



SALARY GUIDE
2025

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2025 SALARY GUIDE

INTRODUCTION

Cox Purtell is an Australian owned boutique recruitment agency. Founded in 1994 and Sydney based, we are one of the country's most trusted, awarded and respected recruitment firms. We specialise in recruiting for Corporate Support, Technology and Government roles in a permanent and temporary capacity, and are known for our award-winning client service and candidate care.

Our friendly and personalised service approach is underpinned by quality accredited recruitment methodologies, a robust technology stack, and constantly measured and improved through feedback surveys where we maintain a satisfaction rating of 97%. We are committed to providing exceptional service by treating people with genuine care and respect, values that we feel align perfectly with our clients & what they aim to achieve.

At Cox Purtell we're passionate about staying abreast of the latest industry and market insights, and it forms a large part of the service we provide to our clients and the value we can add. Therefore, we've created this handy salary guide which represents millions of employees & skilled professionals, to provide a detailed insight into current market trends; covering salaries, demographics, hiring intentions, candidate motivations and expectations, and general recruitment insights to equip you with the knowledge and facts needed when entering your next phase of recruitment.

If you are interested in exploring how we can work together and what these rates are, please reach out to the team on 02 9220 3400 or send an enquiry to reception@coxpurtell.com.au





CURRENT AUSTRALIAN LABOUR MARKET CONDITIONS

- Against the backdrop of challenging economic conditions, the Australian labour market continued to display resilience over the September quarter 2024, supported by strong working age population growth.
- The majority of the increase in employment over the September quarter 2024 was due to a strong rise in full-time employment of 107,700 (or 1.1%), while part-time employment also rose, by 47,800 (or 1.1%).
- The unemployment rate was steady over the quarter, at 4.1% in September 2024, while the participation rate increased by 0.3 percentage points, to a record high of 67.2%.
- Despite a reasonably tight labour market, several partial forward indicators of labour demand continue to point to a gradual softening in labour market activity in the coming months – with the unemployment rate expected to drift higher in the period ahead.
- Net employment growth over the past year is fully attributable to Skill Level 1 to 4 occupations, typically associated with a post-secondary school qualification. More than half of this growth was in occupations typically associated with a Vocational Educational Training pathway. These results reinforce the importance of tertiary qualifications to employment outcomes, groups who are less likely to have these qualifications (such as youth and the long-term unemployed) have experienced less favourable employment outcomes over the past year.
- Employment increased in 14 of the 19 industries growing the most in the Health Care, Social Assistance, Public Administration, Safety, and Education and Training industries over the year to August 2024. The largest falls in employment were in the Financial and Insurance services and Manufacturing industries.
- The number of job advertisements increased over the September quarter 2024. It remains below its mid-2022 peak although is still elevated compared to pre-COVID levels. Surveys showed signs that the proportion of employers that are recruiting is reaching a plateau after a period of almost 2 years of gradual softening.
- Fill rates continued to rise in both metropolitan and regional areas over the year to September quarter 2024, indicating that employers are filling vacancies more easily. Increases in fill rates and improvements in suitability may both be attributable to softening labour market conditions, therefore employers may be able to exercise greater scrutiny of candidates during recruitment.

MARKET INSIGHTS

BENEFITS AND PERKS

Research shows that 70% of candidates would be happier at work if their employer offered more perks, and 62% would be more loyal if they received more benefits.

With this in mind, it should be a key consideration when marketing your business to prospective employees as well as being front of mind to keep your current staff happy and engaged at work.

The key benefits and perks to consider that are currently being offered in most sectors are:

Hybrid/Remote Working	Flexible work hours	Salary Packaging
Paid Parental Leave	Mental Health support / EAP Programs	Free Events & Activities
Active Learning & Development Programs	Mentorship & Coaching	Extra Annual Leave
Charity / Giving Back Days	Health & wellbeing – eg – Gym etc	Financial Wellbeing Support
Bonuses	Reward & Recognition Programmes	Phone/Laptop equipment



1 IN 4 AUSTRALIANS WOULD TAKE A LOWER SALARY WITH BETTER BENEFITS.
THAT'S 25% OF THE WORKFORCE YOU CAN'T AFFORD TO IGNORE.

HUMAN RESOURCES INSIGHTS

A research study drawn from a comprehensive survey of more than 9,000 job candidates in Australia gives us access to uniquely local intel, with 2023 data on the “Laws of Attraction”. This research gives us the top three drivers that attract candidates to a particular role type, and our clients insights into how to attract the best candidates.



Top 3 Key Drivers that attract candidates in Human Resources & Recruitment:

- Work Life Balance
- Salary and Compensation
- Management Quality

About these candidates



Gender

Female	76%
Male	23%
Gender Diverse	1%
Self Described	0%



Age

18 to 24	6%
25 to 34	36%
35 to 44	29%
45 to 54	17%
55 to 64	10%
65 to 74	2%



Location

City/large town	92%
Small town/rural	8%



Seniority

Graduate	1%
Junior	23%
Mid Level	40%
Senior	35%



Income (annual)

Under \$52k	13%
\$52k to \$103k	59%
\$104k to \$155k	19%
Over \$155k	9%



Education

Yr 12 or below	15%
Diploma, certificate or trade qualification	35%
Degree	
Postgraduate	31%
	19%



Place of birth

Born in Australia	67%
Born elsewhere	33%



Children in household

Yes	42%
No	58%

HUMAN RESOURCES

Occupation Title	Low	High
Change Manager	\$ 120,000	\$ 150,000
Head of HR/People & Culture	\$ 140,000	\$ 250,000
HR Administrator	\$ 65,000	\$ 80,000
HR Advisor/Officer	\$ 85,000	\$ 120,000
HR Business Partner	\$ 90,000	\$ 140,000
HR Coordinator	\$ 75,000	\$ 85,000
HR Manager	\$ 120,000	\$ 180,000
HR Project Manager	\$ 120,000	\$ 160,000
HRIS Analyst	\$ 90,000	\$ 110,000
L&D Advisor	\$ 90,000	\$ 120,000
L&D Coordinator	\$ 70,000	\$ 90,000
L&D Manager	\$ 130,000	\$ 190,000
Remuneration & Benefits Manager	\$ 110,000	\$ 140,000
Talent Acquisition Coordinator/Partner	\$ 90,000	\$ 120,000
Talent Acquisition Manager	\$ 120,000	\$ 200,000

* Salary range excludes superannuation

FINANCE & ACCOUNTING INSIGHTS

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Top 3 Key Drivers that attract candidates in Finance & Accounting:

- Work Life Balance
- Salary and Compensation
- Working Environment

About these candidates



Gender

Female	63%
Male	36%
Gender Diverse	0%
Self Described	0%



Age

18 to 24	6%
25 to 34	22%
35 to 44	35%
45 to 54	23%
55 to 64	13%
65 to 74	1%



Location

City/large town	93%
Small town/rural	7%



Seniority

Graduate	6%
Junior	17%
Mid Level	45%
Senior	32%



Income (annual)

Under \$52k	27%
\$52k to \$103k	50%
\$104k to \$155k	11%
Over \$155k	12%



Education

Yr 12 or below	9%
Diploma, certificate or trade qualification	23%
Degree	43%
Postgraduate	25%



Place of birth

Born in Australia	51%
Born elsewhere	49%



Children in household

Yes	43%
No	57%

FINANCE & ACCOUNTING

Occupation Title	Low	High
Accounts Assistant/Officer	\$ 60,000	\$ 75,000
Accounts Payable Manager	\$ 90,000	\$ 120,000
Accounts Payable Officer	\$ 65,000	\$ 80,000
Accounts Receivable Officer	\$ 65,000	\$ 80,000
Assistant Accountant	\$ 70,000	\$ 90,000
Bookkeeper	\$ 70,000	\$ 95,000
Business/Commercial Manager	\$ 150,000	\$ 190,000
CFO / Finance Director	\$ 200,000	\$ 315,000
Company Seceretary	\$ 100,000	\$ 170,000
Credit Controller	\$ 65,000	\$ 75,000
Finance Manager	\$ 110,000	\$ 170,000
Finance Officer	\$ 60,000	\$ 75,000
Financial Accountant	\$ 100,000	\$ 150,000
Financial Analyst	\$ 85,000	\$ 110,000
Financial Controller	\$ 130,000	\$ 200,000
FP&A Analyst	\$ 120,000	\$ 150,000
FP&A Manager	\$ 150,000	\$ 180,000
Group Accountant	\$ 100,000	\$ 175,000
Internal Auditor	\$ 90,000	\$ 120,000
Management Accountant	\$ 100,000	\$ 150,000
Payroll Manager	\$ 90,000	\$ 120,000
Payroll Officer	\$ 70,000	\$ 85,000
Project Accountant	\$ 120,000	\$ 150,000
Senior Accountant	\$ 90,000	\$ 140,000
Senior Payroll Officer	\$ 85,000	\$ 95,000
Tax Accountant	\$ 90,000	\$ 130,000
Tax Manager	\$ 145,000	\$ 220,000

* Salary range excludes superannuation

MARKETING & DIGITAL INSIGHTS

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Top 3 Key Drivers that attract candidates in Marketing & Digital:

- Work Life Balance
- Salary and Compensation
- Culture of the Organisation

About these candidates



Gender

Female	74%
Male	25%
Gender Diverse	1%
Self Described	0%



Age

18 to 24	11%
25 to 34	34%
35 to 44	26%
45 to 54	19%
55 to 64	9%
65 to 74	1%



Location

City/large town	93%
Small town/rural	7%



Seniority

Graduate	3%
Junior	22%
Mid Level	34%
Senior	41%



Income (annual)

Under \$52k	27%
\$52k to \$103k	44%
\$104k to \$155k	22%
Over \$155k	8%



Education

Yr 12 or below	7%
Diploma, certificate or trade qualification	20%
Degree	50%
Postgraduate	22%



Place of birth

Born in Australia	64%
Born elsewhere	36%



Children in household

Yes	27%
No	73%

MARKETING & DIGITAL

Occupation Title	Low	High
Assistant Brand Manager	\$ 80,000	\$ 90,000
Bid Coordinator	\$ 75,000	\$ 100,000
Bid Manager	\$ 140,000	\$ 220,000
Brand Manager	\$ 100,000	\$ 150,000
Campaign Manager	\$ 95,000	\$ 145,000
Communications Executive	\$ 90,000	\$ 130,000
Communications Manager	\$ 120,000	\$ 160,000
Copy Writer	\$ 85,000	\$ 110,000
Digital Marketing Exec	\$ 90,000	\$ 120,000
Digital Marketing Manager	\$ 100,000	\$ 175,000
Digital Producer	\$ 90,000	\$ 125,000
Event Coordinator	\$ 60,000	\$ 85,000
Event Manager	\$ 80,000	\$ 120,000
Event Marketing Manager	\$ 90,000	\$ 130,000
Graphic Designer	\$ 75,000	\$ 125,000
Head of Communications	\$ 150,000	\$ 240,000
Marketing Coordinator	\$ 65,000	\$ 80,000
Marketing Director	\$ 180,000	\$ 250,000
Marketing Executive	\$ 75,000	\$ 99,000
Marketing Manager	\$ 95,000	\$ 150,000
Partnerships Manager	\$ 100,000	\$ 120,000
PR Associate	\$ 85,000	\$ 100,000
PR Manager	\$ 90,000	\$ 145,000

* Salary range excludes superannuation

ADMINISTRATION & OFFICE SUPPORT INSIGHTS

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Top 3 Key Drivers that attract candidates in Administration & Office Support:

- Work Life Balance
- Salary and Compensation
- Working Environment

About these candidates



Gender

Female	89%
Male	10%
Gender Diverse	1%
Self Described	0%



Age

18 to 24	6%
25 to 34	22%
35 to 44	24%
45 to 54	27%
55 to 64	19%
65 to 74	3%



Location

City/large town	84%
Small town/rural	16%



Seniority

Graduate	1%
Junior	32%
Mid Level	55%
Senior	12%



Income (annual)

Under \$52k	45%
\$52k to \$103k	50%
\$104k to \$155k	4%
Over \$155k	1%



Education

Yr 12 or below	30%
Diploma, certificate or trade qualification	51%
Degree	
Postgraduate	15%
	4%



Place of birth

Born in Australia	76%
Born elsewhere	24%



Children in household

Yes	36%
No	64%

ADMINISTRATION & OFFICE SUPPORT

Occupation Title	Low	High
Administrator/Administrative Assistant	\$ 60,000	\$ 80,000
Corporate Concierge	\$ 55,000	\$ 70,000
Customer Service Officer/Representative	\$ 50,000	\$ 70,000
Data Entry Operator	\$ 65,000	\$ 75,000
Executive Assistant/Personal Assistant	\$ 90,000	\$ 130,000
Office Manager	\$ 75,000	\$ 100,000
Print & Mail Room/Mail Clerk	\$ 55,000	\$ 65,000
Project Admin	\$ 65,000	\$ 85,000
Receptionist	\$ 60,000	\$ 75,000
Team Assistant/Administrator	\$ 65,000	\$ 90,000

* Salary range excludes superannuation

INFORMATION & TECHNOLOGY INSIGHTS

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Top 3 Key Drivers that attract candidates in Information & Technology:

- Work Life Balance
- Salary and Compensation
- Working Environment

About these candidates



Gender

Female	23%
Male	75%
Gender Diverse	1%
Self Described	0%



Age

18 to 24	6%
25 to 34	24%
35 to 44	35%
45 to 54	21%
55 to 64	11%
65 to 74	2%



Location

City/large town	93%
Small town/rural	7%



Seniority

Graduate	2%
Junior	21%
Mid Level	31%
Senior	46%



Income (annual)

Under \$52k	16%
\$52k to \$103k	33%
\$104k to \$155k	20%
Over \$155k	31%



Education

Yr 12 or below	9%
Diploma, certificate or trade qualification	23%
Degree	42%
Postgraduate	27%



Place of birth

Born in Australia	54%
Born elsewhere	46%



Children in household

Yes	37%
No	63%

INFORMATION & COMMUNICATION TECHNOLOGY

Occupation Title	Low	High
BI Reporting Developer	\$ 110,000	\$ 150,000
Business Intelligence analyst	\$ 120,000	\$ 150,000
CIO	\$ 255,000	\$ 400,000
Cloud Engineer	\$ 130,000	\$ 180,000
Data Analyst	\$ 120,000	\$ 160,000
Data Integration Developer	\$ 140,000	\$ 160,000
Database Administrator	\$ 130,000	\$ 180,000
Head of IT	\$ 180,000	\$ 200,000
Helpdesk Support	\$ 80,000	\$ 110,000
IT Applications Support Analyst	\$ 90,000	\$ 120,000
IT Service Desk Analyst	\$ 90,000	\$ 130,000
IT Service Desk Team Leader	\$ 120,000	\$ 160,000
Junior Business Analyst	\$ 100,000	\$ 140,000
Project Manager	\$ 150,000	\$ 180,000
Senior Business Analyst	\$ 140,000	\$ 160,000
Software Developer	\$ 140,000	\$ 200,000
Systems Analyst	\$ 140,000	\$ 160,000

* Salary range excludes superannuation