

Tech Survey



Salary & Insights Report
2025-2026

#BuildingTrust

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Who are Tech & Data People?

Tech & Data People (TDP) is a specialist provider of Technology and Data Analytics recruitment services in Australia.

With a dedicated team of experienced recruiters and an industry-leading network of professionals, we pride ourselves on connecting top talent with leading organisations across Australia.

Leveraging a combined 100+ years in Technology and Data recruitment, our compassion and understanding for candidates and employers show in our unrivalled network.

We connect progressive businesses with exceptional contract and permanent talent across the full spectrum of technology roles:



**Data
Analytics & BI**



**Software
Development**



**Cyber
Security**



**Cloud &
Infrastructure**



**Project
Services**



**Digital &
Marketing**



About This Guide

This guide provides a comprehensive overview of the current salary landscape across Australia's technology sector with market insights, key trends, employer and candidate considerations, and a look ahead for the next year.

The salary and day rate figures presented in this guide reflect typical market ranges based on data from recent placements, market activity, and industry insights across Australia.

These figures represent **base** salaries and **contractor** day rates only, exclusive of superannuation, bonuses, or other benefits.

Actual salaries and rates may vary depending on factors such as specific industry verticals, company size, project scale, niche skill sets, and location. Demand for certain roles in key sectors may command premiums above these ranges.



Informed. Strategic. Data-driven.
Your recruitment intelligence starts here.



2025-26 Market Overview



STUART GARLAND
Director

Australia's tech sector in FY2025-26 is characterised by a dynamic interplay of robust demand for specialised skills and evolving workforce expectations. Remaining a pillar of growth and innovation, the industry is underpinned by continued investment in digital transformation, AI, data modernisation, and cybersecurity. Despite a broader economic backdrop of caution and stabilisation, the demand for tech skills is proving resilient, with key areas such as data engineering, cloud, DevOps, AI/ML, and cybersecurity continuing to see acute shortages.

Key Insights, Trends & Predictions



KEY TREND #1

Elevated Job Postings: According to Indeed, Australian job postings remain 54% above pre-pandemic levels, with Queensland and South Australia experiencing particularly strong demand.



KEY TREND #2

Hybrid Work Preference: LinkedIn reports that 67% of IT professionals prefer hybrid work arrangements, though some companies are encouraging a return to in-office collaboration.





KEY TREND #3

AI & Cybersecurity Demand: There is a significant increase in demand for professionals skilled in AI, machine learning, and cybersecurity, reflecting the industry's focus on digital transformation and data security.



KEY TREND #4

Increased demand for contractors and consultants, particularly in project-driven domains like data, cloud migrations, and AI enablement.

What this means for hiring:

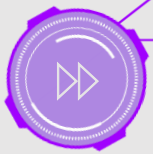
For employers, this evolving landscape means:

- Quality over quantity hiring strategies will dominate, with a focus on securing niche skills and investing in retention.
- Market mapping, proactive pipelining, and speed to hire will be critical. Long processes are losing out to more agile competitors.
- Contracting markets remain strong, but businesses will need to sharpen their value proposition and engagement strategies to attract contractors in demand-heavy areas.
- Cross-training and upskilling programs will gain traction, helping employers tap into adjacent talent pools and ease internal mobility.



For candidates, expectations have shifted:

- Technical capability is no longer enough. Business impact, stakeholder management, and domain specialisation are becoming baseline requirements.
- AI literacy, data storytelling, and ethics awareness are now emerging as differentiators across many roles.
- Candidates with multi-domain experience (e.g., data + marketing, cyber + privacy) will be highly sought after.



THE OUTLOOK

Looking ahead, the tech hiring landscape will remain competitive, but more measured and strategic. Employers will double down on:

- **Retention strategies and EVP clarity**, as the war for specialist and leadership talent intensifies.
- **Investment in AI, data governance, cybersecurity, and digital engineering talent** as regulatory pressures mount and organisations accelerate their AI and automation roadmaps.
- **Balancing cost pressures with innovation delivery**, driving demand for flexible talent models - contract, project-based, and near-shore teams.

Candidates can expect continued opportunities, but the bar will rise for hybrid skill sets, domain expertise, and business literacy. Those who can demonstrate commercial value alongside technical depth will command the strongest opportunities and packages.



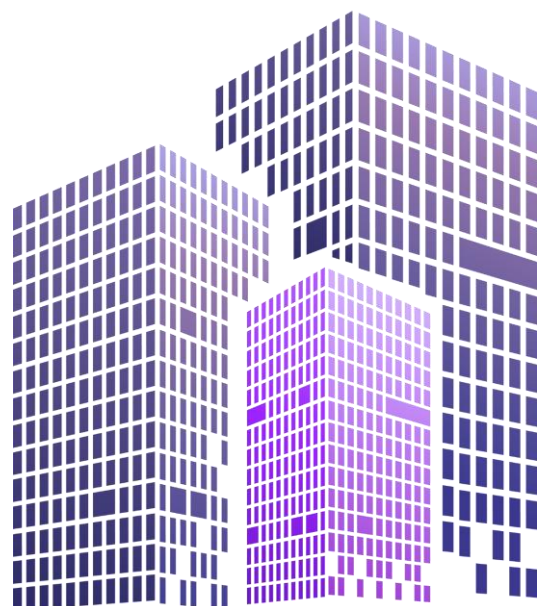
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KEEN FOR A DEEPER DIVE INTO THE ROLES THAT MATTER TO YOU?

Head to our website and check out our Salary & Insights Guides for a more detailed look at trends, skills and market shifts by specialisation.

TAKE ME THERE



Data Analytics & BI

The data and analytics sector in Australia has entered a more mature and business-critical phase, where value creation—not just data collection—is the core focus.

Organisations are under growing pressure to not only capture and govern their data but to extract actionable intelligence with ethics front and centre, that drives revenue, improves operational efficiency, and supports compliance in highly regulated environments. Investment continues to shift towards building modern data platforms, embedding analytics across business units, and preparing for AI adoption with robust data foundations.

Role Title	Permanent Salary Range	Contract Day Rate		
Data Analyst	\$80,000 - \$150,000	\$600 - \$950	41%	59%
Data Engineer	\$110,000 - \$190,000	\$780 - \$1,200	28%	72%
Data Scientist	\$120,000 - \$190,000	\$800 - \$1,300	30%	70%
Data Architect	\$155,000 - \$225,000	\$850 - \$1,300	16%	84%
AI Engineer	\$160,000 - \$200,000	\$950 - \$1,200	21%	79%
AI Platform Lead	\$150,000 - \$200,000	\$950 - \$1,200	27%	73%
AI Solution Architect	\$170,000 - \$230,000	\$1,100 - \$1,300	13%	87%
Machine Learning Engineer	\$140,000 - \$195,000	\$900 - \$1,100	21%	79%
MLOps Engineer	\$120,000 - \$185,000	\$850 - \$1,050	19%	81%
Governance & Ethics Lead	\$130,000 - \$200,000	\$900 - \$1,300	37%	63%
Customer Insights Analyst	\$85,000 - \$155,000	\$600 - \$980	46%	54%
BI Analyst/Developer	\$80,000 - \$155,000	\$700 - \$950	35%	65%
AI Manager	\$150,000 - \$210,000	\$1,000 - \$1,250	40%	60%
AI Strategy Lead	\$160,000 - \$270,000	\$1,100 - \$1,500+	46%	54%
Data Engineering Manager	\$175,000 - \$220,000		37%	63%
Head of MLOps/ML	\$200,000 - \$300,000		15%	85%
Head of Analytics	\$200,000 - \$280,000		28%	72%



Project Services

The project services market has shifted gears as we enter FY25/26, with renewed investment and confidence fuelling a resurgence in delivery activity. After a year of delays and cautious spending, organisations are reactivating major programs, particularly those tied to digital transformation, automation, and AI integration.

As project pipelines reopen, the demand for adaptable delivery talent is rising, with a premium placed on those who can balance stakeholder alignment, emerging tech fluency, and enterprise-scale execution.

Role Title	Permanent Salary Range	Contract Day Rate		
Project Manager	\$120,000 - \$170, 000	\$650 - \$950	33%	67%
Program Manager	\$170,000 - \$220,000	\$950 - \$1,200	32%	68%
Program Director	\$190,000 - \$275,000	\$1,075 - \$1,450	39%	61%
Scrum Master	\$125,000 - \$165,000	\$670 - \$950	43%	57%
Delivery Lead	\$135,000 - \$190,000	\$850 - \$1,050	43%	57%
Delivery Manager	\$150,000 - \$200,000	\$810 - \$1080	37%	63%
Head of Delivery	\$165,000 - \$260,000	\$1,000 - \$1,450	28%	72%
Business Analyst	\$115,000 - \$150,000	\$600 - \$900	45%	55%
Business Analyst Lead/Manager	\$160,000 - \$200,000	\$850 - \$1,200	49%	51%
Portfolio Manager	\$170,000 - \$255,000	\$975 - \$1,200	28%	72%
PMO Manager	\$160,000 - \$200,000	\$850 - \$1,200	59%	41%
Organisational Change Manager	\$155,000 - \$200,000	\$900 - \$1,150	74%	26%
Release Manager	\$150,000 - \$205,000	\$850 - \$1,200	41%	59%



Software Development & Testing

Software development demand has remained resilient and we're seeing a sharper focus on engineering value and product-led outcomes. Businesses are investing in modernisation, AI enablement and platform scalability, driving the need for full-stack and backend engineers with strong cloud and architecture exposure.

Meanwhile, quality engineering has moved upstream, with a growing emphasis on automation, CI/CD and test-driven development. The bar for technical excellence remains high, but so does the need for cross-functional collaboration and product alignment.

Role Title	Permanent Salary Range	Contract Day Rate		
Mobile Developer	\$70,000 - \$160,000	\$700 - \$950	22%	78%
Software Engineer - Junior	\$60,000 - \$90,000	\$550 - \$650		
Software Engineer - Mid	\$90,000 - \$135,000	\$750 - \$900		
Software Engineer - Senior	\$140,000 - \$180,000	\$900 - \$1,050		
Staff Engineer	\$160,000 - \$195,000	\$1,050 - \$1,200	11%	89%
Technical Lead	\$160,000 - \$220,000	\$1,100 - \$1,200	13%	87%
Engineering Manager	\$180,000 - \$240,000	\$1,200 - \$1,400	14%	86%
Head of Engineering	\$210,000 - \$280,000	\$1,500+	12%	88%
Manual Test Analyst	\$60,000 - \$110,000	\$500 - \$700	56%	44%
Automation Tester (Analyst - Engineer)	\$90,000 - \$150,000	\$700 - \$950	27%	73%
Automation Manager	\$140,000 - \$190,000	\$800 - \$1,075	13%	87%
Test/QA Manager	\$160,000 - \$180,000	\$900 - \$1,025	46%	54%



Cybersecurity

Relentless threats, rising regulation and rapid digitisation have pushed cybersecurity from the back room to the boardroom. In today's landscape, it's no longer about perimeter defence but about embedding security into every facet of technology delivery.

Demand is building for professionals who can architect secure-by-design environments, lead AI-enhanced threat detection, and navigate complex compliance frameworks. As cyber becomes a business enabler, the market favours talent who can move between technical detail and strategic influence with ease.

Role Title	Permanent Salary Range	Contract Day Rate		
Security Administrator	\$85,000 - \$120,000	\$500 - \$750	26%	74%
SOC Analyst	\$80,000 - \$130,000	\$550 - \$900	25%	75%
Security Consultant	\$140,000 - \$200,000	\$900 - \$1,375	15%	85%
Governance, Risk & Compliance Analyst	\$90,000 - \$155,000	\$750 - \$950	52%	48%
Cyber Engineer	\$125,000 - \$200,000	\$800 - \$1,200	20%	80%
Security Architect	\$165,000 - \$250,000	\$1,150 - \$1,400	8%	92%
Security Manager	\$155,000 - \$195,000	\$1,200 - \$1,450	17%	83%
Head of Information Security	\$190,000 - \$275,000	\$1,300 - \$1,600	18%	82%
CISO	\$250,000 - \$300,000+	\$1,500+	13%	87%



Cloud & Infrastructure

Digital transformation hinges on resilient, scalable and secure cloud and infrastructure foundations. Organisations are prioritising seamless integration of cloud-native platforms, automated workflows, and robust infrastructure management to accelerate innovation and maintain competitive advantage.

With hybrid and multi-cloud environments now the norm, demand is high for engineers and leaders who can architect future-proof solutions, optimise operational efficiency, and drive strategic growth. The market is competitive to secure talent who can bridge technical mastery with business foresight in this critical space.

Role Title	Permanent Salary Range	Contract Day Rate		
Service Desk/Desktop Support – Level 1-3	\$60,000 - \$90,000	\$300 - \$550	23%	77%
Application Support Analyst	\$85,000 - \$110,000	\$500 - \$650	34%	66%
System Administrator	\$90,000 - \$125,000	\$550 - \$700	21%	79%
System Engineer	\$110,000 - \$130,000	\$650 - \$800	13%	87%
Network Engineer	\$110,000 - \$130,000	\$650 - \$800	14%	86%
Network Architect	\$150,000 - \$180,000	\$900 - \$1,200	7%	93%
Cloud Engineer (AWS/Azure/GCP)	\$130,000 - \$170,000	\$700 - \$1,100	17%	83%
Platform Engineer	\$130,000 - \$180,000	\$800 - \$1,150	18%	82%
DevOps Engineer	\$150,000 - \$180,000	\$900 - \$1,100	18%	82%
Site Reliability Engineer	\$160,000 - \$190,000	\$850 - \$1,150	16%	84%
Cloud Architect	\$170,000 - \$220,000	\$1,100 - \$1,400	12%	88%
Platform Architect	\$175,000 - \$215,000	\$1,100 - \$1,400	13%	87%
Automation Engineer (IaC, Terraform, Ansible)	\$130,000 - \$160,000	\$800 - \$1,100	27%	73%
Infrastructure Manager	\$160,000 - \$190,000	\$1,000 - \$1,300	15%	85%



Digital, Product & Marketing

Customer experience is now the competitive battleground and the convergence of digital, product, and marketing is where the fight is won. Businesses are seeking talent who can translate insights into intuitive design, deliver seamless digital journeys and drive measurable outcomes across acquisition, engagement, and retention.

From product managers and UX designers to performance marketers and CRM specialists, the focus is on end-to-end impact: cross-functional thinkers who blend creativity with data, and strategy with execution.

Role Title	Permanent Salary Range	Contract Day Rate		
Product Designer (UX/UI)	\$80,000 – \$150,000	\$500 – \$900	50%	50%
Product Design Lead	\$150,000 – \$190,000	\$900 – \$1,100	46%	54%
Product Owner	\$100,000 – \$140,000	\$600 – \$850	41%	59%
Product Manager	\$130,000 – \$180,000	\$800 – \$1,000	39%	51%
Digital Strategist	\$90,000 – \$150,000	\$600 – \$900	45%	55%
Digital Marketing Manager	\$90,000 – \$150,000	\$550 – \$850	55%	45%
Performance Marketing Specialist	\$70,000 – \$125,000	\$500 – \$700	46%	54%
eCommerce Specialist	\$70,000 – \$125,000	\$500 – \$780	52%	48%
CRM Manager	\$90,000 – \$140,000	\$600 – \$800	60%	40%



Contact us



Office locations: Melbourne, Sydney, Brisbane, Perth



(03) 8535 3100



info@techanddatapeople.com.au



www.techanddatapeople.com.au

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