

Listing your events and programs for older adults on the City of Sydney website

City of Sydney
Town Hall House
456 Kent Street
Sydney NSW 2000

Organisations user guide



Why list your events and programs for older adults?

The City recognises that inclusive events and programs play an important part in creating inclusive and accessible communities. Participation in creative, social and recreation programs and events provides opportunities for people to connect and share experiences. The directory provides a central information point that allows older people to choose activities and programs that best suit them.

With more than 8 million page views, over 30,000 newsletter subscribers and strong search rankings, your event is set up for success.

How to use What's On

1. [Register for a free account with What's On.](#)
2. [Log in to begin creating event listings.](#)

You will be asked to enter the following information:

1. Name and description

Event title:

Required, minimum 2 characters, maximum 60 characters.

Shorter titles work best for the web. You can enter more information in the short description and event description.

Short description:

Required, up to 120 characters.

Think of this as a subheading. How would you sum up your event in a sentence?

Event description:

Required, minimum 20 words, maximum 500 words. The event description should explain what the event is (an online exhibition, a webinar or a dance show) and what it is about. Use this section to really sell your event with all relevant details. The What's On team will edit for style and length.

*If your program or event receives funding or partial funding it is important to recognise this in your event listing such as: *City of Sydney receives Commonwealth Government funding to provide programs and services for older adults, aged 65 and over.*

2. Categories & tags

Categories:

Select up to 2 from the following list:

- Children & family
- Community & causes
- Exhibitions
- Food & drink
- Music
- Nightlife
- Shopping, markets & fairs
- Sport & fitness
- Talks, courses & workshops
- Theatre, dance & film

- Tours & experiences.

Tags:

Select up to 5 tags to provide more detail to your event. There are 100+ to choose from.

Make sure you select 'older adults' to be included in the directory. Other tags you may wish to include could be wellbeing, community, support or any specific sports tags.

Festival or program (optional):

If your event is part of a major event, festival or ongoing program, choose from the dropdown menu. If your program isn't listed, include its title in your description. The What's On team will review and assign to a program if required.

3. Images

You can choose from the stock library or upload your own images.

Image tips:

- Maximum 4MB in JPG, PNG or GIF image format.
- Use photographic images to make your listing shine. Avoid flyers, posters, logos or text-heavy images.
- Choose your thumbnail image crop, and use the crop tool to highlight the right focal point for large and small screens.
- Provide caption (image title and/or credit only).
- Add more images in a photo gallery.
- Free photo editing tools include Pixlr.

4. Dates

Required. Pick your dates and times, and add additional dates and information if required.

5. Location

Search for your venue name. If your venue name doesn't appear, enter the address. Location type, such as indoor, outdoor or both, is required.

The event must take place in our list of approved suburbs. If being delivered online, the content must be available to everyone within the area covered by What's On (for example, no geoblocking should be applied)

Accessibility:

Providing access information about your event location allows people with disability to decide how they can best participate. When uploading a program or event, you will be asked to select the relevant accessibility service icons from the following list:

- Audio description
- Blind and low vision assistance
- Braille
- Closed captions
- Hearing loop
- Mobility access

- National Relay Service
- Sign language

See the List the access features of your event page for more information. If you would like to know more about how to make your event disability inclusive you can access our [disability-inclusive guidelines](#).

6. Event price

Free or with a cost. Provide a ticketing link or an email address if it's not free.

7. Contact

Event organiser:

The event organiser is the contact users can get in touch with for more information. It will appear above the title on the event page. An organisation's name is fine.

Contact number:

Only numbers, spaces, + and () are allowed. Preferred style: 02 XXXX XXXX.

Event website:

Must begin with http:// or https://.

It's optional to provide the following social links:

- Enter Facebook name or the event ID
- Enter Twitter username – what comes after the @
- Enter Instagram username – what comes after the @
- Official hashtag – what comes after the #

What does the directory look like?



Figure 1 - What's On events for older adults webpage

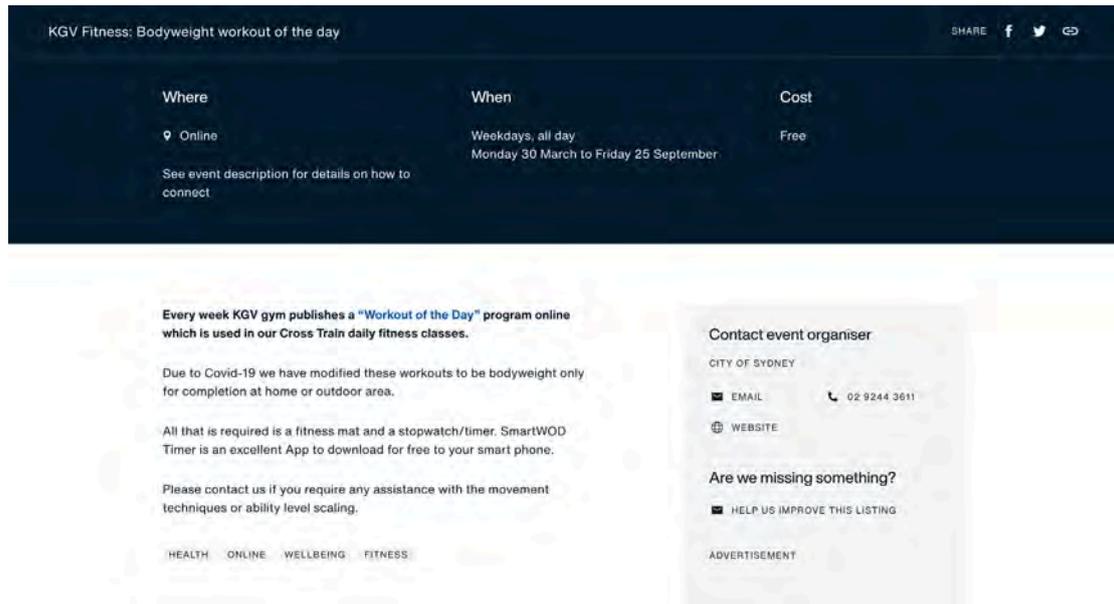


Figure 2 - Example of a What's On older people event page

Help:

If you have any questions or would like to assistance creating an event, visit [the help centre](#) or contact [the What's On team](#).