



# Business Portal Overview

The Business Portal is the business facing platform for creating and managing:

- business profiles
- venue pages
- business events
- business specials

## Business Profile

The business profile is presented under the Business Directory section of the Visit Perth website: [visitperth.com.au/en/business-directory](http://visitperth.com.au/en/business-directory) and is essentially a summary of all businesses managed within the Business Portal.

### PUBS & BARS

#### 77 Social

With a cool 70's milk bar vibe and rooftop bar for those warm summer nights, 77 Social is a fun break from the hustle and bustle of St Georges Terrace.

Start with amazing coffee and breakfast under the pink neon lights, grab a quick (or a long) lunch or when that end-of-work siren calls, head to the rooftop to take in the city with a crisp sauvignon blanc.

Venue Page >

0451 700 077

Visit Website

#### Opening Hours

Monday to Tuesday: 6am to 4pm

Wednesday to Friday: 6am to 10pm

MORE DETAILS ▼

### HOTELS

#### Como The Treasury

Elegance and luxury combines at Como The Treasury.

Como The Treasury is a 48 room contemporary luxury hotel in Perth's newly revitalised historic heart.

Occupying the beautiful and newly renovated State Buildings dating from the mid 19th century, Como The Treasury opens up the city with new experiences by way of restaurants, a bar and a world renowned spa.

Featuring handcrafted furniture and high ceilings, the luxe rooms and suites include free Wi-Fi and minibars, plus bathrooms with free-standing bathtubs and heated floors. Some feature balconies, and upgraded suites offer separate sitting areas. Room service is available 24/7.

Designed by Kerry Hill, Como The Treasury provides an elegant, restful base from which to explore the city

Venue Page >

(08) 6168 7888

Visit Website

MORE DETAILS ▼



## Venue Page

The venue page provides a more extensive profile of a venue including location information and additional imagery. Venue pages are currently only available for hospitality or entertainment venues on the Eat and Drink and See and Do pages.

An example is: <https://www.visitperth.com.au/eat-and-drink/cafes/Venues/city-farm-cafe>



## **Business Events**

A business can promote events occurring at their venue. The event appears in event listings and has its own page with all the key details. City of Perth uses these events as content for campaigns and on social media.



## Business Special

A business special or offer is a component that promotes a business' services or offering during a fixed duration of time. The special includes information such as the venue name, offer name, offer description and period of availability.

## Looking for some specials?

### FROMAGE ARTISANS

#### Fromage Festive Gift

Tis no better season to be cheesy! Fromage is offering all City of Perth residents, dwellers or visitors 10% VIP discount off a Fromage hamper...think stilton pot, gorgeous linen, cheese accessories and of course delicious wine and all the good stuff. Vault Code for the discount: #fromthevaults

### PRETZEL PERTH

#### Gingerbread Pretzel

Our Christmas edition pretzel! One of our delicious original pretzels coated in gingerbread crumb and topped with Christmas Cake-batter icing!

### TEASSENTIAL

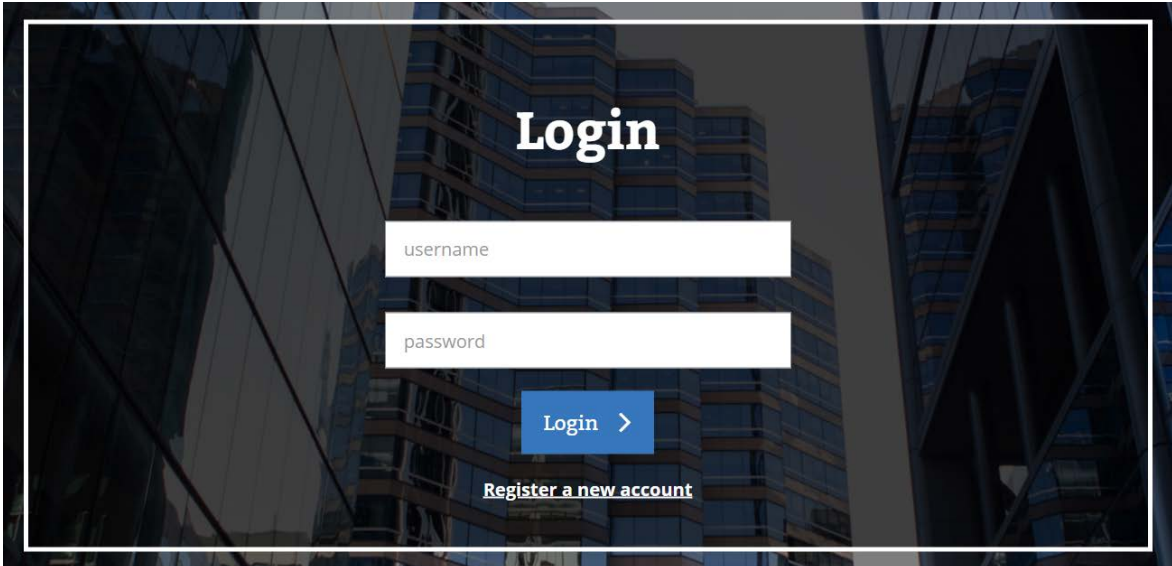
#### Ginger Bread Fizz

Ginger bells, ginger bells, ginger all the way... Celebrate this festive season with a delicious combination of black tea, ginger, vanilla topped up with butterscotch whip! Available for limited time only - \$7

# Managing your business

## Login / Register a new account

1. Go to <https://admin.perth.wa.gov.au>



2. Enter your login details and click **Login**
3. If you don't have a login click **Register a new account**



## Create a new account

Create business listings, venue pages, events and specials through your account.

Please note, one account can manage multiple businesses however each business can only be managed by one account.

1. Setup your account details



Business Portal > Register

### Create your user account

Create business listings, venue pages, events and specials through your business account.

**Please note**

A business account can manage multiple businesses, however, each business can only be managed by one account.

#### Account Details

Account Name\*

Password\*

Confirm Password\*

#### Your Contact Details

First Name\*

Last Name\*

Email Address\*

Phone Number\*

#### Additional Contact Details

If for some reason we can't contact you, who else should we try to get in touch with if we need to?

First Name

Last Name

Email Address

Phone Number

I'm not a robot

[Create my account >](#)

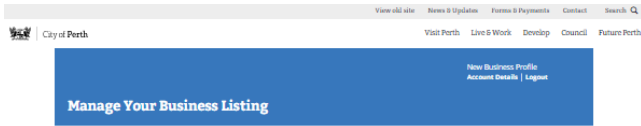
2. Click **Create my account**
3. Please store your account details and use these to log in to your business account moving forward



# Create a Business Profile

As soon as you create an account, you will be taken to the Create a profile form, this business profile is displayed in the Business Directory section of the Visit Perth website.

## 1. Complete the form and select **Save my profile**



Business Portal > Manage Your Business Listing

Let's get started...

[View an example business directory listing >](#)

### Tell us about your business

**Business Name\***

**Choose a category that best fits your business\***

You can add this later.

Accommodation	Adults	Automotive
Community Services	Education	Entertainment
Event Organisation	Financial Services	Food & Beverages
Government	Manufacturing	Hair & Beauty
Media & Communication	Medical	Mining & Agriculture
Professional Services	Pets	Religion
Restaurants	Retail Shopping	Sports & Recreation
Trades	Transport & Travel	Utilities

**Choose a sub-category that best fits your business:**

### What do you want your business listing to say?

**Main content\***

Tell us about your business - what do you offer, what do you specialise in, what are you great at. Include any other information that may help potential customers. Try to limit your description to under 1000 characters.

**Search results summary\***

This is what displays as a summary of your business, when your business details are outputted within the search results. Your summary can be up to 250 characters.

### How do people get in contact with your business?

**Business email address:**

**Business phone number:**  
This can be a mobile or landline.

**Website or Social:**  
We can link through to your website or to a social media page. If you have more than one link, you can hyperlink it in your content.

### Business address

Type in the address to do a lookup on the physical location for this venue

**Lookup**

**Address\***

**Suburb\***

**State\***

**Postcode\***

**Business precinct\***  
 What area does this venue operate from?

Central Perth	Crawley	East End
East Perth	Northbridge	West Perth

### Just a few more details

**Opening Hours**  
 Please list your general opening hours.  
 If your opening hours differ from time to time, e.g. on public holidays, you can add a note below.

[Save my profile >](#)



# My Content

The My Content page is the landing page for when you log into the Business Portal.

View old site | News & Updates | Forms & Payments | Contact | Search

City of Perth Visit Perth | Live & Work | Develop | Council | Future Perth

Business Portal
  
[New Business Profile](#)
  
[Account Details](#) | [Logout](#)

Business Portal

## What would you like to do today?

### Setup your business profile, events and specials

#### YOUR BUSINESS PROFILE

All city businesses can create a business profile, which displays on the [Business Directory page](#).

[Create a business profile >](#)

#### VENUE PAGES

Venue pages are a way to showcase more information about your venue including photos. Venue pages are currently only available to hospitality or entertainment venues e.g. cafes, bars, hotels.

[Create a venue page >](#)

#### EVENTS AND SPECIALS

Promote your upcoming events and specials. The City of Perth Digital Team get a significant amount of social media content from website submissions so take advantage of this free promotion by submitting your events and specials.

[Create an event >](#)

[Create a special >](#)

### Is your venue already on the Visit Perth site?

[Contact us](#) if your venue already appears on the website, so we to finalise your account setup

#### Business News

CITY OF PERTH APPOINTS CEO

13 Nov 18

WELLINGTON SQUARE MASTERPLAN

28 Sep 18

EAST PERTH PARKING – PUBLIC CONSULTATION

25 Sep 18

BUSINESS WORKSHOP – ADVANCED FACEBOOK

29 Aug 18

### My Content

Below is a list of the content you've created for the City of Perth website. You can edit these at any time.

After you select publish, your content is sent to the City of Perth Campaigns team for review and approval. Please allow 3-5 business days for your content to be reviewed.

To create a new event/special based on an old event/special, simply select to edit the old listing, then select republish.

ITEM TYPE	NAME	STATUS	EDIT	PREVIEW
Venue Page	New Business Profile		<a href="#">Edit</a>	<a href="#">Preview</a>
Venue Page	New Business Profile		<a href="#">Edit</a>	<a href="#">Preview</a>
Venue Page	New Business Profile		<a href="#">Edit</a>	<a href="#">Preview</a>

### Campaigns

Take advantage of the events, activations and extensive media plans organised by the City of Perth. Submit a bespoke event or special, or simply let us know what you already have on to participate.

CAMPAIGN NAME	REGISTRATIONS CLOSE	DETAILS
<a href="#">Australia Day Long Weekend 2019</a>	21/11/2018	<a href="#">Summary</a>
<a href="#">Christmas 2018</a>	21/11/2018	<a href="#">Summary</a>

### Need some help?

For assistance uploading to the website, contact: [visitperth@cityofperth.wa.gov.au](mailto:visitperth@cityofperth.wa.gov.au).

For all other enquires, contact: [business@cityofperth.wa.gov.au](mailto:business@cityofperth.wa.gov.au).





From this landing page, a business can:

- Create an additional Business Profile listing (a single business account can manage multiple venues)
- Create and edit a Venue Page (a business account can create and manage multiple venues)
- Create and edit a Business Event
- Create and edit a Business Special

The My Content page will also provide:

- Information about upcoming campaigns
- Business related news and insights
- Contact details for assistance

### Publishing content

Once a Business Profile, Venue Page, Business Event or Business Special has been created, it needs to be reviewed by the City of Perth prior to being published on the live website.

To submit for publishing approval:

1. Click the **Edit** link next to the content for publishing approval

ITEM TYPE	NAME	STATUS	EDIT	PREVIEW
Venue Page	Name of business venue	Draft	<a href="#">Edit</a>	<a href="#">Preview</a>
Venue Special	Name of special	Draft	<a href="#">Edit</a>	
Event Page	Event name	Draft	<a href="#">Edit</a>	<a href="#">Preview</a>
Business Profile	Business Profile name	Draft	<a href="#">Edit</a>	

2. Make any final edits to the content
3. Then click **Publish Business Profile**

**EDIT BUSINESS PROFILE**

What would you like to do with this content?

Edit details >

Publish Business Profile >

Delete Business Profile >

4. The content will then be sent to a City of Perth Publisher for review and publishing



- Once the content has submitted for approval the status of the item will be updated to 'Awaiting Approval'

ITEM TYPE	NAME	STATUS	EDIT	PREVIEW
Venue Page	Name of business venue	Draft	<a href="#">Edit</a>	<a href="#">Preview</a>
Venue Special	Name of special	Draft	<a href="#">Edit</a>	
Event Page	Event name	Draft	<a href="#">Edit</a>	<a href="#">Preview</a>
Business Profile	Business Profile name	Awaiting Approval	<a href="#">Edit</a>	

- If the content is approved, the status will update to 'Published'
- If the content is rejected, the business contact will be emailed a notification with comments as to why the content has been rejected and the content item will be set back to a 'Draft' status
- Any subsequent edits to a published piece of content will result in the item returning to a 'Draft' status, whilst the published version of the content remains active on the live site

## Create a Venue Page

The venue page provides a more extensive profile of a venue including location information and additional imagery. Venue pages are currently only available for hospitality or entertainment venues on the Eat and Drink and See and Do pages.

To create a Venue Page:

1. Click on **Create a venue page** on the My Content page



2. Add the venue name, address and category applicable to the venue

**City of Perth** | View old site | News & Updates | Forms & Payments | Contact | Search

Visit Perth | Live & Work | Develop | Council | Future Perth

New Business Profile | Account Details | Logout

### Manage a Venue

Business Portal > Manage a Venue

## Create a venue page

As a hospitality or entertainment venue in the city, you can create a venue page to feature under either [See & Do](#) or [Eat & Drink](#).

This is a dedicated page for your business and has features such as presenting images of your venue, showing events and specials and providing a location map and directions.

[View an example venue page >](#)

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#### Tell us about your business?

You can add a short summary and main paragraph content to describe your business.

**Main content\***  
Tell us about your business: what do you offer, what do you specialise in, what are you great at. Include any other information that may help potential customers. Try to limit your description to under 1000 characters.

**Search results summary\***  
This is what displays as a summary of your business, when your business details are outputted within the search results. Your summary can be up to 250 characters.

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#### Tell us about your venue

**What is your venue called?\***

**Business address**  
Lookup  
  
Type in the address to do a lookup on the physical location for this venue.

**Map** | **Satellite** | **3D** | **Full Screen** | **Print** | **Link** | **Layers** | **Map Data** | **2017 © Google** | **Terms of Use**

**Address\***  **Suburb\***

**State\***  **Postcode\***

**Business precinct\***  
What area does this venue operate from?  
 Central Perth  Crawley  East End  
 East Perth  Northbridge  West Perth

**Add a main image**  
This image is used to represent your venue in search lists and at the top of your venue page. We will resize it as necessary, so make sure it is big to begin with. At least 1400x700 pixels, and in landscape mode. Please don't upload a promotional poster.

**Add some more images**  
You can make your page look better by adding some more images. We will resize them as needed but make sure they are big to begin with. At least 600x600 pixels.

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#### How do people get in contact with your business?

**Business email address:**

**Business phone number:**  
This can be a mobile or landline.

**Website or Social?**  
We can link through to your website or social media page. If you have more than one link, you can hyperlink it in your content.

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#### Last step! Select some filters

We use filters on the website as a way to help people find pages that most suit their needs.

**Choose a category that best fits your business.**  
If you're struggling to choose, don't worry, you can edit this later.

Accommodation	Adult	Automotive
Community Services	Education	Entertainment
Event Organisation	Financial Services	Food & Beverages
Government	Manufacturing	Health & Beauty
Media & Communication	Medical	Mining & Agriculture
Professional Services	Pets	Religion
Restaurants	Retail Shopping	Sports & Recreation
Travels	Transport & Travel	Utilities

**Choose a sub-category that best fits your venue:**

**What days are you open?**

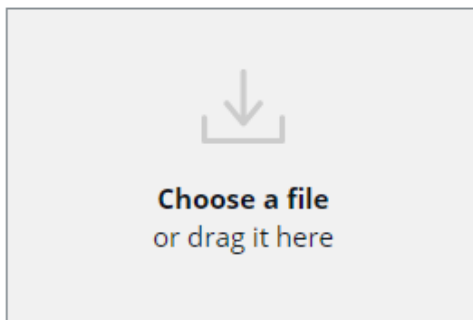
Monday	Tuesday	Wednesday
Thursday	Friday	Saturday
Sunday		

[Save my venue page >](#)

3. A hero image can be added, which appears at the top of the Venue Page. This should be a high quality photo and not a logo, promotional image or any image with text over the top of it

#### **Add a main image**

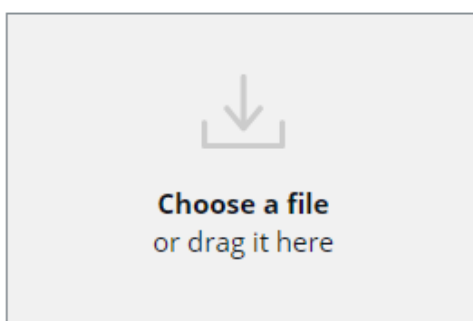
This image is used to represent your venue in search lists and at the top of your venue page. We will resize it as necessary, so make sure it is big to begin with. At least 1400x700 pixels and in landscape mode. Please don't upload a promotional poster.



4. Additional supporting images can be added by uploading images to the images upload section (see visual below). These images form a grid of visuals to support your venue

#### **Add some more images**

You can make your page look better by adding some more images. We will resize them as needed but make sure they are big to begin with. At least 600x600 pixels.

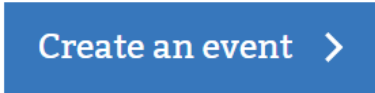


5. Once you have completed the form, click **Save**
6. Submit your venue for publishing approval, within the My Content page (see Publishing content on page 11)

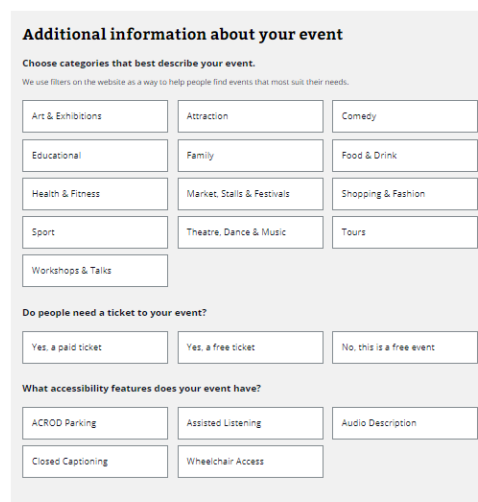
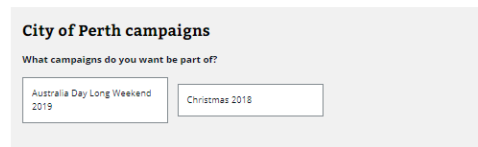
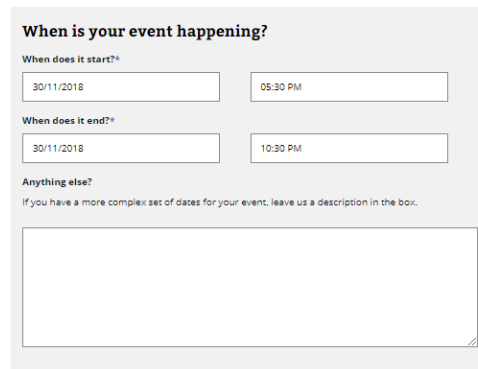
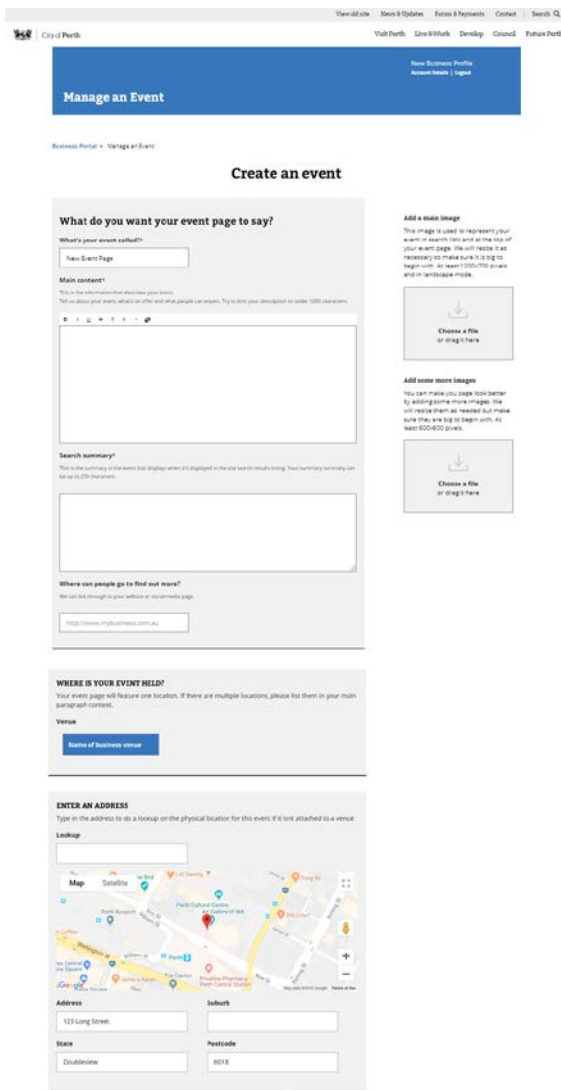
# Create an Event

To create an event:

1. Click the **Create an event** button on the My Content page



2. Add your event details such as the event experience, dates and location
3. Upload an image/s of your event
4. Click **Save event details**
5. Submit your event for publishing approval, within the My Content page (see Publishing content on page 11)



## Create a Special

To create a special or business offer:

1. Click **Create a special** button on the My Content page

Create a special >

2. Add your special details including the special or offer name, details and period of offer
3. Click **Save my special**
4. Submit your special for publishing approval, within the My Content page (see Publishing content on page 11)



### Create a special

[View an example special on a venue page >](#)

What venue is this special for?

New Venue Page	New Venue Page	New Venue Page
New Venue Page	New Venue Page	New Venue Page
New Venue Page	New Venue Page	Name of business venue
New Venue Page	New Venue Page	New Venue Page
New Venue Page		

**Name of special\***  
This displays on your venue page.

**Special details\***  
Summarise your offer. Your venue name will be presented, so you don't need to mention this. You have 300 characters for this.

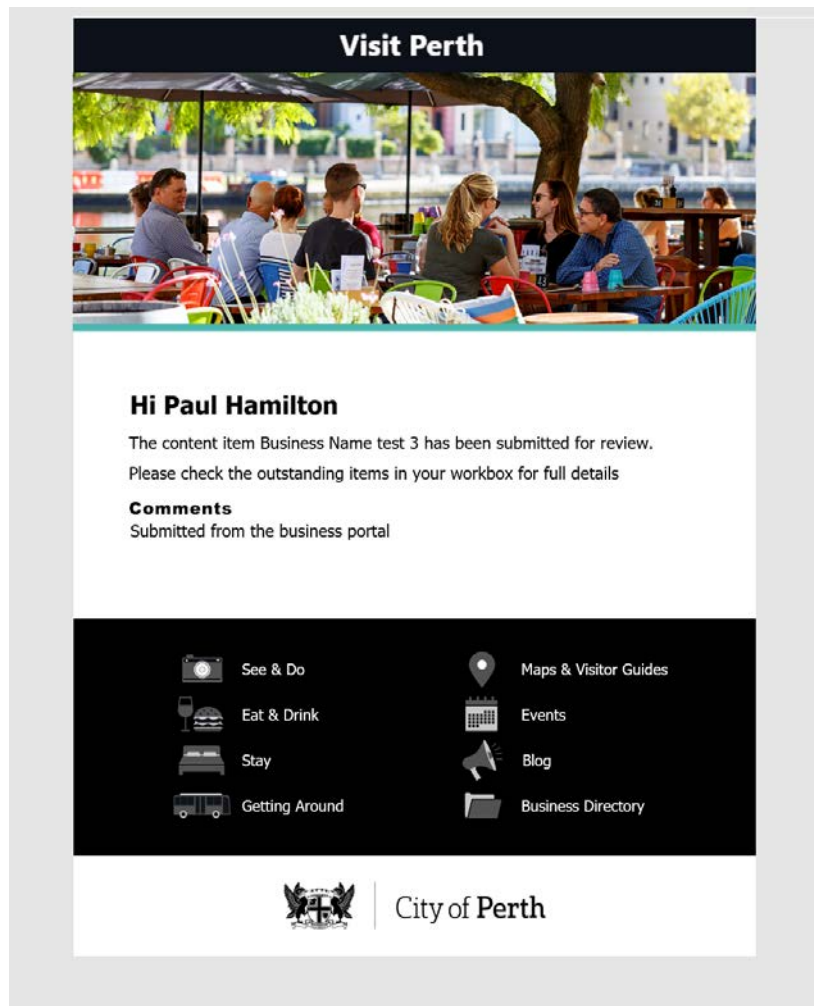
**When does your special start?\***

**When does your special end?\***  
Note - Your special will automatically delist when your special period is over.

[Save my special >](#)

# Notifications

During the publishing approval process, email notifications will be sent to the approver and businesses who submit content for approval.



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