

## Skill Finder marks one year with over 3000 unique courses and 75,000 enrolments

**SYDNEY, Australia – 23 November, 2021** – [Skill Finder](#), the digital micro-skills marketplace developed by the Australian tech industry, is celebrating its one year anniversary with 3,000+ digitally-focused courses, and more than 75,000 course enrolments completed.

Led by Adobe and built and managed by [Balance Internet](#), Skill Finder was established in response to a call for action from Karen Andrews, the then Federal Minister for Industry, Science and Technology. Andrews challenged the tech sector in March 2020 to step up, take action and support post-pandemic economic recovery. Today Skill Finder partners with over 30 technology and education providers, 2.5 times more collaborators than when it was launched in late 2020.

“Skill Finder was the first collaboration of its kind, where major tech companies came together to focus on supporting Australia’s economic recovery by upskilling the nation,” said Suzanne Steele, Vice President and Managing Director of Adobe Australia and New Zealand.

“Digital experiences have never played a more critical role in making every aspect of our lives possible – from keeping families and coworkers connected, to enabling new ways of learning, to powering digital commerce, and ensuring continuity of essential business operations. Australia’s future prosperity will depend on us driving and enabling a thriving digital economy, and this will involve the upskilling and reskilling of many of our workforce,” said Steele.

One year from launch, Skill Finder has attracted more than 300,000 Australians to the site and now offers more than 3,000 free digital courses and micro-skills, up from the 700 courses available at launch. Importantly, more than 75,000 course enrolments have been completed by Australians looking to reskill or upskill in areas such as graphic design, cloud computing, data analysis and management, digital marketing, security, UX design, and many more.

Minister for Superannuation, Financial Services and the Digital Economy Jane Hume said digital skills are critical to ensuring Australia becomes a leading digital economy and society by 2030.

“Digital skills are vital to our recovery and job creation post COVID-19. Around 60 per cent of workers will need higher-level digital skills, but all future jobs will need basic digital capabilities.

“The Morrison Government is prioritising this skill shortage area, ensuring that Australians can meet business demand for these valuable skills. Initiatives like Skill Finder empower Australians to up-skill to meet demand, helping them get jobs they aspire to. You can always trust the Morrison Government to create more jobs, and this initiative does just that,” said Minister Hume.

To expand its reach and influence, over the past 12-months Skill Finder has developed a number of strategic partnerships including with the Commonwealth Bank, to integrate Skill Finder into its Benefits finder feature in CommBank’s business and personal banking apps. Skill Finder is also partnering with the Digital Skills Organisation (DSO), developing a proof of concept – SkillUp – which will help employers assess the digital fluency of its employees and connect them to relevant courses.

"Skill Finder was born from a vision to empower all Australians and businesses, regardless of size, to build the professional, technical and digital skills they need to upskill or find employment," said James Horne, Chief Executive Officer at Balance Internet. "I am so proud that we are on the road to achieving this. The unique collaboration of leading tech companies has underpinned Skill Finder's success, now and for the future."

Through ongoing new partnerships and providers, Skill Finder has continued to build out new functionalities and features, including [20 Career Pathways](#) to help Australians understand the skills and knowledge required in an area of specialisation before they pivot or start their career.

In May 2021, Skill Finder also received [a \\$2.7 million grant from the Australian Government](#) to support its further development, impact and reach.

**Skill Finder Collaboration Partner quotes:**

To celebrate its one-year anniversary, several founding partners including Atlassian, Canva and Microsoft, have shared their reflections on Skill Finder and its role in supporting Australia's digital future.

**Peter Burns, Chief Executive Officer at Accenture Australia & New Zealand said:**

"Demand for innovation and technology skills are at an all-time high. Accenture is proud to be involved in initiatives such as Skill Finder which ensure all Australians have the ability to upskill in areas such as cloud, security, intelligent operations and automation."

**David Masters, Head of Global Policy and Regulatory Affairs at Atlassian said:**

"The COVID-19 pandemic has accelerated the digital transformation of the economy and has created an enormous demand for digital skills. There was an urgent need for platforms that supported people to explore industry-aligned training to upskill or reskill. Skill Finder stepped into that gap - an excellent industry-driven initiative supported by the Australian Government - enabling people to dip their toe into tech skills."

**Lachlan Andrews, Head of Global Corporate Communications at Canva said:**

"Since day one, Canva has been on a mission to empower the world to design. We've always believed in the importance of democratizing access to the skills and technology shaping our increasingly digital future. We're proud to be partnering with the Australian Government on the Skill Finder initiative as part of our mission to empower everyone to design. From small business owners looking to upskill on social media strategy to entrepreneurs developing their personal brands, Skill Finder is playing an important role in democratizing access to digital skills and opportunities."

**Kat Warboys, APAC Marketing Director at Hubspot said:**

"A principle of our team is "always be learning" and because of that, we're proud to support Skill Finder and share HubSpot's Academy courses and certifications. Australia currently faces a skills gap and there's a critical need to improve digital skills to ensure economic recovery from the COVID-19 pandemic and to avoid jeopardising a \$10 billion growth in the technology, media and communications industries in the next four years."

**Katrina Troughton, Managing Director of IBM Australia and New Zealand said:**

"Australia is accelerating towards a digital future, made more real by this pandemic. We are seeing an increasing demand for specialised skills in key areas like cloud, AI, and security across the country in all states and all industries. This has brought our industry closer together with a shared sense of urgency and commitment to building a digitally skilled workforce that the Australian economy will need as part of its recovery and growth. The Skill Finder initiative has been an important step towards this, and IBM is proud to have played a key role in providing hundreds of industry-based courses to help people skill, re-skill and up-skill in line with emerging demand."

**Steven Worrall, Managing Director of Microsoft ANZ said:**

"The pandemic has seen several years of digital transformation occur in just months as organisations adapted to new ways of delivering products and services. As the economy recovers, we believe equipping Australians with digital skills will be vital in driving future economic growth. Microsoft is proud to support the Skills Finder initiative, which makes free learning resources available to anybody who is seeking to improve their digital skills."

**Helen Lea, Chief Employee Experience Officer at MYOB said:**

"We are passionate about continuous learning at MYOB and have been delighted to support the Skill Finder initiative. Over the past 18 months, businesses and individuals have had to adapt to a rapidly changing environment. We recently commissioned research which found the pandemic drove 63% of respondents to upskill, which demonstrates the value people have placed on training as they sought to meet the challenges of this pandemic head on. Programs such as Skill Finder are vital in offering tools for business owners who may require upskilling as they navigate new requirements, as well as individuals interested in dipping their toes into a new career path."

**Damien Bueno, President and Managing Director of SAP Australia said:**

"SAP's vision is to help the world run better and improve people's lives. Our ability to deliver on this vision in Australia is linked to fostering talent and building the digital skills of Australians. Skill Finder is a wonderful initiative which is helping lift the digital literacy of Australians. SAP is very proud to partner with the Australian government to deliver the Skill Finder initiative, a one stop shop for Australians to access the best free courses available from global and domestic digital companies."

**ENDS**

**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 over 3000 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.

*Australians can access hundreds of free courses at <http://www.skillfinder.com.au/>*