

# HOW TO CREATE AN ATDW ONLINE EVENT LISTING

Go to <https://oauth.atdw-online.com.au/login>

If you do not have an ATDW account, click on REGISTER NOW and follow the prompts, otherwise log in as usual. Event listings are free.

Once you are registered/logged in you will be taken to your dashboard and you can now create your listing.

If you require assistance with your ATDW account or any listings, please contact Visit Victoria on [atdwsupport@visitvictoria.com.au](mailto:atdwsupport@visitvictoria.com.au) or call 1300 306 366.









## How to create your listing:

If this is your first time, you will be prompted to create your first listing; otherwise you can just select "Add New Listing".

First, choose a listing type. In this example we have chosen EVENT.

### Choose a listing type

NOTE: Please check your business is eligible for an ATDW Listing before proceeding. Download our Guidelines (PDF)

 <p><b>Accommodation</b> Accommodation establishments must offer accommodation bookable on a short term basis</p>	 <p><b>Attraction</b> Attractions must be places/areas of interest that offer a distinct visitor experience to the leisure tourist</p>	 <p><b>Event</b> Includes activities which are scheduled events. May be once only or occur regularly</p>	 <p><b>Food &amp; Drink</b> Establishments targeted at leisure visitors that offer a food and/or drink experience</p>
 <p><b>General Service</b> General Services are limited to products or services which support tourism and those who travel</p>	 <p><b>Hire</b> Hire Companies must provide products or services hired for a specific period of time to be used/operated by the leisure tourist</p>	 <p><b>Tour</b> Organised excursions usually with a guide and commentary. May vary in duration from less than a day, to one day to extended touring</p>	 <p><b>Transport</b> Transport companies must provide point to point travel/transfers for the leisure tourist</p>

You will now see a dropdown list on the left with each section you can complete for your event listing. Those sections with an asterisk are mandatory, all others are optional. Each section provides guidance on what is required, as well as best practice content examples. The app will prompt you if it has detected any errors.

## Section 1: Name & Description

Enter the name of your event and add a description. Your description must be a minimum of 25 and a maximum of 200 words and follow with the requirements below:

- The description should focus on the event.
- Use the event name in the first paragraph.
- One idea per paragraph – space out your text.
- No abbreviations or acronyms.
- Use capitals for names only, such as Victoria or Bath Street, not for entire words like “FREE”
- No special characters: @ # % \* ( ) \_ + > < ... or any copyright, trademark or registered character.
- Write in the Third Person. Do not use: I, me, my, we, our or us.
- If available, include information about event time or entry cost.
- Do not include venue address, dates, phone numbers, website or email details in the description. These should go into their own fields.

Your event description may be edited for suitability during the approval process if these requirements have not been met.

The screenshot displays a web form for creating an event listing. It is divided into two main sections: 'Name & description' (marked as 'Required') and 'Business information' (marked as 'Optional').

**Name & description section:**

- What's the name of your event?:** A text input field with a '100 characters max' character limit.
- How would you describe your event?:** A larger text area with a 'Write a summary in 25 to 200 words' instruction.

**Business information section:**

- A note: 'This information will not be visible to your customers'.
- Business ABN:** A text input field with a green checkmark icon and a 'CHECK' button.
- Is your business known by an alternative name?:** A text input field with a '100 characters max' character limit and a close icon (X).
- A link: [Add alternative name](#)

**Guidance sidebar (lightbulb icon):**

- Name & description:**
  - Describe the experiences a visitor will have with you.
  - Highlight what makes your business unique.
  - Include your business/event name for better brand recognition and search results.
  - No capitalised text unless it is trademarked.
  - No abbreviations, acronyms or special characters, unless as part of your registered business name.
  - No URLs, contact details, dates, times or prices.
  - Short sentences = quick reading.
  - Watch this [video](#) to learn more about how to optimise your ATDW listing.
- Alternative Business Name:**
  - If your business is known by any other name, such as a previous trading name, please enter it here.
- ABN:**
  - If applicable, also add your 11 digit Australian Business Number (ABN). You can look up your ABN on this [website](#).

**Example sidebar (Example icon):**

- The Sydney Festival**
- The Sydney Festival is one of Australia's leading arts festivals and serves up an exciting program of visual and performing arts from across the globe and their own backyard.
- Whether you are looking for cutting edge video installations or a show by the hottest world music troupe, there is something for all arts and culture connoisseurs.
- Cirque du Soleil, Celia Cruz and The Philharmonic Orchestra have all performed. Both local devotees and international jet set cram the city's galleries and theatres. Take a vibrant trip through the global arts village or enjoy some iconic drinking locations at the Hyde Park Barracks and the bar at the Opera House.
- You will need to get in early as some of the major events sell out quickly.

## Section 2: Event type

Select one or more categories that best describe your event. Read the descriptions under each category to ensure you select the most appropriate.

Event Type Required

Please select the Event Type(s) that describes your event best

<p><b>Business Event</b></p> <p>Business events suitable for listings include: significant conferences, seminars, galas, lunches, symposiums or other activities where the majority of participants will be travelling from interstate or overseas and the program will permit leisure time at the destination.</p>	<p><b>Classes, Lessons, Workshops and Talks</b></p> <p>List one off educational events here like art workshops, cooking classes/lessons and motivational/inspirational speakers. These events must highlight experiences specific to the city or region and have a leisure/tourism focus.</p>	<p><b>Community Event</b></p> <p>Eligible community events must be open to the general public, in a public venue. They must specially target audiences or attendees from the broader community and interested visitors. Events for special interest groups or specific demographics are not eligible.</p>	<p><b>Concert or Performance</b></p> <p>A Concert or Performance may include plays, musical theatre shows, opera, stand up comedy, circus performances, puppetry, music concerts of any genre, dance, one off film screenings and live shows e.g. The Wiggles Live, Disney on Ice, Top Gear Live.</p>
<p><b>Exhibition and Shows</b></p> <p>Exhibitions and/or display events listed here can not be permanently available at an Attraction. Include that kind of information within an Attraction description. List: temporary, or one-off exhibits e.g. Open Gardens, French Impressionism. Show events do not include musical shows - list these under Concert/Performance. Show events listed here include Easter Shows, Royal Shows, Agricultural Shows, Lifestyle Shows e.g. Caravan and Camping/Craft/Health &amp; Wellness/Food &amp; Wine Expos etc.</p>	<p><b>Festivals and Celebrations</b></p> <p>A Festival event may include: film festivals, seasonal festivals e.g. Floriade, arts festivals, food and wine festivals, multicultural festivals, Mardi Gras etc. A Celebration or Commemoration event may include Australia Day activities, ANZAC Day, New Years Eve, Easter Egg hunt, Olympic Athletes Welcome Home Parade, Myer Christmas Windows, Open Days etc.</p>	<p><b>Food and Wine</b></p> <p>Food and Wine Events listed here will have food, wine or other beverages as the core component of the event e.g. a one off themed dinner/lunch/performance at a winery or a Truffle Hunt.</p>	<p><b>Markets</b></p> <p>A market event is not a permanently housed, regular market. List those under Attractions/Shopping and Markets. Market events include one off, irregular or specially themed markets in temporary locations. Market events may include produce, crafts, special night markets etc.</p>
<p><b>Sporting Events</b></p> <p>Sporting events listed here can either be for participation, viewing or a combination of both. The event needs to have the best potential to attract interstate/overseas visitors e.g. Tour Down Under, Australian Formula 1, Grand Prix, V8 Supercars, World Cup Cricket etc. Interstate matches are permissible for all sporting codes.</p>			

## Section 3: Venue

Provide details of the venue or primary location of your event. Ensure the Google Maps pin is in the correct location.

Venue Required

Please provide information about your venue


Venue name

Street address

Unit / Apartment / Suite / Building

Suburb

State  Post code



**Guidance**

Enter the exact location of the event venue.

If there are multiple venues for your event, please write Various venues in the Venue field. Various locations in the Street Address field and write the name of the venue's Suburb/City/Town in the Suburb field.

If you only have one venue, please check that it is displaying in the correct place on the map.

Note: If your event is touring different locations on different dates you need to create one listing per venue per date.

## Section 4: Contacts

Enter the contact details for your event. These are the details members of the general public can use to contact you about your event. You must provide at least one contact (phone number, email address and/or website).

Phone Required

What number should your customers contact you on?

Email Required

What email should customers contact you on?

Website URL Required

Provide your event specific website address

Booking URL Optional

Does your website accept online bookings? If so, enter your direct booking URL here

**Guidance**

Enter your business or event contact details: Primary contact number, email, website and how customers can book with you.

**At least one contact is required.**

A variety of communication options should help a wider range of customers make contact with you.

Use 'Booking URL' field if you can accept bookings online via a direct URL. Bookings must be instantly confirmed upon payment. This field is not for booking enquiry web pages.

Valid 'Website' and 'Booking URLs' begin with either www, http or https.

## Section 5: Frequency

Enter the frequency of your event.

Frequency Required

How often does this Event occur?

<input type="radio"/> Annual	<input type="radio"/> Biannual
<input type="radio"/> Biennial	<input type="radio"/> Daily
<input type="radio"/> Fortnightly	<input type="radio"/> Monthly
<input type="radio"/> Once Only	<input type="radio"/> Quarterly
<input type="radio"/> Weekly	

**Guidance**

Once Only Events can include single day events, or events that take place over a defined time period.

Only select Daily Events if your event runs every day throughout the year. Example: Floriade runs every day for one month. This festival is an Annual Event, not a daily event.

## Section 6: Date & Time

Enter the date/s of your event and the start and finish times. Follow the information in the guidance panel for regular events.

**Date & Time** Required

Once only  
 Regular

**On**  
Select date

**From** **To**  
Time Time

**Ends**  
 On the same day  
 On a specific date

[Clear calendar](#)

**CLEAR PATTERN** **APPLY**

Mon	Tue	Wed	Thu	Fri	Sat	Sun
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

Mon	Tue	Wed	Thu	Fri	Sat	Sun
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

Mon	Tue	Wed	Thu	Fri	Sat	Sun
	1	2	3	4	5	
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

**Guidance**

Select **'Once Only'** if your event is a single day event, and/or if it runs at the same time on consecutive days.

Select **'Regular'** if your event doesn't run consecutively, and/or if it runs at different times on different days.

**Regular Events**  
Select Regular, then select the start and end dates of your event. Move to **Repeats** and choose from **Weekly** or **Monthly**. Then move to the **Every** field and select whether that pattern occurs every 1, 2, 3 or 4 weeks/months. Add quarterly events by choosing **Monthly, Every 3 Months**. Then select the days of the week that apply to the times you've added in the **From** and **To** fields.

Once you click **Apply**, you'll see the information appear in a calendar view.

If your event starts at different times on different days, you have two options.

1/ Click on the date within the calendar view to change the times or add a new single date. The chosen date will turn black. Either click the X to remove a time slot, use the drop down arrows to update the time, or click [Add another time](#) if there is another session to be added on that day. This is also the best way to update any existing event dates.

Or 2/ Enter one pattern at a time.

Remember to click the **'Apply'** button for each pattern of event dates.

**Need to start again?**  
If all your dates and times are incorrect, click the links for [Clear calendar](#) & [Confirm](#), then start again.

## Section 7: Confirmed event

State the confirmation status of your event.

**Confirmed event** Required

Has this event been confirmed?

Yes  No

**PREVIOUS** **SKIP TO NEXT STEP**

**Guidance**

If the dates for your event are to be confirmed, or if your event is awaiting licenses or permits to be approved, select 'No'.

Note: when all dates and permits are finalised it's really important to log in and update your event as confirmed by selecting 'Yes'.

## Section 8: Accessibility

Provide information about the accessibility of your event. Those with access needs can include people in wheelchairs or using other mobility aids, and people with vision impairment. It can also include families with young children in prams.

**Accessibility** Required

Please select the accessibility of your event

Actively welcomes people with access needs.  
 Does not cater for people with access needs.  
 Disabled access available, contact operator for details.

**Guidance**

How accessible is your business/event for someone in a wheelchair or with vision impairment? It's important that your selection here is accurate so customers can make informed decisions.

## Section 9: Photos

You must provide at least one photo for your listing. Please see requirements for images below and refer to the guidance panel for further information.

- Images must be a minimum size of 2048 x 1536 pixels
- Load images in their original format - the bigger the better. Images are automatically resized so don't worry about adjusting them yourself.
- Landscape format are best
- No text/ writing over the photo
- No collages (more than one photo merged into the one file)
- No banners, logos, posters or flyers
- Images must be in focus
- Images must have good lighting
- Images must have no copyright restrictions

If your image does not meet the requirements it may be removed during the approval process.

Photos Required

Drag & drop photos here or [click to upload](#)

Requirements: Landscape orientation photos only with a minimum size of 2048 x 1536 pixels.

PREVIOUS SKIP TO NEXT STEP

### Guidance

- Minimum photo size is 2048 x 1536 pixels.
- Maximum photo size is 10mb.
- Minimum 1 photo, maximum 10 photos.
- Portrait sized photos, posters, brochures, logos or photos with written text are not accepted.
- Alternative Text (Alt text) is mandatory. Write a brief description of what's in the photo. This benefits the visually impaired and your SEO.
- Captions can add more detail to your photo.
- If necessary, add copyright details and credit the photographer.
- Watch this [video](#) to learn more about how to optimise your ATDW listing.

## Section 10: Videos

This is an optional step.

If you have uploaded a video of your event to YouTube or Vimeo you can enter the link here to include the video with your listing. You can upload a maximum of 10 videos. Refer to the guidance panel for the minimum requirements of each video.

Videos Optional

Please provide a valid YouTube or Vimeo link, then click Upload

Youtube or Vimeo URL UPLOAD

PREVIOUS SKIP TO NEXT STEP

### Guidance

- Upload a maximum of 10 different good quality videos.
- Once uploaded, drag and drop your videos to order them. The video displaying the star will be your primary video.
- Ensure the video you upload exists. All videos must be publicly available so they can be distributed.
- Keep your videos 30-90 seconds in length.
- Do not upload videos containing advertisements.
- Videos must be uploaded from business accounts.
- Watch this [video](#) to learn more about how to optimise your ATDW listing.

## Section 11: Ticket Prices

This is an optional step.

If your event is ticketed or has entry fees you can enter the details here. You can enter multiple ticket prices/entry fees.

**Guidance**

What are the lowest and highest ticket prices you offer customers who book directly with you? Enter your typical rates so your customers can understand the cost.

Only tick 'This event is free' if it is free for all customers.

Use the **COMMENT** field to add extra information related to the price. E.g. child under 10 free, seniors' discounts etc.

## Section 12: Internet Access

This is an optional step.

If you are providing internet access for attendees of your event – either paid or free – you can provide the details here.

## Section 13: Facilities

This is an optional step.

Select any facilities available to attendees of your event.

## Section 14: Memberships

This is an optional step.

If you are a member of a tourism organisation you can enter the details here.

## Section 15: Accreditations

This is an optional step.

If your business has any Quality Assurance accreditations you can enter the details here.

## Section 16: Social Accounts

This is an optional step.

If you have any social media accounts and/or specific hashtags for your event you can provide the details here.

Social links Optional

Where can customers find you on social media?

- Facebook
- Twitter
- Apple Store
- Flickr
- Foursquare
- Google+
- Google Play
- Instagram
- Pinterest
- Tripadvisor
- Vimeo
- Your blog
- Youtube
- # Hashtag1
- # Hashtag2

**Guidance**

Help potential customers connect with your business or event by sharing your social media accounts! Enter the social media sites or hashtags your business uses so customers can tweet, follow, friend and like your business. Please include tourism business accounts only.

Once you have completed all of the steps, you can review your information on the summary screen.

All of the sections you have completed are still editable at this point.

Once you're happy with your content and have completed all the mandatory sections, click on "Send for Review".

Your listing will now be sent to the QA queue for approval. It can take 2-5 days for approval and a further 48 hours to be published online. You will receive a confirmation email from ATDW once your listing has been approved.

**Your listing has been sent for review**

Congratulations! You have just added your business/event to the national tourism database and are on the way to having it promoted across a range of travel websites. Where to now? Your listing will be reviewed by your relevant State Tourism Organisation. Once it has been approved you will be notified by email. This may take up to 2-5 working days and we thank you for your patience.

Do you have another listing to add?

[ADD ANOTHER LISTING](#)

[or back to dashboard](#)

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