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Adobe Study: Australian and New Zealand educators agree there is a strong correlation between employability and creativity

- **Strong correlation emerges between employability and creativity as 49 percent strongly agree that students with digital media skills have an edge in the job market**
- **68 percent strongly agree that basic digital media skills are essential for the 21st century workforce**
- **62 percent strongly agree that creative expression for students is a must, regardless of the course**

Sydney, Australia — 1st April, 2014 — A new study from Adobe has found the vast majority of educators across Australia and New Zealand agree that basic digital media skills and creativity are essential for a 21st Century workforce.

Adobe today unveiled the findings of its '[Education, Creativity and Employability](#)' study at the 9th annual [Adobe Education Leadership Forum](#) in Kuala Lumpur, Malaysia, from 31st March -2nd April, 2014. 1531 educators across Asia Pacific including 498 from Australia and New Zealand were surveyed with an aim to gauge the importance of creativity in education and its role in building a digitally able workforce.

The study revealed interesting points on the ubiquity of creativity in the classroom. Educators across ANZ were unanimous in their agreement that creative expression is a must for all students regardless of their stream of study. The majority of respondents (58%) feel that creative tools help students to better grasp theoretical concepts and enhance their overall understanding in the classroom.

This year's study also revealed the growing awareness among educators that basic digital media skills are an essential requirement for the 21st century workforce with 68 percent strongly agreeing to this statement. Further, 49 percent of respondents agreed that students proficient in digital media skills have a better chance of being recruited, giving them a competitive edge over their less skilled counterparts.

However, the study also highlighted the gaps in the current education system as 38 percent noted that it does not place enough emphasis on creative expression. This clearly implies that students are not gaining the necessary skills required for the modern workplace. When compared for their responses across a variety of parameters, more educators in Australia and South Korea indicated that there is a gap in the current education system when it comes to integrating creativity into academics. However, while respondents in Australia seem convinced about the role of creative tools and the importance of digital media skills, South Korean respondents were not as strongly convinced about these aspects.

Commenting on the study Peter McAlpine, Senior Director, Education, Adobe Asia Pacific said, "Today we understand that the convergence of academic and creative competencies is helping create new opportunities for a whole new digital workforce. However, as the study highlights, our challenge now is to bridge the gap that currently exists in our education system and to bring the two closer. It's time for us as educators to come together and define how to enable this shift, ensuring that students are not only equipped to be consumers of digital content but also to be creators of that content."

Commenting on the increasing interplay between creativity and employability, Richard Olsen, Education Consultant from Australia said, "Being a creative person changes everything: it enables us to tackle more complex problems, and it allows us to boldly approach problems outside of the scope of our experience. This is just as well because our global workforce is increasingly moving from muscle jobs to smart jobs. Smart jobs that require creativity at their core. My hope is that schools will continue to place a higher priority on nurturing creativity so that their students may realise their full potential."

The study on '*Education, Creativity and Employability*' is based on an extensive survey of educators across Asia Pacific covering 13 countries (Australia, China, Hong Kong, India, Indonesia, Malaysia, New Zealand, Philippines, Singapore, South Korea, Taiwan, Thailand and Vietnam). The Internet-based survey was carried out from 7th March to 18th March, 2014. The profile of respondents included educators in the K-12 and higher education segment.

About Adobe Education Leadership Forum 2014:

The Adobe Education Leadership Forum is Adobe's flagship education thought leadership event in Asia Pacific. This year, more than 110 education leaders from across Asia Pacific will attend the forum. The theme of this year's event is "Creativity is no longer an elective. It is our future." The forum will explore the increasing ubiquity of creativity in education and the role that it plays in creating a creative workforce for tomorrow. It will explore ways of integrating creative faculties into our current education system, the opportunities and challenges that lie on the way.

The Forum is being held in between 31st March to 2nd April at Kuala Lumpur, Malaysia. For more details on the event, visit: <http://www.adobe-eduforum.com/2014> or follow @AdobeEDU and join the conversation using #AdobeForum14.

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