

TEC CEO Confidence Index

The Executive Connection CEO Confidence Index March Quarter 2021 reveals CEOs are hungry to release their ambition on a new year. One year on from COVID-19 hitting the shores of Australia and New Zealand, business leaders have learned

to live with, rather than react to, the virus. Armed with fresh perspective, CEOs are looking to the year ahead with realistic optimism – a strong belief in their capacity to grow and focused business investment to realise success.

Responses from 152 SME CEOs across a diverse range of industries were received in the 19 days to Friday 12 March 2021.

CONFIDENCE IS BACK



CEO confidence in the economic outlook has recovered to near-pre-COVID levels, as SME leaders emerge from the uncertainty of 2020 with resilient optimism.

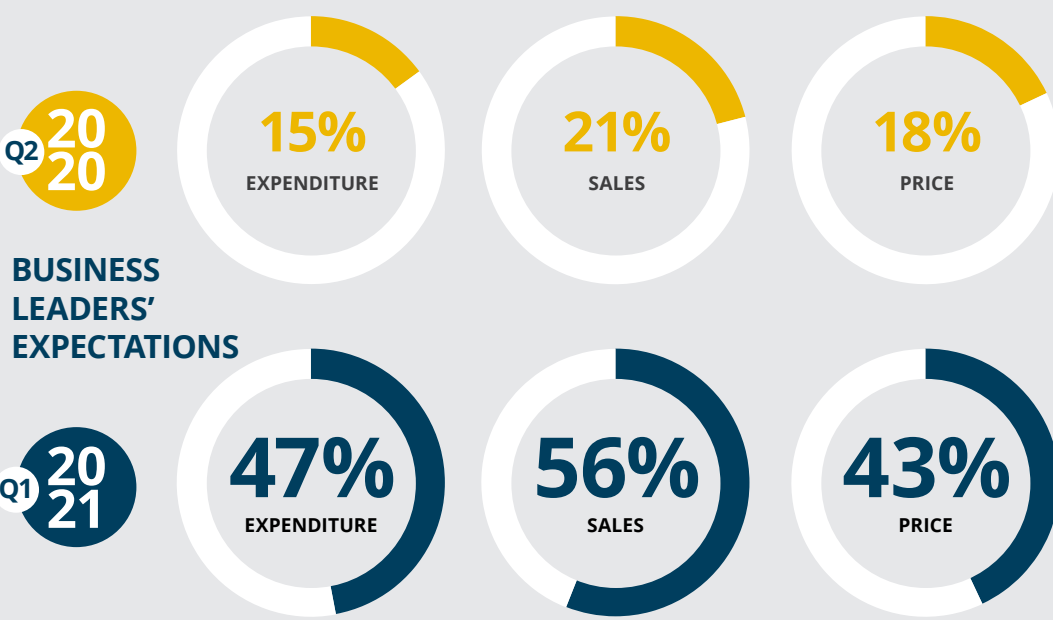
RESILIENT, REALISTIC AND RAMPING

Business leaders have started the year with a sense of positive realism. After a challenging 12 months, they are no longer living in fear of COVID-19 but have learned to adapt to challenges that are thrown their way.

“
 We anticipate a bounce back in visits to our market, as well as tourism to our Cellar Door. Shifting the focus of the business to more premium products and services is the best strategy moving forward.”
Chris Tyrrell
 COO, Tyrrell's, NSW

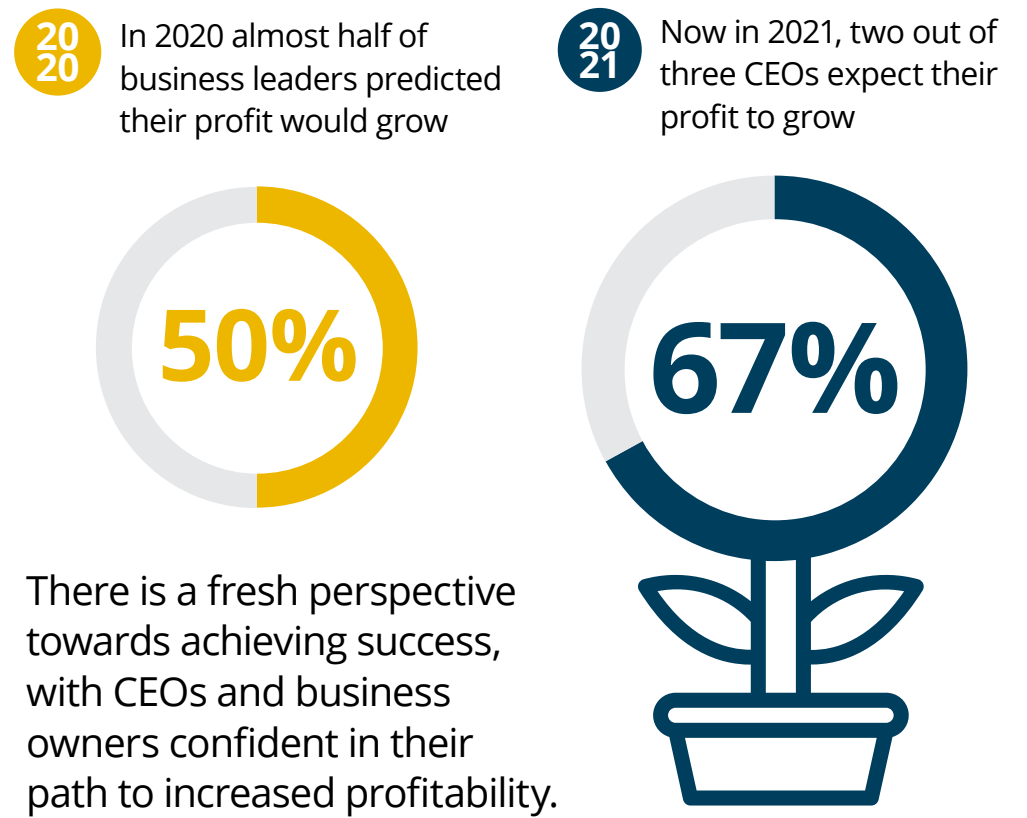
“
 The success of our home and garden business arm saw us exceed budgets in 2020. We attracted a lot of new gardeners, so now the challenge will be to hold onto them as we continue to grow in 2021. We are also conscious that while some industries like ours have boomed, the impact on the sectors that lost out during the pandemic has yet to fully play-out in the economy. We anticipate that the polarities in the economic wellbeing of our citizens will once again widen.”
Lisa Boyd
 Managing Director, Seasol International Pty Ltd, VIC

CEOs RELEASE AMBITION



CEOs are hungry for new opportunities and anticipate growth over the next 12 months. Leaders are signalling a strong focus on the elements of their business they can control, with an uptick in investment, anticipated sales, and planned price rises.

PATHWAY TO PROFITABILITY



DIVERSE EXPERIENCES AND DIVERSIFIED OFFERINGS

Business leaders are conscious that the pandemic has been felt differently in different sectors and parts of the country. SMEs have a renewed focus on diversification in product and service offerings, carving out new pathways to success.

“
 We remain focused on the changing needs of our customers and what we can do to make them more efficient and improve their ROI. This enables us to continue to enhance our products and expand our customer base.”
Annette Hili
 General Manager, AlayaCare, NSW

“
 As a result of implementing improved technologies, we expect to diversify into other industries by passing on cost reductions.”
Brad Noble
 Chief Executive Officer, Noble Engineering, NSW

PEOPLE-POWERED GROWTH



EXPANDING WORKFORCE

