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FOR IMMEDIATE RELEASE

ANZ Creatives Are Driving More Business Impact Than Ever Before in their Organizations: New Adobe Study

Rise of design-led thinking in the realm of business having positive spillover effect on creative careers

Sydney, Australia - September 28, 2016 – The rise of design-led thinking and the incorporation of design approaches into business and strategic problem-solving is having a positive impact on the careers of creatives everywhere. Adobe's 2016 Creative Pulse survey* including nearly 250 creatives from Australia and New Zealand (ANZ) – comprised of graphic designers, web designers, artists, web designers and more – discovered that respondents are creating a bigger impact within their organizations. 53 percent of respondents in ANZ feel they are having more impact compared to two years ago, with 88 percent saying that their **businesses are placing more importance on creativity and design thinking**.

While this is great news, creatives cannot rest on their laurels. The opportunity to drive greater business value means creatives need to learn new tools and techniques – a statement that 93 percent of ANZ respondents agree to. In fact, as the digital skills gap widens in Australia creatives more than ever need to be “full stack” in their skillset, as 95 percent of creatives feel that they are increasingly working across multiple mediums and disciplines.

“In an age of disruption, the corporate world is embracing creativity with a view to better understanding artistic processes and methodologies,” said Ben Romalis, Executive Director at [affectors](#), a creative and design company. “As a result, collaborative conversations are becoming an important part of business culture, yet the challenge to convert this into meaningful action still remains.”

Over the next year, ANZ creatives believe the most important skills to acquire will need to combine skills in the realms of design, user experience, programming and communications, with UX/UI design (18 percent), app development (18 percent) and digital storytelling (11 percent) ranking in the top three. However, nearly half (45 percent) of respondents feel that they are currently lacking the necessary skills and resources for success in their field. The study also uncovered a huge disconnect between how digital analytics and metrics relate to creativity, as 75 percent of respondents feel the need to better understand how analytics can help them.

Despite their increasing importance to business, creatives in ANZ still stay up at night with uncertainties, just like the rest of the workforce. At 40 percent, financial and job security is cited as the number one thing that keeps them up at night, the highest percentage of all regions surveyed in Asia Pacific. Another main worry among respondents is the fear they will lose inspiration and motivation (38 percent) while increasing their creative skills. At the same time, the increased speed of business is putting pressure on creatives to deliver more ideas and content faster than ever (39 percent), but at the same time, 36 percent of creatives still feel that they aren't being sufficiently trained in all the new skills they need.

“We're an organization that started out with a mission of enabling creativity, so it is really encouraging for us to see the value of the creative profession really being strongly recognized,” said Chris Skelton, Adobe Managing Director, Australia and New Zealand. “Over the last few years, we've seen businesses recognize the value of creativity in driving business results. The success of creative and design companies like affectors, has shown that organizations are increasingly focused on incorporating creativity to inspire action. In the coming years, we could expect to see creative drivers taking an even stronger lead in the business conversations.”

"We've seen the role of design and creative professionals change rapidly in recent years, and Adobe is at the forefront of this changing creative environment. With the proliferation of mobile devices and new technologies such as Augmented Reality (AR) and Virtual Reality (VR), creatives are being challenged to create content more rapidly than ever before. Not only does this mean they need to adapt quickly to the new demands of creating for more platforms and a broader set of customers, it also means that they need to be able to create on-the-go, collaborate with team members across different devices and geographies, and measure the impact of their work on business results. It's a challenging environment, but also one that empowers creatives of today to make a real difference to the business," said Janie Lim, Marketing Director, Digital Media, Adobe Asia Pacific.

It seems the best days are yet to come for the creative industry in ANZ. 80 percent of respondents believe that there is a bright future for creatives, and equipped with the right tools and skillsets, along with the proliferation of technology, there has never been a better time to be a creative.

[Download survey report here.](#)

*Survey includes responses from more than 1,700 creatives across Asia Pacific. Statistics in media alert only reflect ANZ respondents.

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