THE RECRUITMENT COMPANY

2025 AUSSIE

DATA & ANALYTICS $ALARY GUIDE

COMPLETE INDUSTRY BENCHMARKS & INSIGHTS

BIG
DATA
VISUALISATION
DATA
POWER BI
MICROSOFT SQL SERVER
DATA MODELLING
DATA
ENGINEERING
MSBIR
STACK
ALTERYX
TABLEAU
CLOUD
AI
PYTHON

WELCOME

The data analytics landscape continues to evolve rapidly, with salary trends showing both stabilisation and growth across specific sectors and roles. While the general market has seen a levelling off of salaries over the past 12-18 months following a period of rapid growth, certain specialisations are experiencing increases.

The fintech sector stands out as the highest-paying industry, viewing data talent as a strategic investment rather than a cost centre. Meanwhile, the post-pandemic shift towards hybrid working has influenced salary structures, with organisations emphasising in-office presence to foster collaboration and loyalty.

This report provides a comprehensive overview of current salary benchmarks across experience levels, highlighting emerging skills that command premium compensation, and offers insights into future trends that will shape the Australian data analytics job market.

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About the Author: Anna Maria heads up the Data & Analytics practice at TRC and takes pride in hunting "Unicorn Data Consultants" and filling niche requirements. She has extensive technical recruitment experience (both agency and in-house), delivering on both strategic permanent hiring and fast-paced recruitment campaigns. Naturally curious (and very chatty), she enjoys taking the time to really understand her clients.

INDUSTRY OVERVIEW

Australia's data analytics sector continues to demonstrate resilience and growth despite broader economic challenges. Following a period of rapid expansion, the market has entered a more mature phase characterised by steady growth in specialist roles.

The most significant growth is occurring within the finance and fintech sectors, driven by regulatory requirements, consumer protection mandates, and the need for robust data governance frameworks.

Gender Diversity and Inclusion

The data analytics industry in Australia continues to face significant gender imbalance challenges, with women representing a considerably lower percentage of the overall data workforce. This disparity becomes more pronounced at senior levels, where women hold only 18% of leadership positions in data functions. In addition to this, the gender pay gap in data analytics roles continues to widen with *women being paid 18% less* than their male counterparts.

Organisations who want to lead in gender diversity within their data teams should implement targeted recruitment strategies, including balanced interview panels, gender-neutral job descriptions, and partnerships with initiatives focused on women in STEM. This can result in significant benefits, including improved team performance, enhanced problem-solving capabilities, and greater innovation in data products and solutions. Addressing these imbalances should be a critical priority for the industry to ensure diverse perspectives inform data-driven decision-making.

Key Industries Hiring Data Analytics Professionals

1. **Finance and Fintech:** Leading the charge with the highest salaries and most robust growth, driven by regulatory requirements and the strategic advantage of advanced analytics
2. **Healthcare:** Expanding analytics adoption for operational efficiency, patient outcomes, and research application
3. **Retail:** Leveraging consumer data for personalisation and inventory optimisation
4. **Government:** Increasing focus on data-driven policy development and service delivery
5. **Technology:** Integrating advanced analytics across product development and customer experience

✳✳✳✳EMERGING TRENDS✳✳✳✳EMERGING TRENDS✳✳ ✳✳✳

The Australian data analytics landscape is being reshaped by several significant developments. Increasing regulation across industries is creating more specialised roles in data governance and compliance, whilst AI integration is shifting skill requirements towards more sophisticated analysis and model development capabilities.

In the last few years' the market has experienced a notable influx of overseas applicants, intensifying competition particularly at entry levels.

Workplace practices continue to evolve with a clear shift towards hybrid arrangements, typically requiring three days in-office to foster collaboration and team cohesion. Meanwhile, certain sectors are experiencing a surplus of applicants, which has moderated salary growth and created more selective hiring conditions across parts of the industry.

$ALARY TRENDS

The overall market has stabilised after a period of significant growth, with more targeted increases occurring in specialised roles and sectors. This reflects both economic conditions and the maturing data landscape in Australia.

Entry-Level (0-2 years)
- Most affected by market saturation and overseas competition
- Increasing risk from AI and automation tools
- More emphasis on practical skills and commercial awareness
- Salary range: $75,000-$95,000 (base salary)

Mid-Level (3-5 years)
- Most balanced segment of the market
- Premium for those with both technical and business acumen
- Growing preference for candidates with cloud platform expertise
- Salary range: $125,000-$155,000 (base salary)

Senior-Level (6+ years)
- Continued strong demand for specialised expertise
- Premium for commercial skills in data science roles
- Significant value placed on soft skills and stakeholder management
- Salary range: $155,000-$190,000 (base salary)

Leadership (Head of Data, Chief Data Officer, etc.)
- Shifting focus towards strategic business outcomes
- Increased accountability for delivering ROI on data investments
- Growing emphasis on governance and ethical data use
- Salary range: $200,000k+

PERMANENT VS. CONTRACT ROLES

The Australian data analytics landscape is being reshaped by several significant developments.
The relationship between permanent and contract compensation has evolved significantly:

- We're now seeing contract rates increase significantly as organisations seek to fill critical skill gaps quickly, with _54% of permanent workers_ considering switching to contract work

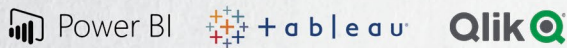- Early 2025 is showing signs of increasing day rates and greater flexibility returning to the contract market

SALARY BREAKDOWN
BY ROLE

Data Analyst
- **JUNIOR (0-2 YEARS):** $80,000-$95,000
- **MID (3-5 YEARS):** $100,000-$125,000
- **SENIOR (6+ YEARS):** $125,000-$150,000

Business Intelligence Developer
Power BI · tableau · Qlik
- **AVERAGE RANGE:** $120,000-$130,000
- **HIGH-END RANGE:** UP TO $150,000

Data & Analytics Manager
- **AVERAGE RANGE:** $160,000-$180,000
- **HIGH-END RANGE:** $180,000+

SQL Developer
- **AVERAGE RANGE:** $140,000
- **HIGH-END RANGE:** UP TO $160,000

Data Engineer
Azure · Google Cloud Platform · aws
- **AVERAGE RANGE:** $140,000-$155,000
- **HIGH-END RANGE:** $160,000-$185,000+

Data Architect
- **AVERAGE RANGE:** $150,000-$165,000
- **HIGH-END RANGE:** $165,000-$190,000

Data Scientist
- **JUNIOR (0-2 YEARS):** $90,000-$110,000
- **MID (3-5 YEARS):** $120,000-$155,000
- **SENIOR (6+ YEARS):** $160,000-$190,000

Machine Learning Engineer
- **AVERAGE RANGE:** $155,000-$175,000
- **HIGH-END RANGE:** - $175,000 +

DataOps Engineer
- **AVERAGE RANGE:** $135,000-$150,000
- **HIGH-END RANGE:** $155,000-$170,000

Data Governance Analyst
- **AVERAGE RANGE:** $130,000-$140,000
- **HIGH-END RANGE:** $140,000-$155,000

Data Governance Manager
- **AVERAGE RANGE:** $150,000-$160,000
- **HIGH-END RANGE:** $160,000+

IN-DEMAND SKILLS & CERTIFICATIONS

TECHNICAL SKILLS

- **Python:** Consistently most requested programming language across all data roles. Pandas, Numpy, Scipy, Matpoltlib, Seaborn etc.
- **Cloud Platform Experience:** Azure & AWS, with hands-on implementation experience commanding a premium
- **Modern Data Stack:** Experience with tools like dbt, Airflow, and Snowflake
- **Machine Learning Operations:** Skills bridging data science and production systems
- **Data Visualisation:** Advanced Tableau and Power BI capabilities remain highly valued

SOFT SKILLS

While technical capabilities form the foundation of data roles, the most sought-after professionals – and consequently the highest earners – demonstrate excellence beyond pure technical expertise.
As data functions become increasingly integrated with broader business operations, the ability to bridge technical and commercial worlds has emerged as a critical differentiator. Our research consistently shows that the following soft skills correlate strongly with accelerated career advancement and enhanced earning potential:

- **Commercial Awareness:** Understanding business applications of analytics translates to higher compensation
- **Communication Skills:** Ability to translate technical concepts to non-technical stakeholders
- **Stakeholder Management:** Essential for career progression to senior roles
- **Project Management:** Hybrid roles combining technical and delivery skills command premium rates
- **Collaborative Mindset:** Increasingly valued as organisations shift towards in-office presence

HIRING TRENDS

TALENT SHORTAGES ARE INCREASING TIME-TO-FILL

The Australian data analytics market is experiencing significant talent shortages, resulting in extended recruitment timelines across most specialisations. Average time-to-fill for organisations hiring directly for mid to senior data roles has increased from 7 weeks to 11 weeks over the past year, creating strategic challenges for organisations.

This shortage stems from several factors:

- **Talent Shortages in Niche Skills:** The demand for specialised skills such as AI, machine learning, and data science has increased significantly, leading to a limited pool of qualified professionals. This scarcity makes it challenging for companies to find the right candidates quickly.

- **Highly Competitive Talent Market:** The data analytics sector is experiencing a surge in demand for skilled professionals, which creates a competitive hiring landscape. Companies must compete aggressively to secure top talent, often leading to longer hiring cycles.

- **Evolving Job Roles and Requirements:** The role of data analysts has expanded beyond traditional data analysis, requiring candidates with a broader set of skills, including business acumen and domain knowledge. This shift complicates the hiring process as companies seek versatile candidates who can meet these evolving demands.

- **Remote Work Expectations and Flexibility:** The post-pandemic landscape is seeing a reversal of the fully remote trend that dominated during COVID-19:

  - Standard expectation now involves 3 days in the office per week
  - Fully remote roles becoming less common, even in data fields
  - Minimal salary differentials based on location, but increased emphasis on in-office presence as a hiring factor

- **Candidate Expectations:** The competitive talent market is forcing employers to enhance their value propositions beyond base compensation:

  - **Professional Development:** Funding for courses, certifications and conference attendance

  - **Career Progression:** Clearer advancement paths

  - **Project Variety:** Exposure to different business units and challenges

  - **Bonuses and Equity:** Performance-based incentives

FUTURE OUTLOOK >>>

Expected Salary Trends for the Next 12-24 Months

The data analytics salary landscape in Australia is expected to show varied patterns across different specialisations and experience levels:

- **Data Engineering:** Continued 5-10% growth, particularly in finance and technology sectors
- **Data Science:** Premium increases (8-12%) for those with proven commercial impact
- **Data Governance:** High-growth area driven by regulatory requirements
- **Entry-Level Roles:** Modest growth due to market saturation and automation

Influence of AI and Automation on Salary Structures

The rapid advancement of AI tools is reshaping the skills premium across the data landscape:

- **Entry-Level Analysis:** Routine data analysis increasingly automated, placing pressure on junior roles
- **Enhanced Output:** Tools augmenting productivity of experienced professionals rather than replacing them
- **Technical Depth:** Growing premium for those who can develop and customise AI solutions
- **Business Translation:** Increased value for professionals who can bridge AI capabilities with business outcomes
- **Ethical Considerations:** Emerging premium for expertise in responsible AI deployment

Predictions for Emerging Roles in Data Analytics

Several new specialisations are expected to command significant premiums in the coming years:

- **Data Governance Experts:** Driven by regulatory requirements and ethical considerations
- **Data Operations Engineers:** Bridging the gap between data engineering and IT operations
- **AI Ethics Specialists:** Ensuring responsible deployment of machine learning systems
- **Full-Stack Data Consultants:** Combining technical skills with business acumen
- **Data Product Managers:** Driving commercialisation of data assets

KEY TAKEAWAYS

The Australian data analytics salary landscape in 2025 reflects both market maturation and continued evolution, with stabilisation following a period of rapid growth, alongside targeted increases in specialised roles like data engineering and governance. Finance and fintech sectors lead compensation benchmarks, while organisations increasingly value professionals who combine technical expertise with commercial acumen.

To remain competitive in attracting and retaining top data talent, employers should develop clear career progression pathways and invest in upskilling existing talent. Leading organisations are implementing flexible compensation structures that reward measurable business impact, balancing in-office collaboration with flexibility, recognising the growing importance of data governance expertise, and providing funding for professional development and industry networking opportunities.

READY TO TAKE THE NEXT STEP?

Whether you're looking to hire the best talent or to progress in your career, I'd love to chat about how I can help you navigate the data analytics space.

CONTACT ME **today to discuss talent acquisition strategies for your data function or the emerging skills that can enhance your value as a candidate.**

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