

Director Sentiment Survey 2022

Produced by the Institute of Directors in association with ASB, the survey takes the pulse of New Zealand's governance community to identify issues and challenges.

Economic performance

68%



expected New Zealand's economic performance to decline over the next 12 months, a significant increase from 51% in 2021. This is the highest level of pessimism in the nine years of the survey.

Business confidence

50%



of directors expected their organisation's performance to improve over the next year, belying the widespread pessimism about the economy. Just 20% expect their organisation's performance to decline.

High expectations

60%



of directors saw changing customer expectations as the key future trend their boards need to understand. This was echoed in views on changing community expectations, which was noted by 47% of directors.

Digital oversights

54%



of boards discussed cyber risk and the ability of their organisation to manage it, down from 60% in 2021. Even fewer, 46%, discussed privacy practices and risks. Just 37% of directors felt their boards had the right capability to lead their organisations into a digital future.

Staff seen as a key asset

People risk

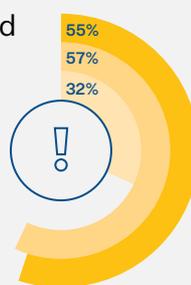
67%



of directors said labour quality and capability is the greatest risk factor their organisation is facing, a significant increase from 30% in 2021 and 14% in 2020.

Help wanted

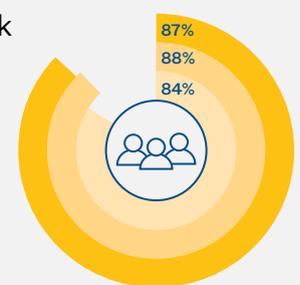
55%



of directors saw labour quality and capability as the single biggest impediment to national economic performance, similar to 57% in 2021 but well up on 32% in 2020.

Talent talk

87%



of directors said that their boards had discussed strategic talent-related issues and risks, such as employee engagement, performance and retention. This was little changed from 88% in 2021 and 84% in 2020.