GUIDE TO CREATING AN

Event Profile

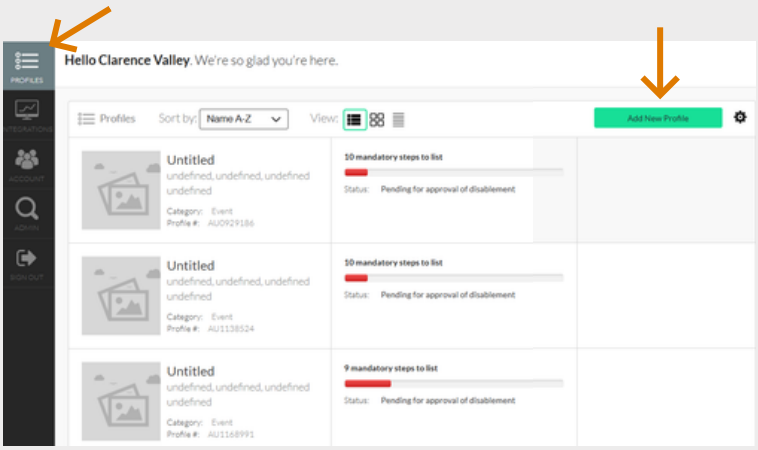
What is ATDW?

The Australian Tourism Data Warehouse (ATDW) is Australia's official national tourism database. It provides FREE promotion for your business or event across VisitNSW, Australia.com, the My Clarence Valley website, and over 150 tourism platforms. Creating an event profile will increase visibility to potential visitors searching online. Lets get started.

Let's Get Started!

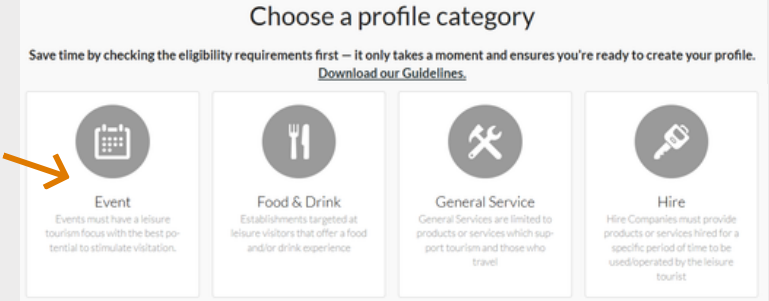
Log in to your ATDW account at atdw.com.au.
If you don't have an account, click "JOIN" and follow the prompts to set it up.

Add New Profile



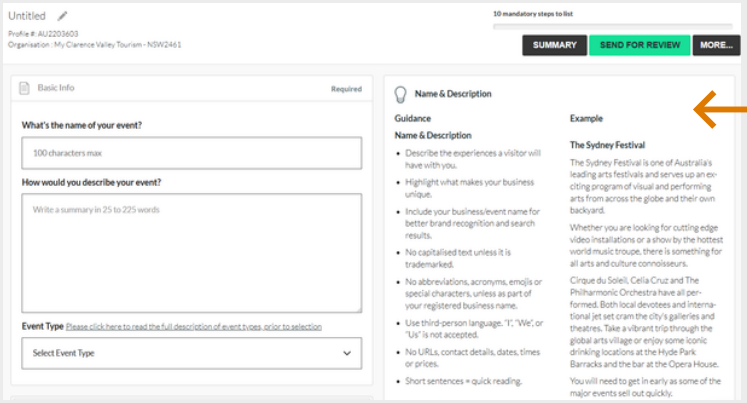
Navigate to the PROFILE tab and click ADD NEW PROFILE

Choose Event Category



Select EVENT category

Writing an Event Description



Helpful tips appear in the Guidance box on the right side of the screen.

Quick Tips for description:

- 25 - 225 words
- No capitalised text
- No abbreviations or emojis
- No dates, times or prices
- Use third person language

Your description should tell your story

First sentence of your description:
In one clear and concise sentence, provide the **name of your business**, the **location & region** and what your business offers that is unique. This sentence should give readers an immediate understanding of your product or service (it's also really important for Search Engine Optimisation - SEO).

Example of a good description:

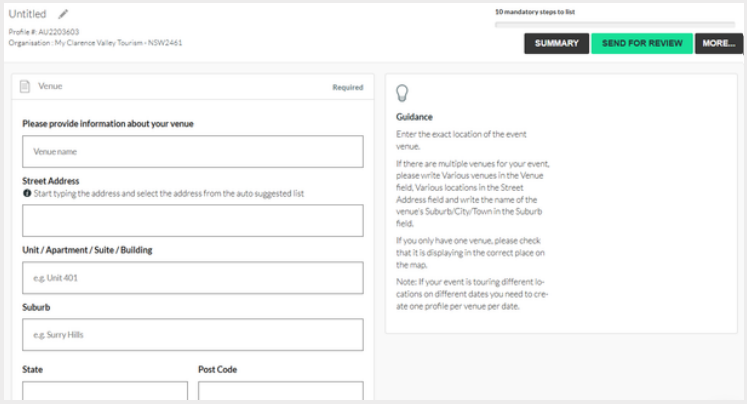
Ferry Park Gallery in Maclean, on the Northern Rivers of NSW, offers art lovers the opportunity to experience the diverse arts of the Clarence Valley at its annual 8x8 Small Works Exhibition.

This much-anticipated event features a stunning array of original artworks. The works, all on a given eight by eight-inch canvas, showcase the talent of local and regional artists, emerging and established. Each piece tells a story, inviting viewers to engage closely with the chosen theme for the 2026 exhibition.

Ferry Park Gallery invites visitors to slow down, discover and connect with the region's creative soul. Discover what makes this exhibition a highlight on the Clarence Valley's Plunge cultural calendar.

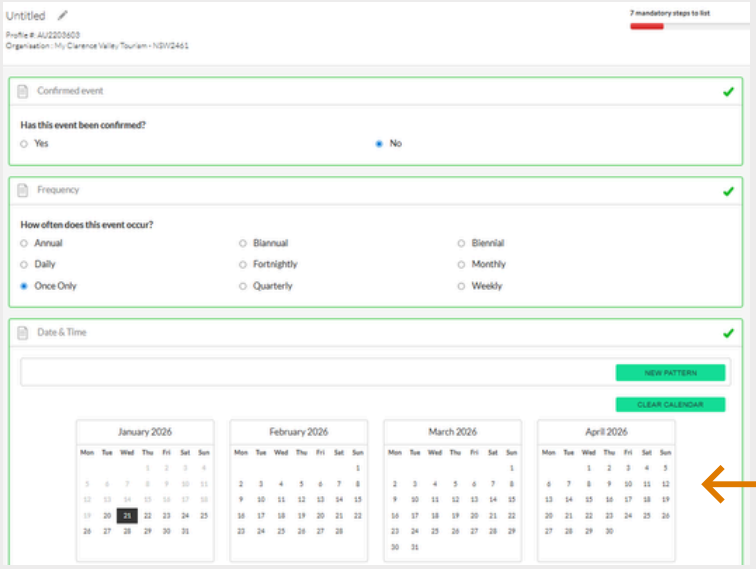
Located beside the Clarence River and just off the Pacific Highway, the gallery is ideally situated for travellers exploring the Clarence Valley area on the Northern Rivers.

Complete your Profile



Follow the prompts in each section and click NEXT STEP.

Adding Your Event Dates & Time



Confirm your event- select YES. Select frequency

Select single or repeat event. Enter date, start time, end time. Then click APPLY.

OR

Manually enter the details by clicking on the calendar date and editing the start/end time.

Accessibility

Something to consider: Accessibility refers to all types of needs inlcuding hearing, sight, environmental stimulation, etc.

If you are not sure, select 'Disabled access available, contact operator for details.'

Adding photos



Photos are a powerful way to showcase your business and attract more customers. Showcase people experiencing your event. Or if you haven't held the event before, use pictures of the event venue, workshop/exhibition product or process.
Create an emotional connection.

Orientation: Photos should be in landscape (horizontal) orientation.

Minimum Photo Size: Your photo must be at least **1600 pixels (W) x 1200 pixels (H)** to ensure high-quality display.

File Format: Accepted formats are .jpg and .png only.

Maximum Photo Size: Each photo must be no larger than 10MB.

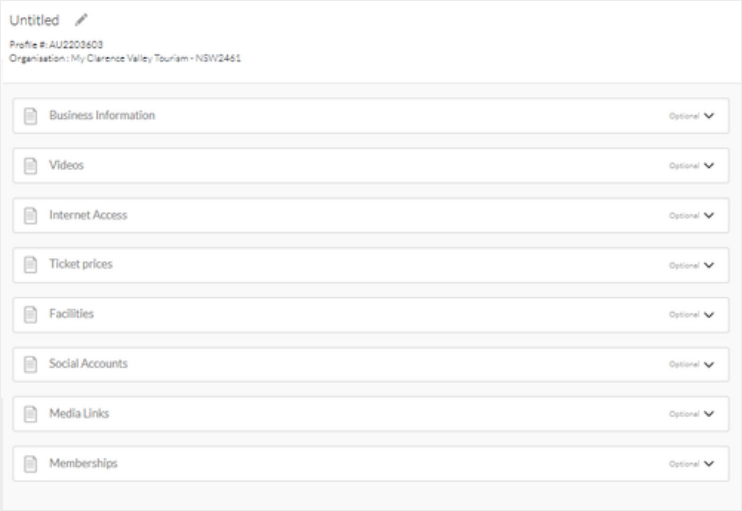
How to resize a photo?

Resizing images without losing quality can be challenging, but by following certain techniques and using the right tools, you can maintain the clarity and sharpness of your images. Here's how you can do it:

- Choose the Right Tools: Canva (www.canva.com) offers a free online *Image Resizer*. Simply upload your image, select Custom Size, then add your preferred dimensions, remembering that the photo must be at least **1600 pixels (W) x 1200 pixels (H**). Once generated, download your resized image as a high-quality JPG or PNG file - remembering that your image **cannot exceed 10MB.** *Adobe Photoshop* allows you to resize images using the 'Image Size' function.

- Preserve Aspect Ratio: Always maintain the aspect ratio (the proportional relationship between width and height) of your image when resizing. This prevents distortion and helps maintain quality.

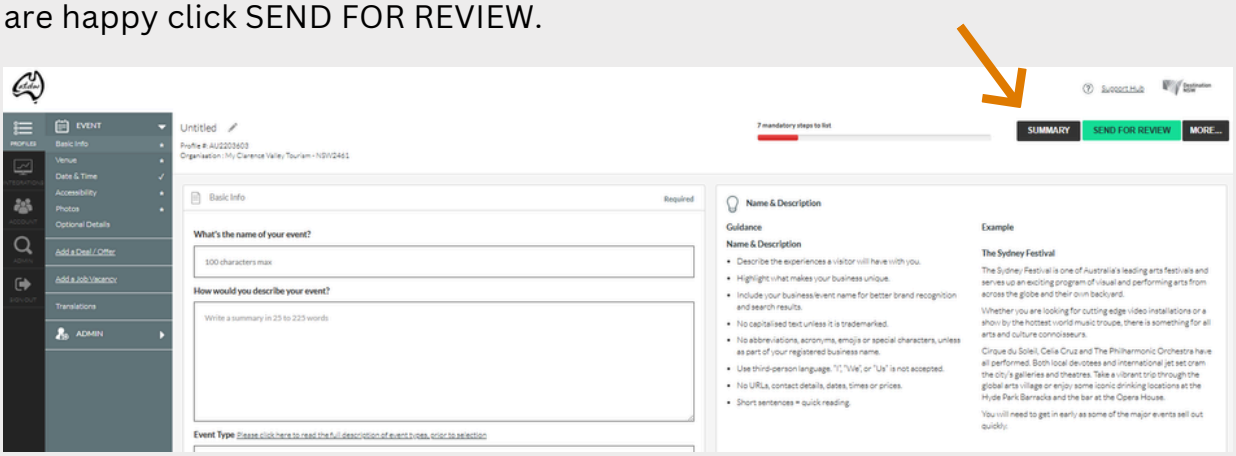
Optional Information



Add any optional information you would like to share. We suggest adding ‘Ticket Prices’ and ‘Social Accounts’ to optimise the profile.

Review Summary

Click SUMMARY on top right of screen. Review your event profile. When you are happy click SEND FOR REVIEW.



Your profile will be reviewed by ATDW staff. You will receive a notification email when it is approved.

NEED MORE SUPPORT

A library of support resources can be found at **support.atdw.com.au**
Or email support@atdw.com.au

FREQUENTLY ASKED QUESTIONS

When should I list my event?

It's best to create your ATDW event profile at least 2 months prior to the event for maximum exposure. Current travel trends show that visitors are planning and booking their holiday 60 days in advance.

How long does it take for my event to show on the My Clarence Valley Events?

ATDW approval times vary according to profile volumes. As a guide:

- **Approval Time:** New profiles can take up to five business days to be reviewed and approved. Updates to existing profiles are generally reviewed within two business days. However, often it is quicker than these times.

- **After Approval**: Once you receive the automated email confirming your profile has been approved, you can usually expect to see your information published on www.myclarencevalley.com the following day.

Will I be able to edit my profile after it is submitted?

Yes. You can edit or update your event profile even after it has been published on a website. The only exception to editing profiles is when they are locked during the ATDW review process.

When will my event profile be unpublished or removed?

Event profiles are automatically removed from websites (unpublished) once the event is over. No you don't need to do anything.

What if I have repeat events or similar events?

You don't need to re-enter all your details. To save time, go to the PROFILE tab on your dashboard. Find the event profile you wish to duplicate. Click MORE and then CLONE PROFILE.
You will then be able to update with the detials of the new event.

More information at www.atdw.com.au