



Public relations contact
Nicole Gemmell
Adobe
ngemmell@adobe.com
M: +61 416 071 900

PRESS RELEASE

Women leading the pursuit of digital micro-skills as Skill Finder expands

Free digital micro-skills marketplace, Skill Finder, is on track to record its 100,000th enrolment next month as Australian women take the lead in capturing digital upskilling and reskilling opportunities.

SYDNEY, AUSTRALIA – 17 March, 2022: [Skill Finder](#), the free online marketplace for digital micro-skills, is expected to reach 100,000 click-through to course enrolments next month, just 18 months after its launch in October 2020. Over the past six months, the rate of enrolments and traffic to Skill Finder has steadily increased, reflecting the sense of urgency among Australians to reskill and upskill as the digital economy continues to gain prominence.

Skill Finder, a technology industry-wide initiative led by [Adobe](#) and built by Balance Internet, has received ongoing support from the Federal Government. Today Skill Finder offers more than 3,000 different digital micro-skill courses provided by 32 partners. More than 365,000 Australians have visited the site since launch.

According to Skill Finder user data, of the more than 95,000 enrolments registered to date, almost 56% are female, demonstrating that women are proactive in acquiring new digital skills to position themselves for future roles. The data also reveals that women are taking a deliberate approach to developing digital skills in areas of high demand, with the most popular course categories including those relating to creative design, business software and data analytics.

"The Morrison Government is proud to support Skill Finder and thanks the private sector, led by Adobe, for taking this lead. It's smart, fits with life pressures and gives incredible choice, particularly to women, to skill up in those key, in-demand areas," said said Senator Jane Hume, Minister for Superannuation, Financial Services and the Digital Economy and Women's Economic Security.

"It means free, flexible and business-led access to the skills that unlock in-demand jobs and higher pay," said Senator Hume.

"With 12% more enrolments being accessed by women than by male users, that equates to more than 11,000 additional female Australian users since Skill Finder began," said Suzanne Steele, Vice President and Managing Director, Adobe Australia and New Zealand. "Women are taking control of their own professional development

and are upskilling in the areas where demand is highest. And with the average duration of a Skill Finder course being just several hours, they are also taking an agile approach to learning."

"We are on track to reach the 18-month anniversary of Skill Finder's launch next month and will have surpassed 100,000 click-throughs to course enrolments. Irrespective of gender, this reflects the underlying shift in the digital landscape we have all experienced and that many Australians are actively upskilling to keep pace and take control," said Steele.

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About Adobe

Adobe is changing the world through digital experiences. For more information, visit www.adobe.com.

About Skill Finder

Skill Finder is committed to connecting the Australian workforce, small and medium businesses to new learning opportunities. A centralised marketplace, Skill Finder is powered by the world's top technology platforms and software providers. With thousands of online courses, the platform provides an opportunity for every Australian to up-level their knowledge with transferable and useful micro-skills, so they are prepared for an unpredictable future where agility and adaptability is key.