



ATDW-ONLINE USER GUIDE: **EVENTS**

Prepared by  **VISIT VICTORIA**

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Supported by Visit Victoria, the Australian Tourism Data Warehouse (ATDW) collects, stores and distributes tourism product listings to key tourism platforms at a national, state, region and local level.

The function of the ATDW is to support Australian tourism businesses and events with their digital marketing, by connecting them with the audiences of multiple tourism channels through a single, self-managed listing.

All new ATDW listings and changes made to existing listings undergo a quality assurance process to ensure content quality standards are met. If you need help creating or updating your listing, or have any questions or feedback, please contact Visit Victoria's ATDW Support Team on **1300 306 366** or email **atdwsupport@visitvictoria.com.au**.

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Listing eligibility criteria

To be eligible to list on the ATDW, your event must:

- Have a leisure tourism focus with the best potential to stimulate visitation.
- Be located and/or operate within Australia.

For a complete list of criteria including definitions of the ATDW product categories and types, please refer to the [Operator Listing Guidelines](#). If you are unsure whether your event meets operator listing guidelines, please contact us. Visit Victoria has the right to reject listings if they do not meet these guidelines.

Getting started in ATDW-Online

HOW TO REGISTER:

- Go to www.atdw-online.com.au
- Click on Register Now.
- Select the account type Tourism Operator and enter your organisation information. Fields marked with an asterisk * are required fields.
- Complete the Personal Information template. Additional users can be added to an organisation to allow multiple users to access the one listing / account.

ARE YOU ALREADY REGISTERED WITH ATDW-ONLINE?

If you are unsure if you already have an ATDW-Online account, please contact us at atdwsupport@visitvictoria.com.au or call 1300 306 366.

Have you forgotten your password for ATDW-Online?

- Go to www.atdw-online.com.au and click on the forgot password link.
- Enter your email address and a password reset email will be sent to you (your email address is also your username for ATDW Online).

- Once you receive the email, click on the reset password button. You will then be prompted to create a new password.
- Once completed you will be directed to your ATDW-Online listing dashboard.

How to create a new event listing

A new listing can take approximately 30 minutes to complete. Guidance text will help you through this process. This will appear on the right-hand side of the screen and is best viewed using a desktop or laptop computer.

Your changes save as you go, so you don't need to complete your listing in one session. Just remember to send your listing for review once complete so it can be published.

Click on lets go to commence.

Choose Event from the listing category options and follow the prompts on each screen.

Mandatory Fields

The following are required fields (indicated with an asterisk * against each menu item) and must be completed before you can send your listing for review.

- Name & description
- Event type
- Venue
- Contacts
- Frequency
- Date & Time
- Confirmed event
- Accessibility
- Photos

NAME & DESCRIPTION

Your description should depict what visitors can experience at your event. Describe the key highlights of your event and why people should visit. Try to explain this in just one or two sentences.

1. The first sentence should begin with your event's name and location. In one sentence clearly describe what your event is about.
2. Then focus on your unique selling proposition, these are features or qualities that make your event worth visiting.
3. The second paragraph should give more detailed information on the event. What activities are there? What are the food and drink options? Is this event family friendly?
4. In the final paragraph you may want to include some 'how to get there' information and details on how tickets can be purchased (do not include booking URL).

Things to leave out of your description:

- Do not use first person language ('we' or 'our')
- Abbreviations or slang (BYO, TV, BBQ)
- Dot points
- Symbols (&, !, @)
- Do not include contact details (Call Geoff to book on 03..)
- Spell out numbers from one to ten and use figures for 11 and above
- Pricing (Adult \$30, Concession \$20)
- Website links (<https://autumnfestival.com>)
- Unnecessary capitalisation – only use for names, regions or specific place



EVENT TYPES

Select the most appropriate event type. If applicable select multiple event types.

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

<p>Business Event</p> <p>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.</p>	<p>Classes, Lessons, Workshops and Talks</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>Community Event</p> <p>Eligible community events must be open to the general public, in a public venue. They must specially target audiences or attendances from the broader community and interested visitors. Events for special interest groups or specific demographics are not eligible.</p>	<p>Concert or Performance</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>Exhibition and Shows</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 & Wellness/Food & Wine Expos etc.</p>	<p>Festivals and Celebrations</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>Food and Wine</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>Markets</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>Sporting Events</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>			

VENUE

Provide the location details of your event. If your event is taking place at multiple locations, then write 'Various venue locations' in the venue field and enter the name of the main suburb in the Suburb field.

Check that the drop pin is in the correct location on the map.

Individual events must be listed separately with their own address and dates.

Venue Required

Please provide information about your venue

Manuel Stadium

Street address

740 Bourke Street

Unit / Apartment / Suite / Building

e.g. Unit 401

Suburb

Docklands


State

VIC

Post code

3008

Map Satellite



Map data ©2025 Terms of Use

CONTACTS

Enter your event contact details. These are the details that will appear on your listing. You need to provide at least one point of contact in your listing.

Phone: Enter a minimum of one phone number for your event. Enter the phone number in full and do not use a space between the area code. For example: 0361234567 or 0412312312

Email: Remember to include the @ symbol in the email address.

Website: Enter the website for your event – do not put a Facebook event page

Booking URL: Does your event accept online ticket bookings? If so, enter the booking URL.

The CONTACTS form contains the following sections:

- Phone:** A question "What number should your customers contact you on?" followed by two input fields: "Primary phone number" and "Secondary phone number (optional)".
- Email:** A question "What email should customers contact you on?" followed by a single input field labeled "Email address".
- Website URL:** A question "Provide your event specific website address" followed by a single input field containing the placeholder text "www.address.com/we-want-this-url-here".
- Booking URL:** A question "Does your website accept online bookings? If so, enter your direct booking URL here" followed by a single input field containing the placeholder text "www.a-booking-url-goes-here.com".

FREQUENCY

Tick one option. Once only events can include single day events or events that take place over a period of time. Events with a once only frequency will be automatically disabled when the event expires.

DATE & TIME

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.

The DATE & TIME form includes the following elements:

- Frequency:** Radio buttons for "Once only" (selected) and "Regular".
- Start Date:** A "Select date" button.
- End Date:** A "Select date" button.
- From:** A "Time" input field.
- To:** A "Time" input field.
- Buttons:** "APPLY" and "CLEAR CALENDAR" buttons.
- Calendars:** Two calendar views for July 2020 and August 2020, showing days of the week and dates.

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.

Irregular event dates

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.

ACCESSIBILITY

Tick at least one of the below options.

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

If you select 'Actively welcomes people with access needs', you will be presented with optional secondary information to select. It is recommended that you provide as much information in this section as possible so that customers can make informed decisions.

PHOTOS

Photo guidelines

Each listing must have at least one photo that meets the following image requirements:

- Minimum photo size is 1600 x 1200 pixels
- Landscape (horizontal) orientation only, not portrait
- .jpg or .png format only
- Maximum photo size is 10MB
- Images must showcase your business
- Posters, brochures, logos or photos with written text are not accepted.
- Alternative Text (Alt text) is mandatory. Write a brief description of what is in the photo. This benefits the visually impaired.

How to upload photos

1. In the box, click on the orange text click to upload or drag your image file into the box. You can upload multiple images at once by selecting these within your files.
2. Once the image has loaded enter a caption and other information (Alt text is mandatory).
3. You can then adjust the image crop for square and landscape view by moving the thin blue line (your image will be cropped to this view on certain pages).
4. You can now click save photo

To edit or adjust the photo, click on the photo.

Once uploaded, organise your photos by dragging them into your preferred order.

The image with the star symbol will appear as the 'hero' on ATDW distributor websites.

Click X to remove a photo. A maximum of ten images are permitted.

If you are having trouble uploading your photo, please refer to this guide or contact us for help.

All mandatory fields have now been completed. Complete the additional optional steps to enhance your listing. Optional fields can be updated at any time.

Optional Fields

- Videos
- Ticket Prices
- Internet access
- Facilities
- Memberships
- Accreditation
- Social accounts

VIDEOS

Enter a valid Youtube or Vimeo link (URL).

For example:

Youtube: <http://www.youtube.com/watch/xx>

Vimeo: <http://www.vimeo.com/xx>

Once uploaded, arrange the videos by dragging them into your preferred order. The image with the star symbol will appear first on ATDW distributor websites. Click X to remove a video.

A maximum of ten videos is allowed.

Photos


Required

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

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

Photos

Required



Crop Photo

SQUARE

LANDSCAPE

Rotate Photo

Caption

Alt Text (Required)*

Caption - describe your photo

Sale Sunday Market

Copyright

Photographer

Copyright - who owns this photo

Photographer - who took this photo

TICKET PRICES

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.

FACILITIES

Select any facilities that are available to your guests at the event.

MEMBERSHIPS

Does your event have a hold any memberships?

ACCREDITATION

Is your event accredited with any industry bodies?

SOCIAL ACCOUNTS

Where can customers find your event on social media?

DEALS & OFFERS

Operators can add a deal or special offer to their listing to promote on ATDW distributor websites. A deal can be an offer, discount, special rate or package that is available for a short time.

High value, seasonal and unique packages work best.

Deals can be live for a maximum of three months. Operators can add up to three deals per listing at a time.

Getting your listing published

Once all the mandatory steps have been completed, click on summary to review all of your listing information and make any final changes. To navigate away from the summary screen, click on one of the headings on the menu.

Once you are ready to submit your listing click send for review. If any mandatory fields have not been completed the pop-up window will provide further instructions.

Visit Victoria's quality assurance process will check that your listing meets the requirements before publishing. This usually takes 1-2 business days.

From there, you will receive an email to confirm that your listing has been approved and is live on the ATDW distribution network. It may take a further 24-48 hours for relevant ATDW distributor websites to publish your listing. For information on where your listing may be published, [click here](#).

If your listing does not pass the quality assurance process, Visit Victoria will advise you via email and explain which parts of the listing require updating. You will simply need to correct the issue and send your listing for review again.

IMPORTANT INFORMATION: Keep your listing up to date. Listings automatically expire if they are not updated every 12 months. You will receive an email to remind you of the upcoming expiry date.

Additional information

- Save time when creating multiple listings by using the clone function. This creates a copy of an existing listing within your dashboard to edit and send for review. The clone function can be found on the listing category selection page or within the settings menu of a listing.
- Additional users can be added to an account by clicking on the Account tab on the left hand side.
- ATDW-Online is accessible on mobile, tablet, laptop or desktop devices. Larger screens provide the best user experience.

Different display views for desktop and devices

ATDW-Online is accessible on mobile, tablet, laptop or desktop. Larger screens provide the best user experience. On small devices or small monitors, the menu items collapse to the top of the screen.

Page displayed on a full size desktop screen:

ATDW Online

Contact us VISIT VICTORIA

Mount Olive
Listing # AU0047520

9 optional steps to optimise your listing

SUMMARY SEND FOR REVIEW MORE...

Location: 31 Hospital Street, Daylesford VIC 3460

Phone: Primary: 0353484422, Secondary: N/A

Email: bookings@dayget.com.au

Business Info: Business ARN: 22 423 137 433, Alternate Business Names: Dayget | Daylesford Getaways

Check in & check out: Check in at 15:00, Check out at 12:00

Website: https://www.dayget.com.au/mount-olive

Booking URL: https://www.dayget.com.au/mount-olive

Company description

Mobile phone view:

ATDW VISIT VICTORIA

Mount Olive
Listing #: AU0047520

9 optional steps to optimise your listing

SUMMARY SEND FOR REVIEW MORE...

Location: 31 Hospital Street, Daylesford VIC 3460

Phone

Page displayed on a smaller device or small screen (menu items are at the top of the screen):

ATDW-Online

Contact us VISIT VICTORIA

Mount Olive
Listing # AU0047520

9 optional steps to optimise your listing

SUMMARY SEND FOR REVIEW MORE...

Location: 31 Hospital Street, Daylesford VIC 3460

Phone: Primary: 0353484422, Secondary: N/A

Email: bookings@dayget.com.au

Business Info: Business ARN: 22 423 137 433, Alternate Business Names: Dayget | Daylesford Getaways

Check in & check out: Check in at 15:00, Check out at 12:00

Website



If you need help creating or updating your listing,
or have any questions or feedback, please contact
Visit Victoria's ATDW Support Team on 1300 306 366
or email atdwsupport@visitvictoria.com.au