



Expression of interest to become a Judge for the Queensland Tourism Awards 2025

Introduction

The Queensland Tourism Awards, delivered by the Queensland Tourism Industry Council (QTIC), serve as the state's most prestigious program for recognising and celebrating the exceptional achievements of Queensland's tourism operators. As the voice of tourism in Queensland and a not-for-profit, member-based organisation, QTIC is proud to facilitate this program on behalf of the industry. The delivery of the awards and the gala event is made possible through the valued contribution and support of judges, partners, and the broader tourism community.

We now invite expressions of interest from qualified industry professionals who are passionate about Queensland's tourism success to serve as a judge for the 40th Queensland Tourism Awards in 2025.

Purpose of the EOI

This Expression of Interest (EOI) is for experienced industry professionals with a deep understanding of Queensland's tourism landscape and a proven track record in business excellence, innovation, and community engagement.

As a judge, you will play a critical role in evaluating the achievements of tourism businesses across multiple categories, upholding the credibility of the awards, and contributing to the recognition of industry excellence. Your involvement is vital in ensuring that the awards continue to highlight the businesses and individuals driving Queensland's tourism success.

Key responsibilities

As a judge, you will be responsible for:

- Reviewing nominations and submissions across various award categories.
- Participating in judging panels, either in-person or virtually.
- Evaluating applications based on criteria including innovation, sustainability, business performance, and community impact.
- Maintaining confidentiality and impartiality throughout the judging process.
- Providing constructive feedback via the submission portal to entrants where appropriate.

Essential criteria



To be considered for a judging role, applicants must meet the following criteria:

- At least 5 years of professional experience within the Queensland tourism industry, with a strong understanding of regional tourism, industry trends, and best practices.
- Demonstrated understanding of business operations within the tourism sector, including accommodation, food and beverage, attractions, and tour operators.
- Previous involvement in awards judging or experience in a senior leadership or advisory role within the tourism sector is highly desirable but not imperative.
- A demonstrated ability to assess nominations objectively, free from personal bias or conflict of interest.
- Strong verbal and written communication abilities for providing clear and constructive feedback to entrants and fellow judges.

Desirable criteria

- **Leadership in Tourism:** Significant contributions to the growth, development, or promotion of Queensland tourism at a regional or state level.
- **Experience in Niche Tourism Areas:** Specific experience in sectors such as eco-tourism, luxury travel, Indigenous tourism, or regional tourism is considered an asset.

Why become a Judge

- Your input as a judge will contribute directly to recognising and fostering excellence in the industry.
- Connect with fellow leaders and innovators from across Queensland's tourism sector.
- Expand your professional knowledge by learning about emerging trends, new technologies, and the success stories of your peers.
- Contribute your expertise and experience to support and celebrate the businesses driving Queensland's tourism success.

Benefits of being a Judge

- Recognition and attendance at the Black-Tie Queensland Tourism Awards Gala Dinner held at the Brisbane Convention & Exhibition Centre, 14 November 2025.
- Recognition of your service through promotion in the Awards Event APP and at the Black-Tie Gala Event
- Attendance at Judging Deliberation Day mid-September at the offices of Ernst & Young, Brisbane.



- Professional Photograph - All judges participate in a group photo to be used on the event APP and for promotion by QTIC.
- Invitation to Judges Thank You Cocktail Party held following the Judging Deliberation Day in mid-September.
- A special 2025 Queensland Tourism Award Judge Logo. As a judge, you will receive a special logo for the 2025 Awards, which you can proudly add to your email signature and LinkedIn profile, highlighting your involvement.

QTIC's commitment to supporting Queensland Judges

As a not-for-profit, member-based organisation, QTIC greatly values the time and expertise of our judges. While we strive to support those involved in the Queensland Tourism Awards, there are financial limitations to what we can cover.

- **Return flights or mileage reimbursement** for regional judges attending Deliberation Day.
- **Accommodation** for regional judges attending Deliberation Day.
- **Complimentary Tickets** for you and your partner to the Queensland Gala Awards Night
- **Overnight accommodation** for regional judges attending the Queensland Gala Awards Night. Any associated accommodation or travel expenses will be the responsibility of the attending judge. * ***This is subject to accommodation provider being secured as a sponsor.***

Key dates

- **June** - Virtual Site Visits *via teams* will be held throughout June
- **8 July** - Virtual Judges Briefing will be held on Tuesday 8 July
- **20 August** - Virtual First Day of Judging will start Wednesday 20 August
- **24 September** - In person Final Deliberation Day and Judges' Thank You Cocktail Party will be held in person on Wednesday 24 September. For regional judges,
- **14 November** - The 2025 Queensland Tourism Awards gala event will be held in Brisbane on Friday, 14 November at the Brisbane Convention & Exhibition Centre and QTIC will provide a complimentary ticket to the gala event for all our judges.

How to apply

Please submit the following to express your interest in becoming a judge for the Queensland Tourism Awards 2025:

1. A current resume detailing your professional experience in the tourism industry.



2. A brief cover letter (max. 500 words) outlining why you wish to become a judge and how your experience qualifies you for this role.
3. Any previous experience in judging or assessing award submissions, if applicable.
4. Two professional references from the tourism industry.

EOI submission deadline: 1 April 2025

Selection Process:

All applications will be reviewed by QTIC and the Awards Chair of Judging. Shortlisted applicants may be invited for an interview or discussion to assess their suitability for the role. Selected judges will be notified asap.

Submit your application to awards@qtic.com.au

This framework is designed to ensure the judging panel for the Queensland Tourism Awards 2025 consists of industry professionals who bring both expertise and a genuine passion for fostering the growth of tourism in the state.