



# The Worldcom Confidence Index

## 2019 Australia Report

Summary and Comparisons  
with the Global Results

THIS DOCUMENT SHOULD BE READ AS A  
COMPANION DOCUMENT TO THE GLOBAL STUDY  
REPORT. IT DRAWS OUT DIFFERENCES TO THE  
GLOBAL RESULTS AND HIGHLIGHTS KEY TRENDS  
FROM THE AUSTRALIAN PERSPECTIVE.



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# Australian Confidence Index 2019

**2<sup>nd</sup>**

Australia has the joint second highest confidence score in 2019

**#1**

Opinion formers become top audience for leader attention but leaders are concerned about reaching them

**6<sup>out of 8</sup>**

Employee-related topics take six out of top eight topics

# Australian Confidence 7 2019

**#1** Australia has the joint second highest confidence score in 2019

**#2** Opinion formers become top audience for leader attention but leaders are concerned about reaching them

**#3** Employee-related topics dominate leaders' agenda

- Upskilling and reskilling the most discussed topic
- Employee-related topics take six out of top eight topics
- Employees are a concern and produce the second lowest CI score for audiences

**#4** Australia has the second highest CI score for corporate image and brand reputation. Confidence in dealing with a crisis is also high

**#5** The media matters and Australian leaders are mildly confident about its impact

**#6** Australian leaders are very confident about dealing with cybercrime

**#7** Australian leaders confident about the way political leaders communicate on social media and how it impacts the business

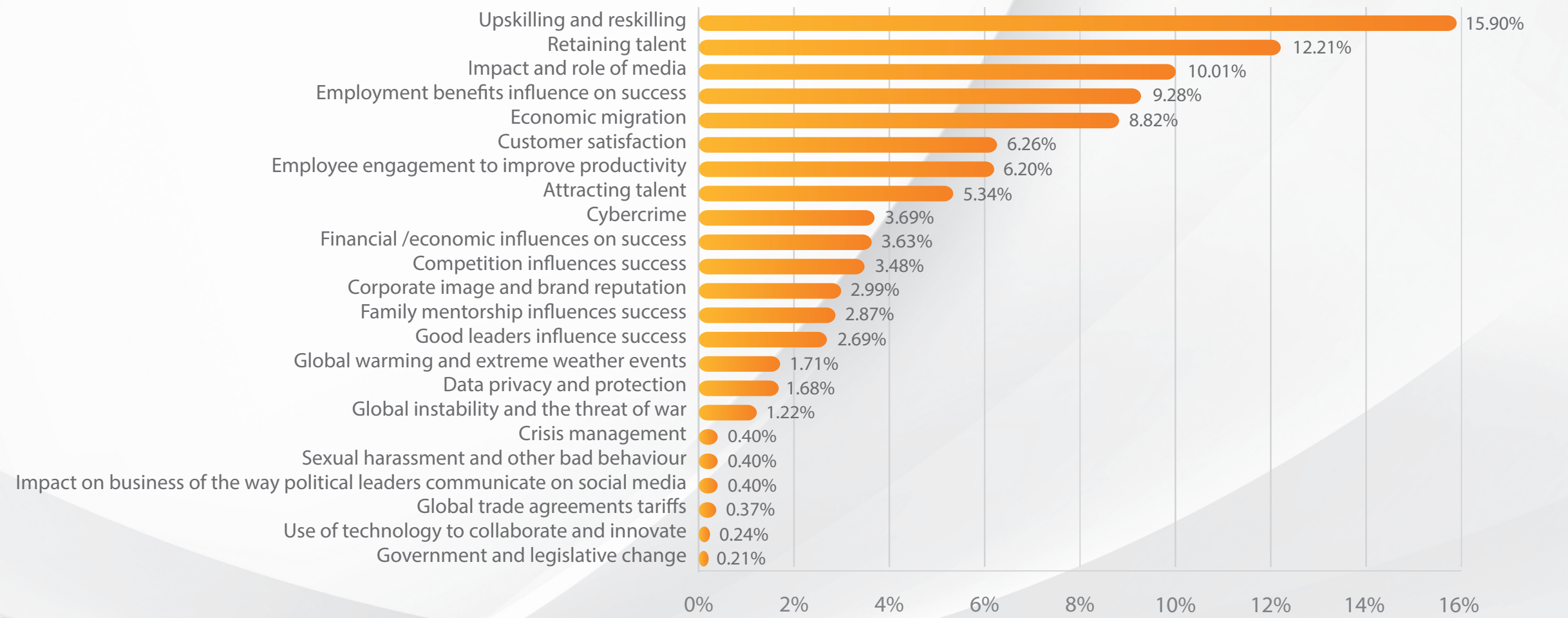


# Australian topic engagement – 2019

In the 2019 report we have identified the topics with the highest levels of engagement across 1,576 leaders from Australia. We've focused on the top 23. Chart 1 shows which topics were discussed most by leaders across the region. The most frequently discussed topic was upskilling and reskilling with a 15.90 per cent share.

CHART 1

## Australian Leaders' engagement level for topics

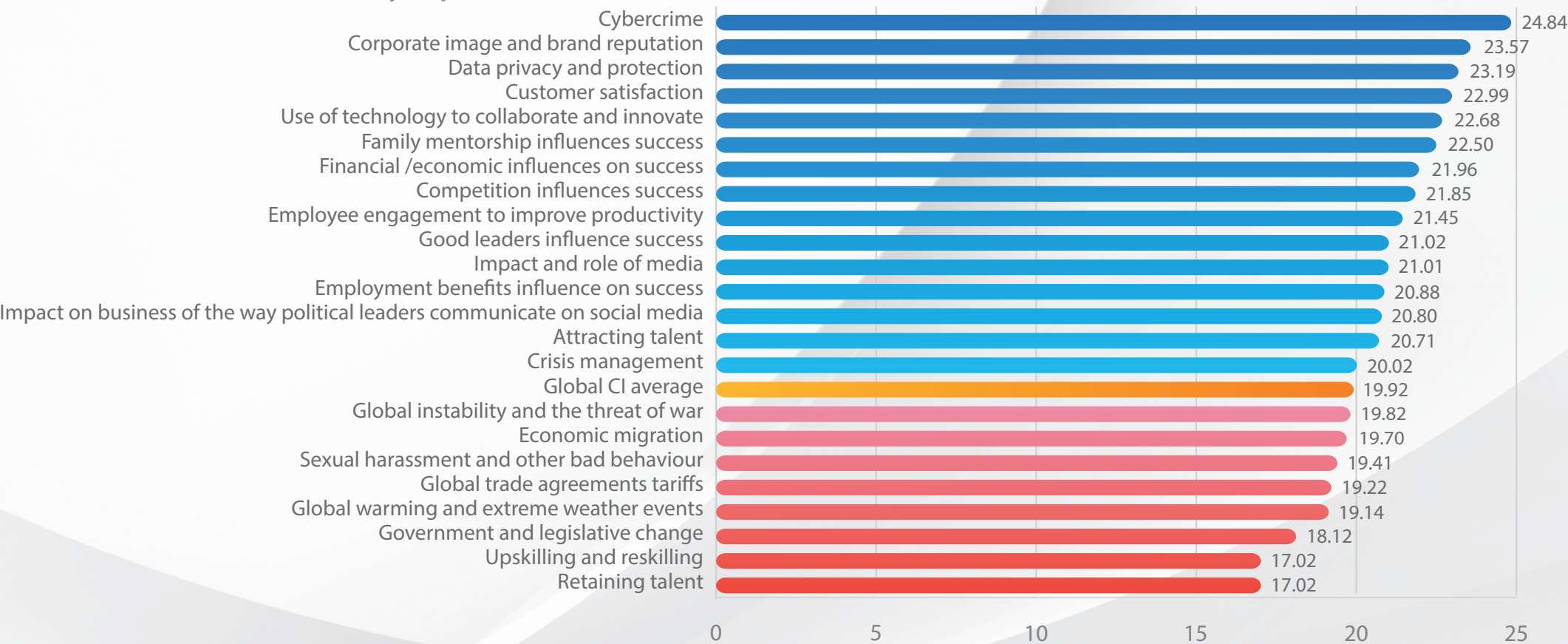


# Confidence by topic

Each of these topics has a Confidence Index (CI) score which identifies the average level of confidence or concern in that topic across the entire sample of topics and demographics. Chart 2 ranks these topics by the level of confidence the leaders have in the topic. The scores below the Global CI average indicate levels of concern. Australian leaders are confident about 15 topics and concerned about 8. They are most confident about dealing with cybercrime (#7 globally) with a score of 24.84. This is 19 per cent higher than the global value for this topic. Eight topics score below the Global CI average. Australian leaders are most concerned about employee-related topics, such as retaining talent and upskilling and reskilling, more so than their global counterparts.

CHART 2

2019 Australian Confidence Index by topics

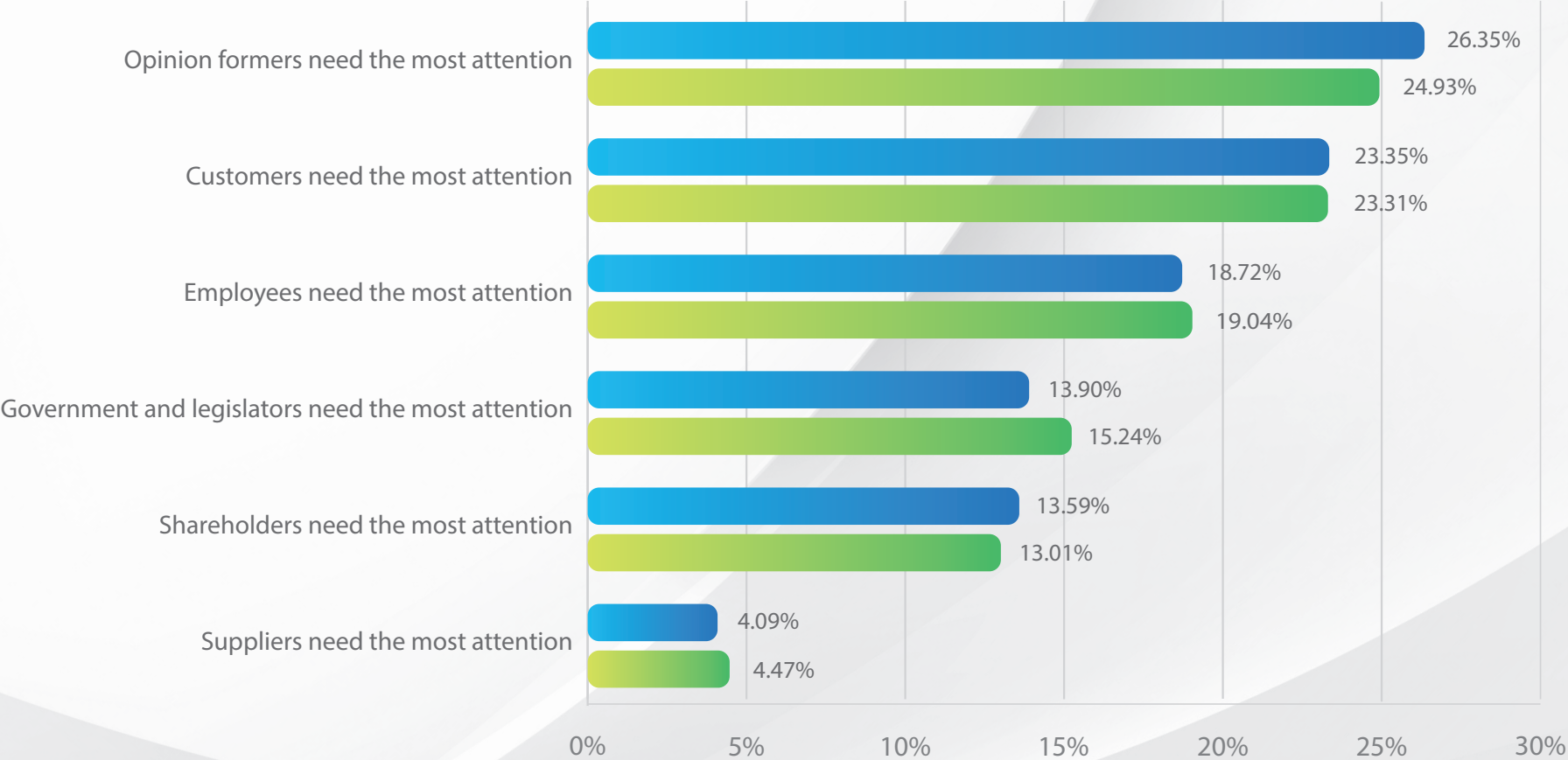


# Leaders Engagement Level for Audiences

In addition to the 23 topics, we have identified the six audiences demanding the most attention from leaders. For each audience we have identified the level of leader engagement and provided a CI score. Chart 3 ranks the audiences, with opinion formers (bloggers, the media, analysts and academics) getting the most attention and suppliers the least.

CHART 3

Leaders’ engagement level for audiences - Australia v Global



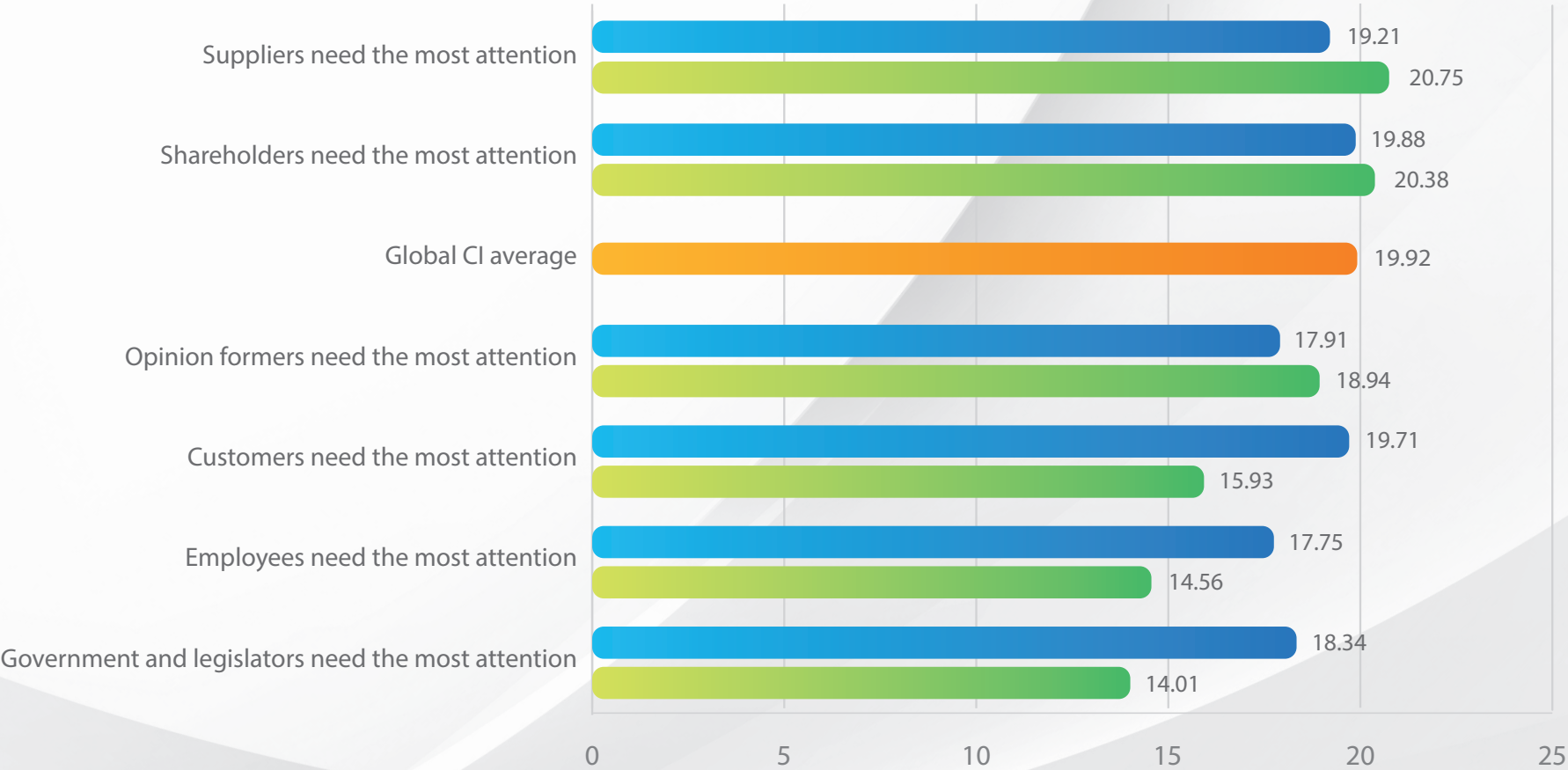


# Confidence or Concern by Audience

Chart 4 ranks these audiences by the level of confidence or concern Australian leaders have in handling the audience. The scores below the Global CI average indicate levels of concern. Four of the audiences have a below global CI average scores. Although opinion formers is the #1 audience, leaders are not very confident about this audience, with a CI score of 18.94. There are also very low CI scores for customers, employees and government and legislators. Suppliers and shareholders score above the global values for these audiences and are above average.

CHART 4

2019 Worldcom Confidence Index by audiences - Australia v Global





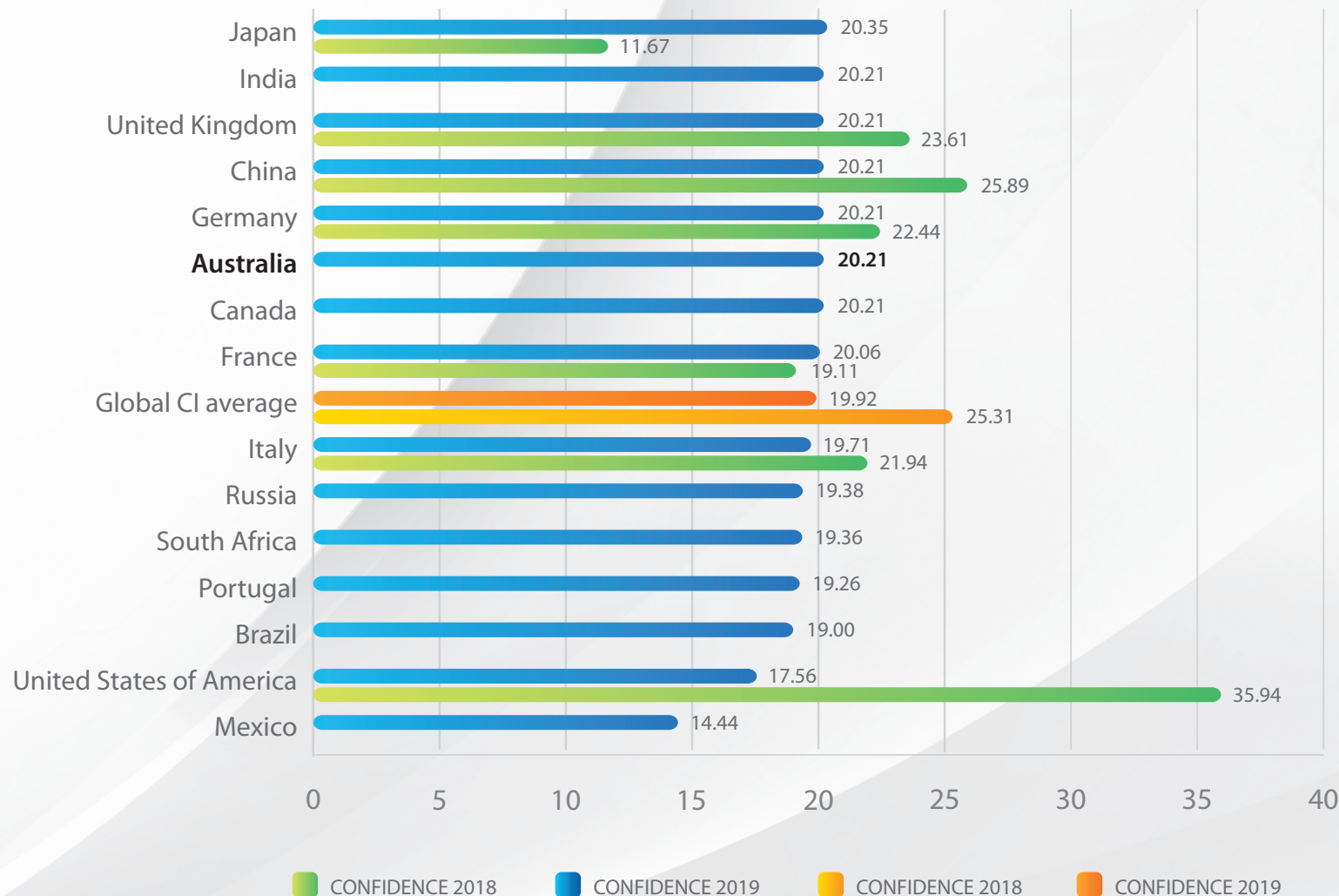
# Australia has the joint second highest confidence score in 2019

This is a first time we have measured the confidence level for Australia. The score of 20.21 places Australia in joint second place, along with India, UK, China, Germany and Canada. Japan had the highest score at 20.35.

The Australian score is 40 per cent higher than the score for Mexico which has the lowest confidence score of 14.44.

CHART 5

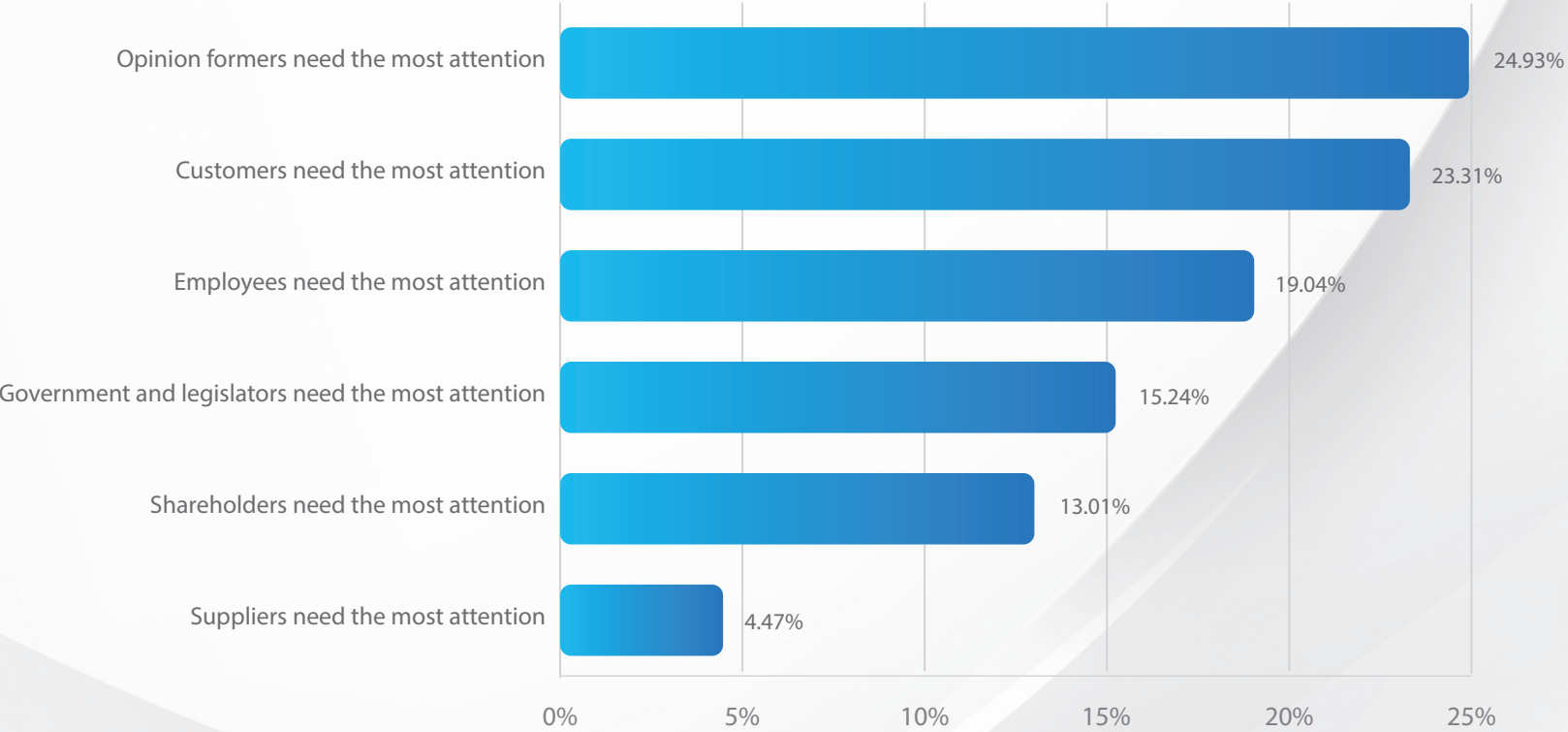
## Confidence Index by Country



# Opinion formers become top audience for leader attention but leaders are concerned about reaching them

CHART 6

## Attention to audiences



Opinion formers are in first place – with the attention of a quarter of leaders. Customers are in second place with 23.31 per cent and employees in third.

While opinion formers are getting the most attention, leaders are concerned about their ability to reach them. Opinion formers have the fourth lowest audience CI score at 18.94. Leaders are also concerned about reaching the other two top audiences, customers and employees, both scoring less than the Global CI average (*see Chart #4*).



# Employee-related topics dominate leaders' agenda

- Upskilling and reskilling the most discussed topic
- Employee-related topics take six out of top eight topics
- Employees are a concern and produce the second lowest CI score for audiences

Five employee related topics are discussed more in Australia than they are globally – upskilling and reskilling, retaining talent, employment benefits, economic migration and attracting talent.

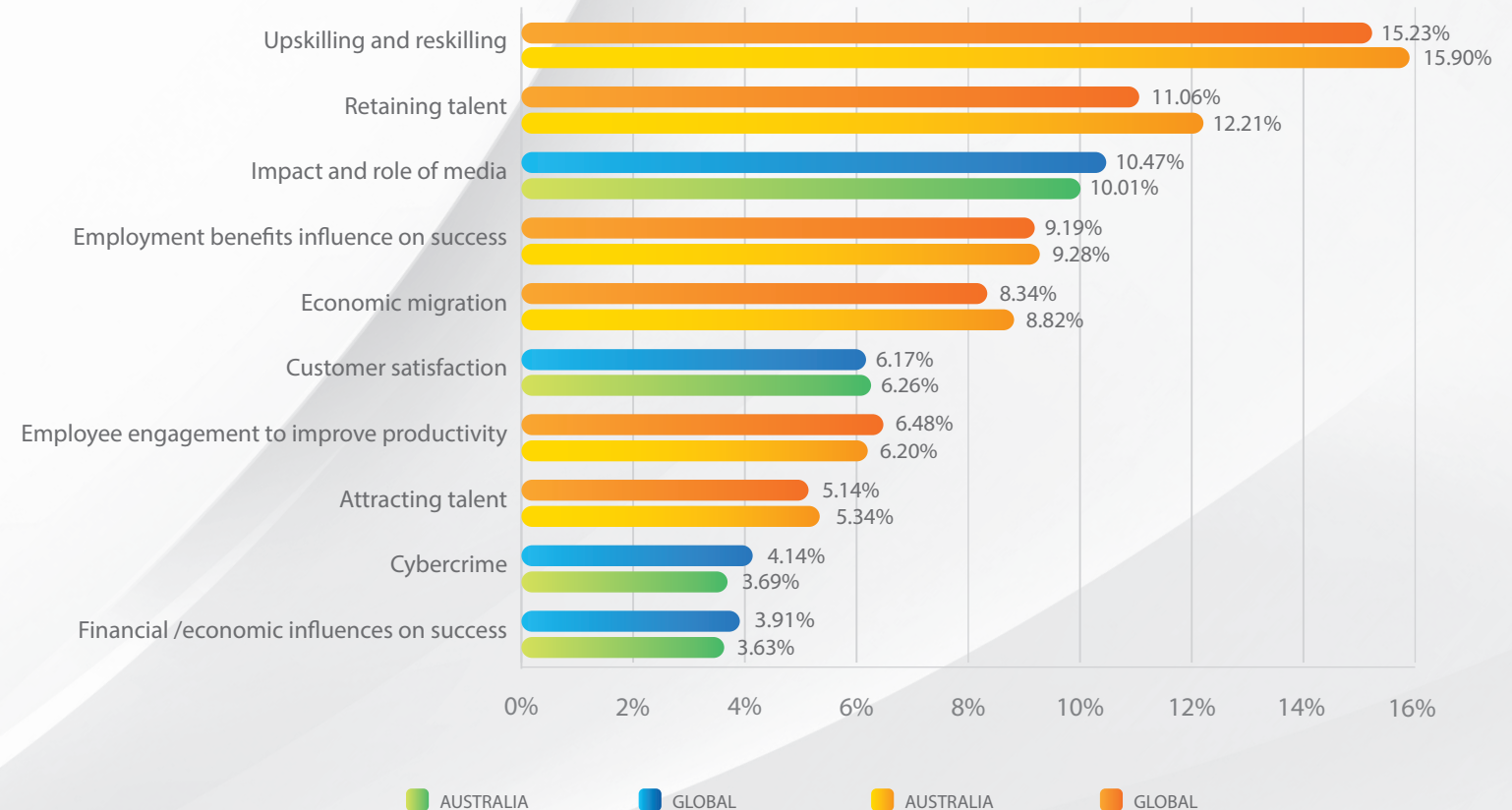
Leaders have developed a three-pronged strategy to attract and retain the best talent:

- Invest in upskilling and reskilling current employees – the #1 topic
- Invest in employee benefits – the #4 topic
- Invest in employee engagement – the #7 topic.

This is a trend confirmed by Matt Manners, CEO of the [Employee Engagement Awards](#): “In the last five years we have seen the area of employee engagement become more strategic, with much greater support from business leaders. The entries to our most recent North American awards clearly demonstrate the business value delivered by making employee engagement part of the DNA of a business.”

CHART 7

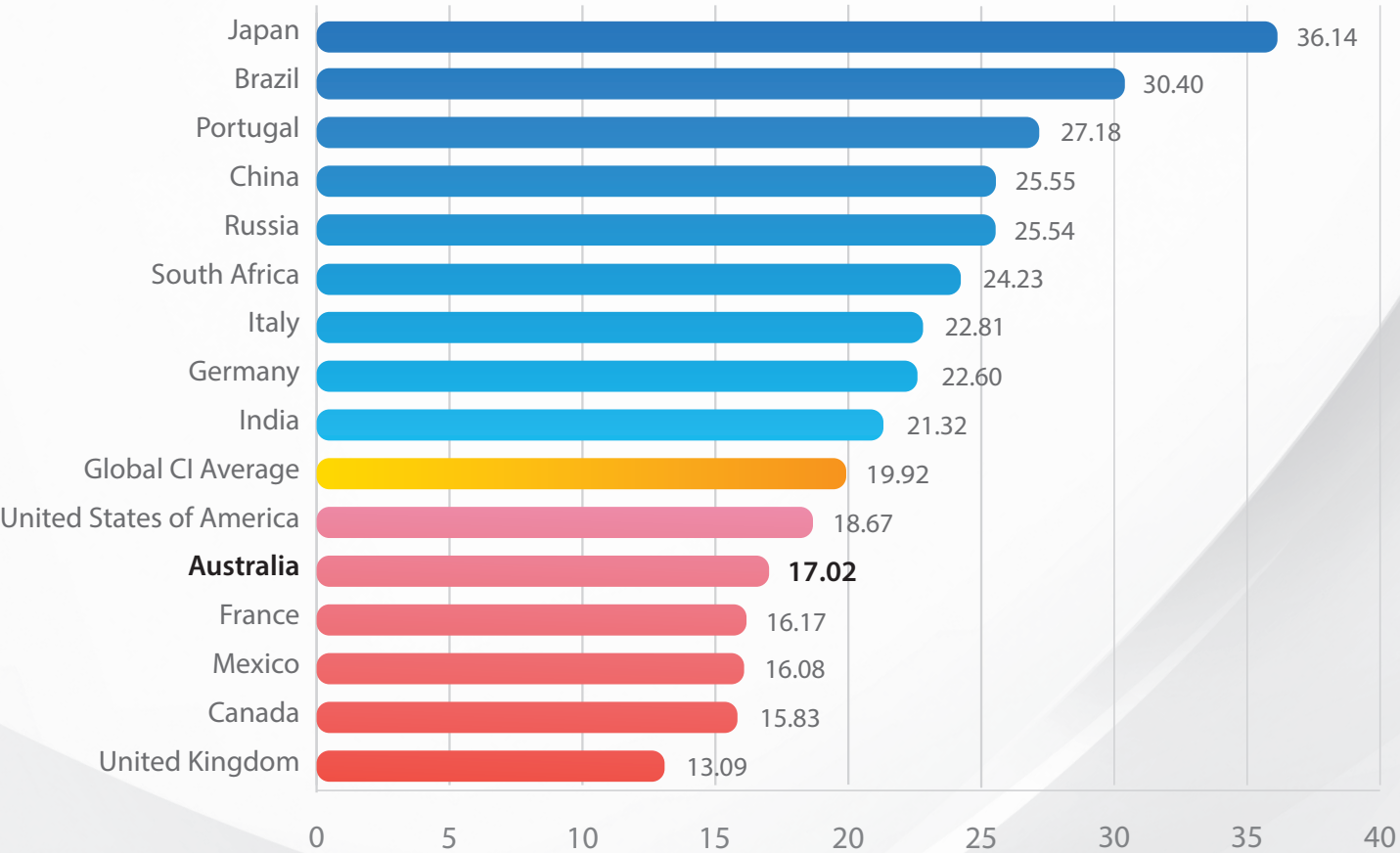
## Employee-related topics dominate leader discussions



# Australian leaders are concerned about their ability to upskill and reskill

CHART 8

Upskilling and reskilling - CI by Country



Although upskilling and reskilling gets the most attention from leaders, it is a topic of concern, with a below global CI average score of 17.02. This places Australia at #11 out of the 15 countries with detailed reports. This topic also has the lowest score (joint with retaining talent) on the Australian Confidence Index (see Chart #2).

[LinkedIn’s report on workplace learning](#) shows that upskilling and reskilling will be centre stage in the battle for talent. Australia might want to invest more in people to keep up with this trend.

Commenting on the findings, Dominic Atkinson, Founder of [Stay Nimble](#) said: “Workers and organisations need to adapt to the transformative changes happening to the nature of work. The concerns leaders show in this study need to translate into action and investment. In particular, there needs to be significant focus on adult skills with easily accessible opportunities to upskill and retrain throughout careers. At a time where we are seeing a record-low level of participation in learning by adults, leaders are in the best position to respond to these concerns and help build opportunity for all.”

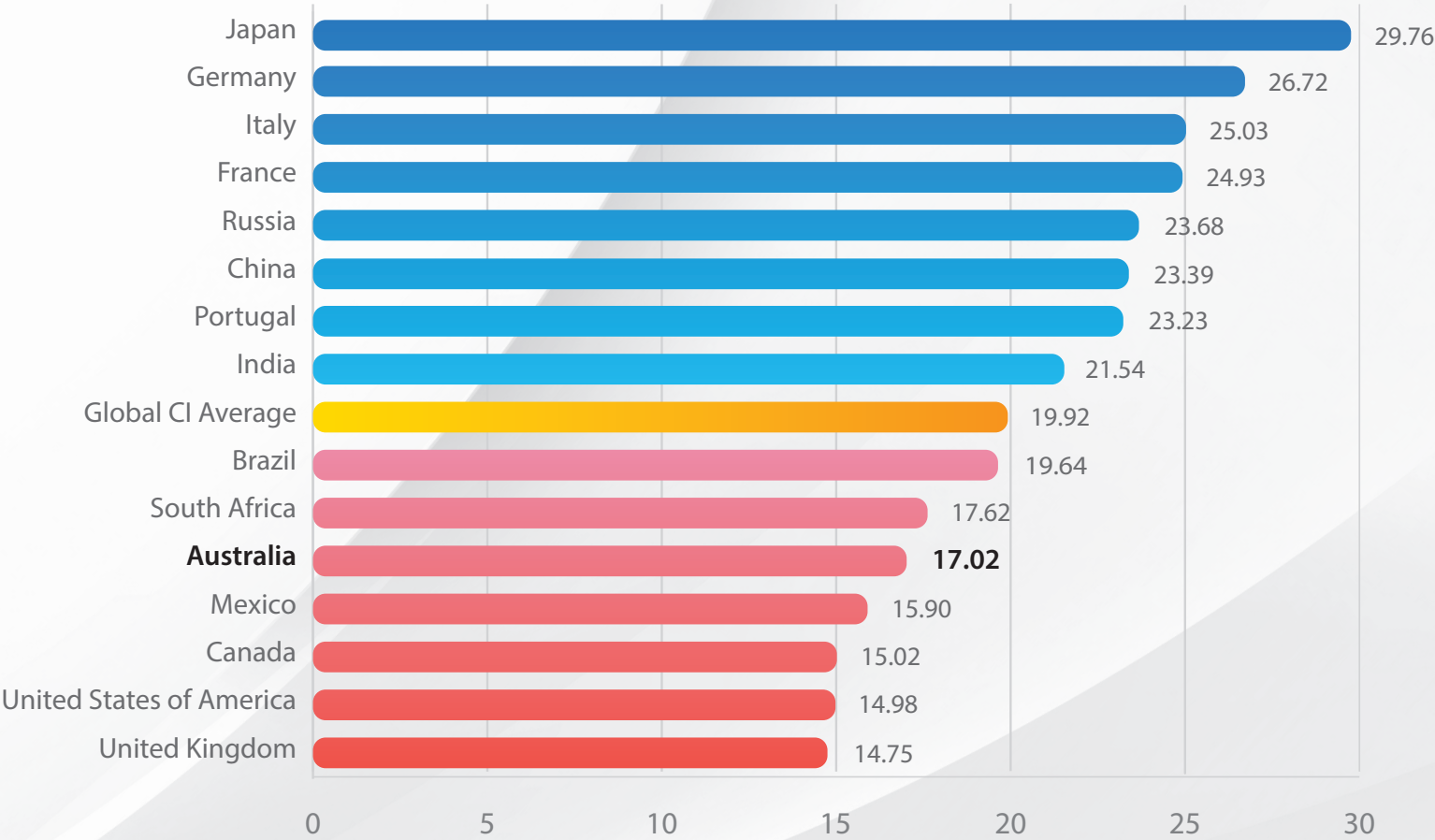


# Retaining talent is a cause for concern for Australian leaders

Australian leaders are concerned about their ability to retain talent. The Australian CI score is below the global average and is the fifth lowest score of the 15 countries. This topic also has the lowest score (joint with upskilling and reskilling) on the Australian Confidence Index (see Chart #2). Japan's score is 75 per cent higher than the score for Australia.

CHART 9

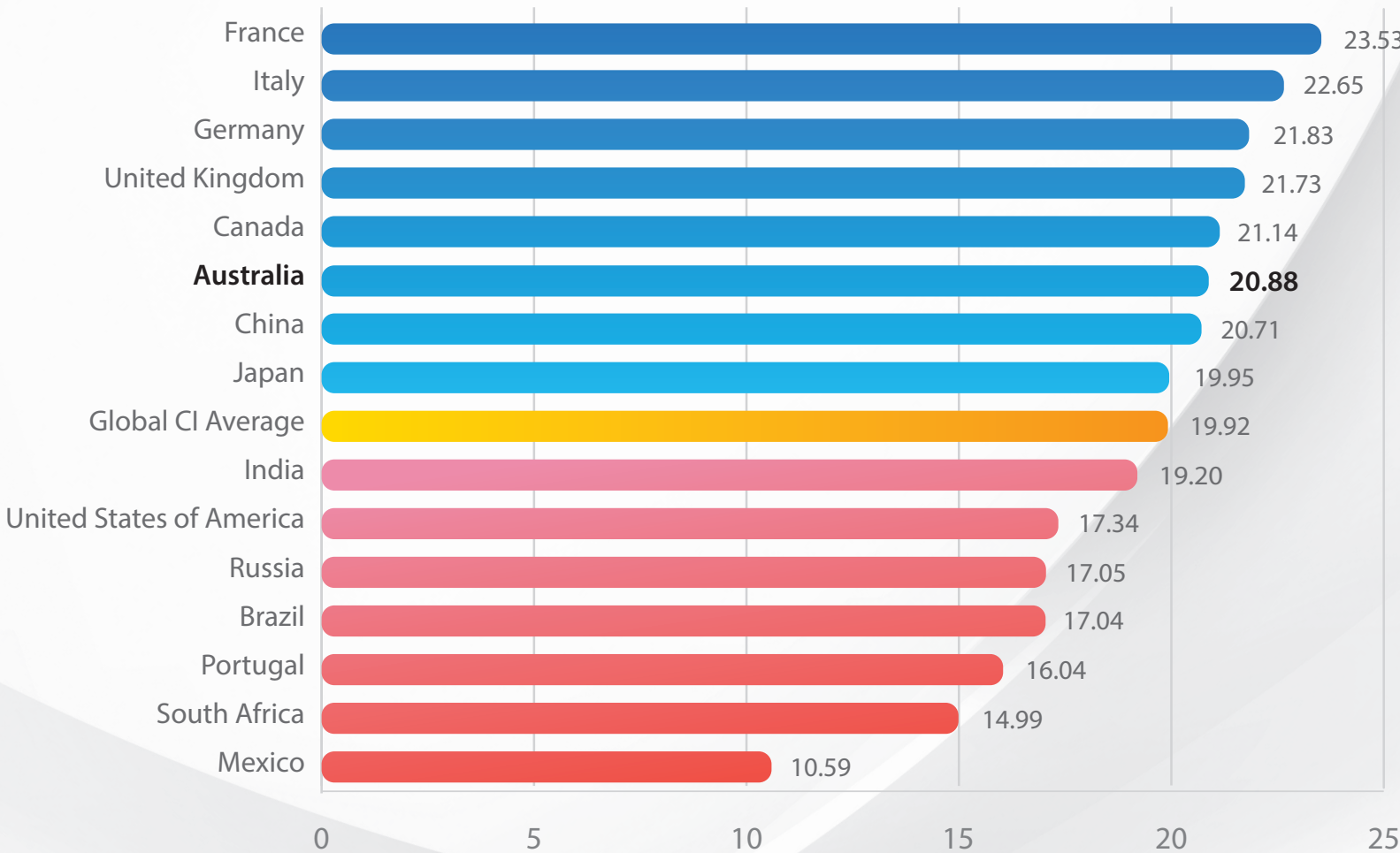
Retaining talent - CI by Country



# Australian leaders confident about their ability to get employment benefits right

CHART 10

Employment benefits influence on success - CI by Country



When it comes to getting employment benefits right Australian leaders are sixth most confident globally with a CI score of 20.88. This topic appears at #12 in the Australian Confidence Index (see Chart #2).



# Australian leaders confident about using employee engagement to improve productivity

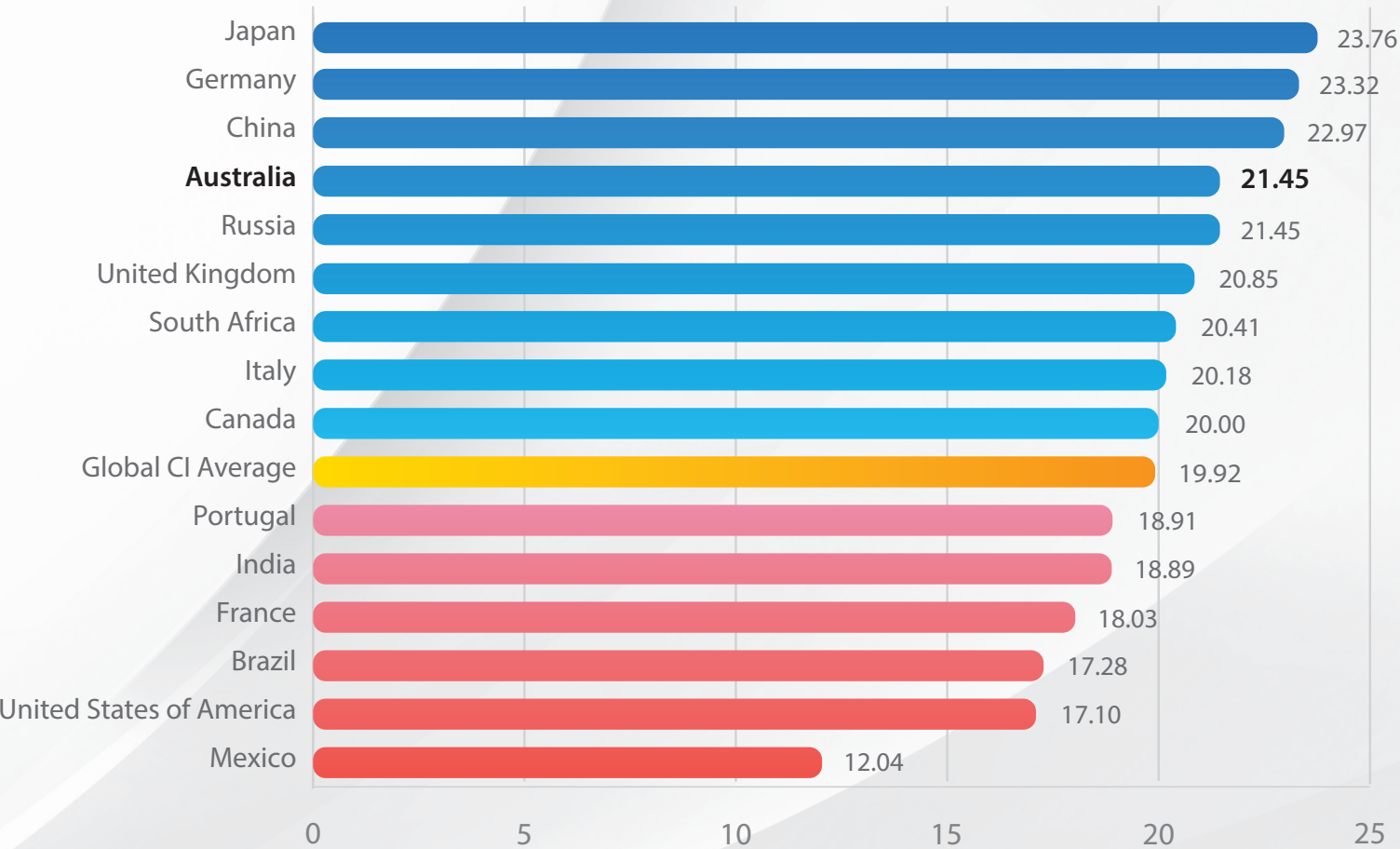
Australian leaders have the fourth highest confidence score globally for improving productivity through employee engagement. At 21.45, the score is above the global CI average, and takes the ninth place on the Australian confidence league table (see Chart #2). This shows that Australian leaders are feeling confident when it comes to embedding employee engagement in their business strategy.

The benefits of doing so are now clear according to Ruth Dance, managing director of the [Employee Engagement Alliance](#) the membership organisation for engagement professionals around the world. She believes there is a fundamental shift taking place.

**“Organisations are proving that focusing on the employee experience for each individual is having an incredibly beneficial impact. Always on, continuous listening, consistent feedback and purpose-driven teams, are rapidly replacing traditional ways of working.”**

CHART 11

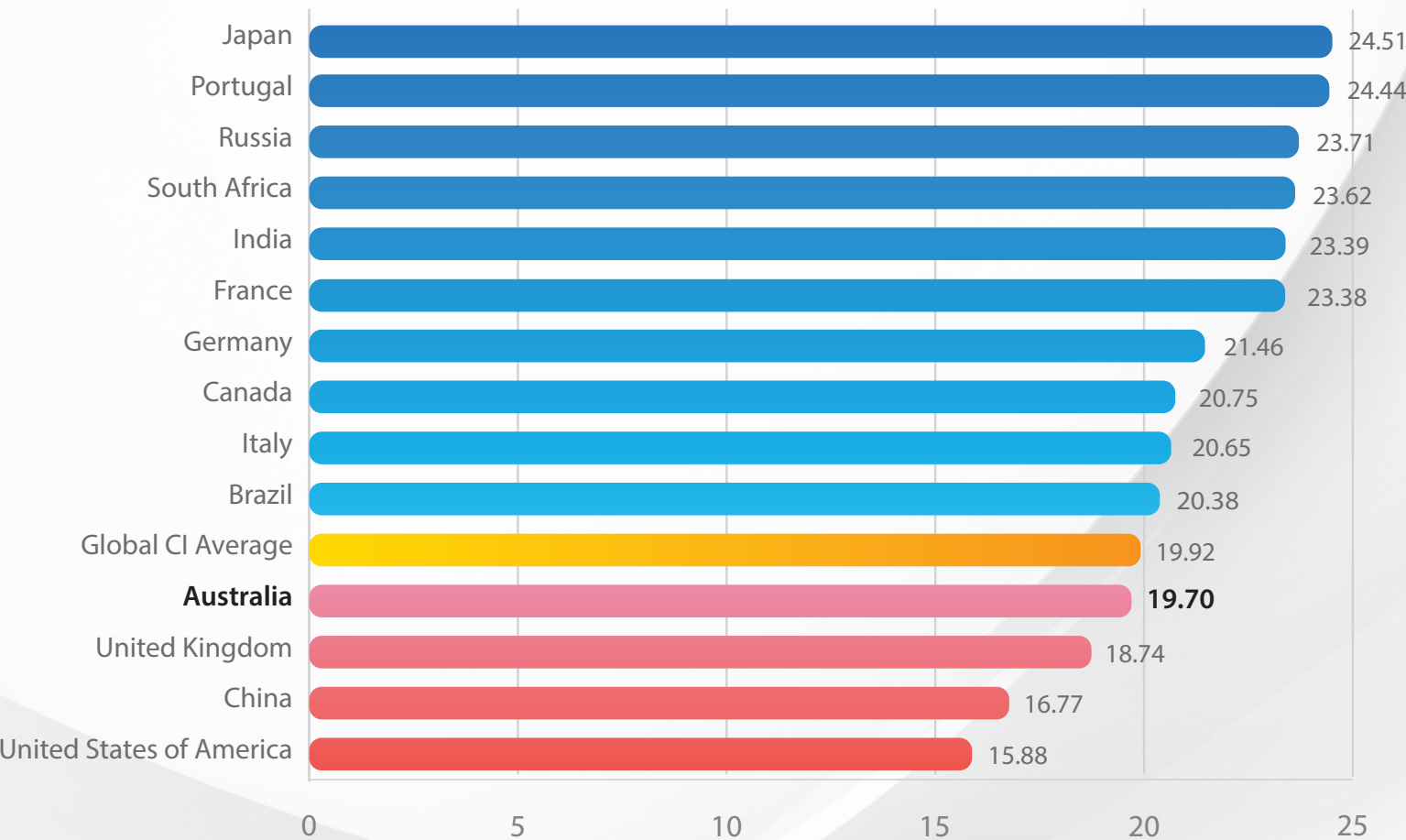
Employee engagement to improve productivity - CI by Country



# Economic migration is a cause for concern for leaders

CHART 12

Economic migration - CI by Country



Economic migration has the fifth highest topic engagement for Australian leaders (*Chart #1*) but it has the seventh lowest CI score for topics – at 19.70 (*Chart #2*). This is lower than the global average and shows this topic is a cause for concern for Australian leaders.

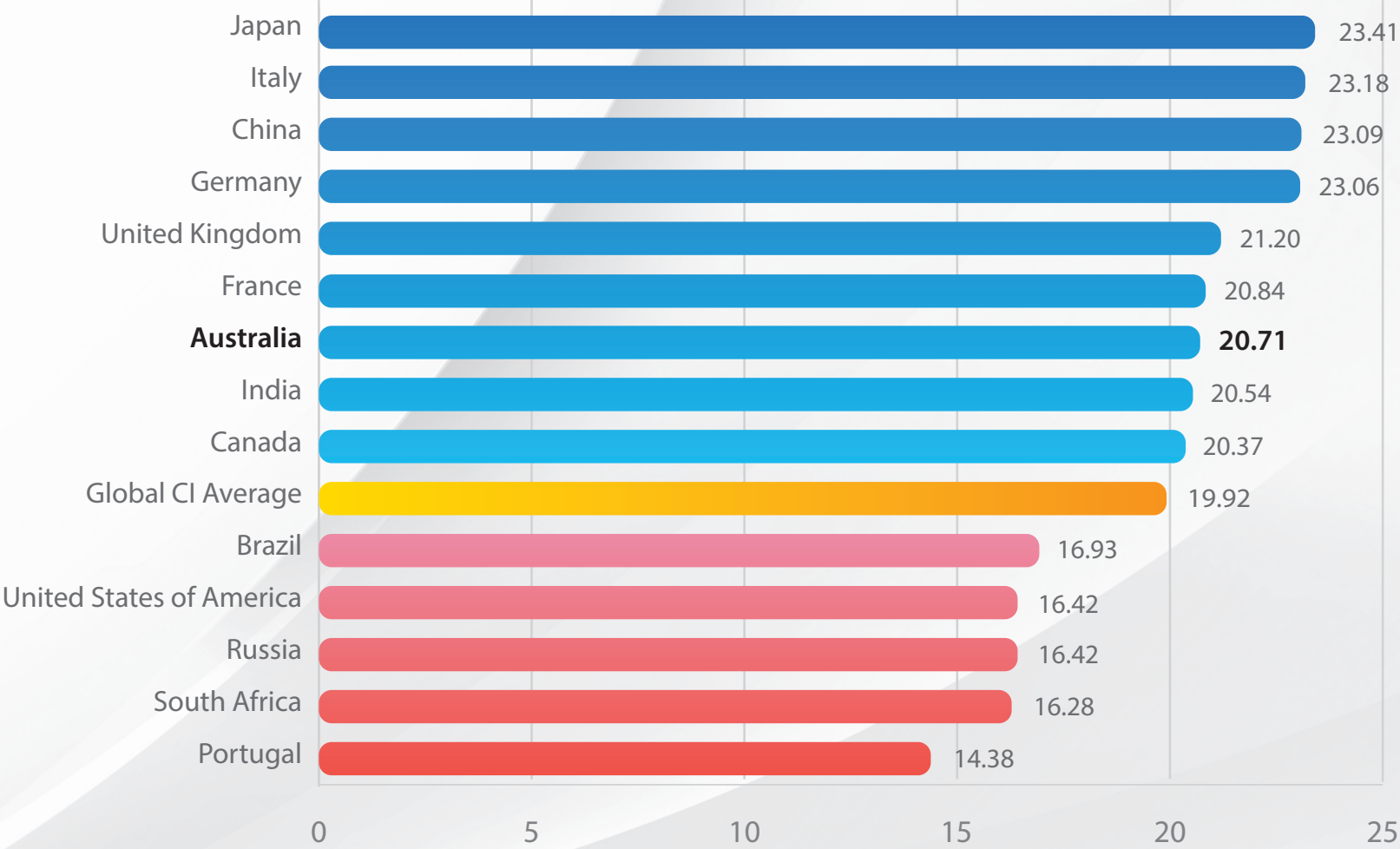


# Australian leaders confident about attracting talent

Australian leaders are confident about attracting talent. This topic has an above Global CI average score of 20.71 and places Australia at #7 out of all countries.

CHART 13

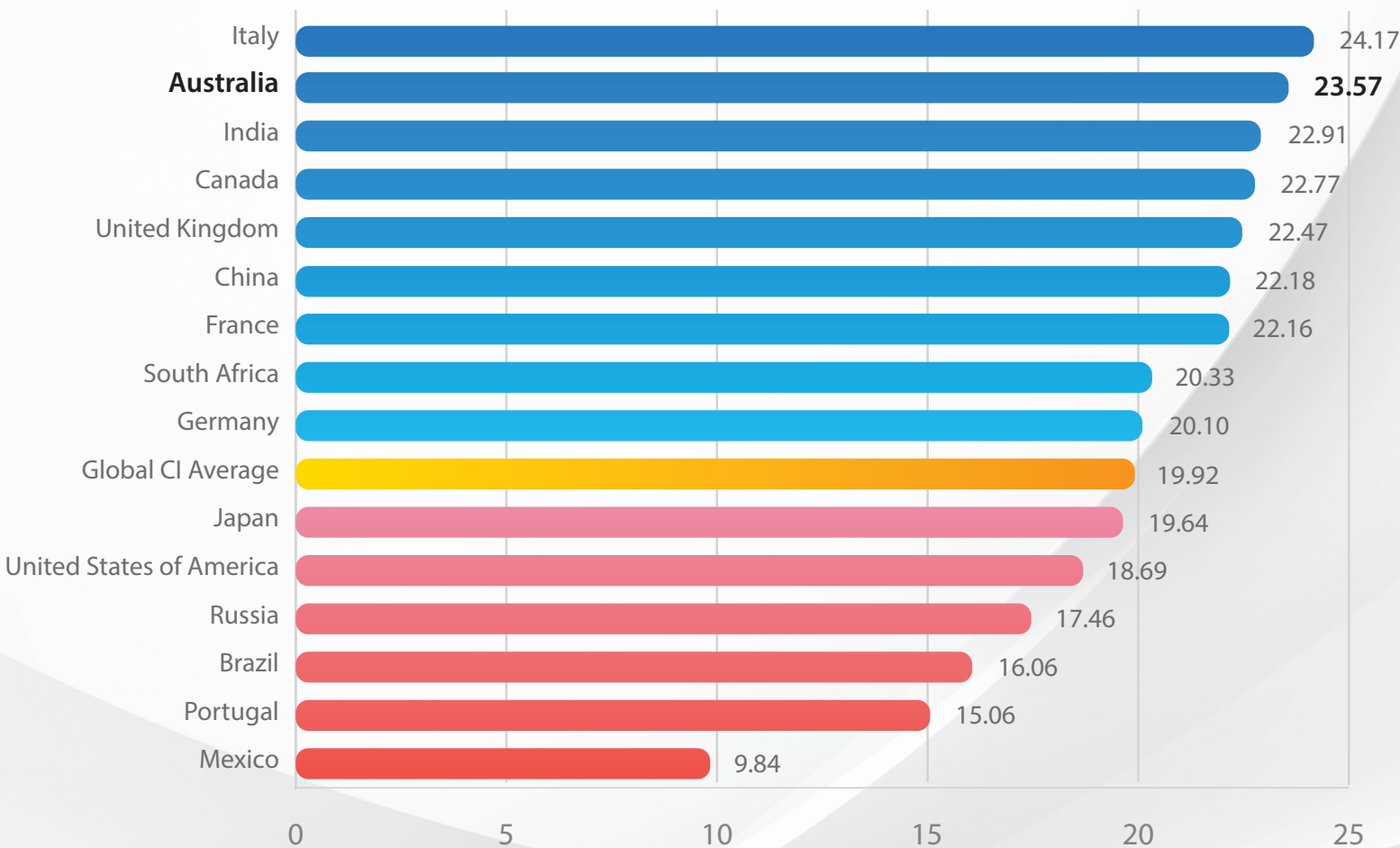
Attracting talent - CI by Country



# Australia has the second highest CI score for corporate image and brand reputation. Confidence in dealing with a crisis is also high

CHART 14

Corporate image and brand reputation - CI by Country



Australian leaders are the second most confident globally when it comes to corporate image and brand reputation at 23.57. This topic is #2 in the Australian Confidence Index (see Chart #2).

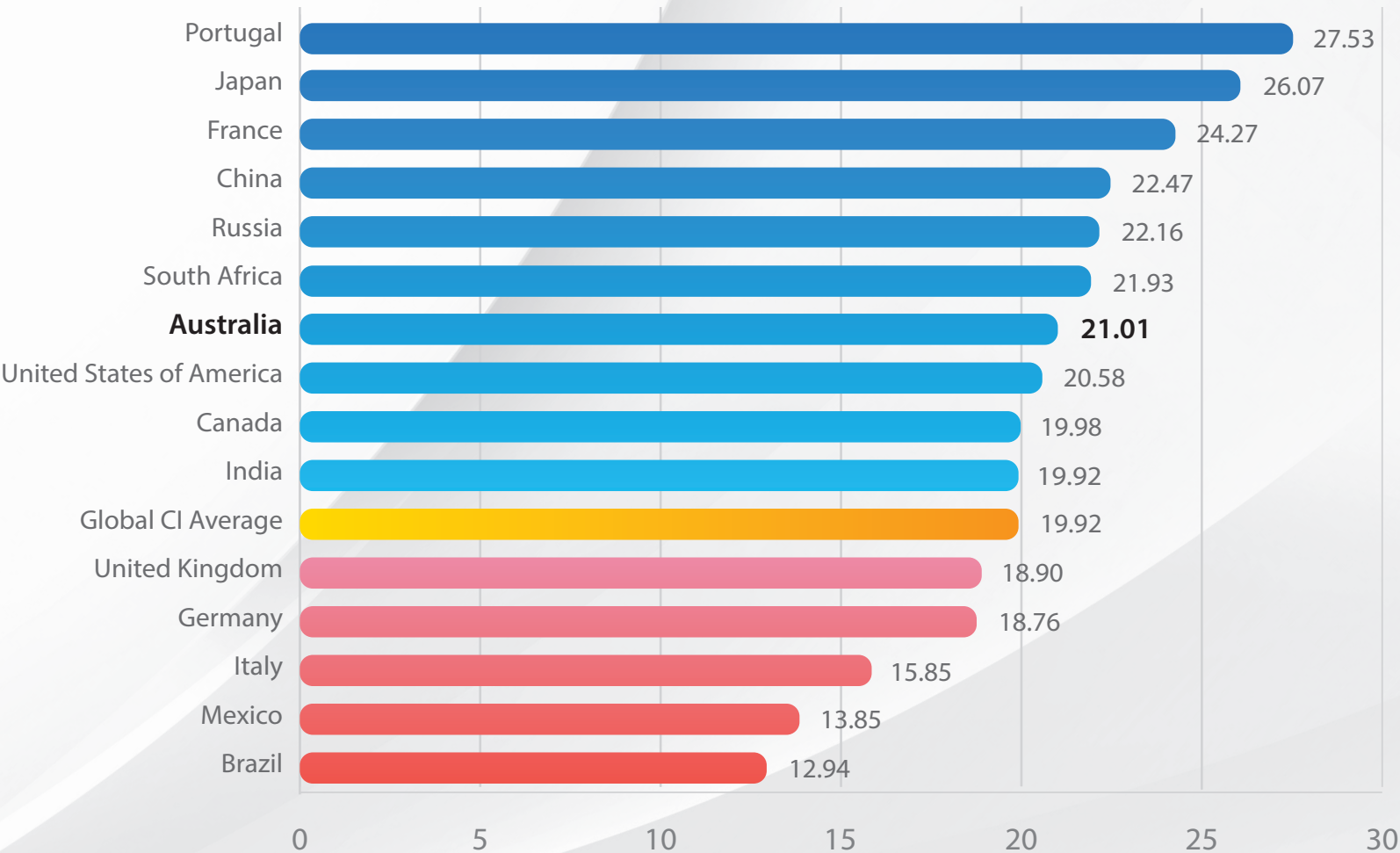
Leaders are also confident when it comes to managing a crisis. With a score of 20.02 Australia is at #3 globally for this topic.

# The media matters and Australian leaders are mildly confident about its impact

The impact and role of the media was the #3 topic discussed among Australian leaders (see Chart #1). It's a topic of mild confidence, producing the 11th CI score of 21.01 on the Australian Confidence Index (see Chart #2). This places Australia in seventh place out of all countries.

CHART 15

Impact and role of media - CI by Country

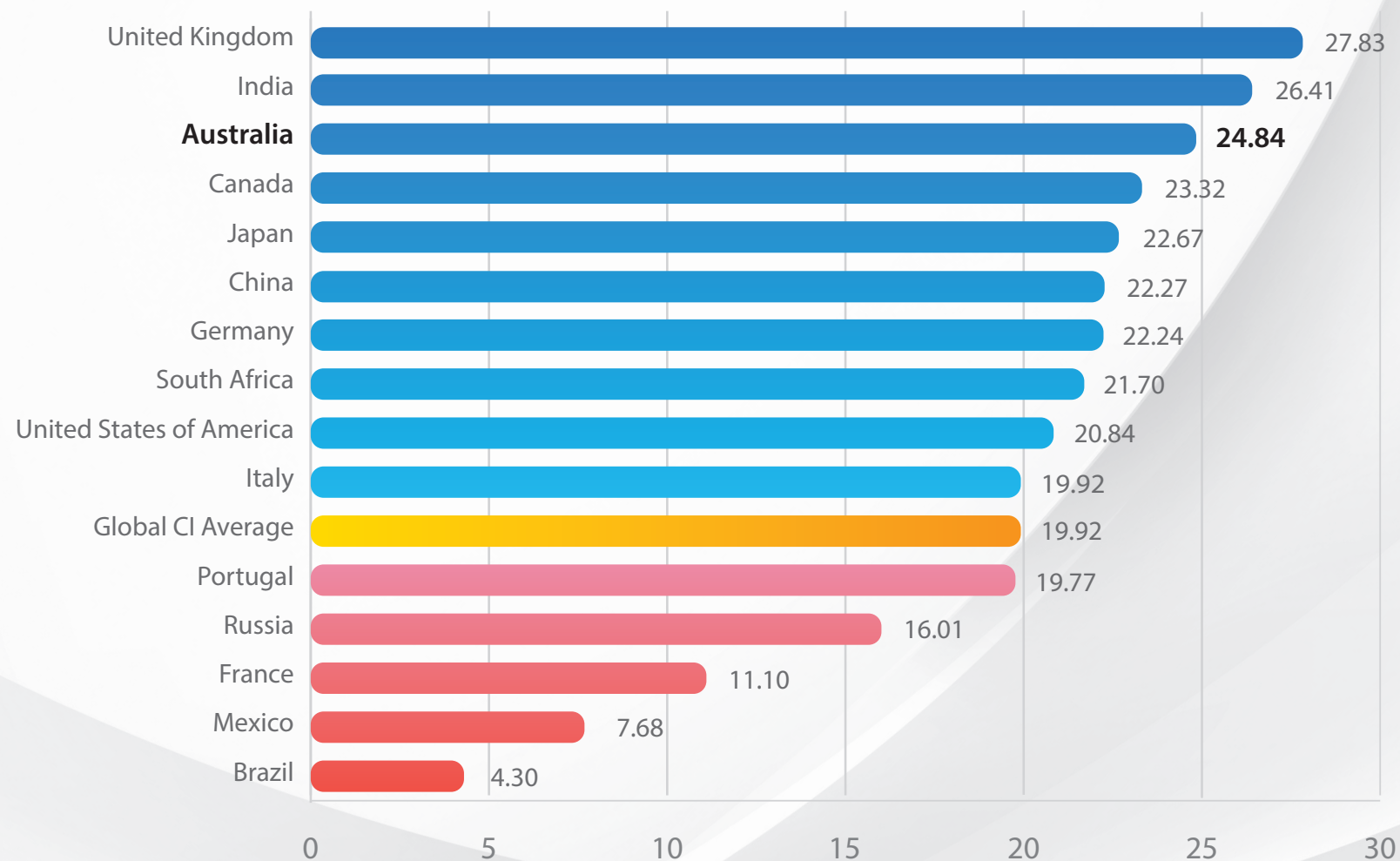




# Australian leaders are very confident about dealing with cybercrime

CHART 16

Cybercrime - CI by Country



Australia has the third highest score globally at 24.84 - 25 per cent higher than the global CI average. This topic is #1 on the Australian Confidence Index (see Chart #2).

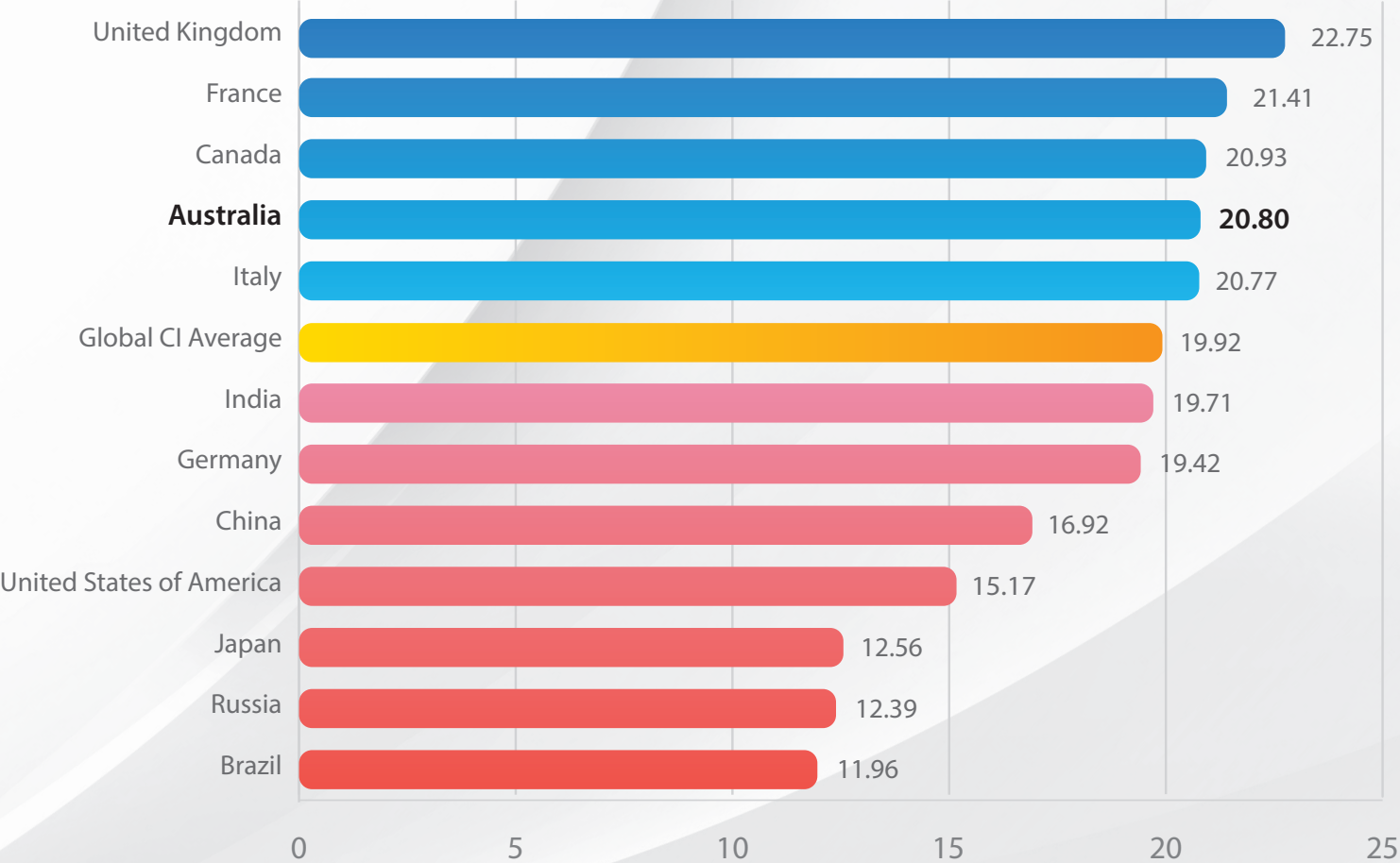
The topic of data privacy and protection also scores highly with 23.19 and places Australia at #5 globally. This topic is #3 on the Australian Confidence Index.

# Australian leaders confident about the way political leaders communicate on social media and how it impacts the business

Australian leaders are fourth most confident globally about the way political leaders communicate on social media and how it impacts the business. The score of 20.80 is nearly twice the score of Brazil.

CHART 17

The way political leaders communicate on social media and how it impacts the business - CI by Country







## PART 2

# The anatomy of confidence and concern in Australia

**+3**

Employee-related topics feature three times on the CMOs top five confidence list

**+5**

CEOs more confident than CMOs for all of their top five topics

**+58%**

Millennials more confident than Gen Z



# CEOs are more confident than CMOs

CHART 18

## Confidence levels of CEOs and CMOs

CEOs are more confident than  
CMOs in Australia

CI Score for CEOs  
**20.21**

CI Score for CMOs  
**19.72**

CEOs have a slightly higher level of confidence than CMOs. The CMOs score is slightly below the Global CI average showing mild concern.

# CEOs more confident than CMOs for all of their top five topics

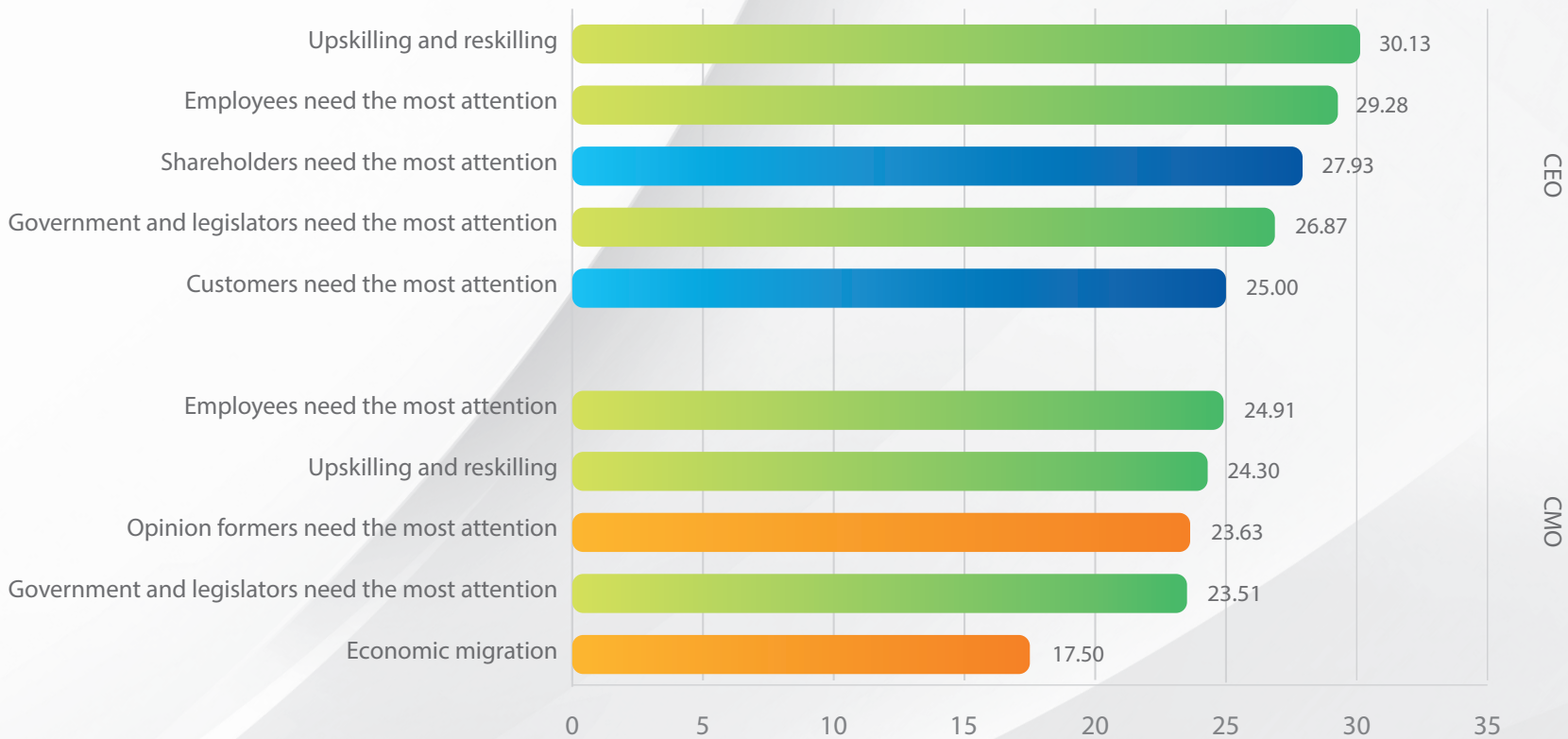
Australian CEOs and CMOs share three topics and differ on two.

CEOs are more confident than CMOs about all of their top five topics. CEOs are more confident than CMOs about upskilling and reskilling, employees and government needing attention.

CMOs are more confident than CEOs about opinion formers and economic migration.

CHART 19

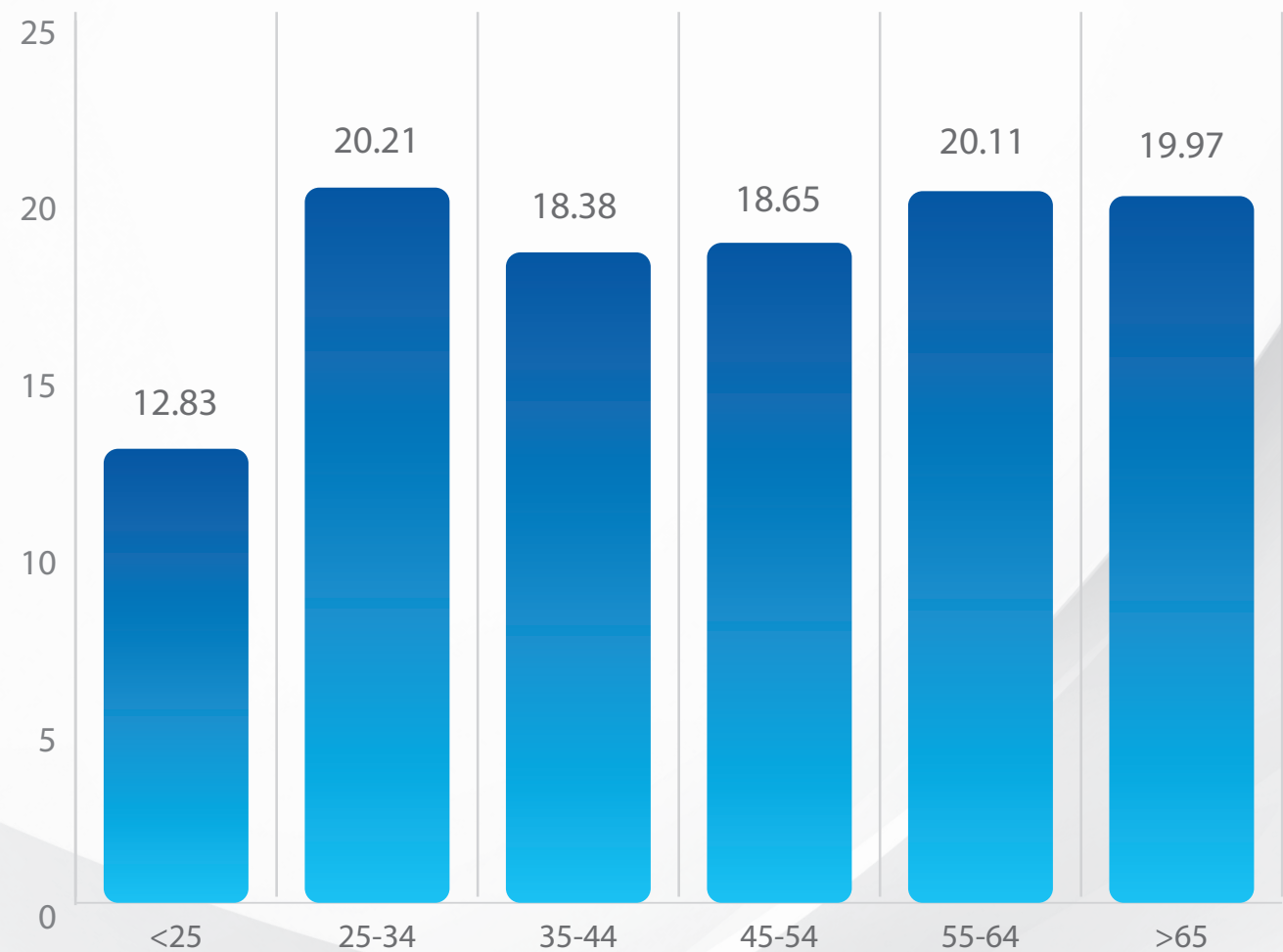
Top 5 topics of confidence for CEOs and CMOs



# Millennials most confident generation

CHART 20

Confidence by Age



Millennials (20.21) have the highest and an above global average score. This is 58 per cent higher than leaders from Generation Z who are most concerned, with a score of just 12.83.



# Female leaders less confident than male leaders

Just as in the global report, Australian female leaders are marginally less confident than males. They also have a below average score – showing mild concern.

CHART 21

## Confidence by Gender

Males more confident than  
Females in Australia

CI Score for Males  
**20.21**

CI Score for Females  
**19.32**

# Useful links

If you would like more information on the topics raised in this Report, you may find the links below helpful.

-  <https://advancedsymbolics.com>
-  <https://www.ee-awards.com/blog/>
-  <https://www.ee-awards.com/engagement-101/>
-  <https://ee-awards.com/content/ebooks/ebook-the-future-of-work-insights-from-global-engagement-101-influencers/>
-  <https://learning.linkedin.com/resources/workplace-learning-report-2018>
-  <https://the-eea.com/>
-  [https://en.wikipedia.org/wiki/Me\\_Too\\_movement](https://en.wikipedia.org/wiki/Me_Too_movement)
-  <https://www.bloomberg.com/news/articles/2019-09-13/nobody-benefits-from-a-u-s-china-trade-war-with-no-end-in-sight>
-  <https://www.bloomberg.com/news/articles/2019-09-09/the-massive-cost-of-not-adapting-to-climate-change>
-  <https://www.wired.com/story/ios-hacks-apple-response/>
-  <https://www.advancedsymbolics.com/wp-content/uploads/2019/06/CIC-Whitepaper.pdf>
-  <https://www.zellis.com/blog/research-one-in-five-employees-has-quit-job-over-poor-payroll-experience/>
-  <https://www.leesmanindex.com/research/>
-  <http://worldcomgroup.com/scarf-framework>
-  <https://brexitfacts.blog.gov.uk/2019/09/12/yellowhammer-factsheet/>
-  <https://worldcomgroup.com/resources/confidence-index>
-  <https://worldcomgroup.com/resources/confidence-index-regional-country>

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## Contact us

If you would to inspire direct action from your stakeholders in a way that delivers immediate results and lasting outcomes – or discuss the content of this document, or its recommendations – please contact:

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