



# Event listings for ATDW and What's On St Kilda & Southside

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## Why create a listing?

If you are running an event in the City of Port Phillip and want to promote it to a broader audience, creating an event listing on **What's On St Kilda & Southside** is a great way to gain more exposure. This can be done by creating a listing directly on the What's On website or promoting it to a wider audience using ATDW.

## Creating your event on What's On St Kilda & Southside

Before you begin, please read through the [Event and Business Listing Guidelines](#) to make sure your event is eligible to be listed on What's On.

### What's On event eligibility

- The event must take place in City of Port Phillip
- Open to the public (no private events)
- Single event experience (no classes or events that require multi-day attendance)
- Events must fall under one of the following categories:
  - Arts, entertainment and culture
  - Food and drink
  - Sports and recreation
  - Live music
  - Shopping or retail
- Must have a broad appeal
- Images used should be professional quality photographs without text or logos. Sub-standard photos or promotional graphics should not be used.

### Events not listed:

- Events or classes that require multi-day attendance
- Online only events, apps or websites
- Political or religious events
- Business or networking events
- Programs that are considered part of a businesses' regular activity
- Events that have heavily restricted attendance or places
- Private or member functions

## Registering a What's On account

Before you can create a listing, you will need to register on the What's On website: [Create a What's On account](#).

### Step 1

Select Create an account

ST KILDA  
WHAT'S ON  
SOUTHSIDE

**SIGN IN**

Or **create an account** on Everi.

Sign In With Google Sign In With Facebook

Email Address \*

Password \*

Remember me

**Sign in**

[Forgotten your password? Reset it here](#)

### Step 2 - Option 1

Register with an existing Facebook or Google account

ST KILDA  
WHAT'S ON  
SOUTHSIDE

**REGISTER**

Or create one with your name and email address. Already a user? Sign in here

Register With Google Register With Facebook

Name \*

Email Address \*

Password \*

Confirm Password \*

I'm not a robot  
reCAPTCHA is changing its terms of service. [Take action.](#) reCAPTCHA  
Privacy - Terms

By registering, I agree to the What's On St Kilda & Southside Terms of Use

**Register**

### Step 2 - Option 2

Fill in your details and email then select Register

ST KILDA  
WHAT'S ON  
SOUTHSIDE

**REGISTER**

Or create one with your name and email address. Already a user? Sign in here

Register With Google Register With Facebook

Name \*

Email Address \*

Password \*

Confirm Password \*

I'm not a robot  
reCAPTCHA is changing its terms of service. [Take action.](#) reCAPTCHA  
Privacy - Terms

By registering, I agree to the What's On St Kilda & Southside Terms of Use

**Register**

## Creating an What's On event listing

Now that you have registered, you are ready to create an event listing. If you have multiple events, repeat this process to create additional listings.

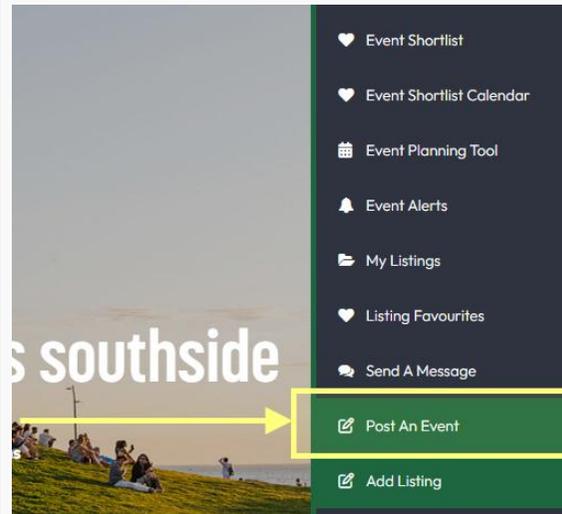
### Step 1

Log in to your account and select your **Profile icon** in the menu



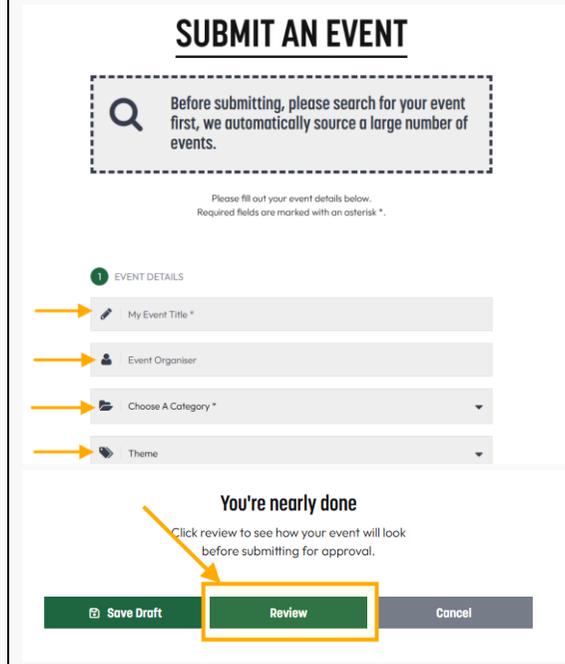
### Step 2

Select **Post an event** on the side menu



### Step 3

Fill in your event details and select **Review** then **Submit**



Once your event has been approved it then appear on the [What's On St Kilda & Southside](https://www.whatsonstilda.com.au/) website.

# How to create your event on ATDW

By following the process below, your event can be listed on [What's on St Kilda & Southside](#), the City of Port Phillip's tourism and events platform.

Your event will also be placed onto [Visit Victoria](#), Victoria's tourism digital channel, and [Visit Australia](#), 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.

## ATDW event categories

Event category	Event description
<b>Business events</b>	Business events suitable for profile include major conferences, seminars, galas, product launches, symposiums, and similar activities where the majority of attendees are expected to travel from interstate or overseas. These events should include a program that allows participants time to explore and enjoy the destination.
<b>Classes, lessons, workshops and talks</b>	These are one-off educational events that might include art workshops, cooking classes, and talks by motivational or inspirational speakers. The events should highlight experiences that are unique to the city or region and have a strong focus on leisure tourism.
<b>Community events</b>	Community events must be open to the public and held in a public venue. They should be designed to attract a broad audience, including visitors from outside the local area. Events that cater exclusively to special interest groups or specific demographics are not eligible.
<b>Concert or performance</b>	Concerts and Performances include plays, musicals, operas, stand-up comedy, circuses, puppet shows, music concerts of all genres, dance performances, one-off film screenings, and live shows like The Wiggles Live, Disney on Ice, or Top Gear Live.
<b>Exhibitions and shows</b>	Exhibitions and display events must be temporary or one-off and should not be permanently available at an Attraction. Examples include Open Gardens, temporary art exhibits like French Impressionism, and lifestyle shows such as Easter Shows, Royal Shows, Agricultural Shows, and expos related to caravans, camping, crafts, health and wellness, or food and wine. Musical shows should be listed under Concerts/Performances.
<b>Festivals and celebrations</b>	Festivals can include events like film festivals, seasonal festivals such as Floriade, arts festivals, food and wine festivals, multicultural festivals, and Mardi Gras. Celebrations and commemorations may include Australia Day events, ANZAC Day ceremonies, New Year's Eve celebrations, Easter Egg hunts,

Olympic Athletes Welcome Home parades, the Myer Christmas Windows, and Open Days.

<b>Food and Wine</b>	Food and Wine Events focus on culinary experiences, where food, wine, or other beverages are the main attraction. Examples include themed dinners, lunches, or performances at wineries, as well as events like Truffle Hunts.
<b>Markets</b>	Market events are one-off or irregular markets held in temporary locations. These may include produce markets, craft fairs, special night markets, and other themed markets. Regular, permanent markets should be listed under Attractions/Shopping and Markets.
<b>Sporting events</b>	Sporting events can be for either participation, viewing, or both. To be listed, these events should have significant potential to attract visitors from interstate or overseas. Examples include the Tour Down Under, Australian Formula 1 Grand Prix, V8 Supercars, and World Cup Cricket. Interstate matches across all sporting codes are also eligible.

For more information on event specifics and eligibility criteria please refer to [Event Types](#) and also refer to their [Support Hub](#).

# Registering ATDW account

Before you can create a listing, you will need to register on the ATDW website: [Create an ATDW account](#).

## Step 1

Under account type, select **Tourism Business** and **Continue**

### Let's get started.

Welcome to ATDW. Whether you're a tourism business or destination looking to boost visibility or a distributor seeking reliable, up-to-date tourism content, ATDW is your foundation for growth. Our platform supports over 50,000 tourism businesses and connects you with leading tourism channels - driving engagement, efficiency, and shared results.

Registration is quick, secure, and designed for your needs. Ready to strengthen your digital presence and industry impact? Start your registration now - let's build the future of Australian tourism, together.

Select your account type

**Tourism Business**  
Reach up to 80 million potential customers with a single profile. [Read more](#)

**Distributor**  
Enhance your digital channels with Australia's most comprehensive tourism content. [Read more](#)

**Continue**  
[I don't know](#)

## Step 2

Fill in your business details and select **Next**

### Let's get better acquainted.

To complete your account setup, we need a little more information about your business or organisation.

**Business ABN**

**Name of organisation\***

**Organisation phone number\***    **Organisation email address\***  
   

By signing up, I agree to ATDW's [Terms](#) and [Privacy Policy](#).

**Next**

## Step 3

Fill in your details and select **Create my account**

### Let's complete your setup.

Please enter your details below to finish setting up your account. The email and password you provide here will become your unique login to access your business account.

**First name\***    **Last name\***  
      
**Phone number\***

**Email address\***

**Password\***    **Re-type password\***  
   

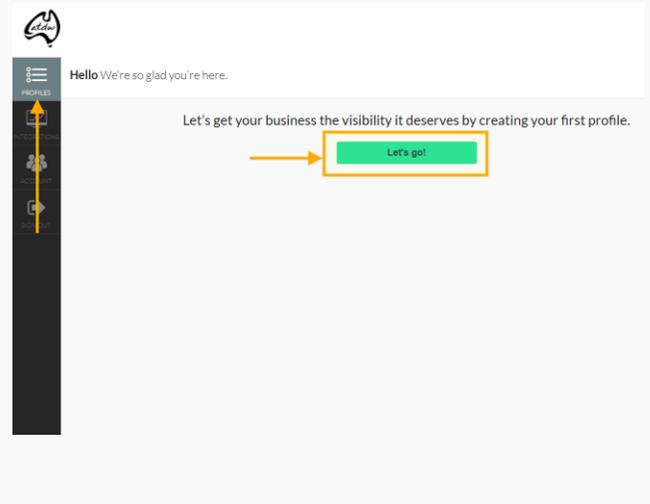
**Create my account**

## Creating an ATDW event listing

Now that you have registered, you are ready to create an event listing. If you have multiple events, repeat this process to create additional listings.

### Step 1

Log in to your account, in the **Profiles tab** select **Let's go!**



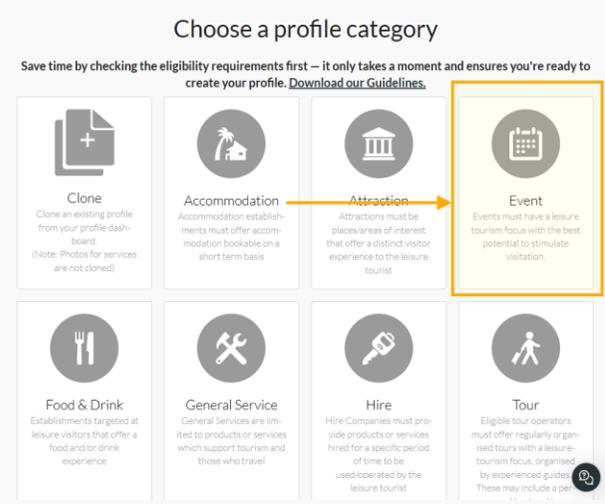
The screenshot shows a user interface with a 'PROFILES' tab selected. A green button labeled 'Let's go!' is highlighted with an orange box and an arrow pointing to it. The text 'Let's get your business the visibility it deserves by creating your first profile.' is visible above the button.

### Step 2

Select **Event** profile category

Choose a profile category

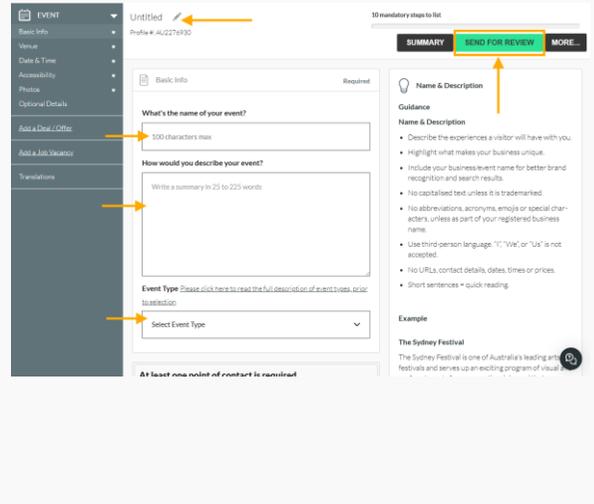
Save time by checking the eligibility requirements first – it only takes a moment and ensures you're ready to create your profile. [Download our Guidelines.](#)



The screenshot shows a grid of profile categories. The 'Event' category is highlighted with an orange box and an arrow. The categories include: Clone, Accommodation, Attraction, Event, Food & Drink, General Service, Hire, and Tour. Each category has a brief description of its requirements.

### Step 3

Fill in your event details and select **Submit for review**



The screenshot shows a form for creating an event listing. The 'SEND FOR REVIEW' button is highlighted with an orange box and an arrow. The form includes fields for 'What's the name of your event?', 'How would you describe your event?', and 'Event Type'. A 'SUMMARY' tab is also visible.

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.

Once your event has been approved by ATDW it can then be approved by the Communications team to appear on [What's On St Kilda & Southside](#).

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.