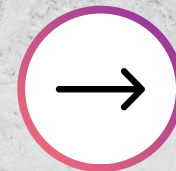


YOUR TECH SALARY GUIDE



Salary rates and market insights
from specialist Onset Consultants
for 2022 & 2023



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UNCOVER SALARY RANGES FOR THE MOST IN-DEMAND TECHNOLOGY ROLES IN AUSTRALIA.

Explore the factors beyond money to navigate your hiring plans or career through today's evolving market.

theonset.com.au

Statistics gathered from a range of sources including but not limited to SEEK, ASX reports, LinkedIn, proprietary and subscription research platforms, and Onset specialised Consultants.

Our connections and contacts across the market have confidentially offered insights and commentary to assist us in verifying and building out our data.

Salary data gathered on base packages not inclusive of benefits and are derived from Onset's placements alongside a range of sources for market intel from Jul'22 - Jun'23.

THE LANDSCAPE AND RACE FOR TALENT...

While demand still outweighs supply for **experienced, high-impact** product, design and engineering talent, it is within the area of software engineering that we see the greatest need and the most competition.

While the requirement for strong software engineering talent in Australia has steadily increased over the past 10 years, it is within the last 2 years that we have seen this demand soar. The significant areas of growth have been across Front End and Full Stack JavaScript Engineering, Distributed Systems Engineering (most platforms/languages), Embedded Engineering (IOT, Robotics) and Product Engineering; all needing a strong focus on the customer/end user.

This demand has hiring managers, business leaders, internal talent teams and founders having to think outside the box when it comes to attracting, securing and retaining technology talent.



CTO SPOTLIGHT



Number of CTOs in Australia grew by **1%** in FY23



2.8 years median tenure



7% female / **93%** male

Start Up (Early Stage)

\$120k - \$200k

Start Up (~Series A/B)

\$180k - \$250k

Scale Up

\$188k - \$330k

Enterprise

\$237k - \$500k

CPO SPOTLIGHT



Number of CPOs in Australia grew by **4%** in FY23



2.1 years median tenure



24% female / **76%** male

Start Up (Early Stage)

\$120k - \$150k

Start Up (~Series A/B)

\$200k - \$239k

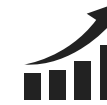
Scale Up

\$200k - \$480k

Enterprise

\$269k - \$500k

CIO SPOTLIGHT



Number of CIOs in Australia remained even with **0%** growth in FY23



3.7 years median tenure



15% female / **85%** male

Start Up (Early Stage)

N/A*

Start Up (~Series A/B)

N/A*

Scale Up

\$250k - \$450k

Enterprise

\$270k - \$600k

**CIOs are uncommon in the start up space*

EXECUTIVE SEARCH

	Start Up (ES)	Start Up (F)	Scale Up	Enterprise
CTO	\$120k - \$200k	\$180k - \$250k	\$188k - \$330k	\$237k - \$500k
CPO	\$120K - \$150k	\$200k-\$239k	\$200k - \$480k	\$200k - \$500k
CIO	--	--	\$250k - \$450k	\$270k - \$600
Head of / VP - Engineering	\$140k - \$180k	\$180k - \$220k	\$200k - \$315k	\$200k - \$350k
Head of / VP - Product	\$125k - \$171k	\$170k - \$219k	\$200k - \$295k	\$208k - \$304k
Director of Engineering	\$120k - \$150k	\$200k - \$280k	\$209k - \$300k	\$220k - \$320k
Director of Product	\$140k - \$186k	\$200k - \$247k	\$207k - \$250k	\$215k - \$258k
Engineering Manager	\$140k - \$160k	\$150k - \$190k	\$160k - \$195k	\$200k - \$272k
Senior Product Manager	\$125k - \$155k	\$145k - \$180k	\$160k - \$206k	\$170k - \$209k
Technical Lead	\$134k - \$152k	\$145k - \$160k	\$150k - \$180k	\$155k - \$217k

*ES - Early Stage | **F - Funded (usually Series A/B) | ***Scale Up (>Series B)

Data gathered on base packages not inclusive of benefits from Onset's placements and market intel from Jul'22 - Jun'23

SOFTWARE ENGINEERING



Number of professionals in these areas has **grown 10%** in past year



1.5 years median tenure



22% female / **78%** male



SQL, Java, Javascript and Python are **fastest growing skills** in this field



Computer Software, Banking and Higher Education industries are the **top employers**

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BECOMING THE NORM

Given the evolution of programming languages (Front End in-particular) and the continual focus on adopting best practice engineering principles (automation testing, DevOps, CI/CD, for example), most companies now offer training and development incentives as an integral part of their initial package.

The most common training incentives we see are a dollar value between \$2k - \$5k to be spent on "associated work" training. We observe this benefit is a common practice in over 50% of businesses we work with and not only specific to engineering talent.

GOING THE EXTRA MILE

On top of the general training provided to stay relevant and current in the evolving world of software engineering, we are noticing a growing trend in companies sending staff to local or overseas conferences - AWS re:Invent, SxSW, YOW, for example. This can also be used in-lieu of sign on bonus and is a great way for a employers to show commitment, provide training and offers employers using this type of incentive a range of tax benefits over paying additional salaries (and associated on-costs).

SOFTWARE ENGINEERING

	AVERAGE	SALARY RANGE
Staff Engineer	\$185k	\$150k - \$220k
Senior Front End Engineer	\$177k	\$144k - \$210k
Front End Engineer	\$127k	\$98k - \$154k
Senior Full Stack Engineer	\$172k	\$157k - \$193k
Full Stack Engineer	\$127k	\$100k - \$154k
Senior Backend Engineer	\$152k	\$114k - \$190k
Backend Engineer	\$115k	\$80k - \$150k
Senior Firmware Engineer	\$139k	\$123k - \$155k
Embedded Software Engineer	\$115k	\$98k - \$136k
Senior Mobile Engineer	\$163k	\$145k - \$185k
Mobile Engineer	\$124k	\$104k - \$139k
Senior QA	\$158k	\$143k - \$176k
QA + Automation	\$110k	\$106k - \$115k
Senior DevOps Engineer	\$193k	\$156k - \$231k
DevOps/SRE	\$137k	\$115k - \$175k
Software Engineer	\$130k	\$110k - \$150k
Graduate Engineer	\$95k	\$80k - \$110k

DIGITAL



Number of professionals in these areas has **grown 13%** in past year



1.5 years median tenure



45% female / **55%** male



CX, UX, SQL, Javascript and Product Design are **fastest growing skills** in this field



Marketing & Advertising, Computer Software and Retail industries are the **top employers**

ONSET INSIGHTS

- A 20% increase has been seen in scale ups and enterprise use of career development programs to build capability
- Designers with strong skills end-to-end (Full Stack), are more likely to get hired vs those who specialise in one space
- Expect greater demand for contract roles moving forward into this financial year

	AVERAGE	SALARY RANGE
Product Management	\$166k	\$121k - \$236k
Product Owner	\$163k	\$142k - \$186k
Product Design	\$152k	\$115k - \$190k
Senior UX & UI Design	\$166k	\$140k - \$207k
UX & UI Design	\$130k	\$112k - \$130k
Product Marketing Manager	\$160k	\$140k - \$160k
Marketing Manager	\$149k	\$127k - \$171k
Lifecycle Marketing Manager	\$138k	\$120k - \$145k
Marketing	\$116k	\$100k - \$135k
Customer Success Manager	\$135k	\$111k - \$174k

Data gathered on base packages not inclusive of benefits from Onset's placements and market intel from Jul'22 - Jun'23

PROJECT SERVICES



Number of professionals in these areas has **grown 11%** in past year



1.7 years median tenure



37% female / **63%** male



Stakeholder Management, Analytical Skills and Business Process Improvement are **fastest growing skills** in this field



Construction, Government Administration and Higher Education industries are the **top employers**

ONSET INSIGHTS

- 70% of Onset placements across Project Services has been female in the past 12 months
- Women perform well in this space due to their organisational skills, natural collaborative mentality, and tendency to place greater value on team success
- Digital transformation continues to be a strategic priority resulting in a continuing demand for candidates in the Project space

	AVERAGE	SALARY RANGE
Program Director	\$218k	\$175k - \$275k
Program Manager	\$169k	\$140k - \$200k
Senior Project Manager	\$190k	\$158k - \$225k
Project Management	\$136k	\$109k - \$161k
Senior Scrum Master	\$198k	\$176k - \$229k
Scrum Master/ Agile Coach	\$149k	\$125k - \$161k
Senior Business Analyst	\$152k	\$140k - \$165k
Business Analyst	\$127k	\$103k - \$139k

Data gathered on base packages not inclusive of benefits from Onset's placements and market intel from Jul'22 - Jun'23

DATA & ANALYTICS



Number of professionals in these areas has **grown 33%** in past year



1.2 years median tenure



31% female / 69% male



Data Analytics, Machine Learning, Python and SQL are **fastest growing skills** in this field



Higher Education, Computer Software and Banking industries are the **top employers**

ONSET INSIGHTS

- Data & Analytics is a majority permanent role market at over 80%
- Nature of this work requires tenure to build accurate systems and derive meaningful interpretations from the data itself
- Machine Learning Engineer and Data Engineer continue to be some of the fastest growing occupations in the Australian Market
- Engineering candidates are cross-training in Data Science

	AVERAGE	SALARY RANGE
Chief Data Officer	\$270k	\$190k - \$350k
Head of Data	\$235k	\$175k - \$290k
Senior Machine Learning Engineer	\$157k	\$145k - \$173k
Machine Learning Engineer	\$128k	\$110k - \$142k
Analytics & Business Intelligence	\$156k	\$113k - \$207k
Data Lead	\$182k	\$160k - \$212k
Data Engineer	\$161k	\$128k - \$202k
Senior Data Scientist	\$171k	\$160k - \$188k
Data Science	\$123k	\$103k - \$141k

Data gathered on base packages not inclusive of benefits from Onset's placements and market intel from Jul'22 - Jun'23

DEVOPS, CLOUD, INFRASTRUCTURE & SECURITY



Number of professionals in these areas has grown **15%** in past year



1.6 years median tenure



21% female / **79%** male



Cloud Computing, Business Analysis, Cyber Security and SQL are **fastest growing skills** in this field



Computer Software, Banking and Telecommunications industries are the **top employers**

ONSET INSIGHTS

- Cyber roles continue to be dominated (90%) by permanent opportunities
- Market trends indicate a 50/50 split in contract and permanent opportunities in DevOps
- Due to significant security breaches in some of Australia's biggest companies, we observe a significant increase of investment in Cyber Security spending and awareness, from Board level down

	AVERAGE	SALARY RANGE
Head of DevOps/SRE	\$210k	\$170k - \$250k
Senior DevOps Engineer	\$193k	\$156k - \$231k
DevOps/SRE	\$137k	\$115k - \$175k
Senior Security Lead	\$196k	\$175k - \$227k
CISO	\$279k	\$220k - \$400k
Head of Security	\$218k	\$180k - \$290k
Information Security/ Cyber Security	\$150k	\$109k - \$189k
Cloud Lead	\$186k	\$168k - \$215k
Cloud Engineer	\$172k	\$142k - \$207k
Cloud Architect	\$204k	\$148k - \$268k
Network Engineer	\$154k	\$120k - \$201k

Data gathered on base packages not inclusive of benefits from Onset's placements and market intel from Jul'22 - Jun'23

BONUSES

Offering bonuses or incentives on top of base salary is becoming an increasingly attractive way to secure and retain great talent.

SIGN ON BONUS

SOB's are not uncommon for businesses who have a dedicated salary structure that they cannot break. It is not unusual for a company to offer a one-off cash bonus for talent (usually to the value of a months salary) to join them. This tends to be paid within the first month and will often be tied to a length of tenure; usually at probation or 12 months service. If candidates do not reach these periods, they will be required to pay the bonus back.

PERFORMANCE (STI, LTI) BONUS

We have almost 40% (up 15% from last year) of our partners offering some form of performance bonus. Of that 40%, we observe this being a balance between enterprise and start/scale up.

The most common offering tends to be a discretionary bonus of up to 10% of annual base salary. Most bonuses are calculated over a 12 months period and are considered as discretionary short term incentives (STI) based on individual and company performance. It seems that a lot of companies are not opposed to offering a 5% - 10% discretionary bonus to secure talent.

However, it is rarely offered in the first few years of a brand new start-up. Once funding is secured, and a company genuinely becomes revenue generating, we see bonuses begin to be offered.

OTHER BONUSES

Some businesses offer project or loyalty based bonuses, but these are few and far between and tend to kick in once an employee is established within a company. We are also seeing some tenure-based bonuses starting to enter the market for companies with tenure issues.

EQUITY & SHARES

EQUITY PERCENTAGE

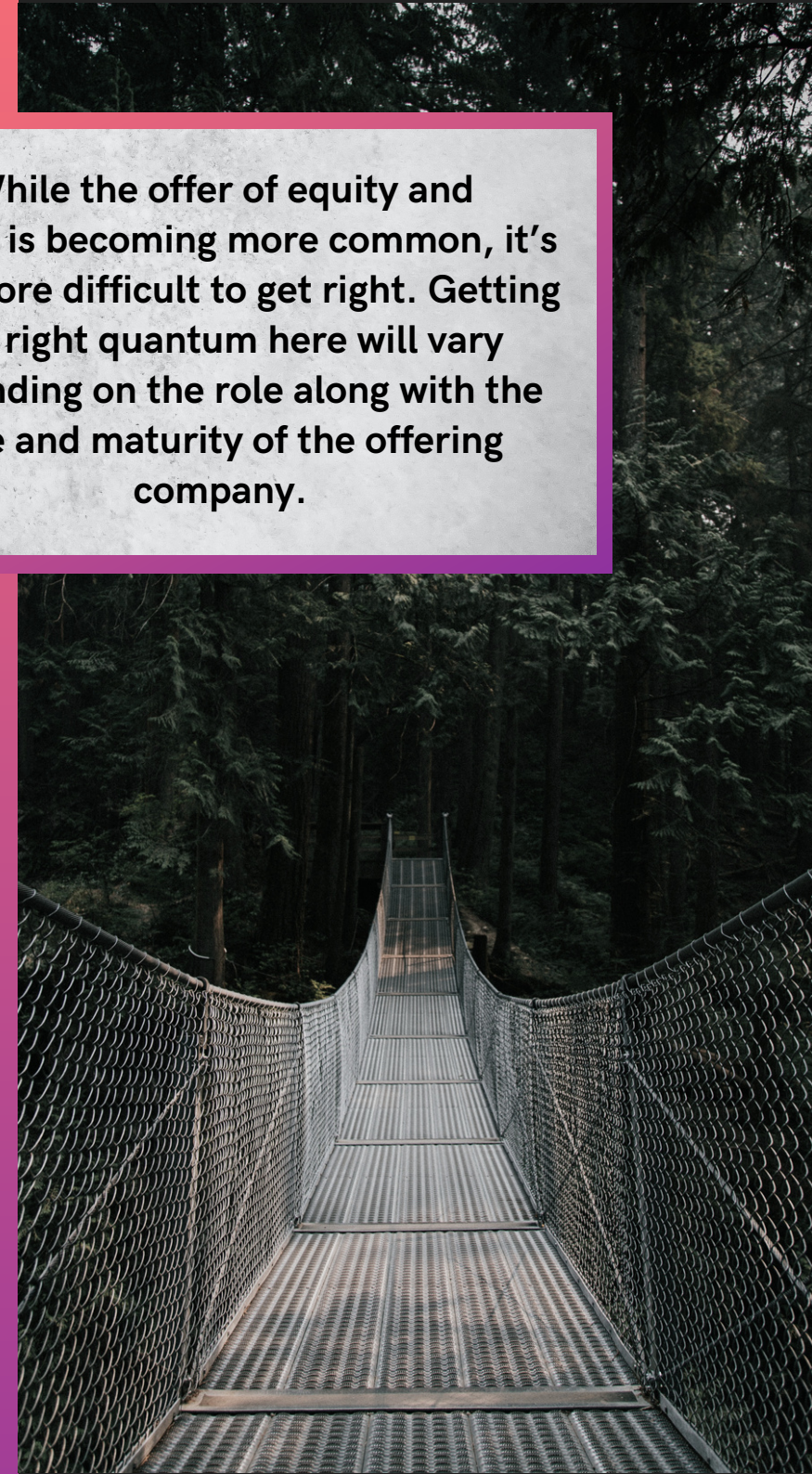
General start-up businesses (<30/40 people) 0.04% - 0.8% of the business value. Established start-ups may offer equity at a slightly higher percentage (up to 1%) for senior business critical roles. We are also seeing the advent of the "Technical Founder" where the equity offering can be a lot more substantial.

We are seeing an ever-growing number of our start-up clients offering this type of equity based on a vesting period of 3 - 4 years.

SHARES

Number of shares as per current (internal) valuation of the business or shares based on market (listed) value of the business. This can be either a number of shares or a dollar value. i.e. 10,000 shares or \$10,000 worth of shares.

While the offer of equity and shares is becoming more common, it's also more difficult to get right. Getting the right quantum here will vary depending on the role along with the size and maturity of the offering company.



NON SALARY BASED INCENTIVES

We also see a growing number of businesses starting to offer all or a combination of the following non-monetary based incentives to attract and retain staff.

FLEXIBILITY / WFH / REMOTE WORKING

This is becoming a major attraction across all industries we operate within. Since 2021, we have seen over 50% of our partners continue to offer at least 1 day a week working from home and some (less than 5%) offering full time remote work. We are also seeing a number of clients offering greater flexibility around start and finishing times.

Management, culture, trust, ownership, values and company location all play major parts in making flexibility as an incentive successful. As does the advent of better more effective communication and collaboration tools.

INSURANCE / HEALTH / GYM / WELLBEING INCENTIVES

Similar to work flexibility, at least one or a combination of these incentives are becoming common practice in most organisations. Having a mix and offering variety is also important. For example, parents tend to love the idea of health insurance, while a younger workforce might prefer gym memberships or wellbeing initiatives.

If you don't provide a bonus or equity offerings it's important to offer some or all of these incentives.

LEAVE

One of the most interesting initiatives we've seen (and an easy one to implement) is around combining leave entitlements. Instead of having your usual 20 days holiday, 8-10 days sick leave and potential 3-5 days compassionate leave, we see some clients offer 30-35 days holiday straight up, for example. Other companies are starting to offer up to 25 days holidays and most reward tenure with additional holiday entitlements based on years served.

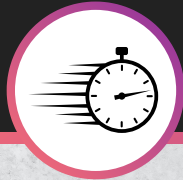
CONTRACT HIRING IS ON THE RISE...

Firms are achieving success through a contract centric hiring strategy.

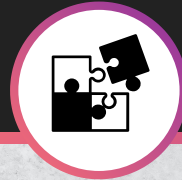
Client firms such as Gumtree, Macquarie, Dell, WooliesX, NTT and Cochlear are reaping the benefits of having contract solutions delivering projects.

In volatile markets, you need a hiring strategy that can respond to changing business requirements.

I.T. and business leaders who work with us, often face specific problems with specific timelines.



Some may not have headcount approval, but still have aggressive R&D or project timelines to hit.



Some may be migrating systems and not envisage requiring a permanent resource to stay in the business post-completion.



There may be extended maternity/paternity leave gaps and hiring contractors mean they still hit forecasted milestones with a flexible workforce.



Others maintain a contract workforce to enable cost controls and talent on demand for their clients.

If you're suffering from the above, other or similar scenarios, book a time to speak with us. Chances are we have worked with someone going through a similar challenge and can help you too!

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GET THE ONSET EDGE

**BUSINESSES
/ TA
CANDIDATES**

Get an advantage with market intel and information.


We help to keep you informed and up to date in the tech space to make better decisions.


Work with an Onset specialised consultant for more options, more information, and ultimately creating more opportunities for you to advance your career in the directions you desire.





**IT'S NOT JUST WHAT YOU KNOW.
IT'S WHO YOU KNOW.**

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