
Tourism Australia powers global advertising campaigns with a paperless process.

Tourism Australia is responsible for attracting international visitors to Australia. The government agency operates in sixteen markets where it hosts events and manages innovative advertising, PR and digital marketing campaigns. Its regional teams are small but nimble with solutions like DocuSign helping them work in a fast and agile way.

The challenge

Tourism Australia's campaigns are multi-faceted and typically involve contracts with multiple partners and suppliers. All large contracts must be signed off by the CFO in Sydney, no matter where in the world they've originated from. Accordingly, contracts would previously pass between suppliers and partners to Tourism Australia's country managers, and then to and from head office. The process could take two weeks or more with a tedious amount of printing and scanning.

Schalk van der Westhuizen, Chief Financial Officer of Tourism Australia said the inefficiencies were magnified by more streamlined processes for procurement and payment. "We're constantly looking at how we can remove paper from the organisation and increase efficiency and had already digitised procurement and payment. Still, we had this step in between that was externally facing and yet completely frustrating and driven by email and paper".

The solution

Tourism Australia chose DocuSign's electronic signature solution to digitise contract management because it offered the simplest and easiest user experience. It also met all of the organisation's security and legal requirements. "There were some stakeholder concerns about the legality of eSignatures and how the process would work but DocuSign put those concerns to rest. It was also user friendly with a really easy workflow," said van der Westhuizen.

Contracts are now initially reviewed by legal before being checked and signed in DocuSign by the CFO and respective country manager. They are then sent to counterparties who have 48 hours to sign before receiving an automated reminder. Once a contract is complete, a signed copy is emailed to all and a notification goes to Zendesk to trigger the payment process.

Results

90%

reduction in average turnaround time on contracts

5 touchpoints

removed from contact management process

Key results

DocuSign has helped Tourism Australia close the loop on automation, from procurement to payment. It's also enhanced the experience for stakeholders and employees. They can sign electronically from wherever they are, whether it's an airport lounge in Beijing or at home on their day off. This convenience together with the automated reminders has resulted in most contracts being finalised in 48 hours as opposed to two weeks.

Digitising workflow has also eased the burden of administration on country managers. In the past, they would handle each contract an average of eight times. The number of touchpoints is now down to three. Also, country managers are no longer worrying about paperwork whilst up against campaign deadlines. They can use DocuSign to check the status of contracts and have confidence everything's in order.

Tourism Australia is now using DocuSign for employment contracts and looking at how it can drive efficiency in other manual processes. In tandem, it's exploring integration with SharePoint which it uses for secure document management.

"DocuSign has helped us cut out huge swathes of our process and has been so effective that we have employees who want to use eSignatures for everything," said van der Westhuizen.

"DocuSign has completely removed all of the paper pushing and chasing for signatures and people are able to focus on what matters."

Schalk van der Westhuizen
Chief Financial Officer
Tourism Australia

About DocuSign

DocuSign helps organizations connect and automate how they prepare, sign, act on, and manage agreements. As part of the DocuSign Agreement Cloud, DocuSign offers eSignature: the world's #1 way to sign electronically on practically any device, from almost anywhere, at any time. Today, more than 500,000 customers and hundreds of millions of users in over 180 countries use DocuSign to accelerate the process of doing business and to simplify people's lives.

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