EVENTS FACT SHEET

Adding your Event to the ATDW Event Calendar

Before you begin, ensure you have appropriate images.
The system is very strict on image requirements and will not accept it unless it is landscape and at least 2048 pixels wide by 1536 pixels high. If your image does not meet these requirements, you can use online programs to resize your image. For assistance with this, see the below section on editing your image.

Create an ATDW Account
1. Go to http://www.atdw-online.com.au and click on the "Register Now" button below the login section.
2. Select the "Tourism Operator" box and then click Continue.
3. Fill in the relevant information and click "Register Now".
4. You will be sent an email with login details. Your login is your email address.

Create your listing
1. Go to http://www.atdw-online.com.au and Login using the credentials you created in the above step.
2. Select "Add New Listing".
3. Then select "Event".
4. There are various fields to complete, each has helpful tips that will guide you through it. Required fields within each section are marked as 'required'. When you have added the information for each section, click on the next step button at the bottom of the screen. This will take you to the next information category.
   To the left of the screen, the different categories are marked. Any with an asterisk must be completed before you are able to submit your event.
5. When you have completed all the required fields, the "Send for Review" button in the top right hand corner will turn Orange. You can then click on this button when you have finished adding your event details. If you don't click this button, your event will not go live but will be saved for you to come back later. When you click "Send for Review" no payment should be required. *If you are prompted to submit payment, then you didn't select "Event" at step 3.*
6. Once you have submitted your event, your listing will be manually reviewed by someone at Tourism Victoria which may take up to 48 hours or longer. You will receive an email telling you that your listing has been approved by the ATDW. It will then take up to a day to appear on the associated event calendars.

Editing your images
There are a number of online programs that you can use to resize your image. A good free online program is www.canva.com/photo-editor/ To edit your image using this program;
1. Go to www.canva.com/photo-editor/
2. Click on the green "Upload" button and pick your image from your computer.
3. At the top of the page, click on the "Resize" button
4. There are two boxes with the width and height listed. You need to change these so that the number in the **w** box is higher than 2048 and the number in the **h** box is higher than 1536.
5. Click on the green "Download" button in the top right hand corner. On the pop up box that comes up, click the Download your photo by itself link. Then save the image to your computer, ready for use with the ATDW.

What is the ATDW?

The Australian Tourism Data Warehouse is (ATDW) is a national digital tourism information platform. All of the Indigo Shire and regional tourism websites use the content from this platform.

Where does the event listing go?

Creating one listing on the ATDW will also provide you with listings on;

- The www.explore[Town].com.au tourism website for the town in which your event is being held.
- VictoriasHighCountry.com.au
- VisitVictoria.com.au
- The IndigoShire.vic.gov.au event calendar
- The 'What's On' page of the quarterly Indigo Informer (subject to deadlines).

Why do I need an event listing on the ATDW?

We use the event information on the ATDW to build our internal event database at Indigo Shire. If you want us to know about your event, it needs to be on the ATDW. If we get media enquiries, we use this database to provide them with event information. The database is also sent out to emergency services so that they are aware of all events occurring in the region. The event calendar also provides local residents with a source of information about the event.

For any further enquiries on adding Events to the ATDW, contact Council's Tourism Development Officer (Events) on 03 5728 8000 or at info@indigoshire.vic.gov.au