



**workamajig<sup>®</sup>**

**Platinum<sup>™</sup> Papers**

## **Case Study:**

**Barnardos Australia Simplifies, Quantifies Internal  
Processes with Workamajig for 850% Increase  
in Design Productivity**

*We Know How Agencies Work<sup>SM</sup>*

## Executive Summary

While Barnardos Australia has provided over a decade of branding and design services to advocate for child protection services and contribute to community knowledge, they had struggled to find a method to measure internal procedures and productivity.

Specifically, the agency needed a way to monitor workflow between their head office and internal departments, and a tool to track and quantify the work of their branding and design teams. After researching and testing numerous project management systems, Barnardos Australia implemented Workamajig to simplify and quantify their internal branding and design management processes and saw significant improvements in productivity and quantifiability of ROI.

## About the Client

Barnardos Australia is one of the leading child protection charities in Australia.

For more than 130 years, Barnardos Australia has been at the forefront of child protection, finding real, permanent solutions for Australian children in desperate need. They believe all children deserve to be loved and nurtured.

The work of Barnardos Australia deals particularly with the prevention of abuse and entry into care. When that is not possible, and children cannot remain at home, the organization finds safe alternatives through foster care and adoption.

Barnardos operates children's family centers, permanency programs for out-of-home care, adolescent services, advocacy work and aims to improve the outcomes for children through best practice case work.

Find out more at [www.barnardos.org.au](http://www.barnardos.org.au)



## Challenges

Although Barnardos Australia has provided over a decade of branding and design services from their head office across internal departments, the agency did not have a reliable administration system to manage workflow. They had difficulty managing and monitoring their high internal workload, which averaged some 90 jobs per month. They wanted to be able to identify, track, and monetize the value of their internal brand and design teams—and furthermore, quantify the value of these departments.

**“Implementing Workamajig as our electronic job management system at Barnardos Australia has systemised our approach and allowed us to deliver a significantly higher volume of work. We now have a bird’s-eye-view of job progress, can predict when freelancers are needed and quantify on our output”.**

### **Sarah Mathews**

Brand and Reputation Coordinator. Responsible for Workamajig’s Implementation at Barnardos Australia.

The inability to track time, rounds of alterations, and external expenses resulted in a serious cross-departmental disconnect. Not only did this result in a lack of communication, it impacted the consistency of the agency’s vision, resulting in disconnected and disharmonious advertising, branding, and marketing efforts.

“We struggled to accurately manage projects and ensure consistency in the brand,” said Sarah Matthews, Brand and Reputation Coordinator, Barnardos Australia.

## The Solution

After extensive research and rounds of testing numerous project management systems, Barnardos Australia decided that Workamajig provided the best all-around solution for their complex set of inter-departmental needs. By generating a list of all active projects and jobs by client, staff, and department, Workamajig's dynamic system enabled Barnardos Australia to store all internal information in a convenient, Web-accessible project management framework.

In addition to providing a comprehensive overview of all active jobs and the stage of their completion, Workamajig's integrated solutions also made it possible to easily simplify and standardize Barnardos Australia's approval processes to reduce internal errors. Finally, Workamajig provided Barnardos Australia with the right tools to quantify work output, monetize each respective department's monetary values, and predict future resource needs in an accurate and timely fashion.



## How Workamajig Helped

Workamajig's integrated, automated project management solutions increased Barnardos Australia's design productivity by 850% in the first 6 months of implementation. By improving forecasting and workload management for designers, interns, and volunteers, the software allowed for the growth of freelance and off-site team members.

Workamajig provided the agency with a comprehensive overview of all internal processes, which reduced the time that Barnardos Australia spent on administration duties, handover, and managing alterations. By automating and systematizing much of the agency's workflow, Workamajig allowed them to focus on delivering both a high volume and a high quality of work.

In addition to all this, Workamajig made it simple for Barnardos Australia to quantify the market value of their design team—an average AUD \$20,000 of work completed monthly.



# 850%

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AUD \$20,000  
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**WHAT CAN WORKAMAJIG DO FOR YOU?**

*We know how agencies work.<sup>SM</sup>*