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CBA empowers customers to develop critical workforce skills

New collaboration adds "Skill Finder" feature in CommBank's Benefits finder

Australia, 4th August 2021: To help fill the gap between talent supply and demand in Australia, [Skill Finder](#), the government-funded national skills marketplace led by [Adobe](#), has joined forces with the [Commonwealth Bank](#) (CBA) to help provide more Australians with access to a wide range of free digital courses.

As part of the collaboration, free micro-skills marketplace, [Skill Finder](#), will be incorporated into Commonwealth Bank's digital feature *Benefits finder* and *Benefits finder for Business* via the CommBank app.

Customers who use Benefits finder and Benefits finder for Business to claim government benefits and rebates will now also be guided to explore over 2000 free digital courses, available on Skill Finder, to obtain transferable micro-skills that may help them get back into the job market or upskill and reskill into new roles and growth sectors.

"The pandemic has added to the urgency of increased collaboration between employer organisations, industry and government to deliver more targeted and flexible skills development programs," said Suzanne Steele, Vice President and Managing Director of Adobe ANZ. "The wider corporate Australia has a shared accountability to help provide people with the tools needed to upskill and reskill in line with emerging skills demand."

"CBA has taken a step forward to empower its customers with future-ready skills. We are proud to work with CBA to bring this digital experience to life and to expand the reach of Skill Finder to those who need it," said Steele.

Commonwealth Bank's Head of Financial Wellbeing, Ben Grauer, said the bank was pleased to partner with Adobe and integrate Skill Finder into the Benefits finder and Benefits finder for Business features within the CommBank App as this collaboration will help to deliver even more benefits to both personal and business customers.

"Benefits finder is designed to help our customers access and claim benefits and rebates they're entitled to and ultimately improve financial wellbeing. This new integration with [Skill Finder](#) will help customers to also find new learning pathways to build in-demand digital skills that may help prepare them for the next stage in their career."

"We've seen positive results in the first week since launch, with Skill Finder quickly becoming one of the most popular benefits. Over 50 per cent of Benefits finder visitors to Skill Finder have enrolled in a course," he said.

Skill Finder was launched during the pandemic to help Australian citizens prepare for an accelerated digital business landscape. The free marketplace, available to every Australian, has expanded to more than 2000 online courses from over 25 different providers. To date, more than 245,000 visitors have enrolled in more than 40,000 courses, to help them upskill in areas such as graphic design, coding, cloud computing, and data analysis and management.

In March this year, the Australian Federal Government provided a \$2.7 million grant to move Skill Finder into the next phase of production. The grant will support the expansion of courses and categories with more technology companies continuing to contribute micro-courses and resources, as well as to optimise the user experience by adding new features and connecting people to relevant job boards.

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 more than 1500 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. Visit www.skillfinder.com.au

About Benefits finder:

The *Benefits finder* feature can be accessed via the CommBank app and NetBank. Customers are asked to answer five simple questions, with answers determining what benefits or rebates they may be eligible to claim. Customers are provided with details on each benefit or rebate, including how much they may be able to claim and instructions on how to claim, and are then directed to the relevant website to start the claim.

The *Benefits finder* feature was developed as part of the ongoing collaboration between CBA and Harvard University's STAR (Sustainability, Transparency and Accountability Research) Lab.

Find out more at www.commbank.com.au/digital-banking/benefits-finder.

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