

South Australian Tourism Commission

ATDW LISTING GUIDELINES

Food & Drink



The Haus, Adelaide Hills





Roxie's, Adelaide

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FOOD & DRINK CATEGORIES

- ▶ Bars
- ▶ Breweries
- ▶ Cooking schools, lessons, workshops
- ▶ Produce
- ▶ Restaurants and cafes
- ▶ Wineries

All Food & Drink listings will be displayed on **southaustralia.com**.

USER DIRECTIONS

LOGGING IN

1. Login/Register at atdw-online.com.au
2. Click on **Add New Listing** from your listing dashboard.
3. Choose **Food & Drink** as your listing type
4. Once you have logged in, work your way through the step-by-step or choose fields to complete from the orange menu. This menu appears on the left-hand side of the page.
5. Use the guidance menu located on the right-hand side of each page to guide you through the required fields.
6. You will notice a "required" and "mandatory" in the top right hand corner in each section.

Mandatory is optional but we also recommend it to optimise your listing.

NAME AND DESCRIPTION

Email addresses, pricing information and contact details can be added into their own sections as you proceed with the listing.

On the right-hand side please use the guidelines to fill in your description.

 Name & description Required

What's the name of your property?

100 characters max

How would you describe your property?

Write a summary in 50 to 200 words

FOOD & DRINK TYPE

Choose the Food & Drink type(s) that most accurately describes your business.
We recommend you select no more than two types.

Food and Drink Type Required

Please select the Food and Drink type(s) that best describes your establishment

Bars

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

Breweries

Breweries offer "brewery or distillery related experiences or products" as their primary business. 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 Schools, 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 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", however produce must be available for visitors to purchase.

Restaurant and Cafe

Restaurants or Cafes offer dining, food or beverages as their primary business. Please note, this does not include fast food franchises. Other takeaway venues would be relevant in very small regional destinations where no other options exist.

Wineries

Suitable Wineries for this classification must have cellar doors that are open to the public for tastings. They offer "wine" related experiences or products to the leisure tourism market.

[PREVIOUS](#) [SKIP TO NEXT STEP](#)

LOCATION

Select **organisation address** to choose the address from your registration as your physical location. If that information is incorrect then select **define another address**. If the location doesn't look accurate, you can move the pin on the map to adjust it.

The database will put your organisation address into the fields as a default so you will need to change the address. Start typing in your address and a Google drop down box will appear which you can click on and it will auto populate the other boxes.

 **Physical address** Required

Organisation address

Level 3, 121-125
Waymouth Street
Adelaide
SA, 5000

Define another address

Street address

 **68 Murray Road, Preston VIC, Australia**

 **68 Murray Street Perth WA, Australia**

 **68 Murray Valley Highway, Killara VIC, Australia**

 **68 Murray Street, Tanunda SA, Australia**

 **68 Murray Street Sydney NSW, Australia**

powered by Google 

Check the suburb/city/town matches the street address.

State ▼

Post code

Map Satellite 



Map labels: WESTERN AUSTRALIA, SOUTH AUSTRALIA, NORTHERN TERRITORY, AUSTRALIA, LAND, Coral Sea, Brisbane.

CONTACTS

- ▶ Only one of these three contact fields are required but the more options you can provide, the more helpful it is for visitors.
- ▶ Write your phone number without spaces or international area codes.

 Phone Required

What number should your customers contact you on?

Primary phone number

Secondary phone number

 Email Required

What email should customers contact you on?

Email address

PHOTOS

- ▶ Minimum photo dimensions are 2048 x 1536 pixels.
- ▶ All photos need to be saved in landscape format.
- ▶ Every listing must have at least 1 photo added. The maximum number is 10 photos per listing.
- ▶ 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 photos into your preferred order. The star will indicate your hero photo.

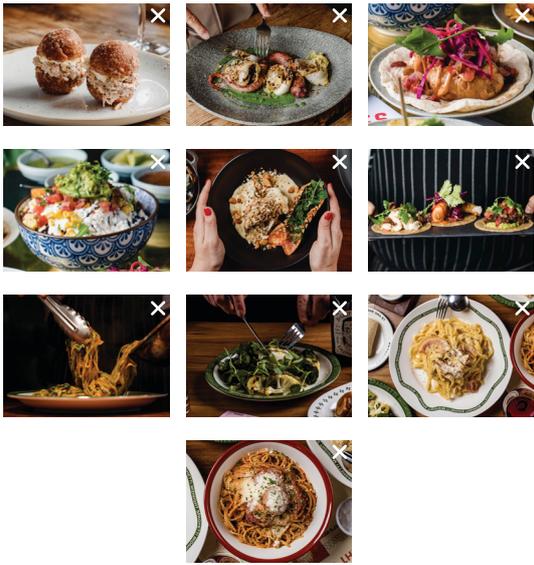
Photos Required

You've reached the maximum of 10 photos allowed

Organise your photos by dragging them into your preferred order with the hero photo first.

Delete unwanted photos by using the 'X' or their delete button.

Alt text is required on all photos. Please enter up to 100 characters to briefly describe your photo.



Photos Required

You've reached the maximum of 10 photos allowed



Crop Photo SQUARE LANDSCAPE

Rotate Photo

chicharron with mojito salsa spicy pork strips

Hoosegow Hoosegow

DELETE CANCEL SAVE PHOTO

VIDEOS

- ▶ Videos must be uploaded by providing YouTube or Vimeo links.
- ▶ 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 Optional

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

UPLOAD

PREVIOUSSKIP TO NEXT STEP

OPENING HOURS

Please specify your Food & Drink business opening hours.

Opening hours ✓ ✕

- Do not specify
- My establishment has specific opening hours
- My establishment has different opening hours during different periods
- My establishment is accessible at all times

Opening hours 1 ✕

On

Everyday ✓

Open at 09:00 ✓ Closes at 19:00 ✓

My establishment is closed this day

[Add another day.](#)

Public Holidays and Closures Optional ✕

- Do not specify
- Single day closure
- Multiple day closure

PREVIOUS NEXT STEP

If your business has different operating hours on different days, please click "add another day". Repeat this process for public holidays if necessary.

SERVICES AND PRICES

Please specify your main meal price range.

 Meal service ✔

Do not specify

My establishment doesn't serve meals

My establishment serves the following meals

<input checked="" type="checkbox"/> Breakfast	<input checked="" type="checkbox"/> Dinner
<input type="checkbox"/> Late night	<input checked="" type="checkbox"/> Lunch

 Meal prices ✔

Please specify your main meal price range

Between \$20 and \$30 Over \$30

Under \$20

[PREVIOUS](#) [NEXT STEP](#)

CUISINE TYPES

Please specify the types of cuisine your establishment serves. Choose from the drop-down menu.

 Cuisine Optional

What type(s) of cuisine does your establishment serve?

Most popular Cuisine

- Modern Australian
- Seafood

 Your selection ✔

- Asian
- Bistro/Cafe/Deli
- Italian

 Browse A-Z listing ▼

PREVIOUS

NEXT STEP

MAIN MENU URL

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

 Main menu URL Optional

Provide your main menu website address

e.g. www.yourrestaurant.com/menu

PREVIOUS

SKIP TO NEXT STEP

LICENSING

In this section specify if guests can bring their own wine or if you are licensed.

 Liquor licensing ✔

Can guests bring wine to your establishment?

Do not specify No license available No, we are fully licensed

Yes, guests can bring their own wine

PREVIOUS **NEXT STEP**

INTERNET ACCESS

In this section please add any internet access you may have.

 Internet access Optional

What kind of internet access is available for your customers?

Broadband Internet Access Free Wifi Paid Wifi

PREVIOUS **SKIP TO NEXT STEP**

FACILITIES

In this section, you can add any facilities available on the property for any of your guests you may have.

 Facilities Optional

Please select any facilities that are available to your guests

<input type="checkbox"/> Alfresco/Outdoor Dining	<input type="checkbox"/> Bar
<input type="checkbox"/> Carpark	<input type="checkbox"/> Coach Parking
<input type="checkbox"/> Cooking School	<input type="checkbox"/> Delivery available
<input type="checkbox"/> Entertainment	<input type="checkbox"/> Live Music
<input type="checkbox"/> Non Smoking	<input type="checkbox"/> Private Dining Area
<input type="checkbox"/> Public Telephone	<input type="checkbox"/> Suitable for Functions
<input type="checkbox"/> Takeaway Available	<input type="checkbox"/> Waterside Dining

PREVIOUS **SKIP TO NEXT STEP**

ACCESSIBILITY

Please ensure that your selections accurately reflect the level of ability your attraction is equipped to support.

If you click the first option, there will be more options to provide further details on the accessibility you have. Please make sure you have the facilities you tick.

 Accessibility Required

Please select the accessibility of your accommodation

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

SOCIAL ACCOUNTS

Add any social media links for your company.

 Social links Optional

Where can customers find you on social media?

 Facebook

 Twitter

 Apple Store

 Flickr

 Foursquare

 Google+

 Google Play

 Instagram

 Pinterest

 Tripadvisor

LISTING APPROVAL

Once you have finished your listing you must send for review. If you do not send for review your listing will not go live until you do. You have 30 days from when you create your listing to send for review otherwise it expires. If it is a listing you have updated you must send for review every time you do changes.

Once you have submitted your listing or updates, SATC will review your listing. This can take 1 - 3 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 southaustralia.com from the time you receive your approval email.

SEND FOR REVIEW

South Australian Tourism Commission

CONTACT

For further assistance with your ATDW online listing, please contact the South Australian Tourism Commission.

Phone

(08) 7088 0114

Email

onlineservices@sa.gov.au

