



Creating Event Listings for City of Port Phillip channels

If you are running an event in the City of Port Phillip and want to promote it to a broader audience, creating an **Australian Tourism Data Warehouse (ATDW) listing** is a great way to gain more exposure. You can visit the website via this link: atdw.com.au

If you follow the process below your event will also be automatically listed on the [City of Port Phillip website](#) and [What's on St Kilda](#), the City of Port Phillip's tourism and events platform.

Your event will also be placed onto visitvictoria.com Victoria's tourism digital channel and australia.com Australia's tourism digital channel among others.

To qualify for listing on ATDW your event needs to meet the set criteria. Please assess your event against the criteria detailed below to ensure your event qualifies for listing.

Event categories

Event category	Event description
Business events	One-off educational events like art workshops, cooking classes/lessons and motivational/inspirational speakers
Classes, lessons, workshops and talks	One-off educational events like art workshops, cooking classes and lessons
Community events	Eligible community events must be open to the general public, in a public venue. They must specifically target audiences or attendances from the broader community and interested visitors.
Concert or performance	This may include plays, musical theatre shows, opera, stand-up comedy.
Exhibitions and shows	Exhibitions and/or display events listed here cannot be permanently available at an Attraction or venue.
Festivals and celebrations	May include film festivals, seasonal festivals like Floriade, arts festivals, food and wine festivals, multicultural festivals.
Food and Wine	These events will have food, wine or other beverages as the core component of the event
Markets	A market event is not a permanently housed, regular market. Market events include one-off, irregular or specially themed markets in temporary locations.
Sporting events	These events can either be for participation, viewing or a combination.

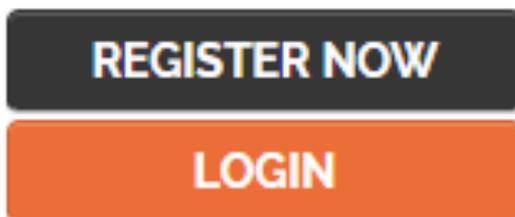
For more information on event specifics and eligibility criteria please refer to [ADTW Event Listing Guidelines](#) and also refer to their [Frequently Asked Questions](#) for further details about listings.



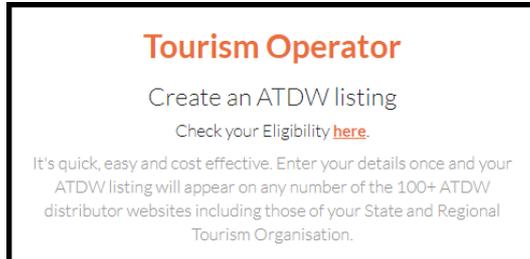
Registering an account on ATDW

Before you can create a listing, you will need to register on the ATDW website. This is a simple process as seen below.

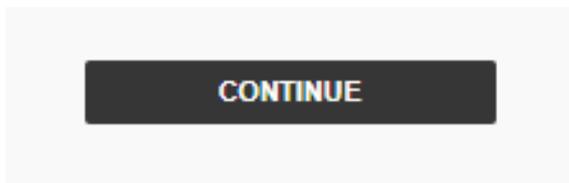
1. Go to <https://oauth.atdw-online.com.au/login>
2. Click **Register Now**.



3. Click **Tourism Operator**.



4. Click **Continue** at the bottom of the screen.





5. Enter your business and contact details as seen in the box below

Business ABN

Organisation information

Name of organisation

Location

Street address

Unit / Apartment / Suite / Building

Suburb

State

 ▼

Post code

Organisation phone number

Organisation email address



6. It will then ask you to create a login profile using your organisation's name, phone number and email address as seen in the box below

First name

Last name

Phone number

— Login details —

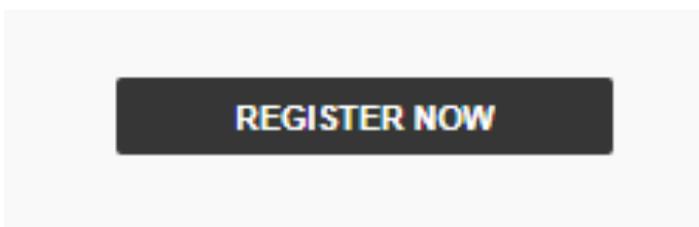
Email address

Password

Re-type password

CREATE

7. Read the terms and conditions and privacy policy.
8. Click **Register Now** when ready



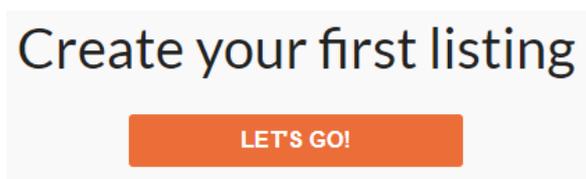


Creating an event listing on ATDW

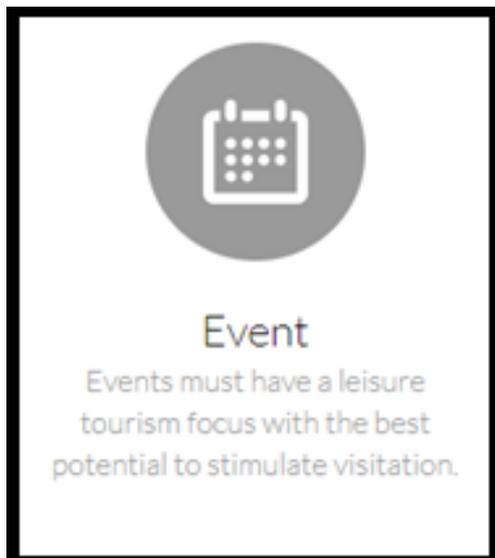
Now that you have registered it's a simple process to create a listing. You can create one now or come back later to create additional events.

To create an event listing please follow these steps:

1. Login to <https://oauth.atdw-online.com.au/login>
2. Once you have logged in click on the **Let's Go** button.



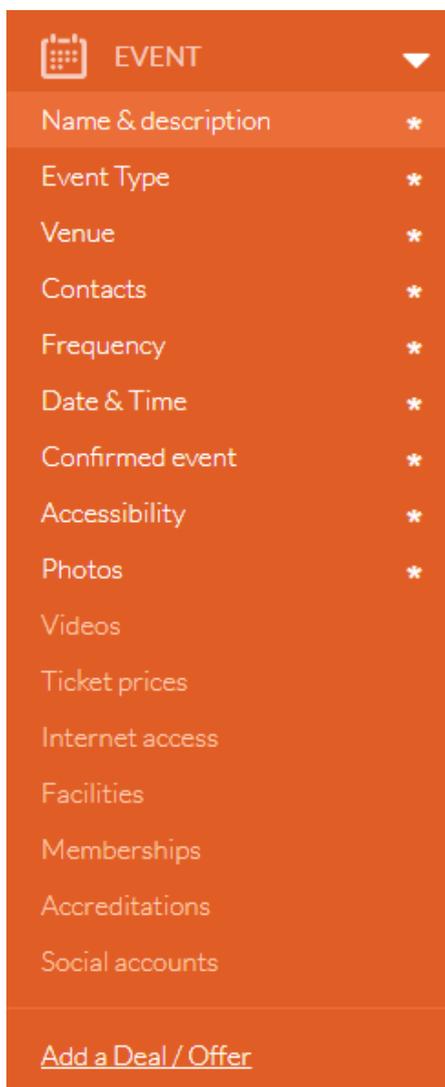
3. Click **event**.





4. Follow the below 10 mandatory steps to create your listing.

The page has some great tips on how to promote your event and we encourage you to use as much information as possible to entice your audience to attend.



Feel free to add as many details about your business and how best to contact you with questions.

Add information about how to get there, what facilities the location has and remember pictures tell 1000 words so use as many photos as you can.



5. Submit your event listing for review.

Once your event has been approved by the team it will appear on whatsonstkilda.com within 24-48 hours without any further work required by you.

Remember the great thing about using the ATDW website is that the information is used by multiple organisations, so it's a powerful and easy way to spread the word about your events.