



# MEDIA RELEASE

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## **TAFE Directors Australia enters educational partnership with Adobe**

TAFE Directors Australia (TDA) is excited to announce its new partnership with Adobe, the global leaders in digital tools that promote creativity and digital fluency.

TDA recognises the important role that Adobe plays in the field of education by enhancing student outcomes and facilitating learning experiences through the utilisation of [Adobe Creative Cloud for Education](#). The partnership will see Adobe play a vital role in supporting TAFEs to foster students' digital and employability skills by equipping them with the necessary tools to thrive in today's digital landscape.

According to the [World Economic Forum's Future of Jobs 2023 report](#), employers are now seeking employees with creative thinking capabilities, and self-efficacy skills like resilience, agility, and curiosity that help them to adapt to disrupted workplaces. By leveraging Adobe's suite of tools and resources, students and educators can develop their critical thinking and collaboration skills which they can integrate into non-core and non-creative disciplines. This will assist students in navigating the rapidly changing digital world.

**Sasha McQuaid, Head of Education Digital Media ANZ, Adobe says**, "We are in one of the most exciting and dynamic times in the education industry, and our partnership with TDA is a representation of our continued commitment and support to the Education and Vocational Education sectors across Australia and New Zealand. We look forward to collaborating with TDA and strengthening our engagement across the Vocational Education and Training sector by advancing digital literacy to help create industry-ready graduates."

"TDA is very pleased to partner with Adobe to gain informed industry perspectives on the use of technology. We look forward to utilising this knowledge to benefit TDA members and equip them with the best resources to thrive in the digital world." **said TDA CEO, Jenny Dodd**

Adobe's commitment to drive student success in the classroom and beyond is underscored by Adobe's [Creative Campus](#) program.

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