



NEWCASTLE TOURISM INDUSTRY GROUP AWARDS

Judging Criteria & Weightings

Applications will be assessed against the criteria below. Judges will consider clarity, relevance, measurable outcomes and demonstrated impact.

Industry Support Partner

- Contribution to the Industry (30%) – Demonstrates meaningful and ongoing support for tourism and hospitality businesses.
- Collaboration & Partnerships (20%) – Strong engagement with industry, government or local stakeholders.
- Innovation & Initiative (20%) – Creative solutions or improvements introduced.
- Impact & Measurable Outcomes (30%) – Clear evidence of tangible industry benefit.

Inclusive Tourism & Hospitality Operator of the Year

- Accessibility & Inclusion Initiatives (30%) – Practical and embedded inclusion measures.
- Visitor Experience & Culture (20%) – Inclusive experience across the visitor journey.
- Community & Workforce Engagement (20%) – Commitment to diversity internally and externally.
- Measurable Impact (30%) – Demonstrated improvements, feedback or participation growth.

Best New Visitor Economy Business

- Innovation & Market Distinctiveness (30%) – Clear point of difference in the market.
- Economic Contribution (30%) – Visitor numbers, employment or revenue impact.
- Community & Industry Engagement (20%) – Works with local suppliers or partners.

- Growth Strategy & Future Potential (20%) – Clear strategy for sustainability and growth.

Best Tourism Experience

- Visitor Experience Quality (30%) – Memorable, engaging and high-quality delivery.
- Innovation & Distinctiveness (20%) – Unique or original elements.
- Marketing & Positioning (10%) – Effective promotion and audience engagement.
- Tourism & Economic Impact (40%) – Demonstrated contribution to Newcastle's destination appeal and economy.

Best Event & Festival

- Visitor Experience & Delivery (30%) – Well-executed and engaging event.
- Tourism & Economic Impact (40%) – Attendance, visitation or local spending outcomes.
- Creativity & Programming (20%) – Distinctive theme or innovative content.
- Marketing & Community Engagement (10%) – Effective promotion and local involvement.

Culinary Excellence

- Quality & Consistency (30%) – Food quality, presentation and service standards.
- Innovation & Creativity (20%) – Menu design and originality.
- Local Sourcing & Sustainability (20%) – Support of local producers and responsible practices.
- Customer Satisfaction & Business Impact (30%) – Reviews, repeat visitation or measurable growth.

Outstanding Accommodation Provider

- Guest Experience & Service Quality (30%) – Comfort, cleanliness and service delivery.
- Guest Satisfaction & Reputation (20%) – Reviews and satisfaction indicators.
- Sustainability & Adaptability (20%) – Responsible practices and responsiveness.
- Tourism Contribution & Business Performance (30%) – Attracts visitors and supports the local economy.

Rising Star

- Leadership & Initiative (30%) – Demonstrates drive and emerging leadership.
- Industry Contribution (30%) – Positive impact on organisation or sector.
- Professional Development (20%) – Commitment to growth and learning.
- Collaboration & Influence (20%) – Works effectively with peers and stakeholders.

Customer Service Champion

- Consistency in Service Excellence (30%) – Reliable and outstanding service delivery.
- Customer Feedback & Satisfaction (30%) – Testimonials, ratings or positive outcomes.
- Problem Solving & Initiative (20%) – Handles challenges effectively.
- Contribution to Team or Industry (20%) – Recognised for service contribution.

Employer of the Year

- Workplace Culture & Staff Engagement (30%) – Positive and supportive environment.
- Workforce Innovation & Adaptability (20%) – Workforce innovation or resilience.
- Staff Development & Retention (20%) – Training and growth opportunities.
- Business Performance & Guest Satisfaction (30%) – Strong results and feedback.

Excellence in Sustainability

- Environmental Sustainability (30%) – Practical environmental initiatives.
- Social & Community Responsibility (20%) – Community or social impact.
- Governance & Ethical Practice (20%) – Responsible business operations.
- Measurable Outcomes & Continuous Improvement (30%) – Evidence of progress and improvement.

Industry Leader of the Year

- Industry Impact & Contribution (30%) – Significant positive influence.
- Vision & Innovation (20%) – Forward-thinking leadership.
- Collaboration & Advocacy (20%) – Supports industry growth.
- Leadership & Mentorship (30%) – Develops others and builds capability.