

Redefining business success in a changing world

Growth

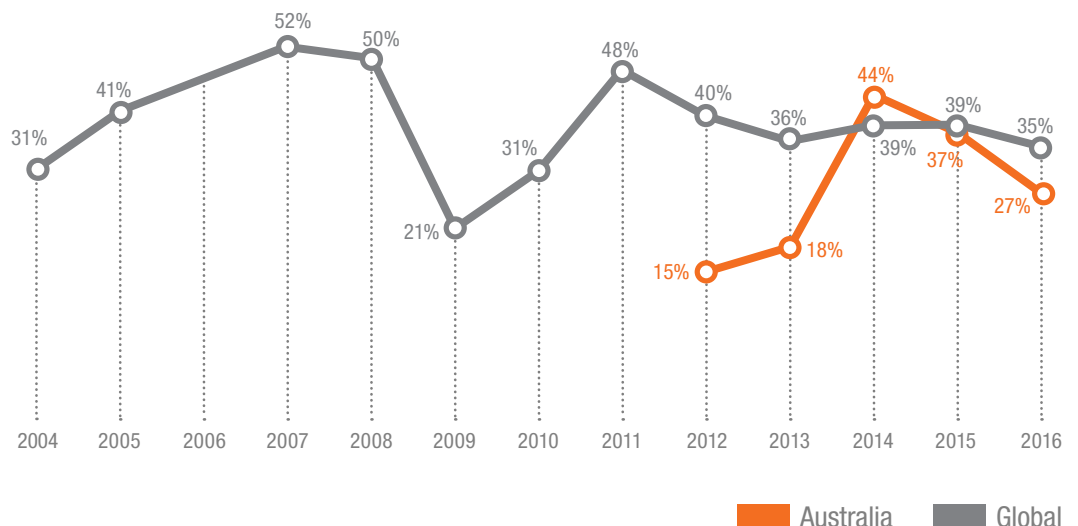
A snapshot of major findings

Today's CEOs continue to face tough operating conditions. Rising global economic uncertainty and technology-led disruption are making the business environment more complex to read and respond to.

Subsequently, Australian CEOs, like their global counterparts, are less confident about their growth prospects than they were a year ago. Technology, specifically cyber and the speed of technological change are the top two business threats for executives.

As a result, CEOs are focusing on cutting costs and reducing headcount. This is short-term thinking. It's understandable that CEOs are focused on making their business leaner. It directly impacts profitability, but companies run a risk if they focus too much on costs. CEOs should be looking at on productivity, specifically, integrating innovation and technology into their business so people and assets work smarter. They need to look ahead and build a business that's ready for the even more complex marketplace of the future.

CEOs are less confident about global economic and business growth prospects in these uncertain times



Confidence is down. Only 35% of CEO's are very confident for their organisation's revenue growth

(compared to 43.1% last year)



73%

of Australia's CEOs are planning a cost reduction initiative



China is the no.1 region for growth prospects

63%



Followed by the USA

51%

and India

16%

73% Growth



78% threats

CEOs see equal threats and opportunities to their business

The biggest economic, policy, social and environmental threats to business growth are:

Government response to fiscal debt

82%

Over regulation

80%

Geopolitical uncertainty

73%



The top 3 threats to business growth are:



Cyber



Speed of technological change



Availability of key skills

NEXT BIG THING

The top 3 trends to transform wider stakeholder expectations of business in 5 years are:

(86%)

Technological advances

(57%)

Demographic shifts

(49%)

Shifts in global economic power and resource scarcity and climate change

CEOs perspectives on growth

“

I think the government's agenda in terms of technology and innovation is fantastic, those reforms are going to bring a lot of capital and expertise into Australia.”

Tim Fung,
Co-Founder & CEO,
Airtasker



“

We fundamentally believe that you can grow a business, while also serving all stakeholders around you. In fact, that's the best way to do business and create a long-term, sustainable company.”

Susan Lloyd-Hurwitz,
CEO & Managing Director,
Mirvac



“

I'm quite concerned about the overall state of the global economy and particularly the level of debt we have... we'll see some forces at work that could really damage some parts of the world, particularly emerging market economies.”

Elmer Funke Kupper,
Managing Director & CEO,
ASX



“

If people think about North America being an economic powerhouse through the 20th century, and earlier in Europe, I think Australia will be part of the economic powerhouse that's in the decades ahead.”

Richard Goyder,
Managing Director,
Wesfarmers



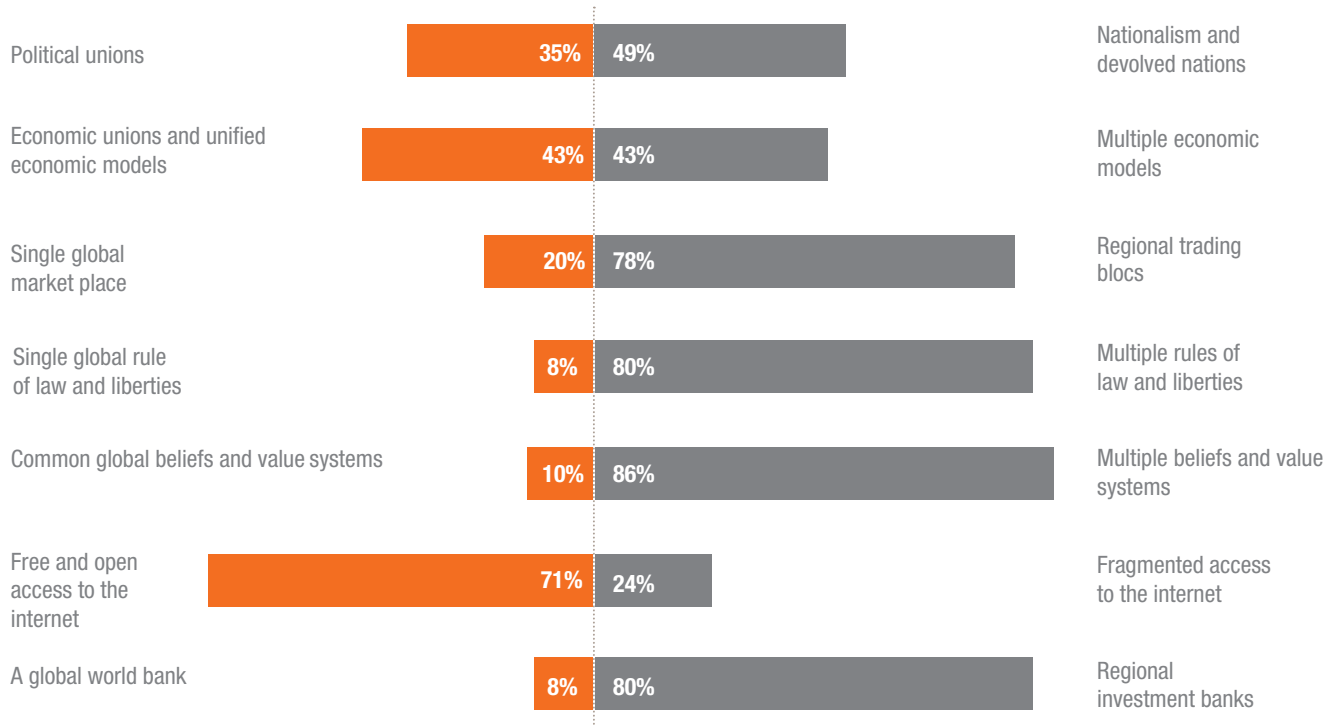
“

I can't tell you what the global economy's going to look like in five years, but I think it will be a much smaller marketplace because the globe is getting smaller, and products and services will be far more effective.”

Nicole Sheffield,
CEO,
NewsLifeMedia



CEOs must navigate an increasingly complicated and multi-polar world



Tough questions about growth for CEOs



Australian CEOs are slightly more optimistic about global growth prospects than their international counterparts. Are you preparing your business for a world in which the pessimists are right?

How are you preparing your organisation to face non-traditional competitors now and in the future?

How well protected is the information and data you're entrusted with to operate your business?

Beyond improving cost efficiency, what investments are you making to improve your business' productivity and drive organic growth?

For a deeper conversation about growth and the economy, please contact

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