

## Natural Medicine Awards of Excellence Nominator-Friendly Guide

### How to Write a Strong Nomination (300 words per question)

This guide is designed to help you clearly explain *who your nominee is, why they are outstanding, and how they contribute to the natural medicine industry or community*. You do not need to be an expert writer—focus on being genuine, specific, and evidence-based.

Please note: Nominees must be an ATMS member. ATMS Board and Committee members are not eligible for nomination.

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### Q1: Tell us about your nominee and why you are nominating them

(Up to 300 words)

#### What to include

Begin with a brief overview of the nominee:

- Who they are (e.g. student, practitioner, lecturer, clinic, researcher)
- Their current role, qualification, or area of focus
- How long they have been studying, practising, or contributing to the field

Then explain what makes them stand out:

- What distinguishes them from peers?
- Do they show exceptional dedication, skill, integrity, or impact?
- Are they recognised or respected by colleagues, patients, or the community?

Finally, include one clear example that captures their excellence:

- A defining achievement
- A moment that reflects their values or professionalism
- A result that demonstrates their impact

#### Helpful prompts

- Why did you immediately think of this person for nomination?
- What would be missing from the profession without their contribution?
- How do they embody excellence in natural medicine?

#### Example sentence starters

- “I am nominating [Name] because they consistently demonstrate...”
  - “[Name] has been practising/studying for X years and is recognised for...”
  - “One example that highlights their excellence is...”
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### Q2: How have they demonstrated excellence in practice, business, or studies?

(Up to 300 words)

#### What to include

Focus on 1–2 strong examples rather than listing everything they have done.

For each example:

- Describe the situation or challenge
- Explain what the nominee did (their approach, skills, or decisions)
- Highlight the outcomes or improvements achieved

You may include:



- Clinical outcomes or patient/client improvements
- Business growth, systems improvement, or practice development
- Academic achievements, research, or leadership in study
- Innovation, creativity, or problem-solving
- Leadership, mentoring, or going above expectations

#### Helpful prompts

- What results can be seen because of their work?
- How have they raised standards or improved outcomes?
- Have they introduced new ideas, methods, or initiatives?

#### Example sentence starters

- “[Name] demonstrated excellence by...”
- “As a result of their work, the following outcomes were achieved...”
- “This example shows their commitment to high-quality practice/study...”

### Q3: How have they contributed to the natural medicine industry or community?

*(Up to 300 words)*

#### What to include

Contributions can be formal or informal, large or small. All levels of contribution are valuable.

You may include:

- Volunteering or pro-bono work
- Mentoring students, graduates, or colleagues
- Community education, talks, or workshops
- Participation in industry events, committees, or associations
- Outreach programs, wellness initiatives, or support services
- Advocacy or promotion of natural medicine values

Describe:

- What they contributed
- Who benefited
- Why it mattered

#### Important note

Do not downplay “small” contributions—consistent, genuine involvement is highly valued.

#### Helpful prompts

- How do they give back beyond their paid role?
- Who have they supported or inspired?
- How have they helped grow or strengthen the profession?

#### Example sentence starters

- “[Name] actively contributes to the community by...”
- “Their involvement has benefited students/community members by...”
- “These contributions reflect their commitment to the profession...”

#### Final Tips for Nominators

- Be specific rather than general
- Use real examples wherever possible
- Write clearly and honestly—perfection is not required
- Quality matters more than quantity

If you follow this structure, your nomination will be clear, compelling, and aligned with the judging criteria.

