Introduction

Adobe welcomes the Australian Government's Discussion Paper as part of the development of the Indigenous Digital Inclusion Plan. Adobe is committed to expanding access to digital technology and services, through education and real-world experiences for under-served and under-represented communities.

Adobe is planning the launch of a Reflect Reconciliation Action Plan (RAP), and as part of our reconciliation journey, we intend to increase engagement, partnerships, education, employment, and procurement opportunities for Aboriginal and Torres Strait Islander Peoples and their businesses.

Our approach is guided by Adobe For All – our diversity and inclusion principles of equal treatment and opportunity parity which form the backbone of our draft Reconciliation Action Plan. Under the RAP Adobe will commit to building a multi-faceted Indigenous workforce strategy in alignment with Adobe's *Adobe For All* Diversity and Inclusion strategy by:
- building a pipeline of Aboriginal and Torres Strait Islander talent;
- attracting Aboriginal and Torres Strait Islander candidates;
- creating the right experience for Aboriginal and Torres Strait Islander employees; and
- influencing the industry by sharing best practices and driving progress.

We are keen to engage with the Government's Indigenous Digital Inclusion Plan to share our thoughts and experiences to feed into the development of the Plan. We are pleased that the Government is addressing this critical area and recognise that more can be done to harness the power of technology to improve the lives and digital experience of all citizens in Australia, and hope our submission is useful.

Please feel free to contact me for further information and we would be happy to help inform this public policy development and share our learnings.

Jennifer Mulveny
Director, Government Relations & Public Policy, Asia-Pacific, Adobe

Submission on the Indigenous Digital Inclusion Plan – Discussion Paper

1 November 2021

Our submission is focused on the Ability Section of the Discussion Paper as our approach is based on a workforce strategy of increasing engagement, partnerships, education, employment, and procurement opportunities for Aboriginal and Torres Strait Islander Peoples and their businesses.

We believe that technology companies like Adobe can play a key role in digital inclusion for First Nation Peoples by:
- Expanding access to education and skills development amongst Aboriginal and Torres Strait Islander Peoples' communities;
- Attracting Aboriginal and Torres Strait Islander candidates as part of recruitment for roles;
- Creating the right experience for Aboriginal and Torres Strait Islander employees; and
- Working with the industry to share best practices, collaborate and identify partnerships which can drive progress.

Our approach
There are various approaches to achieving these outcomes and Adobe has a series of initiatives towards each of them, leveraging partnerships and ensuring our internal processes and procedures enable inclusion. Some examples of how we work towards digital inclusion for First Nation Peoples to achieve those outcomes are:
- We partner with universities in Australia to establish 'Creative Campuses' where all students have access to digital products.
- We partner with Creative Campus universities on digital literacy, with a focus on Aboriginal and Torres Strait Islander students. We also have an intern and graduate program and have committed to a minimum number of Aboriginal and Torres Strait Islander interns per year in order to build a pipeline for Aboriginal and Torres Strait Islander new career starters.
- We also work with recruitment companies to source and increase the Aboriginal and Torres Strait Islander recruitment pool.
- We allow our employees to anonymously self-declare so we can measure, understand and increase Adobe's Aboriginal and Torres Strait Islander diversity in comparison to other tech organisations.
- We are a member of Supply Nation so we can increase our supplier diversity and support Aboriginal and Torres Strait Islander suppliers and businesses.

- We constantly look to make our products inclusive and accessible to diverse groups. We continue to look for opportunities to develop our products to meet the needs for diverse communities and look to do the same for our Aboriginal and Torres Strait Islander communities in the future.
- We are providing access to Adobe product licenses and hardware donation to Aboriginal and Torres Strait Islander communities as part of our software/laptop donation.

Skill Finder

Adobe works collaboratively with peers and partners in the technology sector to drive digital skills and capability. One example is in March 2020 Adobe led a "technology for good" initiative in Australia to develop a free online skills marketplace of digital courses called Skill Finder in response to a call from the Australian Government to quickly reskill and upskill citizens during the COVID-19 pandemic.

Adobe worked with a local small business partner, Balance Internet, to develop the platform on Adobe Magento which was provided at no cost. AWS also provided free storage services and 12 technology companies partnered with us to provide free courses ranging from digital design to coding to online resume building.

Since launching in October 2020, today there are more than 25 partners including Microsoft, Facebook, Twitter, Atlassian, MYOB and Cisco providing over 3000 courses and 20 "career pathways" that link citizens to jobs using the online courseware. More than 300,000 Australians have visited the site to complete more than 70,000 course enrolments.

Adobe is working with the Government and Balance Internet to develop additional capabilities such as engaging some of Australia's biggest employers to fill their existing "skills gap."

We have set our sights on tailoring the experience to encourage the Aboriginal and Torres Strait Islander community to utilise the resources within the portal with customised experiences and an acknowledgement of country on the site's homepage.

Conclusion

From our perspective, this approach is not static, we are constantly working to identify new and different ways for Adobe to contribute to and drive Aboriginal and Torres Strait Islander digital inclusion. We look to other companies as well as to government for inspiration, ideas and for partnership opportunities.

We look forward to seeing the Australian Government's Indigenous Digital Inclusion Plan to identify how we can support, and hopefully partner with the initiatives to enable greater digital inclusion amongst Aboriginal and Torres Strait Islander Australians.