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Want to discuss how these findings relate to your business?

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29th Global CEO Survey – Australian insights

Australia's growth imperative: Turning optimism into action

Successful CEOs need both a microscope and a telescope to help them identify near-term threats while spotting long-term opportunities. This tension across time horizons is a recurring theme in PwC's 29th Global CEO survey.

Through the microscope, Australia's CEOs have a renewed confidence in the economy and are feeling positive about revenue outlook and their companies long-term viability. Through the telescope, the number one concern for Australia's CEOs is transforming their business fast enough to keep up with technological change, with a significant apprehension about whether they're doing enough to ensure their organisation is viable in the medium to long-term.

Leading CEOs are focusing on multi-year opportunities to reinvent for growth—forging ahead with AI investment, prioritising innovation and entering new sectors as industries reconfigure. The CEOs who match optimism with action will build tomorrow's revenue engines, while those who don't risk being outpaced by competitors who plan for reinvention.



The route to profitable growth: Where investment needs to flow

49% of Australia's CEOs are very/extremely confident in revenue growth prospects bucking the global trend of falling confidence in revenue growth.

Bullishness reigns. The challenge is translating this confidence into action.

Australia's CEOs are clear on transformation priorities—AI investment, innovation, and entering new sectors top the list. But the challenge isn't awareness; it's delivery. In an uncertain environment, the smartest investments are 'no-regret choices'—consistent courses of action that create value across multiple possible futures—and forward-looking organisations are moving fast.

Explore: The transformation priorities, threats concerning CEOs, where CEOs are broadening their horizons and where capital flows are reconfiguring [in the full report](#).



Reinvention: Building tomorrow's revenue engines

44% of Australia's CEOs say innovation is central to their strategy.

Only **31%** believe their company's innovation capability is adequate for an uncertain future.

There's a gap between today's innovation capabilities and what an uncertain future demands.

The reconfiguration of industries around human-centric domains of growth over the coming decade will see the reward go to leaders who are ready to reinvent their business models. In Australia, the organisations that close the gap—building systematic innovation capability—achieve 2.1x greater revenue from products and services, along with faster overall growth and higher profit margins according to our survey. These practices are proven, and the reward is substantial.

Explore: The balance of cost discipline with capability investment, the barriers to reinvention and where ambition turns to action [in the full report](#).



Artificial intelligence: Turning awareness into advantage

58% of Australia's CEOs say transforming fast enough to keep up with tech, including AI, is their number one concern.

When a range of foundations for AI adoption are in place, genuine opportunity is created.

Only 28% believe their current investment levels are enough to deliver on their AI goals (compared with 40% globally), and only 28% can attract high-quality technical AI talent (42% globally). The talent challenge reflects broader patterns in how organisations are approaching AI adoption. The market demands bold moves, and Australia's businesses have an opportunity to accelerate capacity building, particularly around internal talent development, to close the gap between ambition and execution.

Explore: Accelerating investment timelines, the movement beyond incremental gains, why AI and the workforce is a capacity builder and how to harness AI value [in the full report](#).