# How Simple Helped Tourism Australia Market Australia as a Prime Tourist Destination

Tourism Australia is the government agency responsible for marketing Australia as one of the most sought-after tourist destinations in the world and attracting international tourists to Australia both for leisure and business purposes. Ultimately, the agency serves a critical purpose, especially considering that the tourism industry is expanding every year.

To perform its function, Tourism Australia is active in 15 key markets and its activities include advertising, public relations and media programs, trade shows and industry programs,

consumer promotions, consumer research, and online communications. To perform all these activities, the agency uses both an in-house marketing studio team as well as external advertising agencies.

Throughout all these activities, the marketing team wants to ensure that the right advertising, promotions, and communications reach their target audience, as well as minimise operational challenges in managing its marketing projects and stakeholder feedback.
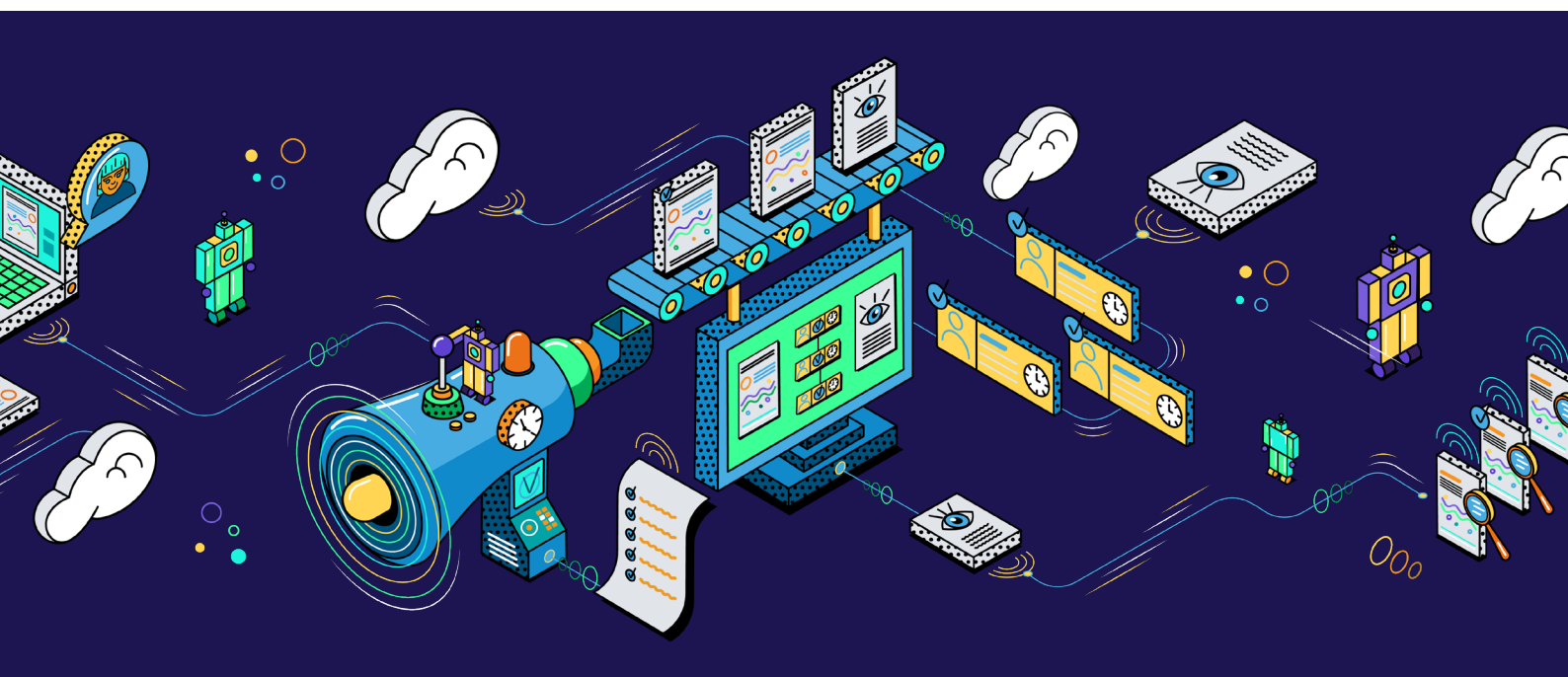
Tourism Australia's Marketing Challenges

Many of the marketing challenges Tourism Australia experienced related to the inefficient tools and processes they were reliant on such as spreadsheets PDF and Word documents, email as a project briefing tool as well as email to manage stakeholder feedback, review artwork, and approve assets.

As a result, they experienced inconsistent briefs which, in turn, leads to more unnecessary revisions and follow-ups with external agencies. In addition, the agency also had difficulty tracking stakeholder feedback. This was because it used PDFs to detail any changes to artwork and often had to follow up to obtain feedback from stakeholders. Inevitably, this led to duplication of tasks, which lead to project delays and inefficient processes.

Simple's Marketing Project Management Solution

To solve these challenges, the agency's studio team investigated various solutions and found that Simple Admation was the most effective platform they could use to manage their projects and feedback.

For example, while the agency focuses on marketing Australia with a team based in Sydney, it also has other teams working globally. Simple's cloud-based solution allows all these teams to work more effectively and collaborate in real time by providing remote access and full transparency across all stakeholders.

In addition, Tourism Australia also found value in Admation's online briefing features that allow them to communicate changes more accurately and its feedback system makes tracking stakeholder feedback easier.

By using Admation's marketing project management software, Tourism Australia can also take advantage of its other features including document management, custom approval workflows, resource management, digital asset management and a wide range of reporting tools.

Benefits

Through the use of Admation, Tourism Australia can now manage its marketing projects across multiple departments while, at the same time, having enhanced transparency around their review and approvals. The agency is also able to manage its resources and tasks more effectively than in the past.

Ultimately, Simple has allowed Tourism Australia to increase its efficiency significantly with greater control over its processes, reduce revisions, and achieve greater speed to market.

Admation's online proofing features make it easier for marketing teams to track and manage stakeholder feedback, which, in turn, leads to greater transparency and a more streamlined review and approval processes.

Admation allows organisations to manage their marketing projects more effectively and efficiently across multiple departments, no matter if they're using external teams, freelancers, or their own in-house marketing teams.

Simple's marketing project management platform provides a wealth of customised reports that give marketing teams deeper insights into their marketing processes and projects' status. This allows them to manage their processes more effectively, reduce revisions, and keep to deadlines.

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