

# Cowra Events Calendar

Information and eligibility requirements to list your event

## OVERVIEW

The Cowra Region is home to a diverse range of events, including cultural, community and sporting events that attract attendance from both the local community and those travelling far and wide.

The Visit Cowra website utilises the [Australian Tourism Data Warehouse \(ATDW\)](#) as its primary source for event listings. ATDW is a database for Australia's tourism operators and event organisers to use to easily promote their business or events across numerous digital platforms.

Without an ATDW listing, your event may not appear on this website.

To be eligible for listing on this calendar, events must have a strong visitor focus with the potential to stimulate visitation from outside the local area. ATDW profiles will feature on multiple tourism websites, which attract tourists seeking events such as concerts, family entertainment, sports events, recreational activities - things that people do whilst on holiday/vacation.

Events may be listed at the discretion of the Tourism Manager.

## ELIGIBILITY CRITERIA

It is important to determine if your event is eligible for listing in the Australian Tourism Data Warehouse (ATDW) prior to loading your event information. Events which are deemed to be ineligible will be rejected as part of the quality assurance process.

For events to be listed, they must fall into one or more of the following categories:

- Business Events
- Classes, Lessons, Workshops and Talks
- Community Event
- Concert or Performance
- Exhibitions and Shows
- Festivals and Celebrations
- Food and Wine
- Markets
- Sporting Events

More information about each event category is provided in the Event Categories section below.

**All events must have:**

- Broad public appeal. Events for special interest groups or specific demographics, including school fetes, church fairs, fundraisers, personal/professional development courses, and business/networking events, are not always eligible. *(If you would like to discuss the inclusion of such an event, please contact [Cowra Tourism](#) and your event will be considered on a case-by-case basis)*
- Clear start and end dates. Permanent exhibitions are not eligible.

## **EVENT CATEGORIES**

Listed events must fall into one or more of the following categories:

### **Business Events**

Business events suitable for profile include conferences, seminars, galas, product launches, symposiums, and similar activities where the majority of attendees are expected to travel into the region. These events should include a program that allows participants time to explore and enjoy the destination.

### **Classes, Lessons, Workshops and Talks**

These are 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.

### **Community Event**

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. *(If you would like to discuss the inclusion of such an event, please contact [Cowra Tourism](#) and your event will be considered on a case-by-case basis.)*

### **Concert or Performance**

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.

## **Exhibitions and Shows**

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 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.

## **Festivals and Celebrations**

A festival event may include film festivals, seasonal festivals e.g. Canowindra International Balloon Festival, Sakura Matsuri, food and wine festivals, multicultural festivals etc.

A celebration or commemoration event may include NAIDOC Week activities, ANZAC Day, New Year's Eve, Easter Egg hunt, Carols, Open Days etc.

If your event is a festival comprising multiple sub-events, you are only permitted to list the festival event as a whole. You are not permitted to list the individual events that make up the festival's program. i.e. a film festival can create one listing for the festival, not a listing for each screening.

## **Food and Wine**

Food and Wine Events focus on culinary experiences, where food, wine, or other beverages are the main attraction; these events should highlight local products. Examples include themed dinners, lunches, or performances at wineries, food & wine shows, as well as events like Truffle Hunts.

## **Markets**

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.

## **Sporting Events**

Sporting events can be for either participation, viewing, or both. To be listed, these events should have significant potential to attract visitors to the region.

**Not sure if your event meets the above criteria? Please contact Cowra Tourism to discuss, and your event may be considered on a case-by-case basis.**

## Listing Guidelines:

### Information required to list your event.

The minimum, mandatory information you will require to list an event is as follows:

- The name of your event, which follows the listing guidelines below.
- A description of your event between 25 and 225 words, which follows the listing guidelines below.
- The dates and times of your event.  
*Note:* You can specify multiple dates and times for your event under a single event listing. You must not create multiple listings for the same event, even if the event occurs on multiple dates. These will be considered as duplicate listings and will be rejected as part of the quality assurance process.
- At least one primary point of contact. This could include:
  - A phone number
  - An email address
  - A website URL
  - An online booking URL
- Information about the accessibility of your event. At a minimum, you will be required to select one of the following options:
  - Actively welcomes people with access needs.
  - Does not cater for people with access needs.
  - Disabled access available, contact operator for details.
- Between one and ten photos, at least 1600 pixels wide x 1200 pixels high to appear against your listing.  
*Note:* Posters, brochures, logos or images with written text will not be accepted. Plain images that don't look like promotions are always preferred.
- The name and address of the venue the event is being held at.

## **Optional information you could provide**

In addition to the mandatory information you must provide (listed above) there are a number of optional fields you should consider populating. Generally speaking, the more information you can provide the better.

Examples of additional information you might wish to include when listing your event include:

- Ticket prices or, if your event is free, you can also indicate this under the ticket prices section.
- Links to your social media accounts.
- Relevant YouTube videos.
- Information about the facilities available at your venue.

## **Best Practice Guidelines:**

Please ensure that your event description follows these guidelines.

Avoid:

- Adding dates, times, addresses, costs, URLs, or contact details to your description. These details appear elsewhere.
- Photos with text, logos or writing on them. Brochures, posters, and flyers are also unacceptable as photos.
- Italics, bold, ampersands (&), URLs or hypertext. The database can't reproduce these.
- Titles, words, or sentences in capital letters unless copyrighted. Capitals are the online equivalent of shouting.
- Referring to I, we or our. Those phrases are only relevant on your website.

Include/use:

- Main point in the first 25 - 30 words, including your event name
- Short sentences. These are quicker to read online. Aim for 10 words or less with one main idea per sentence.
- 50 to 200 words, i.e. 5-20 main points.
- 'Personalised' text e.g. 'You'll enjoy the vibrancy and colour of this exhibition', rather than 'This exhibition is colourful and vibrant'.

- A few key search terms e.g. if your event is a rugby game, ensure you use the word rugby.
- Doing words e.g. Experience - Laugh - Watch - Discover.
- Full names. Most visitors won't understand abbreviations or acronyms.
- Correct spelling and accuracy. Please double-check all information before submitting.

## Steps for listing your event on ATDW:

There are four simple steps you will need to follow to list your event on this website:

1. Determine if your event is eligible for listing.

Read the above Eligibility Criteria to ensure your event is eligible to be listed. Ineligible events will be rejected as part of the quality assurance process.

2. Ensure that you have all the necessary information to list your event

Read the Listing Guidelines to ensure that you have all the necessary information to list your event.

3. Register for a free account on the Australian Tourism Data Warehouse

If you do not already have an account on the Australian Tourism Data Warehouse (ATDW) you will first need to register for access.

You only need to create an account once, then you can reuse it to list multiple events and to manage your existing event listings.

4. List your event information in the Australian Tourism Data Warehouse

## Other submission methods:

If your business is ineligible to join the Australian Tourism Data Warehouse but you still wish for your event to be listed, you may submit your event for consideration via the submission form.

- Determine if your event is eligible for listing.

Read the above Eligibility Criteria to ensure your event is eligible to be listed. Ineligible events will be rejected as part of the quality assurance process.

- Ensure that you have all the necessary information to list your event.

Please refer to the above guidelines.

- Fill in the submission form.

Please note that no account is required for this step.

- Review your event for submission.

Please note that it may take between 1 and 5 business days for your event to be reviewed for publication on our site.

## **Note:**

Events are reviewed, removed or added to the calendar in accordance with these guidelines and Cowra Tourism reserves the right to edit or decline any event.

Information on the calendar is shared from other sources and the owners of the what's on calendar are not responsible for views or opinions expressed or errors or omissions in the information shared.

By publishing events to the calendar, Cowra Tourism Corporation are not necessarily endorsing the event.

Images must be photographs or illustrations - not logos, infographics, flyers or brochures. Images should not have any text on them. It is the submitter's responsibility to ensure they have the necessary rights and permissions to submit an image for an event listing.

We reserve the right to refuse the submission if the submitted image does not meet these criteria.

We encourage event organisers not solely rely on promotion of events via Cowra Tourism's promotional channels and that all promotional platforms and other forms of media are considered when creating the marketing plan for your event.

## **AREAS OF RESPONSIBILITY**

### **The Event Organiser:**

- Is responsible for uploading details to the calendar. Cowra Tourism takes no responsibility for events not listed, and subsequently, not promoted on the calendar.

- Upload all details of the event (including a description of the event that will help attract visitors or locals to the event)
- Provide Cowra Tourism with any changes as they may arise (changes to the events listing can only be made by Cowra Tourism staff)
- Advise Cowra Tourism immediately if the event is cancelled, postponed or sold out

#### **Cowra Tourism Corporation:**

- Will moderate requests for inclusion on the Region's Events Calendar as per the guidelines. *(Please allow up to 5 working days for your event to be reviewed)*
- Correct any typographical errors, including spelling, formatting and tense, to maintain the standard and tone of the calendar
- Will, on advice from the event organiser, remove the event from the Calendar/make a note on the listing, if the event is sold-out or cancelled
- Can reclassify the category of the event if not deemed most appropriate
- Reserves the right to amend formatting to ensure consistency across the site

## **RESOURCES**

Profile Creation: <https://support.atdw.com.au/en/collections/55635-create-a-profile>

Event Types: <https://support.atdw.com.au/en/articles/43755-event-types>

*References and links to other internet sites are for convenience or informational purposes only and should not be construed as an endorsement of those sites, the information, views, opinions or standards that they provide. Cowra Tourism Corporation is not responsible for the relevance or accuracy, currency and reliability of information found on those sites.*