

EVENT SETUP

Create and publish your event

A practical guide for approved organisers using the Tamil Australia Organizer Portal. Follow the five-step event form, check the customer journey, then manage sales and entry from the event hub.

Before you start

- Your organiser application must be approved and your login ready. Use the email address associated with your approved organiser profile.
- For a paid event, complete payout onboarding before taking sales. Confirm who is responsible for GST and set ticket tax options correctly for your organisation.
- Prepare the public event title and description, local start/end times, venue or online link, ticket prices and quantities, and an event image you have permission to use.
- Decide whether food is included with admission, sold as a separate non-admission voucher, or offered through Event Shop. Do this before announcing prices.

Start here: Sign in at tamilaustralia.com.au/au/dashboard/organizer-v2, open **My Events**, then choose **Create Event**. The screenshots in this guide are from staging; do not use staging links on customer materials.

The five steps

- 1. Basics - event story and artwork
- 2. When & Where - schedule and location
- 3. Tickets - capacity, prices and access
- 4. Add-ons - optional programmes
- 5. Review & Publish - visibility and final checks

1. Basics

Tell customers what the event is and give them a clear visual reference. Required fields are marked with an asterisk.

Create Event - Basics. Screenshot captured from the staging organiser form.

- Enter the event name, select a category, and write a description with the essential offer, audience and inclusions. A short tagline and detailed description are optional.
- Use the Agenda field for one timed item per line. Put useful attendee instructions in Event information; add event-specific terms only where needed.
- Upload a main JPG, PNG or WebP image up to 8 MB. The portal prepares 4:5 and 16:9 crops. Add a desktop 16:9 override when the automatic crop cuts off important text or faces; up to 10 gallery images are optional.
- Use search title, keywords and description to help customers find the event. Keep the wording consistent with the actual ticket offer.

Artwork check: Preview both mobile and desktop crops. Avoid putting essential date, address or pricing information only inside the image; the event page should also contain it as text.

2. When & Where

Set the actual event schedule first. Registration opening and closing times control sales separately from the event start and end.

Progress: Basics — 2 When & Where — 3 Tickets — 4 Add-ons — 5 Review & Publish

Date & time

STARTS *

ENDS *

TIMEZONE

REGISTRATION OPENS

REGISTRATION CLOSES

Location

☐ This is an online event

VENUE NAME *

STREET ADDRESS

Create Event - When & Where. Check the selected Australian timezone.

- Enter start and end dates and times in the event's local timezone. The end must be after the start. Check daylight-saving states when relevant.
- Set registration opening and closing times if ticket sales should have a defined window. Confirm these times do not accidentally block launch-day sales.
- For an in-person event, enter venue name, street address, city, state and postcode. Add parking instructions when useful.
- For an online event, switch on This is an online event and enter the platform and a valid access link. Only publish a link attendees should receive.

Customer check: Compare the published time and venue against your poster and the public event page before sharing the booking link.

3. Tickets and capacity

This step determines what customers buy and what your team will scan. A purchase unit and an admission pass are not always the same count.

Progress: ✓ Basics — ✓ When & Where — **3 Tickets** — 4 Add-ons — 5 Review & Publish

Capacity & pricing

MAX CAPACITY

☐ This is a free event

☒ Allow waitlist when sold out

☒ Collect ticket payments via Stripe

☐ Ticket prices include GST

☐ GST applies to ticket sales

☐ Allow customers to request ticket refunds

Requests are available only until 48 hours before the event starts. You review each request before any ticket is cancelled or money is refunded. Service fees remain non-refundable.

TICKET TIERS * + Add tier

Create Event - Tickets. Add at least one tier for a paid event.

- Set Max capacity to the number of people you can admit, not merely the number of transactions. A family pack can issue several individual passes.
- Choose free or paid admission. For paid events, review Stripe collection, ticket GST settings, waitlist and customer refund-request options.
- Add each ticket tier with a clear type, name, price, quantity and optional sale dates. For family or group tickets, define every included person so the right number of scannable admission passes is issued.
- Use sold-out controls in the event hub after publishing to stop a tier. Reopening asks for the additional quantity to release; it does not reset the original stock.

Food decision: If a food purchase itself grants entry to a food-only event, configure it as an admission ticket. For food sold *in addition* to entry, use an Event Shop product where available or the explicit **Food add-on (no admission)** tier. A non-admission voucher must not consume attendee capacity, even if it has a QR code for collection.

4. Add-ons

Only enable services your team intends to operate. Each option can add a customer-facing form or an approval queue.

Progress bar: Basics (✓) — When & Where (✓) — Tickets (✓) — **4 Add-ons** — 5 Review & Publish

Sponsorship

- ☐ Enable sponsorship tiers
- ☐ Enable exhibit / stall booking

Participant nomination

- ☐ Allow participant / talent nominations

Volunteers

- ☒ Accept volunteer applications for this event
Shows a 'Volunteer for this event' section on the public event page. Turn off to hide it — existing applications aren't affected.
- ☒ Auto-issue a complimentary volunteer ticket on acceptance
When you accept a volunteer for this event, automatically issue them a free entry ticket. Turn off to accept without a ticket.

Enrollment

Create Event - Add-ons. Optional features can be enabled per event.

- **Sponsorship:** enable tiers, then enter their labels, prices and descriptions. Decide whether approval should issue a complimentary admission pass.
- **Exhibits:** enable stall booking, set slot count and stall price, and decide whether exhibitors receive admission automatically.
- **Participant nominations, volunteer applications and enrolments:** enable only when someone will review submissions. Check auto-issue and auto-approval settings before publishing.
- **Food availability and dietary preferences** are configured on the Tickets step. Turn on preference collection only when your team can honour the offered options.

Reporting: Complimentary passes created through sponsors, exhibitors, volunteers or nominations are admission passes, but are not platform-paid ticket revenue.

5. Review & Publish

Choose the event's visibility and finish the details customers may need before purchasing.

The screenshot shows the 'Review & Publish' step of the event creation process. At the top, there is a progress bar with five steps: 'Basics', 'When & Where', 'Tickets', 'Add-ons', and 'Review & Publish' (which is highlighted with a '5' and a checkmark). Below the progress bar, the 'Visibility & access' section contains a 'VISIBILITY' dropdown menu set to 'Public — listed on the website'. The 'Additional details' section includes a 'LANGUAGE' dropdown set to 'Tamil & English', a 'DRESS CODE' dropdown set to 'Traditional / Smart casual', an 'AGE RESTRICTION' dropdown set to 'All ages / 18+', a 'TAGS (COMMA SEPARATED)' text input field containing 'family, cultural, music', and an 'ACCESSIBILITY INFO' text input field containing 'Wheelchair access, hearing loop...'. Each input field has a small downward arrow icon on the right side.

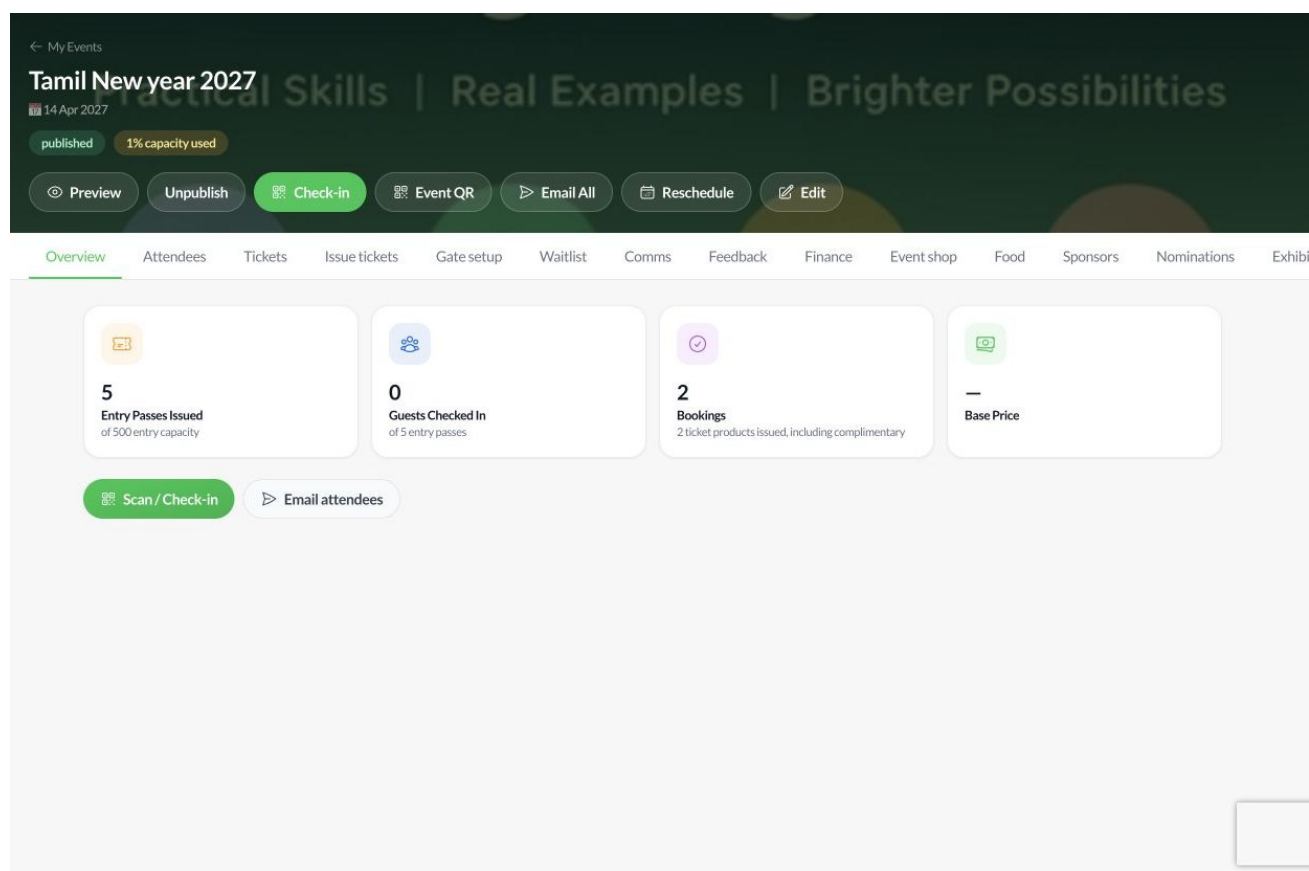
Create Event - Review & Publish. Save as Draft does not publish the event.

- Choose Public for a listed event or Private for an invitation-led event. Review language, age restriction, dress code, accessibility information and additional requirements.
- Questions submitted through the event page go to your TA Host inbox. Add a public email or phone only if your team will handle direct customer contact outside the platform.
- Decide whether to send event reminders and collect feedback. Review all five steps before using Save as Draft or Publish Event.
- A draft is for internal completion and review. Publish only when the price, capacity, date, location, artwork, payout setup and refund settings are ready.

Before sharing: Open the published page in a private browser window and test the customer view: title, banner crop, ticket availability, food/add-ons, service fee, and checkout path. Do not complete a real payment merely to preview the page.

After publication

Open My Events and choose Manage to operate the event. Publishing makes the customer page available; it does not finish your event-day preparation.



Event hub - tabs for attendees, tickets, gate setup, finance, Event Shop and more.

- Tickets: monitor sold quantities and availability; mark a tier sold out or reopen only the extra quantity you intend to sell.
- Attendees and Bookings: search purchases, inspect active passes and handle refunds or cancellations. A family purchase may create multiple entry passes.
- Gate setup: assign ticket masters by email to this event. Have them sign in to TA Scanner and check the correct event before doors open.
- Finance: keep admission sales, food vouchers, Event Shop orders, complimentary passes and manual payments separate. Export the event report for reconciliation.
- Event shop: if your seller profile is approved, attach collection products to the event and manage orders. Shop products do not automatically grant admission.

Launch checklist

- ☐ Event title, description and artwork agree with the poster.
- ☐ Start, end, registration window and timezone are correct.
- ☐ Venue address or online joining details are complete.
- ☐ Payout setup and the organisation's GST treatment are confirmed for paid sales.
- ☐ Each tier's name, price, quantity, sale window and admission-pass count are correct.
- ☐ Overall entry capacity allows the expected people, including family packs.
- ☐ Food-only admission, food add-ons and Event Shop products are classified correctly.
- ☐ Optional forms have an owner who will review incoming submissions.
- ☐ Public page and cart look right on mobile and desktop.
- ☐ Ticket masters have been assigned and scanner access checked before event day.

Common issues

A ticket does not appear to customers

Check that the event is published, registration is open, the tier is not sold out, and entry capacity or seat inventory is available.

I cannot publish

Return to the highlighted form step and correct required fields. Confirm event dates are in the future and paid events have a ticket tier.

A food voucher appears in counts

Check whether the tier grants admission. Food add-ons should appear separately from entry passes; do not count their QR vouchers as attendees.

Event Shop is unavailable

Complete seller profile and payout setup, wait for seller approval, then attach a published in-stock product to the event.

Need help? Use the **Documents Hub** in the organiser sidebar for detailed guides on capacity, refunds, Event Shop and TA Scanner. For an account or publishing problem, contact Tamil Australia support before advertising an unverified booking link.