ATDW LISTING GUIDELINES – FOOD & DRINK
July 2017

Definition:

Eligible establishments in the Canberra Region must be targeted at leisure visitors and/or offer a unique dining/tasting experience in close proximity to a wide range of tourist attractions and accommodation options. Food & Drink establishments must belong to one of the following:

Bar

Bars listed will sell beverage products as their primary offering. Suitable bars will be in locations suited to other leisure tourism activities or precincts.

Breweries and Distilleries

Breweries offer "brewery or distillery related experiences or products" as their primary offering. Suitable businesses must have 'cellar doors' that are open to the public for tastings. Experiences must be suitable for visitors to the area, not just for locals.

Cooking School, Lessons, Workshops

Cooking Schools or leisure tourism based establishments that offer food-based lessons and/or workshops are suitable in this classification. Restaurants & Cafes which offer cooking schools, lessons or workshops can be included here. Other examples include may include wine tasting workshops, barista courses etc.

Produce

A Food or Produce related business with a leisure tourism focus. The business can offer both "experience" and "produce" as their primary product offering, however produce must be available for visitors to purchase.

Restaurants and Cafes

Restaurants & Cafes offer a dining, food or beverages as their primary offering. Please note: this does **not** include fast food franchises.

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Food & Drink Overview: Required fields

- **Name & Description**
- **Food & Drink Type**
- **Photos**
- **Location**
- **Phone/Email or Website**

Helpful hints

Once you have logged in, work your way through the entire wizard step-by-step or choose fields to complete from the orange menu. This menu appears on the left hand side of the page on a desktop computer, or is 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 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. 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.

Logging In

Login/Register at atdw-online.com.au

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

Choose **Food & Drink** as your **Listing Type**.

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Name and description

Do not use capitalised text unless it is trademarked.

Food & drink listing type

Select the food & drink listing type(s) that best describes your business *according to the definitions on the page*.

Photos

- Minimum photo dimensions are 2048 x 1536 pixels.

- Maximum photo size is 10mb.

- Minimum 1 photo, maximum 10 photos that show different aspects of your offering.

- 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 to benefit the visually impaired and help with search engine optimisation (SEO).

- Captions can add more detail to your photo.

- If necessary, add copyright details and credit the photographer.

- Once uploaded, you can drag and drop photos into your preferred order. The star will indicate your hero photo.

Location

Select **Organisation address** to use the address entered when you registered. If that address is incorrect or inappropriate, select **Define Another Address.** The database auto-fills your organisation address.

If needed, start typing a different address in the **Street Address.** Select the correct choice from the drop down box. Manually click and drag the red pin on the map to the right location as needed.
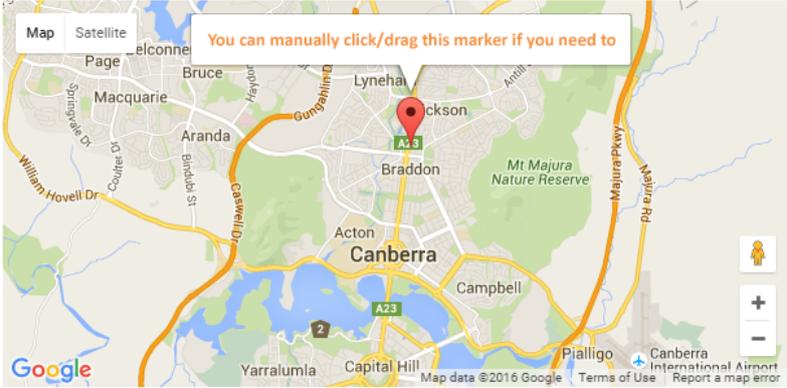
Phone/Email/Website fields

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

What number should your customers contact you on?

0212341234

Secondary phone number

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

Email

Email	Required

What email should customers contact you on?

example@info.com.au

Website

Website URL	Required

Provide your accommodation specific website address

www.example.com.au

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

View a summary of your listing at any stage by clicking on **Summary**.

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.

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Optional steps – Enhancing your listing

VISIBLE ON WWW.VISITCANBERRA.COM.AU

Videos
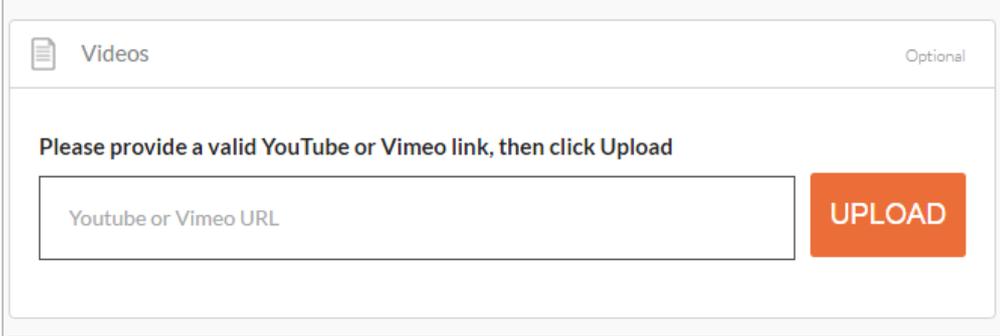
Videos...

- 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.

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Internet access

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

Opening hours

- Is your food & drink business accessible at all times or does it have specific opening hours?

- If you can see your opening hours on www.visitcanberra.com.au and they are wrong but you cannot see them on the database listing, please contact VisitCanberra on 0262050029 or email atdw@act.gov.au with the correct information. This is a temporary solution.

Service & Prices

- Does your establishment serve meals?

- Specify your main meal price range

Cuisine Types

- What types of cuisine does your establishment serve? Choose from the drop down menu.

Main Menu URL

- Provide your customers with a URL to your main menu items

Licensing

- Is your establishment licensed? Can guests bring their own wine?

Accessibility

- Select the relevant accessibility options for your establishment 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 with payment and receive instant confirmation.

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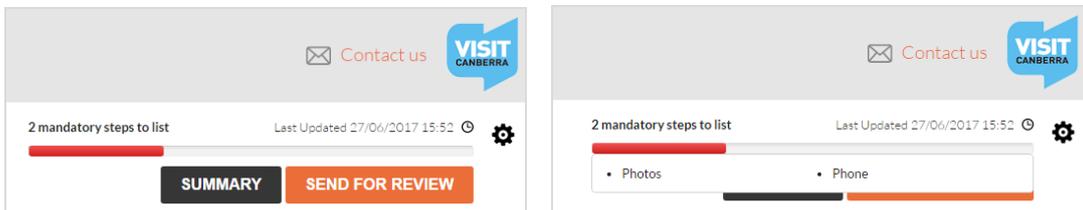
You will not be able to **Send for review** if the progress bar in the top right hand corner of the page is still red. Click on the progress bar to see which mandatory steps need to be completed.

Removing a food & drink listing

If you make an error or need to remove a food & drink listing, please click on the icon located at the top right of your window (under the blue VisitCanberra Logo) and select 'Request to Disable'.
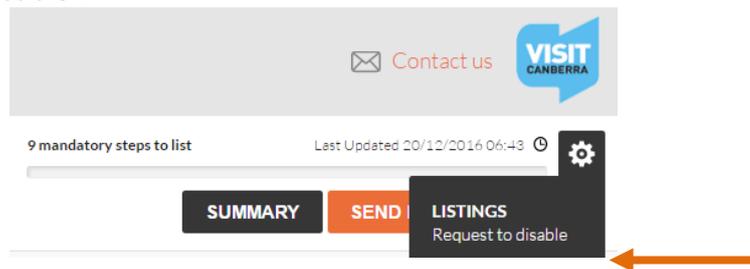
Assistance

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

E: atdw@act.gov.au

P: 02 6205 0029 (Monday to Thursday)

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