Let’s reimagine the workforce: how Australia and New Zealand measure up

See how your peers in Australia and New Zealand are transforming their workforces – and how these efforts compare around the world.
Let’s reimagine the workforce: the key points in Australia and New Zealand

- Organizations are roughly in line with global averages when it comes to workforce transformation
- The CEO is likely to lead, with the CDO in close second
- There’s an equal focus on adopting new technology and training people
- The biggest barrier is resistance to change among employees
- Organizations want an efficient, creative and experienced workforce
What’s the state of workforce transformation?

**Australia and New Zealand**

80% of organizations in Australia and New Zealand have transformed their workforce in the last three years.

- 22% Extensively
- 58% Somewhat

**Global**

Globally 83% have transformed their workforce.

- 38% Extensively
- 45% Somewhat

How many organizations in Australia and New Zealand have delivered on their strategic objectives?

- 66% achieved what they aimed to across defense, innovation and growth goals.
- 28% significantly exceeded their goals compared to 34% globally

Why does the workforce need to change?

From improving profitability to innovating to developing new business models, organizations across Australia and New Zealand have a wide range of strategic objectives.

And to achieve them, their workforces need to change.

To meet these goals, organizations in Australia and New Zealand want a workforce with increased:

- Digital skills
- Tasks and jobs that are automated
- Number of employees
- Increased collaboration
- High-value skills

So, what does the ideal workforce look like?

The top five qualities respondents in Australia and New Zealand want in their people:

<table>
<thead>
<tr>
<th>Quality</th>
<th>Australia and New Zealand</th>
<th>Global</th>
</tr>
</thead>
<tbody>
<tr>
<td>Efficient</td>
<td>32%</td>
<td>39%</td>
</tr>
<tr>
<td>Creative</td>
<td>32%</td>
<td>37%</td>
</tr>
<tr>
<td>Experienced</td>
<td>24%</td>
<td>31%</td>
</tr>
<tr>
<td>Affordable</td>
<td>22%</td>
<td>27%</td>
</tr>
<tr>
<td>Engaged</td>
<td>22%</td>
<td>21%</td>
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</table>

Compared to organizations around the world:
What are the barriers to workforce transformation?

Resistance to change and a lack of a clear business case are causing issues.
The biggest barriers and challenges in Australia and New Zealand:

- **40%** Resistance to change among employees
- **36%** Lack of clear business case
- **34%** Lack of understanding of what creates the ideal workforce

Globally, the biggest barriers are:

- **38%** Resistance to change among employees
- **35%** Lack of understanding of what creates the ideal workforce

Before setting out, you need to prepare for the price of workforce transformation.

With the right planning, you can prepare for – and overcome – these issues. Respondents have faced:

- Increased organizational complexity
- One-off transformation costs
- Increased staff turnover

How happy are workforces in Australia and New Zealand?

- **78%** say workforces are comfortable with new tech
- **72%** say workforces are comfortable with changing working styles

Does existing IT help or hinder?

Compared to global figures, organizations in Australia and New Zealand had to make considerable upgrades to their IT infrastructure.

- **Enabled by our existing technology infrastructure.**
  - **26%** (Australia and New Zealand) vs **28%** (Global)
- **Required considerable upgrades to our existing technology infrastructure.**
  - **32%** (Australia and New Zealand) vs **38%** (Global)
- **Held back by our existing technology infrastructure, but we were unable to change it.**
  - **16%** (Australia and New Zealand) vs **11%** (Global)
- **Held back by our attempt to upgrade our technology infrastructure.**
  - **8%** (Australia and New Zealand) vs **6%** (Global)
Who leads workforce transformation?

To avoid the barriers and challenges, you need the right leaders.

According to our respondents in Australia and New Zealand, it’s led by the:

- CEO: 28%
- CDO: 20%
- CIO: 18%

Organizations in Australia and New Zealand are in line with global trends around CEOs leading the workforce transformation. However, just 8% of global organizations say their CDO is likely to lead – showing a large regional difference.

78% of organizations in Australia and New Zealand think workforce transformation should be represented in the board of directors.
Split the focus between people and technology

Many workforce transformation initiatives are related to technology and skills development.
Organizations in Australia and New Zealand support their workforce transformation initiatives with:

<table>
<thead>
<tr>
<th>Investments</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Skills development and training</td>
<td>52%</td>
</tr>
<tr>
<td>New technology adoption</td>
<td>52%</td>
</tr>
<tr>
<td>HR policy adjustment</td>
<td>52%</td>
</tr>
<tr>
<td>Organization redesign</td>
<td>32%</td>
</tr>
<tr>
<td>Culture change</td>
<td>32%</td>
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</table>

The frontrunners are clear. But it’s good to see businesses also turning to their people to inspire transformation. Culture change and HR policies contribute to a fair spread of considerations among organizations in Australia and New Zealand.

Where’s the money going?
Organizations in Australia and New Zealand have increased their investments in:

<table>
<thead>
<tr>
<th>Investments</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Technology</td>
<td>76%</td>
</tr>
<tr>
<td>Digital skills</td>
<td>76%</td>
</tr>
<tr>
<td>Management training</td>
<td>70%</td>
</tr>
<tr>
<td>Number of full-time staff</td>
<td>70%</td>
</tr>
<tr>
<td>Investment in skills training</td>
<td>68%</td>
</tr>
</tbody>
</table>

This equal focus on technology and people is key to success. Organizations need to invest in both, if they want to create their ideal workforce. Plus, 68% of organizations in Australia and New Zealand say their workforce transformation and digital transformation share common objectives.
Let strategy inform the make-up of the workforce.
Make decisions about your workforce based on your strategic goals. From skills and training to using contractors, build a workforce that can deliver on your aims.

Develop and articulate a clear vision.
Leadership teams must think deeply about the ideal workforce that’s needed for the whole business. Each department will have their own specific objectives in mind.

Understand where digital and workforce transformation do not overlap.
These two initiatives need to work in parallel. But digital should enable workforce transformation – not hinder it. There are plenty of non-digital factors to think about with workforce change.

Accept there will be costs but make plans to minimize their impact.
Any major change initiative will entail costs. With workforce transformation, you need to invest in skills development and upgrading technology. But you need to be vigilant to make sure it doesn’t unduly increase complexity.

What can you do to help with your workforce transformation?
It’s time to transform

For your business to thrive in a post-pandemic world, you need to transform your workforce. Flexibility, empathy and empowerment are crucial to meeting increased employee expectations in these unprecedented times.

You’ve seen what organizations across Australia and New Zealand have done. Now, what will you do?

Whether it’s finding the right tech, managing change or training your people, we can help you reimagine your employee experiences.

Email us on askfujitsuhq@ts.fujitsu.com

or call us on +44 (0) 1235 79 7711

You can read more about the digital workplace here

or in our blog here

What do we mean by workforce transformation?

It’s the agility to move with evolving workforce requirements in the post-Covid 19 era. It might include flexible working arrangements and training your staff to develop new skills.