

2024

Event Organisers Support Guide



ACT
Government

We are here to help

Events have the capacity to generate tourist visitation, economic activity, and foster a strong sense of community pride. Each event held helps to shape Canberra's identity, while bringing life, colour, and diversity to the city and surrounding region.

The ACT Government offers a range of advice and support to event organisers and promoters to make their events safe and successful. This support guide has been created to get you started with all the information you need to promote and maximise the impact of your event.

Events ACT

Events ACT is recognised as the lead ACT Government agency for the development and delivery of events in Canberra, and has responsibility for managing a diverse suite of **community and major events**. Events ACT also administers the ACT Event Fund. For any questions regarding the information contained in this support guide, or if you require further event-related planning support or advice, please contact us.

Email: events@act.gov.au | Phone: 6205 0666 | Website: [Events ACT](#)

Canberra and Region Visitors Centre / VisitCanberra

VisitCanberra is the official tourism organisation for Canberra and the ACT Government. VisitCanberra works to grow the visitor economy for Canberra and the surrounding regions by creating and implementing a range of marketing and development programs. Through VisitCanberra, the ACT Government offers partnership and promotional opportunities for events that drive tourism and overnight visitation to the ACT. They have developed a **Working with VisitCanberra** guide to assist you, and you can also reach out to them to discuss your ideas about how they can promote your event.

Email: crvc@act.gov.au | Phone: 1300 852 780 | Website: [CRVC | VisitCanberra](#)

Access Canberra

Through Access Canberra, the Event Coordination & Business Assist team offer a range of support services for event organisers to assist you with the event planning and approval process within the ACT. This includes identifying suitable locations, venues, and times of the year to hold your event; obtaining your event permits and approvals; and facilitating operational requirements such as waste, parking enforcements and road closures.

Email: eventapprovals@act.gov.au | Phone: 13 22 81 or 6205 4400 |
Website: [Access Canberra – Holding an event in the ACT](#)



Use of 'CBR' logos

Please contact the Events ACT team via events@act.gov.au if you have any questions about the use of logos.



Master CBR logo

This is an optional logo for use on promotional material that seeks to attract people to Canberra.

Please note: this is a brand logo, not an organisational logo, and cannot be placed in areas designed to acknowledge sponsors or partners.

To apply for access to these files please email canberra@act.gov.au.



WeAreCBR logo

This is an optional logo. It can be used if you would like to express a connection to Canberra via a logo, or if the event is to be marketed interstate to attract visitors.

Please note: this is a brand logo, not an organisational logo, and cannot be placed in areas designed to acknowledge sponsors or partners.

This logo is included in the **Brand Canberra toolkit**.

Note: free registration is required.

If you would like to send us through images of how and where you have used our logo/s please do so!

events@act.gov.au

All logos used should be used as supplied.

Do **not** alter the colour of the logo, stretch, or distort it.

Do **not** rotate the logo. It must always appear level or horizontal to the layout.

If you need to resize the logo:

- ✓ Do ensure the logo is still proportional.
- ✓ Do ensure the writing on the logo remains legible
- ✓ Do ensure there is clear space around the logo (minimum clear space is 5mm on each side of the logo).



Australian Tourism Data Warehouse (ATDW)

Your event on the Australian Tourism Data Warehouse (ATDW)

The ATDW database enables Australia-wide tourism operators and event organisers to easily promote their business or events across numerous digital platforms.

Events ACT and VisitCanberra use the ATDW database as the source for promoting listings for Canberra and region events.

Without an ATDW listing, your event cannot appear on any ACT Government channels. Registering your event early increases the opportunities available to promote your event.

Creating your (free) ATDW listing

You only need to register your business once to manage all your event listings

- ▶ Go to [Australian Tourism Data Warehouse \(ATDW\)](#) and click on 'Register Now'.
- ▶ Select 'Tourism Operator' as your account type and hit 'continue'.
- ▶ Enter your organisation information to set up your account and hit 'Register Now'.
- ▶ You can now begin to create your event listing.

Details of what is required are in [Events ACT's Listing Guidelines](#).

When **selecting your photos** make sure to include 2-5 images. VisitCanberra also has guides to assist you, [ATDW – Getting Started](#) and [ATDW – Optimising Your Listing](#). An ATDW checklist has been included in the [Website and Social Media Marketing Checklist](#) document.

To avoid delays, please check that your event listing complies with [ATDW publication guidelines](#).

The ATDW quality assurance team reviews all listings (expect a minimum 3-5 day turnaround time) before the listing is live on [events.canberra.com.au](#) and [What's on in Canberra | VisitCanberra](#).

Change is coming to ATDW

Set to launch in early 2024 is a new name, brand and platform to replace the current ATDW.

If you have an existing account, you will be notified when the new platform is launched. If you have yet to create your account, you will be redirected to the new site. All live listings will be carried across to the new platform automatically.

For updates, please visit [ATDW – Information for tourism operators](#).



ACT Government Promotion

Events ACT may promote your event through the events.canberra.com.au website once you have an ADTW listing for your event. Make sure to include at least 2-5 images in your ATDW listing to assist the team to promote your event where we can across various ACT Government communication channels. Promotion is dependent on timing, audience, and type of event.

Where are ATDW listings seen and how does VisitCanberra use ATDW listings?

- For cross-promotion on australia.com, visitcanberra.com.au, and events.canberra.com.au.
- To develop social media posts on @visitcanberra channels.
- For consideration in VisitCanberra and Events ACT printed and digital publications, articles, monthly consumer EDM and more.
- To help craft **itineraries for trade** and media famils.
- As a resource for VisitCanberra's international and domestic PR, media, creative and content agencies to facilitate pitching and content development.
- Display on digital screens at the Canberra and Region Visitors Centre.
- In person/face-to-face promotion at the Canberra and Region Visitors Centre (CRVC) via staff and volunteers.

Please also see the [Working with VisitCanberra](#) guide for more information.

Our Canberra

Our Canberra is another way the ACT Government connects with Canberrans and keeps everyone up to date with what's happening in the city. To feature in *Our Canberra* there needs to be a strong ACT Government link. If you think your event may be suitable, please speak to us to discuss a possible pitch.

There are 3 different *Our Canberra* promotional channels:

- **Our Canberra Website** – publicly available.
- *Our Canberra* Print Editions – monthly to all households and tailored to the main 5 regional areas (Belconnen, Central, Gungahlin, Tuggeranong, and Woden/Weston Creek/Molonglo Valley).
- *Our Canberra* EDM – fortnightly to subscribers (only 3 events can be selected for each edition).

Events ACT Facebook

The Events ACT Facebook page promotes exciting events and activities that are on in and around the Canberra region for everyone to see or do. The page is also used to announce when Expressions of Interest are open for vendors, entertainment etc for various ACT Government Events such as Floriade, the Enlighten Festival, the Canberra Balloon Spectacular etc.

Events ACT Newsletter

A newsletter is sent out weekly to registered recipients with information on upcoming events in the ACT and surrounds.

To subscribe to the newsletter visit [Events Canberra](#) and enter your details at the bottom of the page.



How to assist Events ACT and VisitCanberra to promote your event across all available Channels

Provide images

Please provide images we can use to promote your event. Images should showcase various aspects of the event goers experience i.e., food & beverages, festival atmosphere, performances and acts etc. Images should be provided in print resolution. Images can be sent to tourism.images@act.gov.au and eventfund@act.gov.au.

Provide video links

Video assets perform better than images to engage views. If you have any videos (portrait or landscape) that we can potentially use to promote your event, please reach out to tourism.images@act.gov.au and eventfund@act.gov.au. Note: videos do not have to be professionally shot.

Tell us your collaborations

Please inform the VisitCanberra team as early as possible if you are working with any interstate journalists, media outlets, or influencers. This helps to identify any collaboration opportunities. Please reach out to tourism.media@act.gov.au.

Provide us with materials

The Canberra Region Visitors Centre is a central place where visitors to Canberra come to get information about things they can do and experience. They stock a range of brochures and materials from the Canberra region and tourism-related businesses. If you have any brochures, fliers, publications etc, that you would like us to distribute, please contact us at crvc@act.gov.au.

Provide us with your social media links & #hashtags

Please provide us with

- links to your Facebook page or event page
- any Facebook/ Instagram/ Twitter hashtags and handles you are using for your event.

Where we can, we will link to and list these on our Facebook page [Events ACT](#)

Use our #hashtags

Use #EventsACT, #WeAreCBR and #VisitCanberra on your social posts so we can view your content and request to repost it on our channels. Find more tips and tricks on how to get featured on our VisitCanberra channels [here](#).

Link to VisitCanberra and more

If your event has more than 100 anticipated interstate attendees, please link to visitcanberra.com.au. You can also link to our [guides & articles](#). These links help your attendees enhance their stay by accessing additional information on what there is to do in Canberra as a tourist. You can use these links on your website, e-newsletter, social media accounts, or publications.

Create content

VisitCanberra operates a Content Library that licences free image and video content for tourism operators promoting Canberra as a place to live, work, visit, invest and enjoy. You can order imagery and videography for free to assist your promotion of Canberra to an interstate and international audience via the [VisitCanberra Content Library](#).

If you would like help creating specific content, please email tourism.media@act.gov.au as early as possible.

Distribute physical guides at your event

If you would like to distribute physical guides or booklets to Canberra at your event, please email crvc@act.gov.au with specific details including:

- event dates
- attendance numbers
- attendees' interests.

Invite us to Media Calls

Please invite VisitCanberra to media calls for the purpose of enabling VisitCanberra to create content. Advance details of media calls should be sent to tourism.media@act.gov.au.

Event Planning and Promotion Resources

The ACT Government offers a number of resources including templates, guidelines and checklists to help you plan, promote and deliver your event. Please visit the [Events ACT website](#) to access these resources.

In addition to an ACT Government [Event Coordination Guide](#), guides and templates are available on topics including (but not limited to):

- **Organising Events** – strategic plan, committee structure and responsibilities, planning timeline, meeting agenda
- **Planning, Operations and Risk** – budget, emergency management, site plans, event management, run sheet and sponsorship
- **Marketing** – creating content, marketing action plan, website and social media marketing checklists, *Other Helpful Websites**
- **Volunteers** – recruitment, briefing, rosters
- **Post Event Process** – review, report, debrief, action plan, attendee and stakeholder surveys
- **Sustainable Event Program** – this program provides free access to advice, signage, and equipment.

**Other Helpful Websites – this document includes links to Website Builders and tools, Data/File Management, Social Media scheduling, Graphic design, Video editing apps and software, Search engine optimisations, Direct marketing, Email marketing / newsletters software, Free stock photo libraries, and additional Websites where you can list your event for free.*

Access Canberra

Holding an event in the ACT also links to a useful resource for [Safe and Healthy Crowded Places](#).

The VisitCanberra Content Library

The [VisitCanberra Content Library](#) is Visit Canberra's digital suite of images and videos showcasing Canberra's attractions, events, and atmosphere that are available for use to promote Canberra to others.

This tool kit is free however you will need to register for access.

Once your access has been approved by an administrator, you are free to log in to search and order Canberra marketing resources.

Once you have selected your images, an administrator will need to review and approve your order before it is available for download. When using images please credit: VisitCanberra.



Self promotion

There are many different marketing activities that might suit your business to promote your event. A multi-faceted marketing approach promotes your event using various marketing disciplines. In developing your marketing activities, you should have an overarching marketing goal for your Event e.g. attract 6,000 attendees. A Marketing Action Plan template is available on the [Events ACT website](#). Knowing your key marketing objectives and KPIs for your event is an essential step before you commit to any marketing activities. In addition to the free ATDW listing promotion, the [Canberra and Region Visitors Centre \(CRVC\)](#) has developed an [Advertising Prospectus](#) for organisations wishing to elevate their event promotion via additional paid channels.

Email marketing

Different types of emails will call for different audiences.

If you send out a regular email newsletter, be sure to highlight your event as often as possible.

Reminder emails to those already RSVP'd will not be pertinent and people you are still selling tickets to will require these frequent updates to maintain buzz.

If you establish your email plan and messaging strategy ahead of time, you'll be better set up for success in the long run.

Social Media

Social media is a great way to share the personality of your business and team and let prospective and current customers know you better.

Rather than being just an information portal, these channels let you engage in a conversation with your target market.

Prospective and existing customers and networks can comment, like or share (promote) your posts, giving you free marketing advocates.

Socials can be used to highlight big announcements and generate buzz surrounding the event, such as new entertainment, activities etc.

Boosted posts (paid social media) can be great for building brand awareness and engagement by getting more profile visits.

Website

A webpage is a crucial component of event marketing. It should be the home base for all event-related information.

Your website is where you should be driving all your promotional work, so make sure your event site includes all the necessary information to drive attendance.

This includes, but is not limited to, ticketing/admittance information, detailed agenda or program, speakers, hotel and transport information and all other activities. Don't forget your social share buttons to help spread the buzz far and wide.

Direct Mail

In an era where digital is king, it's easy to forget the power of physical marketing tactics like direct mail.

In addition to email invites and social promotion, consider employing direct mail tactics for your VIPs by sending a physical invite to the event.

Postcards are a popular way to engage. Try including something related to your event such as a special discount offer.

Public Relations

It's easy to get too focused on your digital promotion that you forget time-tested traditional methods, like PR and tapping into free promotional avenues available.

Drive awareness to your event via media alerts and event listings in various business journals and newsletters, and leverage websites including Community Switchboards that you can list on for free.

Also, don't forget to leverage your existing marketing activities. If you are involved in or attend other events during your promotion period, share information about your event and encourage people to get involved.



Responsible promotion

When developing your marketing and promotions, there are some things you should ensure are adhering to industry standards.

Below are some things to think about while planning your event.

- Avoid inaccurate marketing and advertising of products — avoid misleading statements or images.
- Be careful that all statements/claims about the event are true — in your own marketing and that of any collaborators. Reviews online should be genuine from a consumer.
- Be aware of consumer rights regarding cancellations, refunds, returns (tickets and products purchased) (Online sales/activities are covered by this).
- If you use direct marketing, consumers must opt in and can unsubscribe at any time.
- Ensure logos etc are not copied or too close to another organisation/event.
- Be mindful of your use of language, including context and humour.
- Monitor user generated content including websites and especially social media under an organisation's effective control (e.g.: Facebook comments).
- Avoid using images without permission/crediting (especially regarding individuals and children).
- Promote responsible alcohol consumption; avoid showing over consumption of alcohol and ensure any photos of people drinking alcohol are of legal age.
- Avoid stereotyping images that suggest an event is not inclusive: Be careful that marketing images of people avoid stereotyping, discrimination, exploitation, and vilification of different national, cultural or demographic groups.
- Targeted marketing implications, i.e. avoid limited target markets that could limit the opportunity for inclusive attendance.
- Even if your organisation doesn't make money from music use, you probably still need a music licence and permission to play or perform songs publicly, as well as copy or make music available online (websites/socials etc). The **Australian Performing Rights Association (APRA)** provide licences granting permission to legally use music at events.
- Incentives/Prizes must be genuine. You cannot offer a prize if none exists. See relevant State/Territory government Consumer and Business Services pages on websites for rules on prize draws and raffles.
- Where you can, implement sustainable practices.

Codes of practice

Codes of practice are a set of rules with which businesses in the industry must comply. Some of these industry codes of practice are in legislation, while others are self-regulated by the relevant industry groups.

It also minimises the risk of businesses breaching the *Australian Consumer Laws (ACL)*, *Privacy Act 1988*, *Spam Act 2003* and state or territory fair trading legislation.

Australian Marketing Institute — code of practice

Australian Direct Marketing Association — code of practice

Australian Association of National Advertisers — code of ethics

Australian Influencer Marketing — code of practice

Advertising Council of Australia — social media and online commentary code of conduct

WCAG Guidelines

The **Web Content Accessibility Guidelines (WCAG)** are an international standard that explains how you can make your web content more accessible to people with disabilities. The more people who you can reach, the better attended your event will be.

Support checklist

- marketing activities / self promotional activities determined
- ATDW listing created
- spoken to Events ACT or Visit Canberra about possible promotional activities
- looked at the [Events Planning and Resources page](#) on the Events ACT website

