

Rotary
Salisbury (SA)



OUTSTANDING BUSINESS WOMAN OF ACTION 2025/26

The inaugural Outstanding Business Woman of Action Award was presented to **Toni Smallman**, a local businesswoman whose leadership, creativity and community spirit have made a lasting impact across Salisbury, the northern suburbs and the wider Rotary community.

Toni is well known as the Owner and Director of Mad Hatterz Parties, a business she has built over more than 25 years. Through her work as a professional children's entertainer, Toni has brought joy, colour and imagination to thousands of families, community events, councils, schools and corporate organisations.

Her business is about much more than entertainment. With an amazing team of contractors and staff, Toni has created meaningful employment opportunities for more than 30 people, the majority of whom are women. Through this, she has empowered others by providing flexibility, confidence, creativity and connection within a workplace built on energy, care and possibility.

Toni's journey has also been shaped by her past experience in graphic design and power station management, giving her a unique combination of creativity, organisation and leadership. She has used those skills to grow a business in a field she genuinely loves, while continuing to explore new opportunities, new ideas and new ways to create memorable experiences for others.

Beyond her business, Toni is deeply committed to community leadership. She serves as Treasurer of the Salisbury Business Association and is an active member of the Northern Business Breakfast Committee, helping to connect, strengthen and support local businesses across the region.

Toni demonstrates the qualities of an Outstanding Business Woman of Action through her professionalism, innovation, generosity and commitment to building community through business. She leads with creativity, supports others to succeed, and uses her work to bring people together.

Congratulations Toni, our inaugural Outstanding Business Woman of Action Award recipient. Your leadership, service and lasting contribution to local business and community life are deeply valued, and the Rotary Club of Salisbury (SA) is proud to recognise the impact you continue to create.