



Press Contacts

Nick Adams
Swinburne University of Technology
nadams@swin.edu.au
+61 3 9214 4524

Heather Edell
Adobe Systems Incorporated
+61 2 9078 4479
edell@adobe.com

FOR IMMEDIATE RELEASE

Swinburne and Adobe Partnership Transforms the Digital Technology Curriculum

World-ranked University Leverages Adobe Technology to Deliver Unparalleled Digital Experience; Expands Digital Technology Major Curriculum to Address Digital Divide

Melbourne, Australia – 20 March 2017 - Swinburne University of Technology has announced a world-first strategic partnership with Adobe, a leader in creative and marketing solutions. As part of the partnership, Swinburne will roll out Adobe Marketing Cloud, the most comprehensive set of digital marketing solutions, to spearhead Swinburne's digital transformation. Swinburne will also broaden the breadth of its digital advertising technology major and minor curriculum to incorporate the Adobe Marketing Cloud platform.

Adobe Marketing Cloud, will underpin Swinburne's strategic vision to gain a deeper understanding of current and prospective students, and alumni. Harnessing the power of Adobe Marketing Cloud, including platform integrations with Adobe Creative Cloud, Swinburne can effectively design, plan, execute, manage and optimise cross channel marketing campaigns that deliver personalised and engaging customer experiences.

In Australia, digital skills shortages are increasingly impacting the workforce. An estimated 100,000 ICT workers will be in demand over the next five years, yet the number of graduates with ICT qualifications has declined significantly since the early 2000s.* As part of a world-first educational partnership with Adobe, Swinburne's digital advertising technology major and minor, which can be undertaken as part of a Bachelor of Business, Arts or Media and Communications, will incorporate the Adobe Marketing Cloud platform. This includes training materials and accredited teaching practices, allowing students to immerse themselves in digital technology whilst directly addressing the digital skills gap.

Employing workers with digital skills is needed across a diverse range of sectors and professions. National Australia Bank (NAB), which implements a number of key Adobe programs, is also working closely with Swinburne, seeking to recruit graduates directly from the University's digital advertising technology major. Acting EGM NAB Digital Todd Copeland said: "There is fierce competition in the industry for the best available talent. Given our integration of Adobe's platforms, the design of this major offered by Swinburne aligns to our needs and strengthens the pathway of talent flowing through who are able to really hit the ground running."

The program, which was first piloted in Semester 1 2016 has fast become a popular track for Swinburne, with 40 students undertaking the major in 2016. Students enrolled in the major are trained to undertake study in areas including digital analytics, search marketing, social media marketing and video marketing

"Swinburne is excited to pave the way in the teaching of digital technologies through our partnership with Adobe," Swinburne's Professor Scott Thompson-Whiteside, Executive Dean of the Faculty of Health Arts and Design says.

"We are committed to providing our students with a cutting-edge education and preparing them to take leading roles in an ever evolving workforce. Working with Adobe will help us achieve these goals and give our students the digital skills and confidence to succeed."

The partnership represents a significant step for Adobe in digital education. Adobe actively works with universities, governments and other stakeholders to adequately address the skills needs of today's students.

"At Adobe, we understand the importance that digital technologies can play in enhancing long term employability or equipping students for participation in digital economy," said Tony Katsabaris, Adobe APAC Senior Director of Public Sector and Education. "A major of this calibre that promotes digital skills development is truly paramount. We look forward to working with Swinburne to redefine the digital curriculum that will benefit both students and employers. In parallel, we are delighted to partner with Swinburne to help create exceptional experiences for its customers and students across all touchpoints."

*Australia's Digital Pulse, Australian Computer Society with Deloitte Access Economics

About Swinburne

Swinburne is a world-class university creating social and economic impact through science technology and innovation. As a university, we are dedicated to producing outstanding research that is relevant, has impact and is internationally recognised.

In 1908 Swinburne was founded on the premise that our work would be shaped by industry and community needs. It is this practical and responsive perspective that continues to characterise our approach to research and education. Swinburne has become one of the world's leading universities, ranked within the top three per cent of universities globally, as assessed by the Academic Ranking of World Universities.

About Adobe Marketing Cloud

Adobe Marketing Cloud empowers companies to use big data to effectively reach and engage customers and prospects with highly personalized marketing content across devices and digital touch points. Eight tightly integrated Solutions offer marketers a complete set of marketing technologies that focus on analytics, web and app experience management, testing and targeting, advertising, video, audience management, social engagement and campaign orchestration. The tie-in with Adobe Creative Cloud makes it easy to quickly activate creative assets across all marketing channels. Thousands of brands worldwide including two thirds of Fortune 50 companies rely on Adobe Marketing Cloud.

About Adobe

Adobe is changing the world through digital experiences.

Follow us on Twitter for the latest updates and news about [Adobe Australia](#) and [New Zealand](#), or like us on Facebook at [AdobeANZ](#) and [AdobeStudentsANZ](#)