

ATDW LISTING GUIDELINES – EVENT

July 2017

Definition

Events must have a leisure tourism focus with the best potential to stimulate visitation.

Requirements and Guidelines

Required information

Before you start entering details into ATDW-Online, please ensure that you have:

- A main description of your event between 25 and 200 words that follows the listing guidelines below and lets visitors know what will they will be able to see, hear, taste or experience
- Between one and ten high resolution photos, at least 2048 pixels wide x 1536 pixels high
- Information such as costs, facilities, activities and contact details
- Read the Description Guidelines below.

Description Guidelines

Please ensure that your event listing follows these guidelines.

Avoid:

- Italics, bold, ampersands (&), URLs or hypertext. The database can't reproduce these
- Portrait sized photos, logos, brochures, posters or photos containing text. These do not meet National Guidelines and will not be accepted
- Titles, words or sentences in capital letters unless trademarked. These are the online equivalent of shouting
- Referring to I, we or our. Those phrases are only relevant on *your* website
- A broad statement that can't be proven e.g. 'This is the best event in Canberra/Australia.'
- References to the location, prices, contact details, times or dates - this information appears elsewhere

Include/use:

- Main point in the first 25 - 30 words, including your event name
- Short sentences. These are quicker to read online. Aim for 10 words or less. Have one main idea per sentence
- 25 to 200 words, i.e. 5-20 main points
- Benefits and points of difference of visiting your event. How are you enriching a visitor's stay in the capital?

- References to authentic Australian experiences, where appropriate, to encourage international visitation
- Personalised text e.g. 'You'll enjoy the vibrancy and colour of this exhibition', rather than 'This exhibition is colourful and vibrant'
- A few key search terms e.g. if your event is a rugby game, ensure you use the word rugby
- Doing words e.g. Experience... Laugh....Watch the ... Discover ...
- Full names. Most visitors won't understand abbreviations or acronyms
- Correct spelling and accuracy. Please double check all information before submitting
- Information about multicultural catering options if available
- Information about facilities which cater for specific cultural or religious practices

Logging In

Login/Register at atdw-online.com.au

Click on **Add New Listing** from your **Listing Dashboard**.

Choose **Event** as your **Listing Type**.

You'll be taken to this screen:


The screenshot shows the ATDW-Online event listing form. The sidebar on the left contains navigation links: LISTINGS, EVENT, CONTACTS, and SOCIAL. The main form area is titled 'Untitled' and includes a 'Listing # AU0099548'. The form has several sections: 'Name & description' (required), 'Business information', 'Event Type', 'Photos', 'Videos', 'Venue', 'Ticket prices', 'Date & Time', 'Confirmed event', 'Internet access', 'Facilities', 'Accessibility', 'Memberships', and 'Accreditations'. There are also sections for 'Guidance' and 'Example' text, and a 'SKIP TO NEXT STEP' button. The 'Guidance' section provides instructions on how to write the event description, and the 'Example' section shows an example of a listing for 'The Sydney Festival'.

Overview: Required fields

- Name & Description
- Event type
- Photos
- Venue
- Frequency
- Date & Time
- Confirmed event
- Phone/Email or Website

Helpful hints

Work your way through the entire wizard step by step or choose fields to complete from the orange menu on the left hand side of the page on a desktop computer, or available in the top left hand corner on a portable device.


Use the Guidance icon  located on the right hand side of each page to guide you through the required fields. The guidance copy will provide you with useful language tips and also detail many of the editorial standards your listing will need to adhere to in order to be published.

Keep an eye on your email as the VisitCanberra team may need further information from you or need to reject your listing for a variety of reasons. If you haven't already done so, please add 'atdw@act.gov.au' to your email contact list so our emails don't end up in your spam or junk folders.

List your event as soon as possible. The longer it is on visitcanberra.com.au, the more exposure you will get.

Please be aware that listing approvals take 1-5 business days and plan accordingly.

Name and Description

 Name & description

Required

What's the name of your event?

Enter the name of your event

How would you describe your event?


Provide a minimum 25 word description of your event. Avoid the following:

- Abbreviations, BBQ, KM's, TV, ETC
- Contact details
- Entry prices
- Dates and times
- Bullet points (must be in full sentence format)
- HTML markups
- 1st person language (I, we, us, our)

Do not use capitalised text *unless it is trademarked*.

Event type

Select the most relevant event type(s) according to the definitions on the page.

 Event Type

Required

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

Business Event

Business events suitable for listings include: significant conferences, seminars, galas, launches, 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.

Classes, Lessons, Workshops and Talks

List educational events here such as art workshops, cooking, classes/lessons and motivational and inspirational speakers.

Community Event

Eligible community events are those open to the general public, in a public venue, specially targeting audiences or attendances from the broader community and interested visitors e.g. fetes, charity events, street parades, local Christmas Light displays.

Concert or Performance

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.

Exhibition and Shows

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 & Wellness/Food & Wine Expos etc.

Festivals and Celebrations

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.

Food and Wine

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.

Markets


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.

Sporting Events

Photos (max 10)

Upload at least 1 jpg or png **landscape** image (portrait orientation is not accepted)



- Minimum photo size is 2048 x 1536 pixels.
- 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 helps with search engine optimisation (SEO).
- Captions can add more detail to your photo.
- If necessary, add copyright details and credit the photographer.

 Photos Required

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

Requirements: minimum size of 2048x1536 pixels.

Organise your photos by dragging them into ordered position with your hero photo being first.



Venue

Venue

Required

Please provide information about your venue

GIO Stadium Canberra

Street address

21 Battye Street

21 Battye Street, Bruce, Australian Capital Territory, Australia

21 Battye Street, Forbes, New South Wales, Australia

21 Battye Street Toogong, New South Wales, Australia

21 Battye Avenue Beverley Park, New South Wales, Australia

21 Battye Lane Forbes, New South Wales, Australia

powered by Google

Bruce

State

ACT


Post code

2617

Map

Satellite

You can manually click/drag this marker if you need to



Map data ©2016 Google Terms of Use Report a map error

If your event is a festival, please use the following:

Venue: Various venues

Street address: Various locations

Suburb: Canberra, ACT 2601

VISITCANBERRA.COM.AU


[f](#) [t](#) [i](#)

VISIT
CANBERRA

Ticket Prices

This field is optional but very helpful for visitors. Select the relevant option.

If you **Do not specify**, that phrase appears on visitcanberra.com.au with your event.

 Ticket prices


Optional

☐ Do not specify

☐ This event is free

☒ Please provide ticket prices for this event

Once you opt to add ticket prices, the step becomes mandatory. You must select a ticket type from the drop down menu. Then enter a **From** and **To** rate for each ticket type.

 Ticket

Required

Select the type of ticket example Adult, Child, Concession

▼

From

To

\$

50

\$

95.50

Comments on these prices

Use the comment field to add extra information related to the price, eg Seniors' discounts welcome etc.

Enter additional ticket types (Adult, Child, Concession etc) by clicking the below link.

[Add another ticket](#)

Alternately you can choose **All Tickets** as your ticket type, and use the overall lowest and highest prices.

Frequency

Frequency

Required

How often does this Event occur?

☐ Annual

☐ Biannual

☐ Biennial

☐ Daily

☐ Fortnightly

☐ Monthly

☐ Once Only

☐ Quarterly

☐ Weekly

Select the frequency of your event.

Once Only = one day only OR one time frame only

e.g. three consecutive days, or two consecutive weeks, or 9 consecutive months.

Only select **Daily** 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.

Adding Dates & Times for a brand new event

Please read through the entire dates and times section before starting.

Once only or regular?

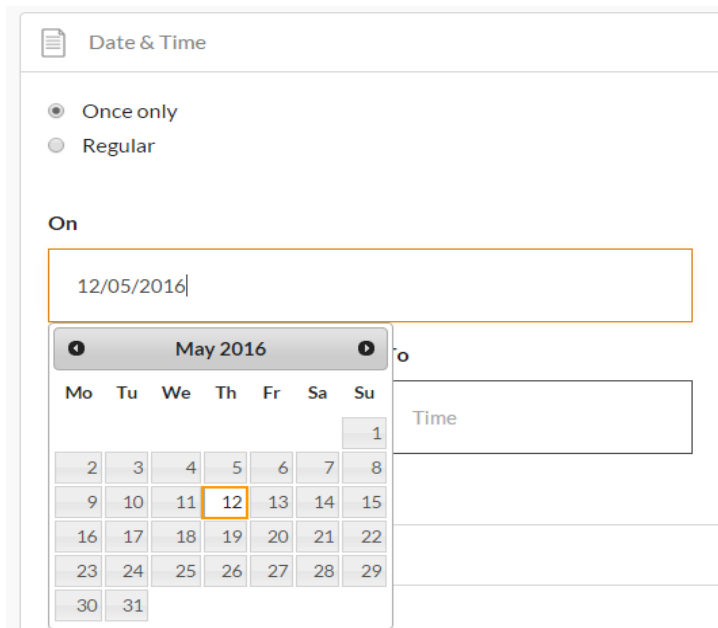
Select **Once Only** if your event is a single day event, and/or if it runs at the same time on consecutive days. Examples:

- New Years Eve In the City - 31 December, 5pm – 12pm.
- Painting Exhibition - 9 June to 30 September, daily 10am – 5pm.

Select **Regular** if your event does not run consecutively, and/or if it runs at different times on different days. Examples:

- Floriade -16 Sept to 15 Oct: weekdays 9am-5pm, wkends 9am-5.30pm.
- Night Exhibitions: 6 December to 28 February, Tuesdays only 6pm – 9pm.
- Glassworks exhibition: 3 May to 7 August, Wednesday to Sunday: 10am – 5pm.
- Wiggles: 9 to 11 December, Monday: 10am & 1pm, Tuesday: 10am, 1pm & 4pm, Wednesday, 11am and 3pm.

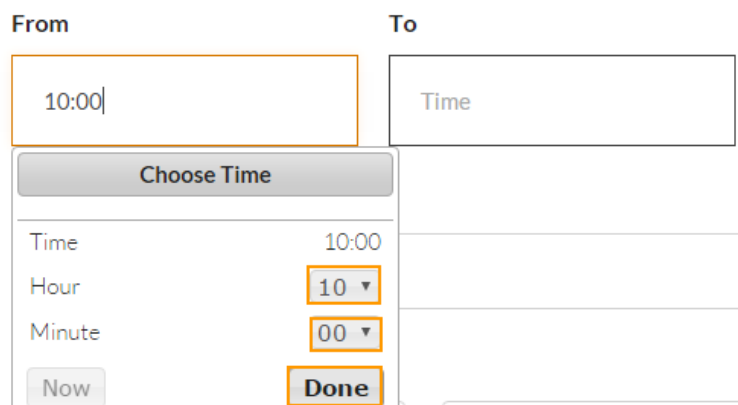
Once Only Events



The screenshot shows a 'Date & Time' form. Under the 'Once only' radio button, the 'On' field contains the date '12/05/2016'. A date picker is open below the field, showing the month of May 2016. The date '12' is highlighted in the calendar grid. To the right of the date picker is a 'Time' field.

Select **Once only** then click the **On** field and select your start date from the date picker.

Click in the **From** field and enter the starting time from the time picker using 24 hour time. Click **Done** once you have entered your time.



The screenshot shows two time selection fields, 'From' and 'To'. The 'From' field contains '10:00'. A time picker is open below the 'From' field, showing a 'Choose Time' header, a 'Time' field with '10:00', and dropdown menus for 'Hour' (10) and 'Minute' (00). There are 'Now' and 'Done' buttons at the bottom of the picker. The 'To' field is empty and labeled 'Time'.

Repeat the process in the **To** field.

Once only events - Adding an end date

Choose whether your event ends on the same day or on a (different) specific date.

If your event ends on a specific date, click **Select date** field, select the date from the date picker and then click **Apply**.

Date & Time ✓

☒ Once only
☐ Regular

On

From **To**

Ends
☐ On the same day
☒ On a specific date

February 2017

Mo	Tu	We	Th	Fr	Sa	Su
		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					

[Clear calendar](#)

Your selected dates and times will appear in a calendar view.

Date & Time ✓

[Clear calendar](#)

Mon	Tue	Wed	Thu	Fri	Sat	Sun
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15

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

To change or view the time on a specific day already showing in the calendar, click on that date:

Date & Time ✓

[Clear calendar](#)

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					

Tue 7th -

[Add another time](#)

The times will appear underneath that month. Use the 24 hour time picker to adjust the times. You can also use that functionality to add more times to that date. This is helpful if there are, for example, three different show times on the one date.

Regular events

Date & Time

Once only

Regular

Starts on

01/05/2017

From

18:00

To

22:00

Ends

One year from now

On a specific date

31/05/2017

Repeats

Weekly

Every

1 week

Mon

Tue

Wed

Thu

Fri

Sat

Sun

CLEAR PATTERN

APPLY

Select **Regular** then select the 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 the 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.

The example above shows weekly repeats. The event happens Fridays and Saturdays in May from 6pm – 10pm.

Once you click **Apply** you'll see the information in a calendar view:

April 2017

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

May 2017

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				

June 2017

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	

Fri 26th

18

00

20

00

Add another time

Click on a specific date to see the time.

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.

February 2017

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					

Fri 10th 10:00 - 16:00

[Add another time](#)


February 2017

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					

Sat 11th 10:00 - 12:00

Sat 11th 14:00 - 16:00

[Add another time](#)

Either click the  to remove a time slot, use the drop down arrows to update the time, or click **Add another time** if there is another show to be added on that day.

Or 2/enter one pattern at a time

E.g. If the Friday and Saturday event also happened on Sundays from 4pm – 8pm, then you'd click **New Pattern**. You'll be taken back to the same date range so that you can select different days or times to add.

Date & Time

☐ Once only
☒ Regular

Starts on: 01/05/2017

From: 18:00 To: 20:00

Ends:
☐ One year from now
☒ On a specific date: 31/05/2017

Repeats: Weekly Every: 1 week

Mon Tue Wed Thu **Fri**
Sat Sun

[CLEAR PATTERN](#) [APPLY](#)

Unclick the Friday and Saturday and repeat the process with the Sunday information.

Now when you click on the Sundays in the calendar, you can see the different time.

April 2017						
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

May 2017						
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				

June 2017						
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		

Sun 28th -

[Add another time](#)

Clicking **Next Step** should ensure the new information is saved.

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

CLEAR PATTERN	APPLY
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Fixing or updating dates and times

These functionalities work for brand new events and existing events.

If only one day or time is incorrect, click on the date within the calendar view to view the times.

[Clear calendar](#)

January 2017						
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					

February 2017						
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				

Sat 11th -

[Add another time](#)


Either click the to remove a time slot, use the drop down arrows to update the time, or click **Add another time** if there is another show to be added on that day.

If *all* your dates and times are incorrect, click the links for **Clear calendar** & **Confirm** then start again.

CLEAR PATTERN	APPLY
Clear calendar	


Confirmed event

Select whether your event is confirmed or not

 Confirmed event	Required
<p>Has this event been confirmed?</p> <p><input checked="" type="radio"/> Yes <input type="radio"/> No</p>	

Phone/Email/Website fields

Only one of these three contact fields is required but the more options you can provide, the more helpful it is for visitors.

 Phone	Required
<p>What number should your customers contact you on?</p> <div><p>0212341234</p></div> <div><p>Secondary phone number</p></div>	

Write your phone number *without* spaces or international area codes

Email

 Email	Required
<p>What email should customers contact you on?</p> <div><p>example@info.com.au</p></div>	

Website

 Website URL	Required
<p>Provide your accommodation specific website address</p> <div><p>www.example.com.au</p></div>	

Once the mandatory steps are complete, the **Send for Review** button in the top right hand corner of the page will become enabled.

ATDW-Online

The Playhouse
Listing #: AU0124930

10 optional steps to optimise your listing
Last Updated: 27/06/2017 12:00

SUMMARY **SEND FOR REVIEW**

Email Required

What email should customers contact you on?

Email address

SEND TO NEXT STEP

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.

View a summary of your listing at any stage by clicking on the button located at the top right of your window.

SUMMARY

ATDW-Online

The Playhouse
Listing #: AU0124930

10 optional steps to optimise your listing
Last Updated: 27/06/2017 12:00

SUMMARY **SEND FOR REVIEW**

Location
Theatre Lane
Canberra
ACT
2611

Phone
02 2070021

Email
Enter Your Email ID

Business Info
Add Business Info

Company Description
Help customers imagine themselves at your attraction by describing the types of experiences they will have and highlighting what makes your business unique. Don't forget to begin the description with your attraction name for better brand recognition and search results. Then mention your unique selling points so potential customers can immediately differentiate you from your competitors.
Short sentences and one idea per paragraph are best. Showcase the best attributes of your attraction and provide the reader with ideas of what they can do while visiting. Conclude the description with supporting details and 'how-to' Get There information.

Photos
Add your photos

Videos
Add your Videos

Attraction Type
Entertainment venues

Opening Hours
Add your opening hours

Public Holidays and Closures
Add your public holidays and closures

Map
Internet access

Before you Send for Review...

Please take the time to read over your listing to ensure there are no errors.

Fields in orange indicate there is no information contained within. You can add information into these fields by clicking on the hyperlinked text.

The Optional Steps outlined on the next few pages will give potential visitors more information.

Once you are happy with your listing, simply click **Send for Review** located in the top right hand corner of the page.

Listing approval

Once you have submitted your listing or updates, VisitCanberra's team will review your listing. This can take 1 - 5 business days.

You will get an automated email when your listing has been approved.

Please allow up to 24 hours for your listing to be published on visitcanberra.com.au from the time you receive your approval email.

Listing rejection

**VisitCanberra reserve the right to reject any listing if it is technically unsuitable, offensive, defamatory, contains sexually explicit content, or depicts illegal practices.* Listings that do not meet ATDW national standards and guidelines will also be rejected.

You may receive a rejection email with instructions for you to amend your listing and resubmit it. Return to your listing dashboard, make the changes then click **Send for Review**.

Alternately a rejection email may advise that your listing is unsuitable for a tourism database.

Optional steps – Enhancing your listing

VISIBLE ON visitcanberra.com.au

Videos

A screenshot of a web form titled 'Videos' with a document icon and the word 'Optional' in the top right corner. The form contains a text prompt: 'Please provide a valid YouTube or Vimeo link, then click Upload'. Below this is a text input field with the placeholder text 'Youtube or Vimeo URL'. To the right of the input field is an orange button with the text 'UPLOAD' in white capital letters.

- Upload a maximum of 10 different good quality videos.
- Once uploaded, you can drag your videos into your preferred order. The star will indicate your hero video.
- Keep videos 30 - 90 seconds in length.
- Do not upload videos containing advertisements.
- Videos must be uploaded from a YouTube or Vimeo business account.

Video making tips

- The camera shows viewers what it looks like, so let the commentary add to the imagery by telling viewers about the advantages of your offering.
- Plan and practice what you're going to say ahead of time to ensure your commentary sounds professional.
- Use a tripod to avoid 'shaky cam'.
- Ensure there is plenty of good natural or artificial light.
- Make sure you use landscape orientation and *not* portrait orientation while recording.

This [video](#) has some good tips on video production from the 19.46 minute mark.

Internet Access

- Is Broadband, Paid or Free WIFI available to your guests?

Accessibility

- Select the relevant accessibility options for your event to assist people with movement, sight and hearing impairments.

Booking URL

- This field is only for the URL of a transactional booking engine where people can make a booking and receive confirmations.

Social Accounts

- Where can customers find you on social media? Facebook, Twitter etc? Enter your TripAdvisor link if you would like those reviews to appear with your listing.

NOT VISIBLE ON visitcanberra.com.au

This data may appear on other ATDW distribution channels:

Business information

- Is your business known by an alternative name?
- Enter your Business ABN and click the 'Check' button to verify

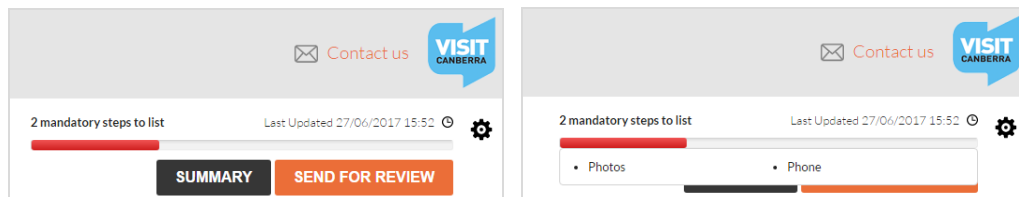
Memberships

- Does your business have a current membership?

Accreditations

- Is your business accredited?


Trouble shooting

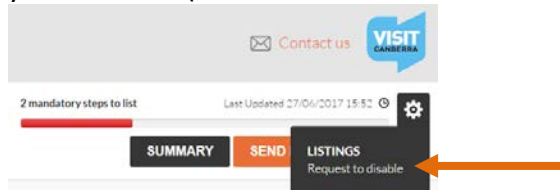


The image shows two side-by-side screenshots of the Visit Canberra listing form. Both screenshots show a progress bar at the top with the text '2 mandatory steps to list' and 'Last Updated 27/06/2017 15:52'. The left screenshot shows a red progress bar, indicating that the listing is not yet ready for review. The right screenshot shows a progress bar that is partially filled with orange, indicating that some steps have been completed. Below the progress bar, the left screenshot shows buttons for 'SUMMARY' and 'SEND FOR REVIEW'. The right screenshot shows a list of mandatory steps: 'Photos' and 'Phone', with 'Photos' being the current step.

You will not be able to **Send for review** if the progress bar in the top right hand corner of the page is still red. Click on the progress bar to see which mandatory steps need to be completed.

Removing a listing

If you need to remove your listing, please click on the  icon located at the top right of your window (under the blue VisitCanberra Logo) and click Request to disable.



Assistance

For further assistance with your ATDW listing or if you have any database related questions, please do not hesitate to contact the team:

E: atdw@act.gov.au

P: 02 6205 0029 (Monday to Thursday)