

ATDW LISTING GUIDELINES

EVENTS



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ABOUT EVENT LISTINGS

EVENT TYPES

The event category is reserved for one off, irregular or specially themed events which have a leisure-tourism focus with a potential to stimulate visitation to South Australian destinations. A business which conducts permanently housed or regular events are not eligible for the event category. Permanently housed or regular activities are to be listed in the Attraction or Tour category.

- ▶ **Business Event** - Eligible for events which permit leisure time at the destination within the program and can attract participants from interstate or overseas to travel for the event. *E.g. Significant conferences, seminars, galas, launches, symposiums.*
- ▶ **Classes, Lessons, Workshops and Talks** - Suitable for one-off educational events. *E.g. Art workshops, cooking classes/lessons and motivational/inspirational speakers.*
- ▶ **Community Event** - Targets the broader community and interested visitors. Must be open to the general public and in a public venue. *E.g. Fetes, charity events, street parades, local Christmas light displays.*
- ▶ **Concert or Performance** - Includes live shows and once off entertainment events where the audience is static. *E.g. Plays, musical theatre shows, opera, stand-up comedy, circus performance, music concerts.*
- ▶ **Exhibition and Shows** - Applicable for exhibits/display events and shows/expos only. *E.g. Open Gardens, French Impressionism, Royal Shows, Lifestyle Shows, Caravan and Camping Expos.*
- ▶ **Festivals and Celebrations** - A short term event with a specialised theme. *E.g. Film Festivals, Food and Wine Festivals, Mardi Gras, ANZAC Day events, New Year's Eve events, Parades, Open Days.*
- ▶ **Food and Wine** - Any event with food, wine or other beverages as the core component of the event such as a themed dinner or lunch. *E.g. Themed dinner/lunch, performance at a winery, truffle hunt.*
- ▶ **Markets** - Reserved for specialised, one off or irregular markets. *E.g. Special night market, crafts themed, produce market, plant themed, pop-up market.*
- ▶ **Sporting Events** - Has a high potential to attract interstate/overseas visitation. Includes events for participation, viewing or a combination of both. *E.g. State and national sporting games (AFL, NRL).*

Please Note: *If you are a Major Event with considerable events within the program, such as Adelaide Fringe Festival, Tour Down Under, Tasting Australia please create an overarching umbrella event, as well as the individual events within the program.*

EVENTS ON SOUTH AUSTRALIA.COM

All South Australian event listings will be published on southaustralia.com.

There is an automatic format which all event listings will display in when published. Event organisers can refer to the below as guidance on how ATDW information is displayed on southaustralia.com.

Please Note: *The southaustralia.com format is not representative of the format of other websites which may host event information.*

CREATING AN EVENT LISTING

CREATING A NEW EVENT LISTING

From the ATDW Dashboard, click 'ADD NEW LISTING'.

ADD NEW LISTING

UPDATING AN EXISTING LISTING













If you have an already existing listing for your event and want to update the current information, click 'update' on the corresponding event from your ATDW dashboard.

CHOOSE A LISTING CATEGORY

Select the 'Event' category.


Choose a listing category

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

 <p>Clone Clone an existing listing from your listing dashboard. (Note: Photos for services are not cloned)</p>	 <p>Accommodation Accommodation establishments must offer accommodation bookable on a short term basis</p>	 <p>Attraction Attractions must be places/areas of interest that offer a distinct visitor experience to the leisure tourist</p>	 <p>Destination information Destination information about a Town, Suburb, City, Area, State or Region</p>
 <p>Event Events must have a leisure tourism focus with the best potential to stimulate visitation.</p>	 <p>Food & Drink Establishments targeted at leisure visitors that offer a food and/or drink experience</p>	 <p>General Service General Services are limited to products or services which support tourism and those who travel</p>	 <p>Hire Hire Companies must provide products or services hired for a specific period of time to be used/operated by the leisure tourist</p>
 <p>Information service Information Services are limited to airports, cruise terminals and visitor information centres</p>	 <p>Journeys Suggested journeys which can include a series of routes and waypoints. May include walking trails, scenic drives and suggested itineraries</p>	 <p>Tour Eligible tour operators must offer regularly organised tours with a leisure-tourism focus, organised by experienced guides. These may include a personal host and/or commentary.</p>	 <p>Transport Transport companies must provide point to point travel/transfers for the leisure tourist</p>

NAME AND DESCRIPTION

- ▶ Use this section to highlight what makes your event unique.
- ▶ Event listings can have a minimum of 25 words and a maximum of 225 words in the description.
- ▶ Don't enter HTML, email addresses, pricing information and contact details as these will go in another section.
- ▶ If you have cloned a listing, be sure to update the name of the listing to remove 'copy' and any additions (2) from the name.

 Name & description

Required

What's the name of your event?

100 characters max

How would you describe your event?

Write a summary in 25 to 225 words

SELECT THE EVENT TYPE

From the drop down box, select the event type that most accurately reflects this event's offerings.


Event Type¹

Select Event Type


☐ Business Event
☐ Classes, Lessons, Workshops and Talks
☐ Community Event
☐ Concert or Performance
☐ Exhibition and Shows
☐ Festivals and Celebrations
☐ Food and Wine
☐ Markets

CONTACT INFORMATION

- ▶ Enter the available contact options for this event.
- ▶ A minimum of one contact method is required.
- ▶ Contact methods will be public facing for visitors to use to enquire about more information or event tickets.
- ▶ Ensure any phone numbers are entered without spaces or international area codes.

 Phone

What number should your customers contact you on?

 Email


What email should customers contact you on?

WEBSITES AND URLS


Add the available URLs to take customers directly to your website or booking platform.

- ▶ Website URL should direct customers to an event webpage.
- ▶ Booking URL should be a direct link to an booking page or to ticket information.

Please check all URLs are complete and working prior to submission.

 Website URL

Provide your event specific website address

 Booking URL Optional

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

VENUE

It is recommended to enter both the venue name and the address of the event.
Type this information in the respective fields.

The venue name can assist visitors in locating the venue of the event with ease. A venue can be an establishment, outdoor area, theatre, pop-up venue or anywhere with a defined location in google. If the event has more than one venue within a destination, the phrase "Various venues" can be used in the venue name box and "Various locations" in the Street address field.

When entering an address, a drop down box will appear to assist in finding the correct Google location.

A google map will appear pinpointing the location entered. If the location doesn't look accurate on the map, you can click on the pin and move it to the correct location.

Venue

Required

Please provide information about your venue

Venue name

Street address

Unit / Apartment / Suite / Building

e.g. Unit 401

Suburb


e.g. Surry Hills

State

Post code

Map

Satellite



Map data ©2021 Google Terms of Use

DATE & TIME

Select if this event has been confirmed or not.

Confirmed event

Required

Has this event been confirmed?

☐ Yes

☐ No

Choose the frequency of this event.

Frequency

Required

How often does this Event occur?

☐ Annual

☐ Biannual

☐ Biennial

☐ Daily

☐ Fortnightly

☐ Monthly

☐ Once Only

☐ Quarterly

☐ Weekly

Enter the date and time into the calendar using one of the three methods available.

- ▶ Manually select each event occurrence.
- ▶ Create a 'once only' occurrence
- ▶ Create a 'regular' event occurrence.

Manually select each event occurrence.

- ▶ Scroll down to view the full calendar displaying the upcoming 15 months.
- ▶ Find and click the individual dates of the event.
- ▶ Using the available fields, select the correct **24-HOUR TIME** of your event [Start HH:MM – End HH:MM]
- ▶ Click 'Add another time' to add a second event time to the same day.
- ▶ Click another day on the calendar to add additional occurrences to this event.
- ▶ Click off the calendar to save. A green tick should appear in the top right of the Date & Time section.

March 2021

April 2021

May 2021

June 2021

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

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

Sat 5th 00 00 00 00

Add another time

DATE & TIME

Create a 'once only' occurrence

How to auto-populate a 'once only' occurrence – ideal for single day events and events that run at the same time on consecutive days.

- ▶ Select 'Once only'.
- ▶ Enter the start date and the end date of the event period.
- ▶ Enter the time of the event on the 'from' and 'to' fields. All times are displayed in 24-hour time.
- ▶ Click 'APPLY'.
- ▶ Check the correct dates are displaying in the calendar. Click the date on the calendar to check if the correct time is displaying.

The screenshot shows the 'Date & Time' form with the 'Once only' radio button selected. The 'Start Date' and 'End Date' fields are empty, each with a 'Select date' button and a calendar icon. The 'From' and 'To' time fields are empty, each with a 'Time' button. An orange 'APPLY' button is at the bottom right. A 'Required' label is in the top right corner.

Create a 'regular' event occurrence.

How to auto-populate a 'regular' occurring event over a select period – ideal for events which run systematically at different times on different days.

- ▶ Select 'Regular'.
- ▶ Enter the start date and end date of the event period.
- ▶ Enter a time of the event in the 'from' and 'to' fields. All times are displayed in 24-hour time.
- ▶ Create the pattern for how often this event time repeats during the event period. For example:
 - For weekly events select '1' 'week' and nominate the relevant days.
 - For fortnightly events select '2' 'week' and nominate the relevant days.
 - For monthly events select '1' 'month' and choose either a repeating date or day as displayed.
- ▶ Click 'APPLY'.
- ▶ Check the correct dates are displaying in the calendar. Click the date on the calendar to check if the correct time is displaying.
- ▶ Click the 'new pattern' button on the top right to add more occurrences of the different times to the event calendar. Continue adding patterns until all the event dates and times are populated.

The screenshot shows the 'Date & Time' form with the 'Regular' radio button selected. The 'Start Date' and 'End Date' fields are empty, each with a 'Select date' button and a calendar icon. The 'From' and 'To' time fields are empty, each with a 'Time' button. The 'Repeat every' section has a dropdown set to '1' and another dropdown set to 'Week'. The 'Repeat on' section shows a row of day buttons: M, T, W, T, F, S, S, with the two 'S' buttons highlighted in blue. A 'CLEAR PATTERN' button and an orange 'APPLY' button are at the bottom right. A 'Required' label is in the top right corner.

DATE & TIME

Updating the calendar dates and times.

- ▶ For updates to upcoming events, select the individual date needing to be updated. Either update the time fields to reflect the new time or select the x to the right of the time fields and this date will be removed from the calendar.
- ▶ To update all event dates and time, click the 'clear calendar' and add the new dates.

Please note: *If you are using a previous event listing for an upcoming event, the calendar is required to be cleared before adding new event dates and times. Without clearing the calendar, the previous event dates can appear active on distributor websites.*

ACCESSIBILITY

Select the level of accessibility the event has for people with access needs. It is important you accurately reflect the right level.

If the event 'actively welcomes people with access needs', further options will appear for you to provide more details on the type of accessibility available.

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.

General Access

Optional

Provides general access facilities and services for people with access needs.

Please provide details of the facilities and services offered

☐ Offer multiple options for booking - web, email, phone

☐ Offer a range of contact methods for receiving complaints

☐ Accept the Companion Card

☐ Employ people with disability

☐ Train your staff in disability awareness

☐ Have accessibility information and photos, including of a bathroom, room and/or floor plan on your website (can be emailed on request)

☐ Ask all visitors if there are any specific needs to be met

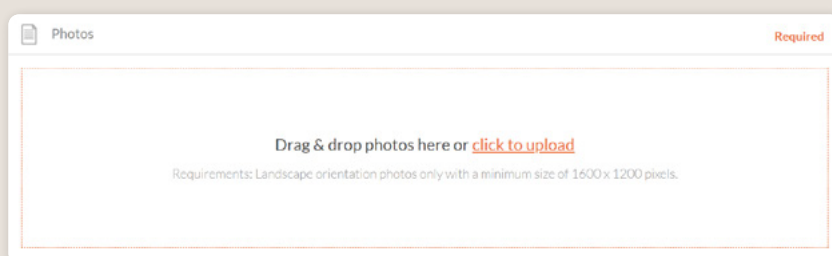
☐ Website meets [WCAG 2.0](#) accessibility standards

☐ Advise tour guides of the access needs of guests at the time of booking (includes pick up and drop off requirements)

☐ Provide assistance with booking arrangements (includes providing clear itineraries with written instructions on what to do at various destinations)

PHOTOS

1. To upload, either drag the image from your device and drop into indicated field or click the 'click to upload' hyperlink and select the desired file.
2. Photos are subject to specific requirements because the images are promoted on different websites with different image specs. To avoid the image becoming distorted or illegible, the ATDW photo requirements must be adhered to so those that are marketing the product on your behalf, are doing so with clear and quality imagery. If your image doesn't meet these requirements, an error box can appear. If it does, please review image details and try again.
3. Once the photo is uploaded, enter alternative text and further caption details.
4. Click 'Save Photo'.



Specific requirements for photos in ATDW can be found in the guidance box on the right of the screen. This includes:

- ▶ Minimum photo size is 1600 x 1200 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 (Search Engine Optimisation). Captions can add more detail to your photo.

You may wish to take a look at the [South Australia Media Gallery](#) to see if there are images of the business on there that could be utilised.

Optimisation Tip: *Once uploaded, you can drag photos into your preferred order. The star will indicate your hero photo.*



HAVE GREAT IMAGES YOU WANT TO SHARE? SUBMIT THEM TO THE SOUTH AUSTRALIA MEDIA GALLERY.

The South Australia Media Gallery is a secure resource housing an extensive range of South Australian images which we make available to Media, Travel Trade and the SA Government to use free of charge solely for the positive promotion of South Australia and its tourism regions as a travel destination. Having images on the SA Media Gallery can lead to some great publicity and inclusion in advertising and editorial material throughout Australia and internationally. To find out more visit the [South Australia Media Gallery](#) or contact the Brand Assets Team.

OPTIONAL DETAILS

Add any optional detail you require to include to assist in optimising your event. To add more details, click the box of the information section you want to include.

Business Information – Include any information to help identify the event organisation.

Business information

Optional

This information will not be visible to your customers

Business ABN

CHECK

Is your business known by an alternative name?

100 characters max

X

[Add alternative name](#)

Videos – To upload a promotional video to your ATDW listing, it needs to be uploaded to YouTube or Vimeo first. To upload a YouTube or Vimeo video, copy the URL and paste into the relevant box then click upload.

Videos

Optional

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

UPLOAD

Internet Access – Enter the relevant internet access.

Internet access

Optional

What kind of internet access is available for your customers?

☐ Broadband Internet Access

☐ Free Wifi

☐ Paid Wifi

OPTIONAL DETAILS

Ticket Prices – Choose the relevant ticket option. If it is a paid event, choose from the drop down list the relevant ticket type you are wanting to provide details on. Enter the lowest and highest amount if the pricing is dynamic. To add more than one ticket type, select “Add another ticket” in the bottom left of the Ticket Price box.

Ticket prices

☐ Do not specify

☐ This event is free

☒ Please provide ticket prices for this event

Ticket

Required

All tickets

From

\$

To

\$

Comments on these prices

For example, children under 5 free

[Add another ticket](#)

Facilities – Select facilities available at the event.

Facilities

Optional

Please select any facilities that are available to your guests

☐ Bar

☐ Carpark

☐ Conference/Convention Facilities

☐ Kiosk

☐ Non Smoking

☐ Pet Friendly - Enquire

☐ Public Telephone

☐ Restaurant

☐ Cafe

☐ Coach Parking

☐ Family Friendly

☐ Lockers

☐ Parents Room

☐ Pop Up Wine Bar

☐ Public Toilet

☐ Shop / Gift Shop

Social Accounts – Enter available social accounts for the event which customers can visit to find out more information, read reviews or engage with.

Social accounts

Optional

Where can customers find you on social media?

☐ Apple Store

☐ Facebook

☐ Flickr

OPTIONAL DETAILS

Media Links – Provide media links for any third-party articles or blogs for the event. Before submitting the event for review, please check the media links are complete and working.

Media Links

Optional

Please provide any third-party articles or blogs written about your event

Media Title

Media Link

Accreditations – Select all accreditations the event has (including COVID safe accreditations).

Accreditations

Optional

A

- ☐ Accessibility Certification
- ☐ ATEC COVID Ready/ WTTC Safe Travels Stamp

B

- ☐ Barossa Trust Mark

C

- ☐ COVID Clean Practicing Business
- ☐ COVID Safe

Memberships – Select any relevant memberships applicable for the event from the list provided.

Memberships

Optional

A

- ☐ Association of Australian Convention Bureaux Inc.
- ☐ Australian Gay and Lesbian Tourism Association
- ☐ Australian Museums and Galleries Association
- ☐ Australian Tourism Export Council

I

- ☐ International Cruise Council of Australasia

M

- ☐ Meetings and Events Australia

CREATING A DEAL / OFFER

THE DEALS / OFFER FUNCTIONALITY

The Deal/Offer functionality in ATDW allows event organisers to further promote the event through advertising any special rate, discount, bonus offer or packages for a set period.

A Deal/Offer will appear on southaustralia.com directly under the product description on the primary listing it is attached to and on the dedicated holiday deals and offers webpage on southaustralia.com.

For more information on how to add a Deal/Offer, visit the [ATDW Support and Marketing Hub](#).

GENERAL OPTIMISATION TIPS

OUR TOP TIPS

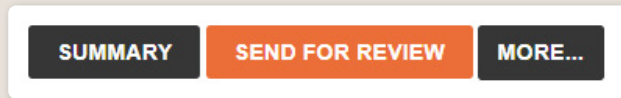
- ▶ **We always recommend adding in as many details as you can.**
The more information included within your listing will increase the compatibility of your information on other distributor websites and optimise the visitor experience.
- ▶ **Update your listing regularly.**
Listings are required to be updated at minimum every 12 months. It's best practice to set a time aside every six months to review your listing and update any information that has recently changed.
- ▶ **Use the 'Guidance' section.**
The ATDW provides a guidance section to assist with the optimisation and compliance of the information in the respective fields. This guidance section can be found on the right of your screen and provides examples of good practice listings.

For more Optimisation Tips and FAQ's visit the [ATDW Support and Marketing Hub](#).

LISTING APPROVAL PROCESS

SUBMITTING A LISTING

Once all information has been uploaded/updated, click the 'SEND FOR REVIEW' button in the top right corner of the web page.



REVIEWAL PROCESS

All South Australian listings are sent to the South Australian Tourism Commission (SATC) for review. The SATC will quality assure the ATDW listing. This means SATC will check over all information to ensure it is compliant with ATDW guidelines and is optimised for distribution.

The review process can take up to 5 business days to complete. Once reviewed, SATC will process either an approval or rejection. You will be notified of the outcome via email. The email will be an automated template with optional additional comments in bold text.

Please review any emails issued from the ATDW as these are important to notify you of any necessary amendments, recommendations or actions you may need to take.

CONTACT US

ATDW & DIGITAL MARKETING TEAM

onlineservices@sa.gov.au

WEBSITES

southaustralia.com

tourism.sa.gov.au

