

ATMS Natural Medicine Awards 2025

Judging criteria

Primary judging criteria:

Entrant / Nominee has:

- Demonstrated excellence in their field.
- Shown a significant contribution consistently across a number of years to the Australian natural therapies community, profession, and industry.
- Been an inspirational role model for students, practitioners or clinics.
- Shown evidence of voluntary work or community involvement beyond paid employment.
- For *Lecturer of the Year*: Demonstrated industry engagement, longevity in teaching and commitment to research.

Secondary judging criteria:

- Noteworthy personal, academic, and professional achievements.
- Contributions in the relevant field that benefits others, and grows and develops the natural therapies community, profession and industry.
- Aspires to future goals and actively invests in professional development that will continue to impact on themselves and their relevant field positively.
- Previous awards and achievements attained.
- Standard and professionalism of the marketing communications provided by the entrant/nominee to represent their profile, clinic and the industry.
- Shows a personal interest in their industry and demonstrates community involvement.
- Degree of innovation shown throughout their business during challenging times.
- Years of contribution and experience demonstrating a positive impact on clients and the natural therapies industry.
- Public opinion and nominations received.

If you are nominated, you may be contacted to provide further insight on your business.

Qualifying period is from October 2024 to September 2025.

ATMS will appoint three judges, two internal representatives from the Board and one external. Judges cannot nominate or apply to be part of the awards in any category.