



ATDW Distributor BUSINESS AND MARKETING KIT

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AUSTRALIA'S SMARTEST
TOURISM DESTINATION





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DOCUMENT HISTORY

Date	Version	Author/s	Document Contributors	Reviewed By	Description of Changes
21 June 09	2.0	CW	CW	VR	Addition of 'content disclaimer'
14 July 09	3.0	CW	CW	LW	Addition of 'content acknowledgements'
30 June 2010	4.0	JC	JC		Re-branding and contact modifications
25 October 2010	5.0	JC	JC		Addition to Process (ATDW intro letter)
3 July 2013	6.0	JC	JC	AL	Updated contacts and communicate process
26 July 2013	6.1	JC	AL	JC, AL	Updated communicate process
22 Jul 2014	6.2	AL	JC		Further updates
2 Dec 2016	6.3	JC	AL		Further updates (since introduction of new corporate website and ATDW-Online in 2016) New Branding

1 DOCUMENT PURPOSE

This document outlines the relevant processes and protocol of ongoing business between ATDW and distributors such as content updates, communication to operators and relevant legal issues.

The intended audience of this document is primarily the staff of ATDW licensed distributors and ATDW internal staff.

It is presumed that readers will have a working knowledge of ATDW and how it operates.

This document forms part of the ATDW Distributor Kit and is supplied to Distributors when they have become an authorised distributor of ATDW.

2 ATDW CONTENT FLOW PROCESS

The ATDW content contribution (flow) process is quite a simple and controlled procedure. The State and Territory Tourism Organisations (STOs) around Australia have their own 'local' database where product records are created and maintained. Once a record has been updated or newly created by the relevant STO, it is automatically triggered and loaded up to the National ATDW Database that same night.

As a result, the National ATDW database houses all the current and up to date content which is then available for distributors to download content. Content feeds are generally controlled and channelled via the Australian Tourism Web Service (ATWS) or by the Australian Tourism Location Aware Search (ATLAS) web service which is distributed in XML/ JSON format and customised by the distributor and displayed on distributor's digital channels.

Content Flow

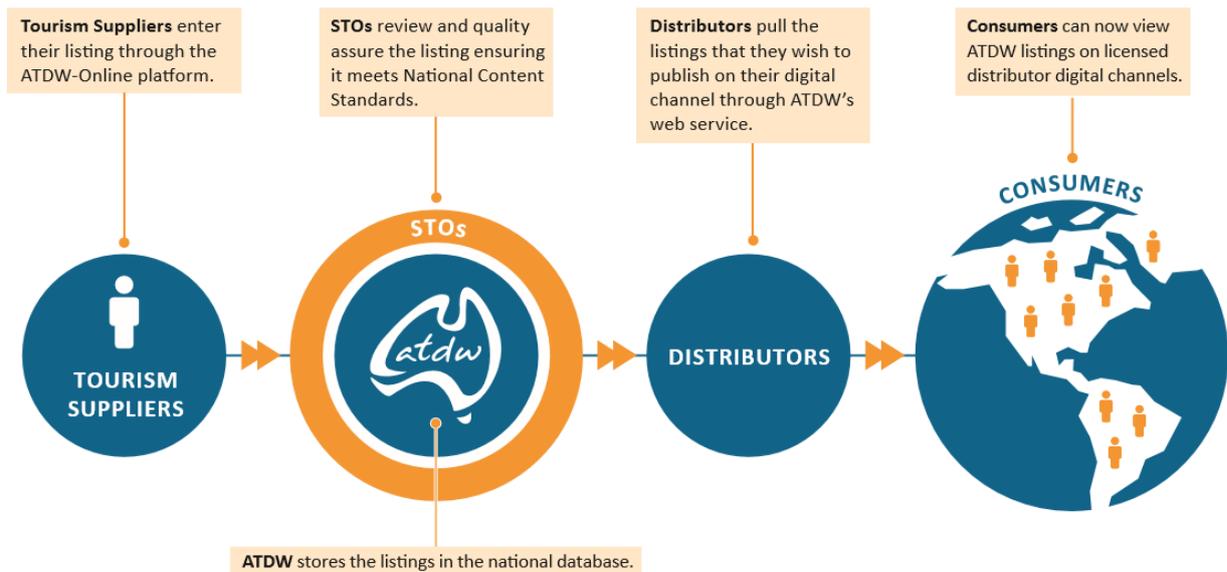


Figure 1: ATDW's Content Flow



3 COMMUNICATION TO OPERATORS

We do understand and appreciate that you would like to reach out to and communicate with our ATDW listed tourism operators. However, it is important to take into account the processes and protocols that a distributor must use if they would like to send a communiqué to operators who are listed on the ATDW database.

3.1 PRE-APPROVAL PROCESS

A distributor will need to contact and advise ATDW if they wish to communicate with one or multiple operators in the National ATDW database within any product category and **wait to gain approval prior to sending the communiqué' out.**

3.1.1 Timing

Distributors should send notification of intention to communicate with operators to ATDW at least fourteen (14) days prior to their intended date of release.

3.1.2 Communiqué Approval Process

Distributors need to send ATDW a copy of their intended communications in order for **ATDW to seek approval and feedback from the respective State/s that recipients of the Distributor Communiqué operate in.** ATDW will provide all relevant feedback and requests from the States (and from the ATDW Management Team) back to the Distributor.

The distributor will then make the necessary changes and **send back the amended draft to ATDW for final approval.** Once final approval is granted by ATDW and each of the relevant States / Territories, the Distributor is then permitted to send out an email communication to operators on a **State by State basis.**

ATDW will send out an introductory email to operators beforehand in Tasmania, Queensland, Northern Territory and South Australia to officially introduce you as a licenced distributor. (The remaining States and Territories don't require ATDW to send out this introductory email beforehand.) Once relevant operators have been notified, the distributor can then proceed and deploy the email communication to operators in those State/Territories.

3.2 COMMUNIQUÉ APPROACH

Some simple approaches to each communication will ensure there is no confusion with operators and avoid them contacting their State Tourism Office, who will then need to do unnecessary authenticity reviews of the Distributors' communication and business.

3.2.1 Clarity of who is behind the offer/news item

Distributors should clearly state who the communiqué is coming from. Also, ensure that the content clearly conveys the offer/news is not coming from the ATDW or the State Tourism Organisation.



3.2.2 Remember your communication indirectly affects other parties

Please remember that as an ATDW Licenced Distributor; you are not only presenting your own business image, but indirectly that of ATDW and, in some cases, the operator's State Tourism Organisation. It is important that Distributors maintain the credibility of all parties indirectly represented.

3.3 COMMUNIQUÉ CONTENT

Some helpful guidelines will assist with the success of a distributor communiqué to tourism operators subscribed to the ATDW.

3.3.1 Files sizes

Please keep communiqué including all attachments to no more than 1MB in size.

3.3.2 Images

Strictly **no** Government Tourism Organisation (GTO) logos are to be used in communication unless prior written permission has been obtained from ATDW or the GTO.

The ATDW logo and/or emblem can be used in accordance with the guidelines set out in the ATDW Distributor Business & Marketing Kit.

3.3.3 Wording

When referring to themselves as an ATDW distributor, they should please use the terms 'XXXX is a licensed ATDW distributor' in the first few lines of the email.

3.3.4 Link-back

When confirming in the communiqué that they are a licensed ATDW distributor, they should provide a link-back to the ATDW Distribution Centre page here to confirm their authenticity:

http://atdw.com.au/distributors/current-distributors/?sort_order=rand+desc

This page only lists the ATDW distributors who are live.

3.3.5 Operator privilege as an ATDW member

Operators must be assured that their listing is being displayed FREE OF CHARGE (at least at a basic level) on a distributor's website/digital channel, as this is their privilege as an ATDW member and as a condition in the ATDW License Agreement.

It is important that distributors identify what information is currently being displayed as part of the free listing. Then explain clearly what they get for upgrading to a premium listing.

3.3.6 Offers

Don't make promises that cannot be kept or make statements that cannot be quantified e.g. 'We are the best', 'We will be the top...', 'No 2. in Google search results...'

3.3.7 Test communiqué

Ensure that all hyperlinks within the communiqué are working and the Distributors' digital channel is live. There is no point in sending out invitations to advertise on a web site that is not yet in production.

3.4 LEGAL ISSUES

It is important to adhere to the Spam Act 2003 regulations. The Spam Act includes a stipulation that all emails sent must include an 'unsubscribe' option for recipients. *Please see the [Spam Act 2003](#) for further guidelines.*

More information

If you are unsure of any matters relating to how you can interact with ATDW listed products, please contact the Support Team at Support@atdw.com.au.

4 BRANDING

ATDW welcomes distributors to take advantage of their licensed distributor status and utilise the ATDW branding within the limits of these guidelines.

4.1 LOGO LINKING

Licensed distributors of Australian Tourism Data Warehouse (ATDW) are encouraged to link to the [ATDW web site](#) through the display of a clickable ATDW Licensed Distributor Logo (or emblem) via their digital channel. Distributors may do so provided they agree to the conditions outlined below. By displaying the ATDW Distributor Licensed Distributor Logo and establishing a link, it is assumed that they have met these conditions.



4.2 CONDITIONS

1. The Distributor may only establish links to the agreed page of the ATDW and/or ATDW-Online web site(s). If the Licensed Distributor Logo is displayed and a link created to the ATDW home page and/or ATDW-Online Portal, the distributor will be granted a limited, non-exclusive, non-transferable, royalty-free license solely for the purpose of serving as a link from their website to the ATDW / ATDW-Online Portal.



2. The Distributor acknowledges that all rights to the Licensed Distributor Logo, the content appearing on the ATDW website / ATDW-Online Portal, and the design belongs to ATDW. The Distributor should not at any time directly or indirectly contest or infringe these rights.
3. Distributors may not create frames around the website or use other techniques that would alter the visual presentation of the site.
4. Licensed Distributors may not display the Logo in any manner that falsely implies that ATDW endorses or guarantees their products, information, recommendations or services, or in a manner that implies a false affiliation or relationship between the company and ATDW. The Licensed Distributor may not use the Distributor Logo to indicate the origin of any product or service that they offer.
5. The Licenced Distributor may not present disparaging, inaccurate, false, or misleading impressions or statements about ATDW, its products or services.
6. The Licenced Distributor's digital channel will not contain materials that may be interpreted as unlawfully harassing, obscene, pornographic or indecent, or that violate any law, statute, ordinance or regulation.
7. The Licenced Distributors will not alter any element of the ATDW Logo or emblem, including its size, proportions, font, design, arrangements or colours including animate morph or otherwise distort the logo; including using the Emblem as a feature or design element.
8. ATDW will take no responsibility or liability for any content appearing on the Licenced Distributors' digital channel.
9. The establishment or existence of any link to the ATDW website or ATDW-Online Portal does not require ATDW to provide anything of value to the Distributor or refer any business to them.
10. The ATDW may at any time, at their sole discretion, immediately require the Distributor to discontinue use of the ATDW name, the Licensed Distributor Logo / emblem, and the link to [ATDW website](#) and/or Distribution Centre.
11. These conditions only apply to digital channels and not to other uses, such as documentation, product packaging or other advertising or marketing materials which are governed by other legal agreements.
12. The ATDW disclaims any warranty that may be expressed or implied regarding the logo or emblem, including warranties against infringement. The Licenced Distributor agrees to indemnify ATDW from and against any claims, loss, liability, or damage (including legal fees) arising out of the use of the ATDW name, logo, emblem or their link to our website.
13. ATDW may amend these Conditions at any time. The Licenced Distributor agrees to abide by these Conditions and other legal terms and conditions on ATDW's website or ATDW-Online Portal, as amended from time to time. ATDW reserves the right to take action against any use that does not conform to these Conditions, infringes any of the intellectual or other rights, or violates any other applicable law.

5 CONTENT DISCLAIMERS

Although ATDW may have very stringent practises to ensure its content is accurate and up-to-date, it is good practise for Distributors to include a disclaimer on their websites that address the content they are publishing.

An example in the disclaimer that addresses the content is:

“While XX take every care to ensure the accuracy of the content on this website, to the extent permitted by law, XXX does not accept any responsibility or liability for any statement in the material on www.xxx.com or for any loss caused as a result of your doing, or not doing, anything as a result of viewing the material. You must not rely on any statement we have published on www.xxx.com without first taking specialist professional advice.”

6 ACKNOWLEDGING ATDW AND ITS SERVICES

Some distributors choose to include acknowledgements to ATDW on their website with a sentence about the source of the content or notifying consumers of ATDW’s booking platform, Tourism Exchange Australia (TXA). ATDW welcomes this credit as it creates an authentic, reputable image for the distributor as an authorised ATDW distributor.

To ensure that Distributors are not illegally misrepresenting any organisation or information the ATDW have included a sanctioned phrase and an un-sanctioned phrase that will hopefully give Distributors an idea of what is appropriate text to display on their site.

6.1 SAMPLES OF TEXT

The following are examples of text that can be used on a Distributor’s website:

6.1.1 Content acknowledgement

Sanctioned:

The content on this website is supplied by Australian Tourism Data Warehouse, Australia’s government recognised central source of Australian tourism content.

6.1.2 TXA acknowledgement

Sanctioned:

This website uses the Tourism Exchange Australia (TXA) booking platform. TXA is an alliance between ATDW, Australia’s government recognised national tourism database and their technology partner, V3.

Unsanctioned:

Take advantage of the Australian government's online booking platform, TXA!

TXA is not the national government’s booking platform but rather an alliance between ATDW, the Australian government’s recognised National tourism database, and V3, a commercial entity).