

# Australia for UNHCR x Bynder

The UN Refugee Agency's Australian partner finds their DAM solution with Bynder



**UNHCR**  
The UN Refugee Agency  
Australia for UNHCR



ABOUT AUSTRALIA FOR UNHCR:



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Australia for UNHCR is the UN Refugee Agency's national partner in Australia, raising funds and awareness to help UNHCR deliver humanitarian relief to displaced families across the globe.

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**Founded: 2000**



“ We needed a DAM solution that allowed everyone in the organization to be more self-sufficient and fulfill their role within the [asset] production process.”

Shannon Kolbe

Digital Project Manager at Australia for UNHCR

# About Australia for UNHCR

Australia for UNHCR unites caring Australians – individuals, community groups, and businesses – to support refugees and people displaced from their homes, families, and countries as a result of conflict and persecution. The charity advocates and fundraises for refugee protection, emergency aid, and long-term solutions, helping UNHCR support millions of displaced people each year.



## Situation

Whether it's raising awareness on emergency refugee crises or keeping donors up-to-date with fundraising initiatives, Australia for UNHCR produces a lot of marketing materials to help raise funds and support refugees and displaced people.

Photos and stories from on-the-ground reporting are fundamental to the production of fundraising campaigns, impact reports, and marketing initiatives. With rapidly-developing humanitarian crises and tight budgets to contend with, Australia for UNHCR knew they had to be more efficient in how they managed their assets—from production to publication.

“You have donors who need you to spend wisely and ensure we're doing things that are meaningful, and that we are using those donations in a prudent way.”

“Bynder allowed us to be much more collaborative - we could create shareable file collections for specific fundraising campaigns that included pre-approved images that ensured campaign consistency and increased efficiency when publishing.”

Shannon Kolbe

Digital Project Manager at Australia for UNHCR

# What Australia for UNHCR needed

Australia for UNHCR were growing fast, and with so many stakeholders—both internal and external—involved in the production and promotion of marketing materials, it was essential for the DAM solution to fulfill certain requirements.

**User-friendly, not overly technical**

Australia for UNHCR were expanding—they didn't want to spend hours training every new stakeholder before they could use the platform, so an intuitive, user-friendly platform for searching and using assets was crucial.

**Fostered self-sufficiency**

As a global operation, they didn't want to rely on a handful of stakeholders for access to their entire content library. They wanted to ensure everyone in the organization could find what they need, when they need it.

**Centralized old and new assets**

Reflecting the need for simplicity and convenience, they wanted a DAM platform that could function as the single source of truth for both new assets and archival materials.

**A partner, not just a provider**

Australia for UNHCR has unique needs, and they wanted their DAM supplier that could understand their specific use case and foster an ongoing relationship, long after the initial implementation.

“ When on mission, we take a lot of professional photos which are then fed back into advertising, appeals, campaigns, and reports - centralizing these marketing materials in one collaborative space was critical.”

Jane Prior

DAM Consultant at Australia for UNHCR

## THE TRANSFORMATION WITH BYNDER

# Highlights

### The go-to location for finding and sharing assets:

No longer having to trawl through an unorganized local drive containing 70,000 images, Bynder's intuitive search filters and tailor-made taxonomy enables everyone to find the files they need in seconds.

### Customizable and self-serving:

Whether it's the communications or fundraising team, Bynder's user-friendly interface and customizable user profiles provide a straightforward experience for everyone—without requiring extensive training or technical know-how.

### More collaborative campaign planning:

Visual assets play a critical role in Australia for UNHCR's fundraising appeals. With Bynder's Collections feature, the team can collaborate in creating shareable, pre-approved image collections for specific campaigns. That way, all stakeholders can quickly go-to-market with a consistent set of campaign assets for better consistency and efficiency.

### Also used as an archive for better visibility:

Collaboration and communication with the UNHCR headquarters in Switzerland is inevitably important. Now, Australia for UNHCR can use Bynder as their central archive for all campaign assets, ensuring a clear overview of previous activities for better visibility and communication with HQ.



[www.bynder.com](http://www.bynder.com)

25,000<sup>+</sup>  
assets stored

467<sup>GB</sup>  
total storage

100%  
cloud-based

2017  
started using Bynder

“Bynder has a very user-friendly interface. It provides a really easy way to manage assets that everyone in the organization could get behind.”

Shannon Kolbe

Digital Project Manager at Australia for UNHCR



## About Bynder

Bynder is the fastest-growing DAM service, offering a simplified solution for marketing professionals to manage their digital content in the cloud.

For more information, please visit our website

[www.bynder.com](http://www.bynder.com)