

A bartender is shown in a bar setting, pouring a drink from a shaker into a martini glass through a strainer. The image is overlaid with a blue tint and a white geometric shape in the top right corner.

ATDW-ONLINE USER GUIDE: **FOOD & DRINK**

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 business or event must:

- Provide a direct service or experience to the leisure tourist.
- Be located and/or operate within Australia.
- Have a physical premises that customers can walk into and access the product and/or service.

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 business or 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 food and drink 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 let's go to commence.

Choose food and drink 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
- Food and Drink type
- Location
- Contacts
- Accessibility
- Photos

NAME & DESCRIPTION

Your description should paint a picture of your product to readers. Focus on your unique selling propositions, and why guests should come visit. Describe the key highlights of your product and why people should choose you over similar products. Try to explain this in just one or two sentences.

1. The first sentence should begin with your product's name and location. In one sentence clearly describe what your product is about and what you are offering.
2. Then focus on your unique selling proposition, these are features or qualities that make your property different from similar offerings.

3. The second paragraph should give more detailed information on the product such as any highlight features i.e. dining area, wine list, local produce, balcony with ocean views. It is important not to simply list features in this paragraph, focus on painting a picture that entices the reader.
4. In the final paragraph you may want to include some interesting facts about the product, what else is nearby and how far they are from various attractions i.e. being close to accommodation, train stations, or plenty to explore such as the Bendigo Art Gallery, one of Australia's oldest and largest regional art galleries.

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 nine and use figures for 10 and above – for example, six bookings, 66 travel agents
- Pricing (Adult \$30, Concession \$20)
- Website links (<https://maryscottage.com>)
- Unnecessary capitalisation – only use for names, regions or specific places



FOOD AND DRINK TYPES

Select the most appropriate food and drink type. If applicable select multiple types.

Food and Drink Type

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 or Vineyards 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.

LOCATION

If the location is different from the organisation address, select define another address and enter the address details.

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

Venue

Required

Please provide information about your venue

Marvel Stadium

Street address

740 Bourke Street

Unit / Apartment / Suite / Building

e.g. Unit 401

Suburb

Docklands

State

VIC

Post code

3008

Map

Satellite

CONTACTS

Enter your business contact details. These are the details that will appear on your listing.

Phone: Enter a minimum of one phone number for your business. 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 business.

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

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.

The screenshot shows a web form for entering business contact details. It is divided into four main sections, each with a header icon and title:

- Phone:** Contains the question "What number should your customers contact you on?". Below it are two input fields: "Primary phone number" and "Secondary phone number (optional)".
- Email:** Contains the question "What email should customers contact you on?". Below it is a single input field labeled "Email address".
- Website URL:** Contains the question "Provide your event specific website address". Below it is a single input field with the placeholder text "www.address.com/we-want-this-url-here".
- Booking URL:** This section is marked as "Optional" in the top right corner. It contains the question "Does your website accept online bookings? If so, enter your direct booking URL here". Below it is a single input field with the placeholder text "www.a-booking-uri-goes-here.com".

PHOTOS

Photo requirements

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

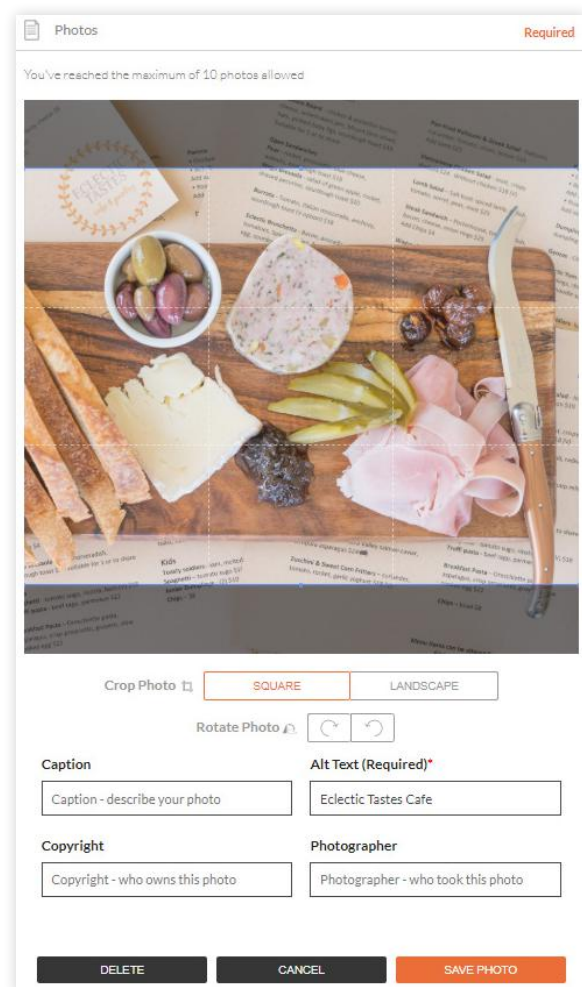
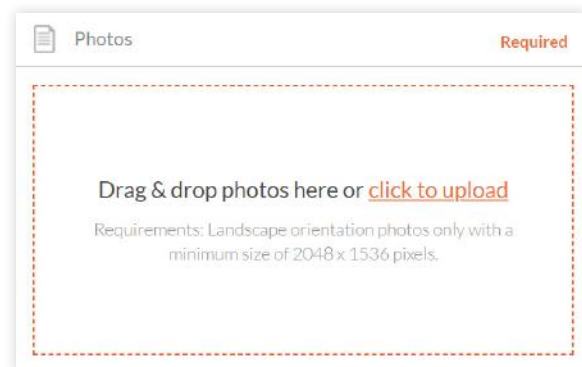
To edit or adjust the photo, click on the photo.

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
- Opening hours
- Services & Prices
- Cuisine type
- Main Menu URL
- Licencing
- 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.

OPENING HOURS

What are the opening hours for the establishment? Include public holidays etc. Follow the guidance text for instructions.

SERVICES & PRICES

Provide information on the food service and price bracket.

CUISINE TYPE

What cuisine does your establishment offer? Select one or multiple types.

MAIN MENU URL

Provide a URL link to your online main menu if available.

LICENCING

Confirm whether your establishment is a licenced business to serve alcohol or BYO is available.

INTERNET ACCESS

What kind of internet access is available to your customers?

FACILITIES

Select any facilities that are available to your customers.

MEMBERSHIPS

Does your business hold any memberships?

SOCIAL ACCOUNTS

Where can customers find you on social media? Enter your business' social media links (URL).

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:

The desktop view of the ATDW-Online interface displays a comprehensive business listing form for 'Tucks' (Listing #: AU0180708). The form is organized into a grid layout with a sidebar on the left containing a menu of categories like 'LISTINGS', 'PHOTOS', 'CONTACT', 'ABOUT', and 'ABOUT'. The main content area includes fields for 'Name & description', 'Food and Drink Type', 'Location', 'Contact', 'Accessibility', 'Photos', 'Videos', 'Opening hours', 'Service & Prices', 'Cuisine types', 'Main Menu URL', 'Licensing', 'Internet access', 'Facilities', 'Memberships', 'Associations', 'Social accounts', and 'Dine & Orders'. The 'Location' field shows a map of 37 Shoreham Road, Red Hill South, VIC 3927. The 'Phone' field contains 'Primary: 0359898660' and 'Secondary: N/A'. The 'Business Info' section includes 'Business ABN: 37 869 725 310' and 'Alternate Business Names: Tucks Ridge'. The 'Licensing' section states 'No, we are fully licensed'. The 'Website' field contains 'https://tuckswine.com.au/'. The 'Booking URL' field contains 'https://www.tuckswine.com.au/contact/'. The 'Company description' field is empty. At the top right, there are buttons for 'SUMMARY', 'SEND FOR REVIEW', and 'MORE...'. A progress bar indicates '6 optional steps to optimise your listing'.

Mobile phone view:

The mobile phone view of the ATDW-Online interface shows the same business listing form for 'Tucks' (Listing #: AU0180708), but with a simplified layout. The sidebar menu is collapsed into a hamburger menu icon at the top left. The form fields are arranged in a single column, with the 'Location' field at the top, followed by 'Phone', 'Business Info', 'Licensing', 'Website', and 'Booking URL'. The 'Company description' field is at the bottom. The 'SUMMARY', 'SEND FOR REVIEW', and 'MORE...' buttons are at the top right. The progress bar indicates '6 optional steps to optimise your listing'.

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

The smaller device or small screen view of the ATDW-Online interface shows the same business listing form for 'Tucks' (Listing #: AU0180708), but with a different layout. The sidebar menu is collapsed into a hamburger menu icon at the top left. The form fields are arranged in a single column, with the 'Location' field at the top, followed by 'Phone', 'Business Info', 'Licensing', 'Website', and 'Booking URL'. The 'Company description' field is at the bottom. The 'SUMMARY', 'SEND FOR REVIEW', and 'MORE...' buttons are at the top right. The progress bar indicates '6 optional steps to optimise your listing'.

A bartender is shown in a bar setting, pouring a light-colored liquid from a metal shaker into a glass through a funnel. The bartender is wearing a dark shirt with a patterned design. The background is filled with various bottles on shelves. The entire image has a blue tint. There are blue decorative shapes in the top right and bottom left corners.

If you need help creating or updating your listing,
or have any questions or feedback, please contact
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