



QUEENSLAND
TOURISM INDUSTRY
COUNCIL



Salute to Excellence

COOKERY | HOSPITALITY | TOURISM



Salute to Excellence
2021 Sponsorship Proposal

Queensland Tourism Industry Council (QTIC)

QTIC is the peak industry body for tourism in Queensland, acting as “The Voice of Tourism” on behalf of the various sectors of the industry. We are a not-for-profit, private sector, membership-based organisation representing the interests of Queensland’s tourism and hospitality industry.

Salute to Excellence Awards

The QTIC Salute to Excellence Awards acknowledges secondary students, employers, schools, and registered training organisations for their contribution in the delivery of tourism, food and beverage and cookery qualifications through VETiS, and School-Based Apprenticeship(s) or Traineeship(s).

The QTIC Salute to Excellence Awards recognise:

- Pathways and career opportunities within the tourism and hospitality industry for secondary students,
- Innovation and excellence by a teacher/trainer providing tourism and/or hospitality training to secondary students at a secondary school or registered training organisation (RTO),
- Employers that have achieved excellence in the provision of tourism and hospitality school-based traineeship(s) and/or apprenticeship(s).



Holli Sihlberg - 2019 Runner Up: Tourism

The QTIC Salute to Excellence Awards Program has been running since 1998



Emma Boccari - 2012 Winner: Food & Beverage

Key Dates 2021

- 17 February - 2021 Salute to Excellence Awards Program Launch
- 1 April - Nominations Open
- 21 May - Nominations Close
- 22 May - First Round Judging Commences
- 6 June - First Round Judging Concludes
- 7 June - Finalists Announced and Second Round Judging Commences
- 28 June - Skills Test Day for Student Finalists
- 28 June - Virtual Interviews for Employer and Trainer/Teacher of the Year Finalists
- 11 July - Second Round Judging Concludes
- 26 July - Salute to Excellence Awards Dinner – Hilton Hotel

Sponsorship Opportunities

QTIC offers a variety of sponsorship options for the Salute to Excellence Awards. Packages can be tailored to suit your business requirements. All prices listed are inclusive of GST. Please contact QTIC if you wish to discuss your sponsorship options: 07 3236 1445 or events@qtic.com.au



Platinum Level Sponsorship

Corporate Image & Profile

Your organisation will be positioned as a platinum sponsor of the 24th Annual, 2021 QTIC Salute to Excellence Awards promoting your commitment to skills development and best practice in vocational training across the industry.

Advertising & Promotional Opportunities

Platinum sponsors will be acknowledged as a sponsor in the QTIC Salute to Excellence Awards at a state level through:

1. your organisation featured as a Platinum sponsor in all awards promotional material including print and social media,
2. your organisation's logo included within the Awards Dinner program,
3. a full page colour advertisement included in the Awards Dinner program (sponsor to provide artwork),
4. display of promotional signage and/or material (2 items) at the Awards Dinner (sponsor to provide),
5. your organisation featured as a Platinum sponsor in awards media releases,
6. your organisation featured as a sponsor in relevant editions of the QTIC Tourism in Action e-newsletter distributed monthly to more than 7,500 subscribers,
7. your organisation featured in a branded advertisement on QTIC social media channels,
8. your organisation's logo and website link displayed on the QTIC [Salute to Excellence Awards webpage](#).

Awards Dinner Event

Event sponsors will receive benefits at the Awards Dinner event including:

1. your organisation will be profiled as a platinum sponsor in the audio-visual presentation at the event,
2. your organisation will be acknowledged by the Master of Ceremonies as a Platinum sponsor,
3. your organisation will receive six (6) VIP tickets to the Awards Dinner,
4. your organisation will have the opportunity to address the attendees at the Awards Dinner,
5. a representative from your organisation will present a winner's trophy and be photographed with the recipient,
6. the opportunity to have pull-up banner displayed at the Skills Test Day and Awards Dinner,
7. your organisation will have access to networking opportunities with more than 150 invited guests including: award finalists, award judges, parents, teachers, employers, representatives from the vocational education and training sector, Department of Small Business and Training, and the Department of Tourism, Innovation and Sport,
8. your organisation will receive a framed certificate in appreciation of your sponsorship.



Gold Level Sponsorship

Advertising & Promotional Opportunities

Gold sponsors will be acknowledged as a sponsor in the QTIC Salute to Excellence Awards at a state level through:

1. your organisation featured as a Gold sponsor in all awards promotional material including print and social media,
2. your organisation's logo included within the Awards Dinner program,
3. a half page colour advertisement included in the Awards Dinner program (sponsor to provide artwork),
4. display of promotional signage or material (1 item) at the Awards Dinner (sponsor to provide),
5. your organisation featured as a sponsor in relevant editions of the QTIC Tourism in Action e-newsletter distributed monthly to more than 7,500 subscribers,
6. your organisation's logo and website link displayed on the QTIC [Salute to Excellence Awards webpage](#).

Awards Dinner Event

Event sponsors will receive benefits at the Awards Dinner event including:

1. your organisation will be profiled as a Gold sponsor in the audio-visual presentation at the event,
2. your organisation will receive four (4) VIP tickets to the Awards Dinner,
3. the opportunity to have pull-up banner displayed at Skills Test Day and Awards Dinner,
4. your organisation will have access to networking opportunities with more than 150 invited guests including: award finalists, award judges, parents, teachers, employers, representatives from the vocational education and training sector, Department of Small Business and Training, and the Department of Tourism, Innovation and Sport,
5. your organisation will receive a framed certificate in appreciation of your sponsorship.



Matthew Williamson - 2015 Winner: Tourism



Silver Level Sponsorship

Advertising & Promotional Opportunities

Silver sponsors will be acknowledged as a sponsor in the QTIC Salute to Excellence Awards at a state level through:

1. your organisation featured as a Silver sponsor in all awards promotional material including print and social media,
2. your organisation's logo included within the Awards Dinner program,
3. a quarter page colour advertisement included in the Awards Dinner program (sponsor to provide artwork),
4. your organisation featured as a sponsor in relevant editions of the QTIC Tourism in Action e-newsletter distributed monthly to more than 7,500 subscribers,
5. your organisation's logo and website link displayed on the QTIC [Salute to Excellence Awards webpage](#).

Awards Dinner Event

Event sponsors will receive benefits at the Awards Dinner event including:

1. your organisation will be profiled as a Silver sponsor in the audio-visual presentation at the event,
2. your organisation will receive two (2) VIP tickets to the Awards Dinner,
3. your organisation will have access to networking opportunities with more than 150 invited guests including: award finalists, award judges, parents, teachers, employers, representatives from the vocational education and training sector, Department of Small Business and Training, and the Department of Tourism, Innovation and Sport,
4. your organisation will receive a framed certificate in appreciation of your sponsorship.

There have been more than 600 finalists including 146 Winners & Runners Up



Food & Beverage Judges & Finalists: 2019



Industry Work Experience Provider

Hospitality and Tourism businesses can offer work experience to the Salute to Excellence Award finalists. Businesses can choose to offer work experience to finalists in a particular category only or to all eligible finalists. Categories include:

- Cookery
- Food & Beverage
- Tourism
- Teacher/Trainer of the Year
- Employer of the Year

The Work Experience must comply with all State and Federal IR & WHS legislation.

Following the Awards Dinner, contact details for relevant finalists will be sent to the business to organise the arrangements of the work experience. In some instances the school or RTO will need to be involved to provide the appropriate work experience agreements.

Workforce Development

Your organisation will have direct access to train and cultivate the highest standard of candidate from the Salute to Excellence Awards Program.

Advertising & Promotional Opportunities

Work Experience Providers will be acknowledged as a contributor to QTIC Salute to Excellence Awards at a state level through:

1. your organisation featured as a Work Experience Provider in all awards promotional material including print and social media,
2. your organisation featured in QTIC email & social media campaigns,
3. your organisation's logo included within the Awards Dinner program,
4. your organisation's logo and website link displayed on the QTIC [Salute to Excellence Awards webpage](#).

Awards Dinner Event

Event supporters will receive benefits at the awards dinner event including:

1. your organisation will be profiled as a Work Experience Provider in the audio-visual presentation at the event,
2. your organisation will receive one (2) VIP ticket to the Awards Dinner,
3. your organisation will have access to networking opportunities with more than 150 invited guests including: award finalists, award judges, parents, teachers, employers, representatives from the vocational education and training sector, Department of Small Business and Training, and the Department of Tourism, Innovation and Sport,
4. your organisation will receive a framed certificate in appreciation of your sponsorship.



Prize Supporter

Prize Supporters provide vouchers or gifts from their business to be utilised as prizes for participants throughout the Salute to Excellence Awards program.

Advertising & Promotional Opportunities

Prize Supporters will be acknowledged as a contributor to QTIC Salute to Excellence Awards at a state level through:

1. your organisation's logo included within the Awards Dinner program,
2. your organisation's logo and website link displayed on the QTIC [Salute to Excellence Awards webpage](#).

Awards Dinner Event

Event supporters will receive benefits at the awards dinner event including:

1. your organisation will be profiled as a Prize supporter in the audio-visual presentation at the event,
2. your organisation will receive one (1) VIP ticket to the Awards Dinner,
3. your organisation will have access to networking opportunities with more than 150 invited guests including: award finalists, award judges, parents, teachers, employers, representatives from the vocational education and training sector, Department of Small Business and Training, and the Department of Tourism, Innovation and Sport.

More than 128 schools & RTOs have participated in the awards program



Guests at the Awards Dinner: 2019

3 of the 2020 finalists gained employment from their work experience provider



QTIC Marketing, Promotional and Distribution Channels

- QTIC Membership and Industry Networks (over 7,500 subscribers)
- QTIC Social Media Networks
 - Facebook (2,500 followers)
 - Instagram (2,500 followers)
 - LinkedIn (8,500 followers)
 - Twitter (7,000 followers)
- QTIC Corporate Partners (20 corporations)
- Regional Tourism Organisations Network (13 across Queensland)
- Local Tourism Organisations and Associations (37 across Queensland)
- QTIC Associations Council (18 Industry Bodies)
- Queensland State Government
- Tourism and Events Queensland
- Local Government Councils
- Schools Networks
 - Independent Schools
 - Catholic Education
 - Education Queensland
- Registered Training Organisations
- Industry Working Groups and Committees

These are the schools and RTO's which have previously participated in the QTIC Salute to Excellence Awards Program

Salute to Excellence

COOKERY | HOSPITALITY | TOURISM



A.B. Paterson College
Albany Creek State High School
All Saints Anglican School
Aquinas College
Australian Technical College
AXIAL Training
Beaudesert State High School
Biloela State High School
Boonah State High School
Brisbane Bayside State College
Brisbane State High School
Browns Plains State High School
Bundaberg State High School
Burnside State High School
Calamvale Community College
Caloundra Christian College
Caloundra State High School
Canterbury College
Carmel College
Centenary State High School
Chanel College
Charleville State High School
Chisholm Catholic College
Christian Outreach College
Clairvaux Mackillop College
Cleveland District State High School
Clontarf Beach State High School
Coolum State High School
Corinda State High School
Craigslea State High School
Dakabin State High School
Deception Bay State High School
Djarragun College
Emmaus College
Envirotech Education
Ferry Grove State High School
Forest Lake College
Genesis Christian College
Gilroy Santa Maria College
Good Counsel College
Groves Christian College
Gympie State High School

Helensvale State High School
Ignatius Park College
Immanuel Lutheran College
Innisfail State College
Ipswich Girls Grammar School
Ipswich State High School
Isis District State High School
Ipswich State High School
John Paul College
Kedron State High School
Kelvin Grove State College
Kenmore State High School
Kingaroy State High School
Kirwin State High School
Lockyer District High School
Loganlea State High School
Loreto College Coorparoo
Lourdes Hill College
Lowood State High School
Mabel Park State High
Marist College Ashgrove
Marist College Emerald
Maroochydore State High School
Marsden State High School
Merrimac State High School
Morayfield State High School
Mossman State High School
Mountain Creek State High School
Mt Maria College
Mt St Michaels College
Nambour Christian College
Nambour State High School
North Lakes State College
North Rockhampton State High School
Northlakes State College
Nyanda State High School
Palm Beach Currumbin State High School
Park Ridge State High School
Pimlico State High School
Pine Rivers State High School
Redbank Plains State High School
Redcliffe State High School

Redeemer Lutheran College
Rosewood State High School
Runcorn State High School
San Sisto College
Silkwood School
Southern Cross Catholic College
Southside Education
Springwood State High School
St Andrew's Anglican College
St Augustine's College
St Columban's College
St James College
St Joseph's School
St Margaret's Anglican Girls School
St Mary's Catholic College
St Michaels College
St Monica's College
St Peter's Lutheran College
St Rita's College
St Ursula's College Toowoomba
St Ursula's College Yeppoon
Stanthorpe State High School
Stuartholme School
Suncoast Christian College
Sunshine Beach State High School
TAFE Queensland
Tannum Sands State High School
The Scots PGC College
Toowoomba State High School
Training Unlimited
Trinity Anglican College
Trinity Lutheran College
Tullawong State High School
Tully State High School
Upper Coomera State College
Urangan State High School
Varsity College Robina
Victoria Point State High School
Wavell State High School
Wellington Point State High School
Yeronga State High School



Awards Celebration: 2020

Thank you to the 2020 Salute to Excellence Sponsors

Platinum Sponsors:



Silver Sponsor:



Work Experience Providers:



Prize Supporters:



Thank you to the 2020 Salute to Excellence Judges

Cookery:

David Holmes - The Star Gold Coast
Rahul Raj - The Mercure, Brisbane

Food and Beverage:

Michelle Cristoe - NightQuarter and Malt Shovel Taphouse
Adrienne Putelli - Hilton Hotel Brisbane

Tourism:

Karen Hellsten - Mountain Wine Tours
Karen Thorburn - Gateway to Industry

Teacher/Trainer of the Year:

Abbey Filko - Airtrain
Arwen McGregor - Devon Pixies



QUEENSLAND TOURISM INDUSTRY COUNCIL



Jessica Lord - 2017 Winner: Cookery

Queensland Tourism Industry Council

ABN: 75 095 706 095

PO Box 13162, George St

Brisbane QLD 4000

www.qtic.com.au

Salute to Excellence

COOKERY | HOSPITALITY | TOURISM

