

# Director Sentiment Survey 2024



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



## Economic performance

52%



of directors expected New Zealand's economic performance to improve over the next 12 months. This was a significant lift from 2023 when just 28% of directors expected the economy to improve.

## Business confidence

58%



expected their organisation's performance to improve over the next year (47% in 2023). At 58% and 52% (respectively), the gap between expectations for organisational performance and the economy is the smallest it has been since the survey started in 2014.

## The balancing act

57%



cited balancing short-term viability with long-term issues, a new measure this year, as the top strategic issue their boards were paying attention to. Changing stakeholder expectations and behaviours was second on 47% and disruptive/ changing business models was third on 41%.

## Director liability

83%



said director liability should be the first item addressed in reforms of the *Companies Act 1993*. Prescribed director's duties (54%) and enforcement of director's duties (46%) were the next most common concerns.

## Governing technology and AI

Technology and AI were seen as key tools to support growth and gain efficiencies, particularly in relation to enhancing productivity.

### Thinking strategically

92%



of directors said their boards were discussing innovation and strategic opportunities.

### Assessing innovations

48%



of directors said their boards had assessed the impact of technology, automation or AI on the organisation and its workforce.

### Productive technology

48%



of directors said their boards were working with management to determine how technology/ AI could enhance productivity.