talent hub

ANZ Salesforce Salary Results 2023

* Data collected in June 2023 | www.talent-hub.com.au

A message from our Director

I wanted to take a moment to express my gratitude for your interest in our ANZ Salesforce Salary Survey results. This project has turned out to be a bit larger than we initially anticipated, highlighting just how important these insights are. Our original goal was simple: to offer the ANZ Salesforce community the most accurate salary data with the right context. I hope that you will feel that we achieved that.

To ensure the reliability of our data, we took a few steps:

Tailored Surveys: We divided our survey into 8 categories, making sure each question was relevant to the individual participants. This approach helped us get a solid grip on the various salary dynamics at play, across various Salesforce skill sets.

Exclusive Audience: We shared the survey links only with ANZ based Salesforce professionals, ensuring that they were completing the correct survey for their skill set. This way, the responses truly reflect our local Salesforce community.

We do have some gaps in our data and you might be looking for info we haven't covered. We wanted to be sure that any data we present is meaningful and as accurate as possible, so in areas where the survey did not serve up enough responses, we decided that we couldn't be confident that it was an accurate representation of the market.

This isn't an opinion piece. We're laying out the data as we found it. Even when some stats are disappointing, like the gender-related pay differences we came across.

We did not provide participants with the option to provide a salary range, intentionally looking to establish the exact salary or daily rate that each survey respondent is earning now, and importantly also looking to understand the exact figure they will be looking to achieve when they next move roles. We also looked to understand the typical profile of respondents, categorising themselves as Junior, Mid, Senior and Lead levels, rather than making that assessment ourselves.

What I feel sets this survey apart from many of the other salary guides you will find in the market is that we have not pigeonholed people based on years of experience and are not providing a blanket range based on job title alone, but rather looking at all of the different nuances that impact the salary or daily rate that someone is earning, and will look to earn in the future.

I hope you enjoy reading through and I welcome any feedback that you may have.



Ben Duncombe

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ANZ Salesforce Salary Results 2023

Salesforce Administrator

All remuneration figures are base salaries excluding Superannuation/Kiwi Save and are in AUD unless otherwise stated. For contract roles where + GST is stated, the candidate is working through a PTY LTD Company. Where there is no mention of + GST, the candidate is PAYG and the figure excludes Superannuation

Gender split



59% Male

41% Female

Location



Australia 93%

New Zealand 7%

Seniority



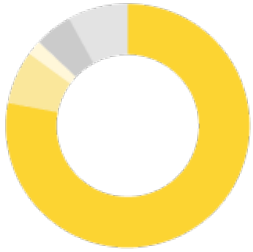
8% Lead

43% Mid level

42% Senior

7% Junior

Employment status



78% Permanent

5% Fixed term

7% Contract

8% In between roles

2% Own business

Average Gender Salary



Female salary **$116k**
Average bonus **7%**



Male salary **$117k**
Average bonus **6%**

Average salary



Australia
AU $116k
Expectation for next role is $125k

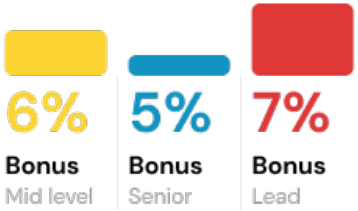
New Zealand
NZ $120k
Expectation for next role is $142k

Most common salary is

$125k



What bonus are Salesforce Administrators earning?



6% Bonus Mid level

5% Bonus Senior

7% Bonus Lead

Average number of certifications

3

How do Salesforce Administrators typically identify?

Level	Experience	Salesforce Certs	Currently earning	Expectation for next role
Junior	2 years Experience	Holds 2 certs	AU $95k	AU $115k
Mid-level	4 years Experience	Holds 2 certs	AU $115k NZ $120k	AU $135k NZ $135k
Senior	5 years Experience	Holds 3 certs	AU $130k NZ $125k	AU $140k NZ $145k
Lead	8 years Experience	Holds 4 certs	AU $140k	AU $150k

Salesforce Administrator average salary



AU $118k Sydney

AU $110k Adelaide

AU $116k Melbourne

AU $114k Brisbane

ANZ Salesforce Salary Results 2023

The lower end of the Salesforce Administrator payscale is:

Mid level Salesforce Administrator based in **Sydney**

Less than $85k

The highest earning Salesforce Administrator payscale is:

Senior Salesforce Administrator based in **Melbourne**

$150k plus 10% bonus

The highest earning Salesforce Administrator contractor is:

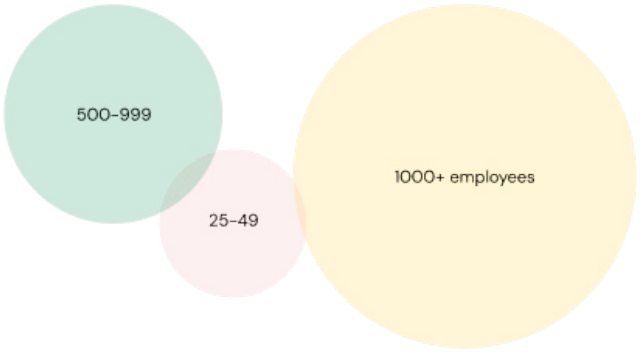
Senior Salesforce Administrator in **Sydney**

$1100 + GST

Average salary plotted against Salesforce Administrator's average number of days working in the office per week



Does the size of the business have an impact on salary for those working at Salesforce Partners?



$85k
1000+ employees
(3 Salesforce certifications)

$140k
500-999 employees
(7 Salesforce certifications)

$115k
25-49 employees
(2 Salesforce certifications)

Average salary plotted against the number of years Salesforce related work related experience



The most benefits earned at private sector end users are in the software, technology and platforms industry for Salesforce Administrators

The Salesforce Administrators surveyed who have a background in I.T prior to becoming a Administrator are earning on average 2% more than those who don't

Average earnings of those with an I.T background:
$117k most commonly earning $125k

Average earnings of those without an I.T background:
$115k most commonly earning $125k

Highest and lowest earning for employer types for Salesforce Administrators:

Junior
Lowest: Salesforce Partner
Highest: Not for profit

Mid level
Lowest: Not for profit
Highest: Private sector end user: Banking and Finance

Senior:
Lowest: Salesforce Partner
Highest: Government

Lead:
Lowest: Private sector end user: Real Estate
Highest: Salesforce Partner

Salesforce Administrators working for Salesforce Partners larger than 500 employees on average hold 7 Salesforce certifications or more

ANZ Salesforce Salary Results 2023

Salesforce Functional Consultant

All remuneration figures are base salaries excluding Superannuation/Kiwi Save and are in AUD unless otherwise stated. For contract roles where + GST is stated, the candidate is working through a PTY LTD Company. Where there is no mention of + GST, the candidate is PAYG and the figure excludes Superannuation

Gender split



56% Male
41% Female
2% Prefer not to say
1% Indeterminate/ unspecified/intersex

Location



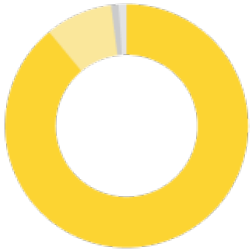
Australia 91%
New Zealand 9%

Seniority



24% Lead
29% Mid level
43% Senior
4% Junior

Employment status



89% Permanent
1% Own business
9% Contract
1% In between roles

Average Gender Salary



Female salary
$138k
Average bonus 8%
Average daily rate $867 per day



Male salary
$138k
Average bonus 7%
Average daily rate $1038 per day

Average salary



Australia
AU $138k
Expectation for next role is $157k

New Zealand
NZ $130k
Expectation for next role is $150k

Average number of certifications

6

Most common salary is

$150k



37%
of Functional Consultants that we surveyed work fully remotely, which was the most common working pattern for this group

33%
of Functional Consultants surveyed who are working for a private sector end users, are working in banking and finance

How do Salesforce Functional Consultants typically identify?

Level	Experience	Salesforce Certs	Currently earning	Expectation for next role
Junior	0-2 years Experien....	Holds 5 certs	AU $103k NZ $85k	AU $105k NZ $100k
Mid-level	2 years Experience	Holds 4 certs	AU $121k NZ $101k	AU $142k NZ $130k
Senior	5 years Experience	Holds 6 certs	AU $144k NZ $135k	AU $160k NZ $150k
Lead	7 years Experience	Holds 5 certs	AU $156k NZ $125k	AU $178k NZ $140k

Salesforce Functional Consultant average salary

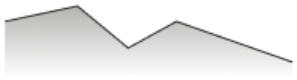


AU $143k Sydney
AU $114k Adelaide
AU $133k Melbourne
AU $120k Hobart
AU $134k Brisbane
AU $130k Perth

ANZ Salesforce Salary Results 2023

The lower end of the Salesforce Functional Consultant payscale is:

Junior Salesforce Functional Consultant based in **Melbourne**



$85k
with less than 5% bonus

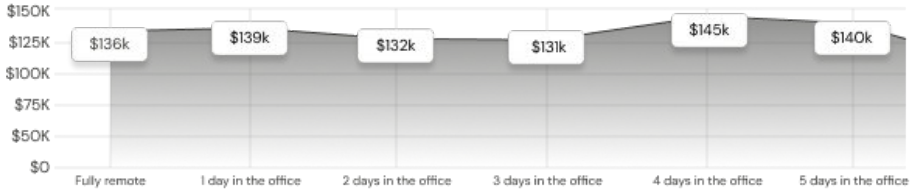
The highest earning Salesforce Functional Consultant payscale is:

Lead Salesforce Functional Consultant based in **Melbourne**

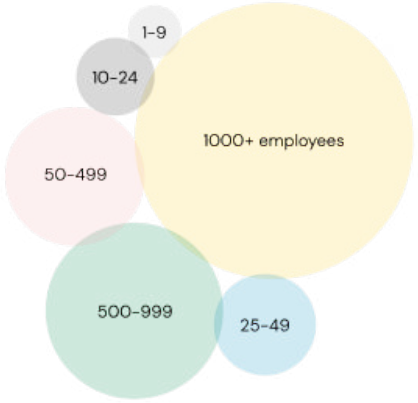


$200k
plus 20% bonus

Average salary plotted against Salesforce Functional Consultant's average number of days working in the office per week



Does the size of the business have an impact on salary for those working at Salesforce Partners?



$134k
1-9 employees
(5 Salesforce certifications)

$129k
10-24 employees
(5 Salesforce certifications)

$140k
25-49 employees
(6 Salesforce certifications)

$138k
1000+ employees
(7 Salesforce certifications)

$148k
500-999 employees
(4 Salesforce certifications)

$129k
50-499 employees
(7 Salesforce certifications)

Average salary plotted against the number of years Salesforce related work related experience



The most benefits earned at private sector end users are in the Banking, finance, insurance and wealth industry for Salesforce Functional Consultants

Salesforce Functional Consultants specialising in Salesforce Clouds/products are often earning on average more than those who don't have a specialism

Highest and lowest earning for employer types for Salesforce Functional Consultants:

Mid level
Lowest: ISV — Highest: Government

Senior:
Lowest: Government — Highest: ISV

Lead:
Lowest: Government — Highest: Salesforce Partner

Average earnings of those with an I.T background:

$135k

most commonly earning $140k

Average earnings of those without an I.T background:

$137k

most commonly earning $150k

Those with Field Service Lightning experience are earning on average

24% more

Those with CPQ experience are earning on average

28% more

Those with Industries experience are earning on average

24% more

Those with Tableau CRM experience are earning on average

7% more

Those with Tableau experience are earning on average

7% more

Those with FinancialForce experience are earning on average

6% more

* Data collected in June 2023 | www.talent-hub.com.au

ANZ Salesforce Salary Results 2023

Salesforce Business Analyst

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Gender split



69% Male

31% Female

Location



Australia 87%

New Zealand 13%

Seniority



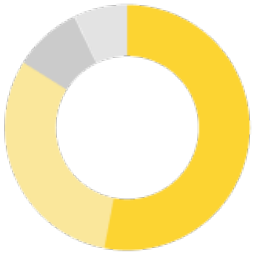
17% Lead

44% Mid level

35% Senior

4% Junior

Employment status



53% Permanent

9% Fixed term

31% Contract

7% In between roles

Average Gender Salary



Female salary **$110k**

Average bonus 5%

Average daily rate $779 per day



Male salary **$124k**

Average bonus 6%

Average daily rate $1070+GST

Average salary



Australia

AU $119k

Expectation for next role is $141k

New Zealand

NZ $110k

Expectation for next role is $118k

32% of Salesforce Business Analysts that we surveyed work 3 days a week from the office, which was the most common working pattern for this group

63% of Salesforce Business Analysts that we surveyed work for a Private sector end user organisation

Average number of certifications

2

Most common salary is



$120k

How do Salesforce Business Analysts typically identify?

Level	Experience	Salesforce Certs	Currently earning	Min for next role
Junior	3 years Experience	Holds 2 certs	NZ $100k	NZ$120k
Mid-level	5 years Experience	Holds 3 certs	AU $115k NZ $120k	AU $138k NZ $128k
Senior	6 years Experience	Holds 2 certs	AU $140k	AU $160k
Lead	11 years Experience	Holds 1 certs	$1000 per day	------

Business Analyst average salary



AU $123k Sydney

AU $117k Melbourne

ANZ Salesforce Salary Results 2023

The lower end of the Salesforce Business Analyst payscale is:

Mid-level Salesforce Business Analyst based in **Melbourne**

$85k plus less than 5% bonus

The highest earning Salesforce Business Analyst payscale is:

Senior Salesforce Business Analyst based in **Sydney**

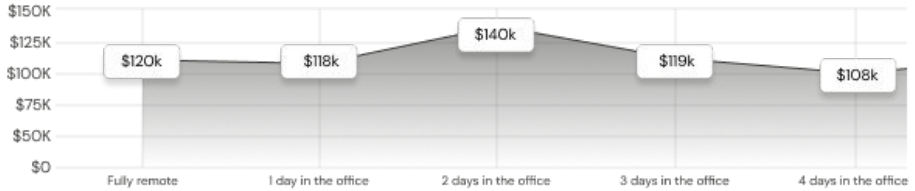
$165k plus 5% bonus

The highest earning Salesforce Business Analyst contractor is:

Lead Salesforce Business Analyst in **Sydney**

$1150 + GST

Average salary plotted against Salesforce Business Analyst's average number of days working in the office per week



Average salary plotted against the number of years Salesforce related work related experience



The most benefits earned at private sector end users are in the Banking, finance, insurance and wealth industry for Salesforce Business Analysts

Highest and lowest earning for employer types for Salesforce Business Analysts:

Mid level
Lowest: Government
Highest: Private sector end user: Health, Pharmaceuticals & Life Sciences and Retail & ECommerce

Senior:
Lowest: Salesforce Partner
Highest: Salesforce

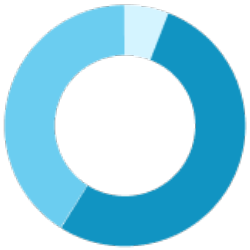
Lead:
Lowest: Not for profit
Highest: Private sector end user: Utilities and Energy

ANZ Salesforce Salary Results 2023

Salesforce Product Manager

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Gender split



53% Male

41% Female

6% Prefer not to say

Location



Australia 87%

New Zealand 13%

Seniority

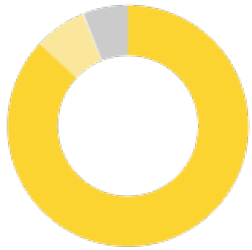


19% Lead

34% Mid level

47% Senior

Employment status



87% Permanent

6% Fixed term

7% Contract

Average Gender Salary



Female salary **$173k**
Average bonus **10%**



Male salary **$168k**
Average bonus **13%**

Average salary



$168k

Average daily rate AU $1150 per day

Average bonus 11%

Most common salary is

$150k



Average number of certifications

3

73% of Salesforce Product Owners



that we surveyed work for a Private sector end user organisation

How do Salesforce Product Owners typically identify?

Level	Experience	Salesforce Certs	Currently earning	Expectation for next role
Mid-level	6 years Experience	Holds 1 certs	AU $158k NZ $160k	AU $180k NZ $180k
Senior	7 years Experience	Holds certs	AU $170k	AU $185k
Lead	8 years Experience	Holds 3 certs	AU $207k	AU $215k

Salesforce Product Owner average salary



AU $165k Sydney

AU $170k Melbourne

AU $155k Brisbane

ANZ Salesforce Salary Results 2023

The lower end of the Salesforce Product Owner payscale is:

Senior Product Owner based in **Sydney**

$105k plus 5% bonus

The highest earning Salesforce Product Owner payscale is:

Lead Salesforce Product Owner based in **Melbourne**

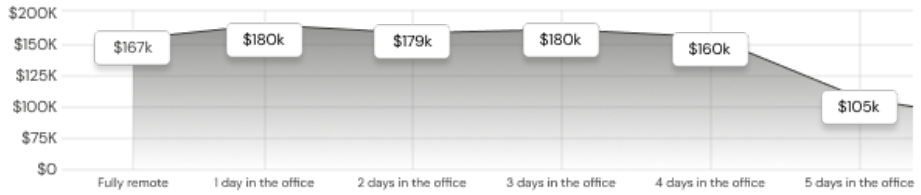
$250k plus 20% bonus

The highest earning Salesforce Product Owner contractor is:

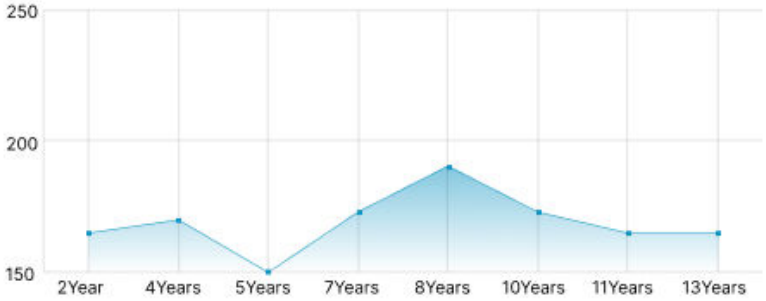
Senior Salesforce Product Owner based in **Auckland**

$1150 per day

Average salary plotted against Salesforce Business Analyst's average number of days working in the office per week



Average salary plotted against the number of years Salesforce related work related experience



The most benefits earned at private sector end users are in the software, technology and platforms industry for Salesforce Product Owners

Highest and lowest earning for employer types for Salesforce Product Owners:

Senior:

Lowest: Private sector end user: Construction

Highest: Salesforce Partner

Lead:

Lowest: Private sector end user: Software, technology and platforms

Highest: Salesforce



36% of Salesforce Product Owners

that we surveyed work 2 days a week from the office, which was the most common working pattern for this group

ANZ Salesforce Salary Results 2023

Salesforce Platform Manager

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Gender split



56% Male

44% Female

Location



Australia 89%

New Zealand 11%

Seniority

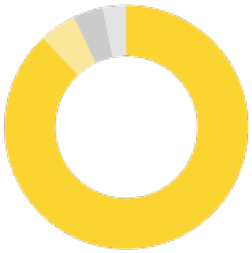


45% Lead

21% Mid level

34% Senior

Employment status



88% Permanent

4% Own business

5% Contract

3% In between roles

Average Gender Salary



Female salary **$140k**
Average bonus 8%

Male salary **$156k**
Average bonus 11%

Average salary



Australia
AU $146k
Expectation for next role is AU $160k

New Zealand
NZ $145k
Expectation for next role is NZ $160k

Average number of certifications

4

Most common salary is



$145k

How do Salesforce Platform Managers typically identify?

Level	Experience	Salesforce Certs	Currently earning	Expectation for next role
Mid-level	5 years Experience	Holds 2 certs	AU $140k	AU $146k
Senior	6 years Experience	Holds 4 certs	AU $153k NZ $145k	AU $158k NZ $160k
Lead	10 years Experience	Holds 6 certs	AU $160k NZ $200k	AU $173k NZ $240k

Salesforce Platform Manager average salary



AU $147k Sydney

AU $150k Melbourne

AU $135k Brisbane

AU $110k Canberra

AU $120k Hobart

ANZ Salesforce Salary Results 2023

The lower end of the Salesforce Platform Manager payscale is:

Mid-level Salesforce Platform Manager based in **Sydney**

AU $100k
plus 15% bonus

The highest earning Salesforce Platform Manager payscale is:

Senior Salesforce Platform Manager based in **Sydney**

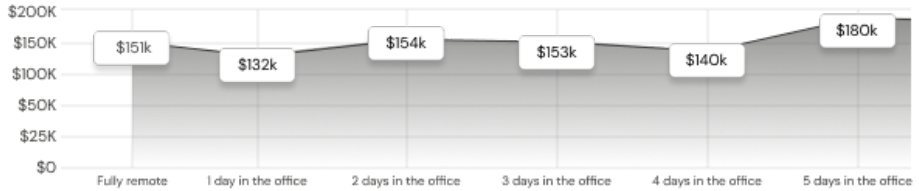
AU $200k
plus 11% bonus

The highest earning Salesforce Platform Manager contractor is:

Lead Salesforce Platform Manager in **Sydney**

$1000 + GST

Average salary plotted against Salesforce Platform Manager's average number of days working in the office per week



Average salary plotted against the number of years Salesforce related work related experience



The most benefits earned at private sector end users are in the Banking, finance, insurance and wealth industry for Salesforce Platform Managers

Highest and lowest earning for employer types for Salesforce Platform Managers:

Mid level
Lowest: Not for profit
Highest: Government

Senior:
Lowest: Government
Highest: Private sector end user: Health, Pharmaceuticals & Life Sciences and Retail & ECommerce

Lead:
Lowest: Not for profit
Highest: Private sector end user: Banking, finance, insurance and wealth

32%

of Salesforce Platform Managers that we surveyed work fully remotely, which was the most common working pattern for this group



68%

of Salesforce Platform Managers that we surveyed work for a Private sector end user organisation

ANZ Salesforce Salary Results 2023

Salesforce Developer

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Gender split



77% Male
2% Prefer not to say
21% Female

Location



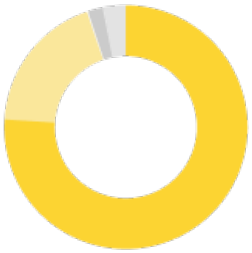
Australia 89%
New Zealand 11%

Seniority



36% Lead
21% Mid level
39% Senior
4% Junior

Employment status



76% Permanent
2% Fixed term contract
19% Daily rate contract
3% In between roles

Average Gender Salary



Female salary
$130k
Average bonus 8%
Average daily rate $1050 per day

Male salary
$142k
Average bonus 9%
Average daily rate $1050 per day

Average salary



Australia
AU $138k
Expectation for next role is $158k

New Zealand
NZ $143k
Expectation for next role is $153k

Most common salary is

$140k



What bonus are Developers earning on average?

4% Bonus Junior
5% Bonus Mid level
6% Bonus Senior
9% Bonus Lead

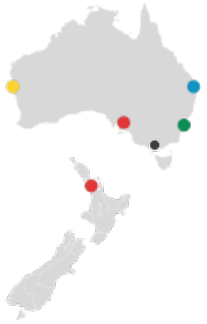
Average number of certifications

6

How do Salesforce Developers typically identify?

Level	Experience	Salesforce Certs	Currently earning	Expectation for next role
Junior	2 years Experience	Holds 3 certs	AU $105k NZ $96k	AU $113k NZ $105k
Mid-level	4 years Experience	Holds 4 certs	AU $124k NZ $140k	AU $144k NZ $140k
Senior	7 years Experience	Holds 6 certs	AU $135k NZ $128k	AU $152k NZ $150k
Lead	8 years Experience	Holds 8 certs	AU $190k NZ $143k	AU $220k NZ $153k

Salesforce Developer average salary



AU $140k Sydney
AU $134k Melbourne
AU $140k Brisbane
AU $153k Perth
AU $120k Adelaide
NZ $140k Auckland

ANZ Salesforce Salary Results 2023

The lower end of the Salesforce Developer payscale is

Junior Salesforce Developer based in **Sydney**

Less than $85k

The highest earning Salesforce Developer payscale is

Lead Salesforce Developer based in **Melbourne**

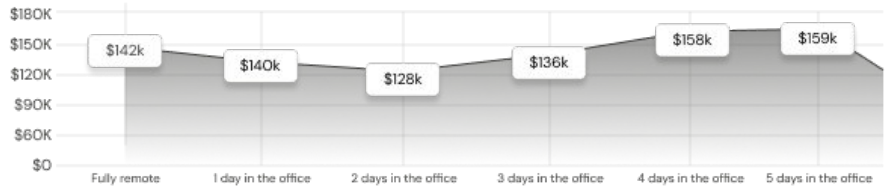
$190k plus 15% bonus

The highest earning Salesforce Developer contracting daily rate is

Senior Salesforce Developer based in **Sydney**

$1300 + GST

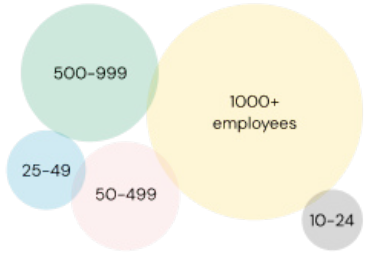
Average salary plotted against Salesforce Developer's average number of days working in the office per week



Average Salesforce Developer contract rates

NZ $1010 per day AU $1090 per day

Average number of certications and salaries for Salesforce Developers working for Salesforce Partners



$142k
10-24 employees
(7 Salesforce certifications)

$137k
25-49 employees
(7 Salesforce certifications)

$126k
1000+ employees
(7 Salesforce certifications)

$131k
500-999 employees
(7 Salesforce certifications)

$151k
50-499 employees
(7 Salesforce certifications)

Average salary plotted against the number of years Salesforce related work related experience



The most benefits earned at private sector end users are in the Banking, finance, insurance and wealth industry for Developers

Average salary for those with a programming/development background prior to working with Salesforce

$143k most commonly earning $140k

Average salary for those without a programming/development background prior to working with Salesforce

$131k most commonly earning $120k

Average salaries for Salesforce Developers with prior experience in other programmatic languages

The Salesforce Developers we surveyed who worked in a programming/development role in the Salesforce ecosystem prior to becoming a Developer are earning on average 8% more than those who didn't prior to working with Salesforce

$152k Java	$164k PHP	$147k Siebel	$135k Python
$133k Peoplesoft	$140k .net	$143k JavaScript	

Highest and lowest earning for employer types for Developers:

Junior
Lowest: Partner
Highest: Private sector end user: Fintech

Mid level
Lowest: Government
Highest: Private sector end user: Fintech

Senior:
Lowest: Salesforce Partner
Highest: Salesforce

Lead:
Lowest: Government
Highest: Private sector end user: Banking, finance, insurance and wealth

Highest daily rate for contractors:
Government

Salesforce Developers working at Salesforce Partners and specialising in Salesforce Clouds/products are earning on average 9% more than those who don't have a specialism

Salesforce Developers working at private sector end users specialising in Salesforce Clouds/products are often earning on average more than those who don't have a specialism

17% more Those with Field Service Lightning experience are earning on average

11% more Those with Marketing Cloud experience are earning on average

9% more Those with CPQ experience are earning on average

Salesforce Developers working in Government specialising in Salesforce Clouds/products are often earning on average more than those who don't have a specialism

7% more Those with Experience Cloud experience are earning on average

Salesforce Developers who specialise in Salesforce Industries are earning on average

14% more

* Data collected in June 2023

ANZ Salesforce Salary Results 2023

Salesforce Solution Architect

All remuneration figures are base salaries excluding Superannuation/Kiwi Save and are in AUD unless otherwise stated. For contract roles where + GST is stated, the candidate is working through a PTY LTD Company. Where there is no mention of + GST, the candidate is PAYG and the figure excludes Superannuation

Gender split



90% Male

10% Female

Location



Australia 89%

New Zealand 11%

Seniority



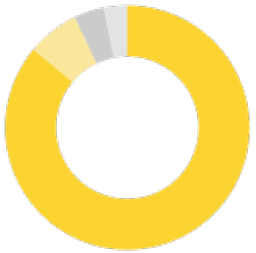
47% Lead

7% Mid level

43% Senior

3% Junior

Employment status



86% Permanent

4% Own business

7% Contract

3% In between roles

Average Gender Salary



Female salary **$175k**

Average bonus 10%

Average daily rate $1300 per day



Male salary **$194k**

Average bonus 10%

Average daily rate $1300 per day

Average salary



Australia **AU $188k**

Expectation for next role is AU $214k

New Zealand **NZ $200k**

Expectation for next role is NZ $230k

Most common salary is

$190k



Average number of certifications

11

On average, Salesforce Solution Architects working at large scale Salesforce Partners of **1000+ employees hold 15 Salesforce** certifications.

How do Salesforce Solution Architects typically identify?

Level	Experience	Salesforce Certs	Currently earning	Expectation for next role
Junior	4 years Experience	Holds 5 certs	AU $155k	AU $160k
Mid-level	6 years Experience	Holds 4 certs	AU $160k	AU $200k
Senior	9 years Experience	Holds 6 certs	AU $179k	AU $202k
Lead	10 years Experience	Holds 16 certs	AU $199k NZ $200k	AU $223k NZ $230k

Salesforce Solution Architect average salary



AU $191k Sydney

AU $183k Brisbane

AU $187k Melbourne

ANZ Salesforce Salary Results 2023

The lower end of the Solution Architect payscale is

Junior Solution Architect
Based in **Sydney**

$155k

The highest earning Solution Architect payscale is

Lead Solution Architect
Based in **Sydney**

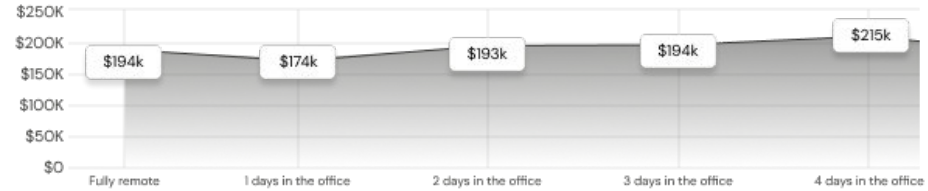
$240k plus 15% bonus

The highest earning Salesforce Solution Architect contractor is

Lead Salesforce Solution Architect in **Sydney**

$1600 + GST

Average salary plotted against Salesforce Solution Architect's average number of days working in the office per week



Does the size of the business have an impact on salary for those working at Salesforce Partners?



$193k
1000+ employees
(15 Salesforce certifications)

$176k
500-999 employees
(13 Salesforce certifications)

$180k
25-49 employees
(10 Salesforce certifications)

The average bonus reported by the Salesforce Solution Architects that we surveyed is

10%

Average salary plotted against the number of years Salesforce related work related experience



The most benefits earned at private sector end users are in the Banking, finance, insurance and wealth industry for Salesforce Solution Architect

The highest and lowest salaries on average for Solution Architects based on the type of employer are:

Mid level
Lowest: Private sector end user: FMCG, consumer goods and services
Highest: Salesforce Partner

Senior:
Lowest: Private sector end user: Industrial and Manufacturing
Highest: Salesforce

Lead:
Lowest: Salesforce Partner
Highest: Private sector end user: Education

Solution Architects working at private sector end users in the Utilities and energy industry are securing the highest number of employee benefits according to our data

The Salesforce Solution Architects surveyed are earning very similarly regardless of whether they have worked in a programming/development role in the Salesforce ecosystem prior to becoming an Architect:

Average salary for those with a programming/ development background prior to working with Salesforce

$189k

Average salary for those without a programming/ development background prior to working with Salesforce

$188k

The average daily rate earned by Salesforce Solution Architects that we surveyed is

$1250 per day

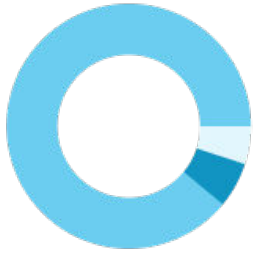
* Data collected in June 2023 | www.talent-hub.com.au

ANZ Salesforce Salary Results 2023

Salesforce Technical Architect

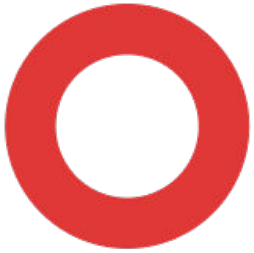
All remuneration figures are base salaries excluding Superannuation/Kiwi Save and are in AUD unless otherwise stated. For contract roles where + GST is stated, the candidate is working through a PTY LTD Company. Where there is no mention of + GST, the candidate is PAYG and the figure excludes Superannuation

Gender split



89% Male
5% Prefer not to say
6% Female

Location



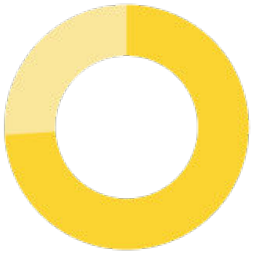
Australia
100%

Seniority



39% Lead
9% Mid level
52% Senior

Employment status



74% Permanent
26% Contract

Average Gender Salary



Female salary
$185k
Average bonus
3%

Male salary
$195k
Average bonus
11%

Average salary



Australia
AU $192k
Average daily rate
AU $1238 per day

Average bonus
10% bonus

Most common salary is

$195k



Average number of certifications

16

56%

of Salesforce Technical Architects that we surveyed work fully remotely, which was the most common working pattern for this group



How does the average Salesforce Technical Architect identify?

Level	Experience	Salesforce Certs	Currently earning	Expectation for next role
Mid-level	9 years Experience	Holds 7 certs	AU $185k	AU $190k
Senior	10 years Experience	Holds 17 certs	AU $190k	AU $196k
Lead	11 years Experience	Holds 16 certs	AU $195k	AU $208k

Technical Architect average salary



AU $192k Sydney
AU $185k Perth
AU $183k Melbourne
AU $185k Gold Coast
AU $185k Brisbane

ANZ Salesforce Salary Results 2023

The lower end of the Salesforce Technical Architect payscale is:

Senior Salesforce Technical Architect based in **Melbourne**

$170k

The highest earning Salesforce Technical Architect payscale is:

Senior Salesforce Technical Architect based in **Sydney**

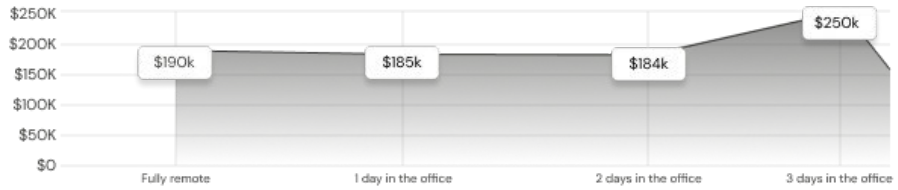
$250k plus 15% bonus

The highest earning Salesforce Technical Architect contracting daily rate is:

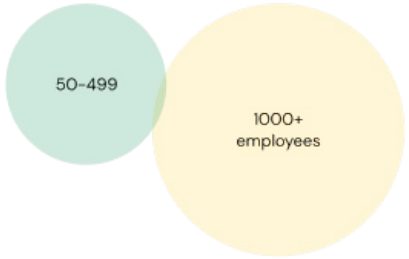
Senior Salesforce Technical Architect based in **Sydney**

$1500 per day

Average salary plotted against Salesforce Technical Architect's average number of days working in the office per week



Does the size of the business have an impact on salary for those working at Salesforce Partners?



$181k
1000+ employees
(17 Salesforce certifications)

$210k
50-499 employees
(16 Salesforce certifications)

Average salary plotted against the number of years Salesforce related work related experience



The most benefits earned at private sector end users are in the Fintech industry for Salesforce Technical Architects

Highest and lowest earning for employer types for Salesforce Technical Architects:

Senior:
Lowest: Salesforce Partner
Highest: Salesforce

Lead:
Lowest: Salesforce Partner
Highest: Private sector end user: Fintech

of Salesforce Technical Architects that we surveyed work for a Salesforce Partner

78%

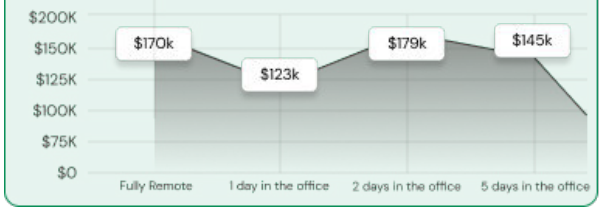
Fintech is the highest paying private sector industry reported by the Salesforce Technical Architects surveyed

ANZ Salesforce Salary Results 2023

Other Salesforce Professionals

All remuneration figures are base salaries excluding Superannuation/Kiwi Save and are in AUD unless otherwise stated. For contract roles where + GST is stated, the candidate is working through a PTY LTD Company. Where there is no mention of + GST, the candidate is PAYG and the figure excludes Superannuation

Average salary plotted against Mulesoft professionals' average number of days working in the office per week



The most common salary for Mulesoft Technical Architects is

$185k

Mulesoft Technical Architect average salary

AU $185k

Mulesoft Developer average salary

AU $150k
expectation for next role $165k

NZ $145k
expectation for next role $155k

Salary based on seniority

Senior 5 years

AU $165k
expectation for next role $180k

NZ $160k
expectation for next role $175k

Mulesoft Technical Lead

Average salary
AU $157k
plus 3% bonus
expectation for next role $175k

Average salary in
AU $158k
Sydney
AU $155k
Melbourne

Salary based on seniority

Mid 4 years
AU $145k
expectation for next role $170k

Senior 6 years
AU $156k
expectation for next role $175k

Lead 9 years
AU $163k
expectation for next role $178k

Salesforce Marketing Cloud Administrator

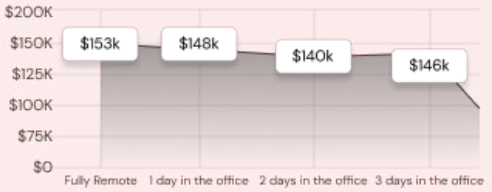
Average salary
AU $130k
expectation for next role $155k

Salary based on seniority

Mid
AU $130k
expectation for next role $145k

Senior
AU $140k
expectation for next role $170k

Average salary plotted against Marketing Cloud professionals average number of days working in the office per week



Salesforce Marketing Cloud Developer

Average salary

AU $135k
plus 15% bonus
expectation for next role $145k

NZ $130k
expectation for next role $150k

Salary based on seniority

Junior
AU $113k
expectation for next role $130k

Senior
AU $135k
expectation for next role $ 150k

Lead
AU $165k
NZ $140k
expectation for next role $175k

Salesforce Marketing Cloud Consultant

Average salary
AU $135k

Salary based on seniority

Senior
AU $150k

Mid
AU $130k

ANZ Salesforce Salary Results 2023

Salesforce Marketing Cloud Technical Architect average salary

AU$175k
plus 8% bonus
$1350 per day
expectation for next role $179k

NZ $160k
160k expectation for next role $190k

Salary based on seniority

Mid **AU $143k**
expectation for next role $158k

Senior **AU $170k**
expectation for next role $185k

Lead **AU $180k**
expectation for next role $194k

Average salary in

AU $168k
Sydney

AU $170k
Melbourne



Salesforce Marketing Cloud Campaign Manager

Average salary
AU $130k
plus 4% bonus
expectation for next role $133k

Average salary in

AU $130k
Sydney

AU $140k
Melbourne



Salary based on seniority

Mid
AU $100k
expectation for next role $110k

Senior
AU $130k
expectation for next role $155k

Lead
AU $140k
expectation for next role $165k

Salesforce Marketing Cloud Solution Architect

Average salary

AU$163k
plus 10% bonus
expectation for next role $183k

NZ $190k
plus 10% bonus
expectation for next role $250k

Average salary in

AU $160k Sydney

AU $150k Melbourne

Salary based on seniority

Mid
AU $135k
expectation for next role $170k

Senior
AU $190k
expectation for next role $200k

Lead
NZ $190k
expectation for next role $250k

Salesforce Marketing Cloud Platform Manager/ Product Owner

Average salary
AU $153k
expectation for next role $175k

Salary based on seniority

Mid
AU $140k
expectation for next role $173k

Senior
AU $148k
expectation for next role $175k

Lead
AU $155k
expectation for next role $180k

Average salary in

AU $152k
Sydney

AU $143k
Melbourne



Presales Architect

Average salary

AU $203k
Bonus 18%,
expectation for next role $230k

NZ $210k

Salary based on seniority

Lead
AU $230k
expectation for next role AU $240k

NZ $215k

Average salary in

AU $210k
Sydney

AU $195k
Melbourne

Program Architect

Average salary

AU $205
plus 18% bonus
expectation for next role $210k

NZ $180k

Salary based on seniority

Senior
AU $200k
expectation for next role $220k

NZ $190k
expectation for next role $210k

Lead
AU $230k

NZ $215k

Commerce Cloud Technical Architect average salary

$210k



Certified Techncial Architect

Average salary

AU $258k
bonus 15%,
expectation for next role $281k

Enterprise Architect

Average salary

AU $220k
plus 18% bonus
expectation for next role $240k

NZ $255k
expectation for next role $255k

Salary based on seniority

Lead
AU $230k
expectation for next role $240k

NZ $215k
expectation for next role $250k

* Data collected in June 2023 | www.talent-hub.com.au

ANZ Salesforce Salary Results 2023

DevOps Manager

Salary based on seniority

Average salary

AU $175k

10% bonus expectation for next role $200k

Senior

AU $160k

expectation for next role $175k

Lead

AU $180k

expectation for next role $200k

Project Manager

67% of Project Managers are working in contract daily rate roles, typically earning between

AU $1000-$1300 per day

The employer type most commonly offering stock/equity options are Private sector end users in the Fintech industry

The employer type most commonly offering a company vehicle are Private sector end users in the Health, pharmaceutical and life science industry

The employer type most commonly offering paid relocation and visa services are Salesforce Partners 1000+ employees

Trends seen across the Salesforce ecosystem as a whole

What percentage of Salesforce professionals working in permanent roles are currently receiving the following benefits from their employer?

- **71%** Flexible working
- **29%** Extended leave
- **16%** Retail discounts
- **11%** Life insurance, critical illness and disability cover
- **51%** Parental leave
- **28%** Mobile phone
- **15%** Health, wellness and fitness membership
- **10%** Travel allowance
- **41%** Employee Assistance Program
- **22%** Salary packaging
- **14%** Stock/equity options
- **9%** Paid relocation and visa services
- **31%** Personal development
- **17%** Health insurance
- **12%** Additional Superannuation
- **3%** Provided meals

The employer type most commonly offering health benefits like dental insurance and fertility support are Salesforce

Most Salesforce professionals hold 2

How many days are Salesforce professionals currently based in the office?

