and Engagement Plan ⇩

RECOMMENDATION

That the Dark Sky Coordinating Committee:

1. **Formally endorses the Communications and Engagement Plan – Circular Head Dark Sky Initiative as presented; and**
2. **Supports the staged implementation of the communications and engagement activities outlined in the Plan, subject to available resources, relevant approvals and ongoing oversight by the Committee.**

PURPOSE

To seek the Dark Sky Coordinating Committee's formal endorsement of the Communications and Engagement Plan – Circular Head Dark Sky Initiative and support for its staged implementation as the initiative moves into a more public phase.

BACKGROUND

The Circular Head Dark Sky initiative is progressing through the Dark Sky Coordinating Committee and five working groups: Cultural, Infrastructure, Accreditation, Visitor Experience and Communications and Engagement. Considerable work is already underway across these areas, and the initiative is now moving from early investigation and planning into a more public phase.

The Communications and Engagement Plan has been developed to bring the Circular Head community along on the Dark Sky journey by building understanding, participation and community ownership as the municipality works towards International Dark Sky accreditation. It provides a coordinated approach to explain the initiative, keep the community informed, create opportunities to participate and progressively build broader support.

DETAILS

The Plan establishes a staged communications and engagement roadmap designed to grow with the initiative. It recognises that not all decisions have been made and proposes an informative and invitational approach that clearly distinguishes between what is known, what is still being explored and how the community can become involved.

Key elements of the Plan include:

- A five-stage roadmap: Start the Conversation, Build the Foundations, Build Awareness, Get People Involved and Build the Movement.

- Early communications that introduce what Dark Sky means, why Circular Head's naturally dark skies are special, the pathway being explored towards accreditation, the role of the Committee and the work of the five project workstreams.
- Development of communications foundations including consistent terminology, agreed key messages, project identity and branding, a standalone website, introductory collateral and an ongoing content plan.
- Progressive opportunities for the community to learn, ask questions, experience Dark Sky activities, contribute to project activities, take practical action and participate as partners.
- A clear overarching story supported by five themes: PROTECT, CONNECT, EXPERIENCE, PARTICIPATE and ACHIEVE, ensuring the initiative is communicated as broader than accreditation or tourism alone.
- Engagement with residents, families, young people, schools, community groups, the Aboriginal community and CHAC, businesses, tourism operators, land and infrastructure managers, government and regional partners, media and visitors.
- Communications coordinated by Council's Communications and Tourism team, with relevant working-group checks before publication, appropriate permissions for cultural information and a nominated project spokesperson to support consistent public messaging.

STATUTORY IMPLICATIONS

Statutory Requirements

There are no statutory implications as a result of this report.

STRATEGIC IMPLICATIONS

Vision 2050 Reference

GOAL:	**Environment - To protect and enhance Circular Head's diverse landscapes through sustainable land use practices, waste reduction, recycling, renewable energy adoption, ecosystem protection – while integrating modern infrastructure in a way that respects and preserves the region's distinctive natural character and visual amenities.**
Desired Outcomes	
Access to up-to-date data, education, and awareness	
Our Priorities	
Increased level of participation in environmental stewardship and local conservation initiatives	

POLICY IMPLICATIONS

There are no direct policy implications as a result of this report. The Plan is an operational communications and engagement framework and does not establish or amend Council policy. Public-facing communications and project materials will continue to be managed through relevant Council approval processes.

ENVIRONMENTAL IMPLICATIONS

The Plan is expected to have positive indirect environmental implications by building community awareness of the value of naturally dark skies, light pollution and responsible outdoor lighting. Increased understanding and participation may support longer-term protection of Circular Head's natural night-time environment and broader environmental stewardship.

FINANCIAL IMPLICATIONS

There are no specific financial commitments arising from endorsement of the Plan. Implementation may involve future expenditure or staff resources for branding, website development, printed collateral, community activities and ongoing communications. No costs are quantified in the Plan, and any expenditure would need to be managed within available budgets or considered through Council's normal budget processes.

RISK IMPLICATIONS

- Reputational Risk

  Clear, accurate and consistent communication is important to community trust in the initiative. The Plan mitigates reputational risk by establishing agreed messaging, consistent terminology, a nominated spokesperson and a commitment to be transparent about what has been decided and what remains under exploration.

- Financial Sustainability

  The staged approach allows communications activities to be developed progressively and matched to available resources. Potential costs associated with branding, website development, collateral and participation activities should be considered before commitments are made.

- Environmental Impact

  The Plan supports education about responsible lighting, light pollution and the environmental value of dark skies. This is expected to reduce the risk of misunderstanding the environmental purpose of the initiative and support informed community participation.

- Other - Cultural information and permissions

  Cultural information, interpretation and project material involving Aboriginal knowledge or identity requires appropriate permissions and approvals before publication. The Plan specifically recognises the Aboriginal community and CHAC as key audiences and provides for cultural information to be published only once the necessary permissions have been obtained.

CONSULTATION PROCESS

The Communications and Engagement Plan is being presented to the Dark Sky Coordinating Committee for formal consideration and endorsement. The Plan itself establishes a progressive consultation and engagement approach, beginning with introductory communications and building towards broader participation by residents, businesses, schools, community organisations, project partners and visitors. Cultural information will only be published once appropriate permissions and approvals have been obtained, and relevant working groups will be consulted before publication where required.

CONCLUSION

The Communications and Engagement Plan provides a clear and staged framework for bringing the Circular Head community into the Dark Sky journey. Formal endorsement by the Committee will provide a coordinated basis for communications, education and participation activities and support the longer-term objective of building a genuinely community-supported initiative as work towards International Dark Sky accreditation progresses.

Circular Head Dark Sky Initiative

Communications and Engagement Plan

Purpose

To bring the Circular Head community along on the Dark Sky journey – building understanding, participation and community ownership as we work towards International Dark Sky accreditation.

The Circular Head Dark Sky initiative has been progressing through the Dark Sky Coordinating Committee and five working groups: Cultural, Infrastructure, Accreditation, Visitor Experience and Communications and Engagement. Considerable work is already underway across these areas.

The project is now moving from its early investigation and planning stage into a more public phase. Communications and engagement will help bring the different areas of work together, explain the opportunity clearly and progressively create ways for the broader community to become involved.

The original Terms of Reference describe the ambition as a jointly owned and community-led Dark Sky strategy. This plan supports that ambition.

What we want to achieve

Our communications and engagement will aim to:

- build awareness of the Dark Sky initiative and what it could mean for Circular Head;
- explain why our naturally dark skies are worth protecting and celebrating;
- keep the community informed about what is happening and what comes next;
- be clear about what has been decided and what is still being explored;
- create simple ways for people to ask questions and become involved;
- build participation from residents, businesses, organisations and project partners;
- support education about astronomy, responsible lighting and the value of dark skies;
- build community ownership and support for the initiative; and
- support the longer-term goal of International Dark Sky accreditation.

Our approach

We will build communications and engagement progressively as the project develops.

Our roadmap

START THE CONVERSATION → BUILD THE FOUNDATIONS → BUILD AWARENESS → GET PEOPLE INVOLVED → BUILD THE MOVEMENT

We can start talking about what we know now, while being open about the fact that the initiative is still developing.

Stage 1 – Start the conversation

Start now

Our first communications will introduce the idea and begin bringing the community into the journey.

The approach will be informative and invitational, rather than presenting the initiative as finished or all decisions as made.

We can begin communicating:

- what Dark Sky means;
- what makes Circular Head's naturally dark skies special;
- why protecting dark skies matters;
- that Circular Head is exploring a pathway towards International Dark Sky accreditation;
- the role of the Dark Sky Coordinating Committee;
- the five areas of work happening behind the scenes - Cultural, Infrastructure, Accreditation, Visitor Experience and Communications and Engagement;
- activities and project milestones as they happen; and
- that there will be increasing opportunities for the community to become involved.

Action	What we will do	Status
Key messages	Develop agreed messages that can be used by Council, Committee members, working groups, VIC and CH Tourism etc.	INTRO – DONE OTHER - ONGOING
Terminology	Establish consistent terminology across the project.	DONE – see pg 7
Name	Confirm the working project name and explore the longer-term name (check accreditation requirements).	
Spokesperson	Nominate a spokesperson.	
Council website	Create basic interim information on Council's existing website.	DONE
Channels	Publish introductory comms through Council's channels. - *Council website, Newsletter, Facebook, LinkedIn, Western Echo*	DONE
Media	Look for opportunities to introduce the initiative through local/regional media as suitable stories arise.	DONE
Project updates	Start sharing interesting work and milestones from the Committee and working groups. Perhaps a **comms update after each committee meeting?**	
Questions	Provide a simple way for community members to contact Council with questions or expressions of interest.	
Information gathering	Bring together current information from each working group into one communications information base. Could we call it a **Knowledge Library?**	
FAQs	Develop simple answers to likely community questions and add to these as the project develops.	

Action	What we will do	Status
Participation activities	Develop photography and astronomy activities with the aim of starting to bring the community into the journey	WHO AND WHAT?

Our early communications should say: Here's what we're exploring. Here's why it could be important for Circular Head. Here's what's happening now. And we'll keep you informed and create opportunities to become involved as the initiative develops.

Stage 2 – Build the foundations

Continue communicating while we build the basic communications infrastructure needed for the next stage.

Action	What we will do	Status
DarkSky International	Confirm naming, branding and terminology requirements associated with working towards accreditation.	
Branding Brief	Develop a branding brief so we are organised in our thinking	
Brand Development	Develop the project identity, brochure, signage policy and other collateral	
Website	Develop a standalone website that can grow with the initiative.	Template – DONE Needs brand and content
Introductory Sheet or Brochure	Develop a simple piece once the core narrative and identity are sufficiently settled.	
Content plan	Develop an ongoing schedule of project updates, education, stories and participation opportunities.	

Stage 3 – Build awareness

Once the basic communications foundations are in place, we can increase the scale and consistency of communication.

This stage could include:

- launch of the project identity;
- launch of the standalone website;
- introductory information sheet/flyer;
- signage policy and how partners can use it;
- regular project updates;
- media stories;
- ongoing social media;
- simple educational content about dark skies and light pollution;
- stories from the different project workstreams;
- cultural information and stories where approved;
- information about potential visitor experiences;
- astronomy content and activities.

Stage 4 – Get people involved

The project should progressively move from communicating to the community to creating opportunities to participate.

We will provide different levels of involvement.

Learn
Find out what Dark Sky means, why it matters and what is happening.

Ask
Ask questions online or talk directly with the project through informal opportunities such as Ask us about Dark Sky pop-ups.

Experience
Participate in stargazing, new-moon events, astronomy activities and other Dark Sky experiences.

Contribute
Participate in photography, education, community discussions and other project activities.

Act
Learn about responsible outdoor lighting and practical ways households, businesses and organisations can help protect our dark skies.

Partner
Create opportunities for businesses, tourism operators, schools, community organisations, government agencies, land managers and infrastructure providers to actively participate in the initiative.

Stage 5 – Build the movement

Over time, communications and engagement should help shift the initiative from something being progressed by Council and the Committee to something increasingly understood, supported and participated in by the Circular Head community.

This could include:

- regular community astronomy activities;
- Dark Sky-friendly lighting education and action;
- business participation;
- school and education activities;
- cultural interpretation;
- community champions;
- tourism and visitor experiences;
- partnerships with government, land managers and infrastructure providers;
- community-led activities; and
- demonstrating community participation and support as the accreditation process progresses.

The longer-term communications goal is to move from:

Council and the Committee are working on Dark Sky

to:

Our community is working together to protect and celebrate Circular Head's dark skies.

Our main story

Our overarching story should be broader than accreditation or tourism.

Circular Head has something special above us every night – naturally dark skies.

We have an opportunity to protect and celebrate our night skies, learn more about them and create new experiences for our community and visitors.

Council, the Dark Sky Coordinating Committee and its working groups are exploring what it would take to achieve International Dark Sky accreditation.

There is still work to do and not everything has been decided. We want the community to be part of what comes next.

Our stories can then sit under five simple themes:

PROTECT – our naturally dark skies and environment.

CONNECT – culture, astronomy, stories and our connection with place.

EXPERIENCE – ways for locals and visitors to experience the night sky.

PARTICIPATE – opportunities for residents, businesses and organisations to become involved.

ACHIEVE – working together towards International Dark Sky accreditation.

Who we need to reach

Our main audiences are:

Community – residents, families, young people, schools and community groups.

Aboriginal community and CHAC – particularly in relation to cultural knowledge, interpretation, identity and appropriate use of cultural material and possibly brand alignment.

Businesses and tourism operators – including accommodation, hospitality, attractions and businesses affected by or interested in lighting and visitor opportunities.

Land and infrastructure managers – including Council, TasNetworks, Parks and Wildlife and other relevant organisations.

Government and regional partners – organisations that may support accreditation, infrastructure, tourism, education and funding.

Media – to help explain the project and share progress and opportunities.

Visitors – increasingly important as experiences and viewing opportunities develop.

Communications management

Council's Communications and Tourism team will coordinate project communications, including media, website and public-facing content.

Information will be checked with the relevant working group before publication where required.

Cultural information will only be published once appropriate permissions and approvals have been obtained. This is consistent with the approach already established by the Cultural workstream.

A primary project spokesperson should be nominated to provide consistency for media interviews and public comment.

Terminology

For consistency:

Dark Sky – use when referring to the initiative, accreditation or project in a proper-name context.

dark skies – use when referring to Circular Head's naturally dark night skies.

Dark Skies – avoid as the project or brand name unless deliberately adopted.

For now, **Circular Head Dark Sky initiative** can be used as a neutral working description until the project name and identity are resolved.

To Get Started

Start talking now.

Then build the foundations.

Be open about what we know and what is still being explored.

Give people more ways to participate as the project develops.

Build towards a genuinely community-supported Dark Sky initiative.

4.0 GENERAL BUSINESS