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MEDIA ALERT

RACQ partners with Adobe and Deloitte Digital to support member experience transformation

- The agreement introduces a flexible 'Lighthouse' partnership model that includes early access to Adobe's new AI capabilities — the first of its kind in Asia Pacific and Japan.
- Adobe and Deloitte Digital will provide a governance and learning framework that directly drives member value for RACQ.

SYDNEY, Australia — June 24, 2026 — Adobe — the global technology leader that unleashes creativity, productivity and customer experiences through innovative tools and platforms — today announced a five-year strategic partnership with the Royal Automobile Club of Queensland (RACQ) and Deloitte Digital, designed to support the transformation of RACQ's member experiences through a first-of-its-kind 'Lighthouse' model in Asia Pacific and Japan.

RACQ has a rich history as one of Queensland's most trusted membership organisations, supporting more than 1.7 million members across its motoring, insurance, banking, batteries, solar and travel products. The partnership aims to strengthen RACQ's ability to provide better member experiences, leveraging Adobe's agentic, generative and predictive AI capabilities that enable real-time personalisation, scalable content production and intelligent automation across customer journeys.

"Our purpose is to drive a better future for all Queenslanders, and that shapes every decision we make," said David Harrys, Chief Member and Growth Officer at RACQ. "This partnership with Adobe and Deloitte Digital is about equipping our organisation with the tools and capabilities to execute on our vision: to be a trusted partner helping our members live and move safely, securely and sustainably. As our members navigate the convergence of mobility, energy, home and climate resilience, we want to be there for them in more relevant, connected ways."

A flexible model for innovation and value realisation

The Lighthouse agreement is built on commercial flexibility and future readiness, allowing RACQ to seamlessly adapt or expand its use of Adobe solutions over time, while gaining early access to new AI capabilities as part of an ongoing innovation roadmap. Supported by a governance and learning framework, the partnership is focused on activating high-value use cases that directly drive member value for RACQ.

As part of the agreement, RACQ will expand its adoption of solutions across Adobe's Customer Experience Orchestration and Creativity & Productivity portfolios.

[Adobe Experience Platform Agent Orchestrator](#), [Adobe Real-Time CDP Collaboration](#), [Adobe Experience Manager](#) and [Adobe Workfront](#) will help unify member data, streamline content workflows and orchestrate personalised, omnichannel experiences consistently across RACQ's product offering.

Meanwhile, [Adobe Advertising](#), [Adobe Acrobat Studio](#), [Adobe Firefly Creative Production for Enterprise](#) and [Adobe Creative Cloud for Enterprise](#) will enable RACQ to centralise planning and audience-driven optimisation for ad campaigns, accelerate document creation and approval workflows, and produce on-brand content at scale.

[Adobe Ultimate Success with Integrated Services](#) will provide RACQ with strategic guidance, technical expertise and governance to help optimise and realise value from Adobe's solutions.

"RACQ's journey highlights what's achievable when organisations bring together data, content and AI to deliver more meaningful, connected experiences, said Katrina Troughton, Vice President and Managing Director at Adobe Australia and New Zealand. "This next phase of our partnership is built on a strong foundation of trust and collaboration, and we're excited to work alongside RACQ and Deloitte Digital to help scale innovation, deepen member engagement and deliver long-term value."

Deloitte Digital will play a critical role in the partnership by leading the end-to-end implementation of Adobe solutions and supporting RACQ's broader digital transformation.

"By combining Deloitte Digital's transformation and delivery expertise with Adobe's solutions, we are helping RACQ translate its strategic ambition into tangible results," said Christie Percival, Partner at Deloitte Digital. "This partnership focuses on shaping the future of customer engagement, designing for both human and agentic member experiences, and enabling RACQ to deliver seamless experiences with modernised operations."

Building on a strong foundation

The agreement builds on the success of RACQ's existing partnership with Adobe, which has helped transform the organisation's marketing and member engagement capabilities.

"The progress we've made with Adobe has given us real confidence in what's possible," said Tim Cochrane, General Manager of Marketing, Membership and Digital at RACQ. "We've seen genuine improvements in how we engage with members — moving faster, personalising more effectively and unlocking opportunities we simply couldn't before. This expanded partnership is the natural next step, giving us the technology and support to keep building on that momentum and deliver even more value for our members across every stage of their journey with RACQ."

About Adobe

Adobe empowers everyone to create through industry-leading platforms and tools that unleash creativity, productivity and personalised customer experiences. For more information, visit www.adobe.com/au.