CIRCULAR HEAD COUNCIL

MEDIA RELEASE

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Partnership renewed as Circular Head celebrates tourism success

Circular Head Council and the Circular Head Tourism Association (CHTA) have reaffirmed their long-standing commitment to working together to support a resilient and thriving visitor economy, signing a new Memorandum of Understanding (MOU) that will strengthen collaboration across destination marketing, industry development and tourism advocacy.

The signing comes during an exciting time for the municipality, with Stanley being crowned the 2026 People's Choice Tasmanian Top Tourism Town, a recognition that reflects the passion, collaboration and dedication of local businesses, volunteers, community groups and Council.

The new agreement provides a clear framework for Council's annual investment in CHTA and reinforces a shared commitment to promoting the entirety of Circular Head as one of Tasmania's leading visitor destinations through coordinated marketing, industry support and strategic tourism initiatives.

Mayor Gerard Blizzard said the agreement recognised that successful tourism outcomes are built on strong partnerships.

"Tourism is one of Circular Head's most important industries, supporting local businesses, creating jobs and contributing to the vibrancy of our communities. This agreement acknowledges that the best outcomes are achieved when Council, industry and community work together toward a shared vision."

"Last week's recognition of Stanley as Tasmania's People's Choice Top Tourism Town is a wonderful example of what collaboration can achieve. It belongs not only to Stanley, but to everyone across our municipality who contributes to creating exceptional visitor experiences."

Council will provide $50,000 in annual funding during 2026–27 to support destination marketing and tourism industry development through CHTA, alongside ongoing collaboration through visitor servicing, strategic planning and advocacy.

CHTA President Valentino Surjan said the renewed agreement provides confidence for the tourism industry and reinforces the strong relationship that has developed between the two organisations over many years.

"This partnership enables us to continue promoting everything that makes Circular Head special while supporting local operators to navigate the challenges and opportunities that come with operating in the current climate."

"The People's Choice award demonstrates what can be achieved when industry, volunteers and Council work together with a shared purpose. We're excited to build on that momentum. Next year we will be entering Smithton into the top tourism town awards for the first time!"

The agreement also formalises ongoing governance arrangements, including regular meetings between Council and CHTA, shared planning, performance reporting and collaborative tourism projects that support long-term growth across the municipality.

General Manager, Paul Gardner said the partnership recognised that tourism extends well beyond marketing.

"Great destinations don't happen by chance. They are created through sustained investment, collaboration and a shared commitment to continuously improving the visitor experience."

"Whether it's supporting local tourism businesses, advocating for infrastructure, welcoming visitors through our visitor information centres or telling the stories that make Circular Head unique, this agreement provides a strong foundation for working together."

The renewed Memorandum of Understanding commenced on 1 August 2026 and reflects the shared ambition of Council and CHTA to continue building a resilient, sustainable and prosperous tourism industry that benefits businesses, residents and visitors alike.

See more including digital video entry and suggested itinerary for the area!

Authorised for general media distribution by Gerard Blizzard, Mayor, Circular Head Council.

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