talent hub

ANZ Salesforce Salary Results 2024

* Data collected in July 2024 | www.talent-hub.com.au

A message from our Director

As we release the second edition of our ANZ Salesforce Salary Survey, I want to extend my gratitude for your continued interest and participation. Last year's survey exceeded our expectations, reinforcing the significance of these insights, specific to our region. Our mission remains the same: to provide the ANZ Salesforce community with accurate and contextual salary data that empowers informed decisions.

This year, we have built upon our previous efforts to enhance the reliability and relevance of our findings:

Tailored Surveys: We've further refined our survey into distinct categories, ensuring that each question is bespoke to the unique experiences of our participants. This allows us to capture the intricate dynamics of salaries across various Salesforce skill sets.

Focused Participation: Once again, we exclusively invited ANZ-based Salesforce professionals to share their insights. This targeted approach ensures that our data accurately reflects the local landscape.

While we strive for comprehensive data, we acknowledge that gaps may still exist. In areas where responses were insufficient, we chose not to present data we couldn't confidently validate, as our commitment is to meaningful and accurate representation.

This survey is rooted in data—not opinion. Even when the findings reveal disparities, such as the gender-related pay gaps, we believe it's crucial to face these realities.

We intentionally sought precise salary figures rather than ranges, allowing us to understand the current earnings and future expectations of respondents. By categorising individuals based on their self-identified levels—Entry-level, Junior, Mid-level, Senior, and Lead—we capture a more nuanced view of the salary landscape than traditional methods.

What I feel sets this survey apart from many of the other salary guides you will find in the market, is our commitment to acknowledging the diverse factors influencing compensation, moving beyond simplistic categorisations based on years of experience or job titles, and delving into other factors which make up a salary package, such as benefits and location.

We hope you find this year's insights as enlightening as last year's. Your feedback is invaluable, and we welcome any thoughts you may have as we continue to refine our approach.

Thank you for being part of this journey and I hope you enjoy reading through.



Ben Duncombe

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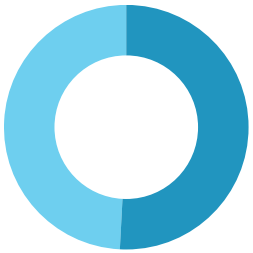
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ANZ Salesforce Salary Results 2024

Salesforce Administrator

All remuneration figures are base salaries excluding Superannuation/ Kiwi Save and are in AUD unless otherwise stated

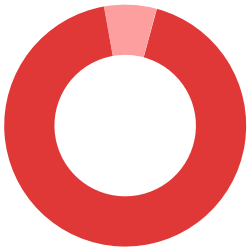
Gender split



51% Male

49% Female

Location



Australia 93%

New Zealand 7%

Seniority



11% Lead

38% Mid level

46% Senior

5% Junior

Employment status

88% Permanent

5% Fixed term

5% In between roles

2% Own business

Average Gender Salary



Female salary
AU $116k
NZ $120k
Average bonus
2%



Male salary
AU $122k
Average bonus
2%

Average salary

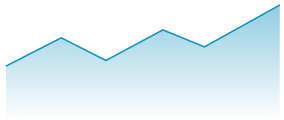


Australia
AU $119k
Expectation for next role AU $128k

New Zealand
NZ $120k
Expectation for next role NZ $126k

Most common salary is

$126k



What bonus are Salesforce Administrators earning?

2% Bonus Mid level

2% Bonus Senior

2% Bonus Lead

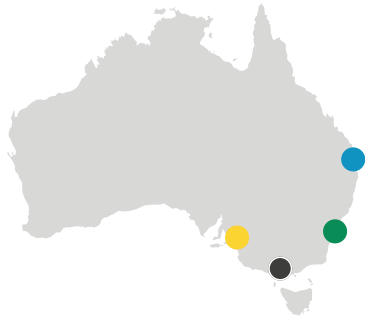
Average number of certifications

3

How do Salesforce Administrators typically identify?

Level	Experience	Salesforce Certs	Currently earning	Expectation for next role
Junior	0-3 years Experience	Holds 1 certs	AU $97k	AU $117k
Mid-level	5 years Experience	Holds 3 certs	AU $115k NZ $100k	AU $123k NZ $110k
Senior	6 years Experience	Holds 3 certs	AU $130k NZ $130k	AU $140k NZ $133k
Lead	10 years Experience	Holds 3 certs	AU $141k NZ $130k	AU $161k NZ $130k

Salesforce Administrator average salary



AU $125k Sydney

AU $115k Adelaide

AU $120k Melbourne

AU $121k Brisbane

ANZ Salesforce Salary Results 2024

The lower end of the Salesforce Administrator payscale is:

Junior Salesforce Administrator based in **Melbourne**

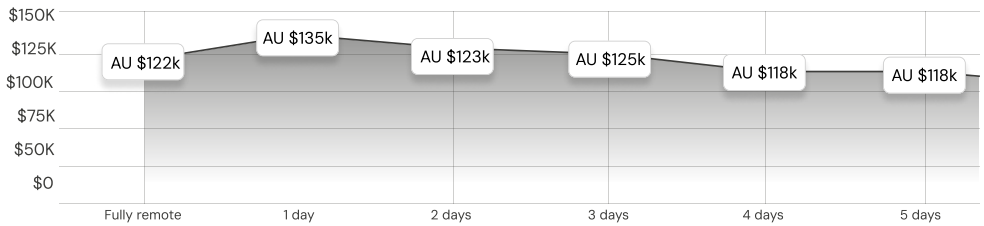
AU $85k

The highest earning Salesforce Administrator payscale is:

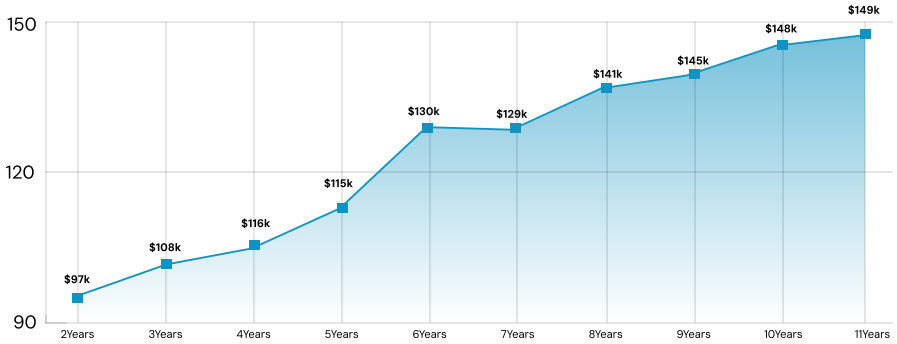
Senior Salesforce Administrator based in **Sydney**

AU $160k plus 5% bonus

Average salary plotted against Salesforce Administrator'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 Administrators

Highest and lowest earning for employer types for Salesforce Administrators:

Junior

Lowest: Private sector end user: Travel

Highest: Private sector end user:Banking, Finance, Insurance and Wealth

Mid level

Lowest: Not for profit

Highest: Private sector end user: Software, Technology and Platforms

Senior:

Lowest: Not for profit

Highest: Salesforce Partner

Lead:

Lowest: Private sector end user: Hospitality

Highest: Private sector end user: Construction

The Salesforce Administrators surveyed who have a background in I.T prior to becoming a Administrator are earning on average 5% more than those who don't

Average earnings of those with an I.T background:

AU $123k most commonly earning **AU $120k**

Average earnings of those without an I.T background:

AU $117k most commonly earning **AU $120k**

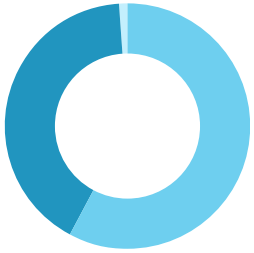
Salesforce Administrators working for Salesforce Partners larger than 500 employees on average hold 7 Salesforce certifications or more

ANZ Salesforce Salary Results 2024

Salesforce Functional Consultant

All remuneration figures are base salaries excluding Superannuation/ Kiwi Save and are in AUD unless otherwise stated

Gender split

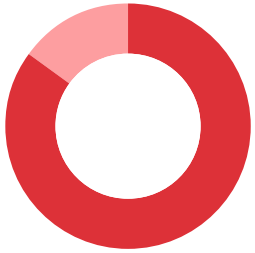


58% Male

41% Female

1% Prefer not to say

Location



Australia 85%

New Zealand 15%

Seniority



22% Lead

28% Mid level

45% Senior

5% Junior

Employment status

84% Permanent

8% Contract

2% Fixed Term

2% Own business

4% In between roles

Average Gender Salary



Female salary
AU $137k
NZ $126k
Average bonus
2%

Male salary
AU $134k
NZ $127k
Average bonus
3%

Average salary



Australia
AU $135k
Expectation for next role $151k

New Zealand
NZ $126k
Expectation for next role $146k

Average number of certifications

6

Most common salary is

$150k



35%

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

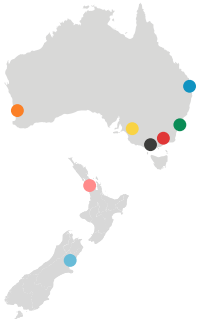
37%

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	Bonus	Currently earning	Expectation for next role
Junior	0-3 years Experien....	Holds 5 certs	1%	AU $105k	AU $124k
Mid-level	4 years Experience	Holds 5 certs	1%	AU $120k NZ $99k	AU $129k NZ $119k
Senior	5 years Experience	Holds 6 certs	2%	AU $143k NZ $133k	AU $150k NZ $153k
Lead	7 years Experience	Holds 8 certs	7%	AU $157k NZ $152k	AU $175k NZ $172k

Salesforce Functional Consultant average salary



AU $140k Sydney

AU $135k Adelaide

AU $139k Melbourne

AU $115k Hobart

AU $128k Brisbane

AU $123k Perth

NZ $126k Auckland

NZ $118k Wellington

ANZ Salesforce Salary Results 2024

The lower end of the Salesforce Functional Consultant payscale is:

Junior Salesforce Functional Consultant based in **Sydney**

AU $80k

Average daily contracting rate

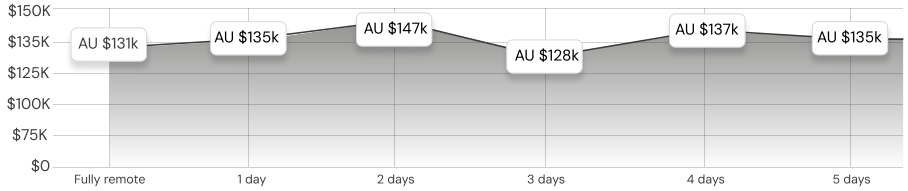
AU $1000
per day including Superannuation/ plus GST

The highest earning Salesforce Functional Consultant payscale is:

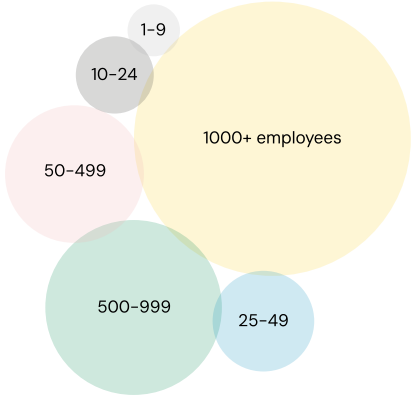
Lead Salesforce Functional Consultant based in **Sydney**

AU $215k

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)

AU $128k
10-24 employees
(6 Salesforce certifications)

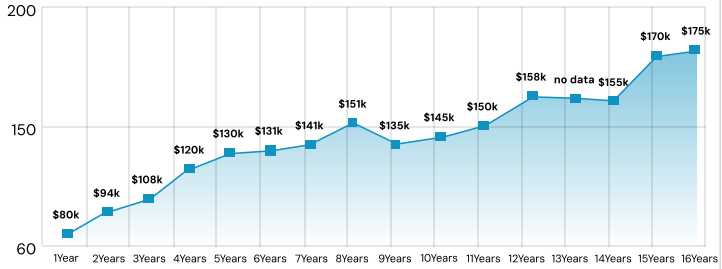
AU $147k
25-49 employees
(6 Salesforce certifications)

AU $120k
1000+ employees
(6 Salesforce certifications)

AU $115k
500-999 employees
(5 Salesforce certifications)

AU $138k
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

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

Junior:	**Lowest: Not for profit**	**Highest: Salesforce Partner**
Mid level	**Lowest: ISV**	**Highest: Salesforce Partner**
Senior:	**Lowest: Private sector end user: Retail and Ecommerce**	**Highest: Salesforce Partner**
Lead:	**Lowest: Not for profit**	**Highest: Salesforce Partner**

Salesforce Functional Consultants specialising in Salesforce Clouds/products are often earning on average 7% more than those who don't have a specialism

Average earnings of those with an I.T background:

AU $139k

most commonly earning **AU $170k**

Average earnings of those without an I.T background:

AU $132k

most commonly earning **AU $150k**

Those with Field Service experience are earning on average

9% more

Those with CPQ experience are earning on average

7% more

Those with Commerce Cloud experience are earning on average

4% more

Those with Tableau CRM experience are earning on average

8% more

Those with Tableau experience are earning on average

12% more

Those with FinancialForce experience are earning on average

7% more

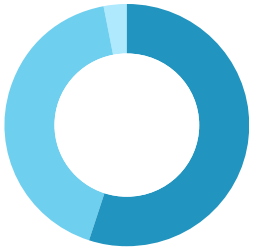
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ANZ Salesforce Salary Results 2024

Salesforce Business Analyst

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Gender split

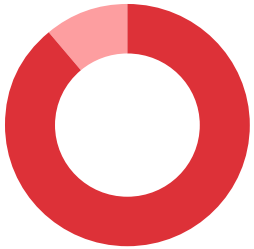


55% Male

42% Female

3% Prefer not to say

Location



Australia **89%**

New Zealand **11%**

Seniority



13% Lead

55% Mid level

29% Senior

3% Junior

Employment status

73% Permanent

3% Fixed term

16% Contract

8% In between roles

Average Gender Salary

Female salary
AU $136k
NZ $123k
Average bonus
3%

Male salary
AU $126k
NZ $120k
Average bonus
5%

Average salary



Australia
AU $130k
Expectation for next role AU $148k

New Zealand
NZ $122k
Expectation for next role NZ $133k

33% of Salesforce Business Analysts that we surveyed work 2 days a week from the office, which was the most common working pattern for this group

61% of Salesforce Business Analysts that we surveyed work for a Private sector end user organisation

Average number of certifications

3

Most common salary is

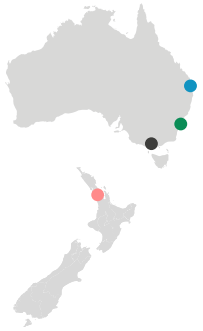


$120k

How do Salesforce Business Analysts typically identify?

Level	Experience	Salesforce Certs	Currently earning	Min for next role
Junior	0-3 years Experience	Holds 1 certs	AU $110k	AU $120k
Mid-level	5 years Experience	Holds 2 certs	AU $122k NZ $123k	AU $138k NZ $124k
Senior	6 years Experience	Holds 4 certs	AU $130k	AU $138k
Lead	8 years Experience	Holds 6 certs	AU $165k NZ $120k	AU $183k NZ $150k

Business Analyst average salary



AU $138k
Sydney

AU $120k
Melbourne

AU $135k
Brisbane

AU $122k
Aukland

ANZ Salesforce Salary Results 2024

The lower end of the Salesforce Business Analyst payscale is:

Mid level Salesforce Business Analyst based in **Sydney**

AUK$80k
plus less than 5% bonus

The highest earning Salesforce Business Analyst payscale is:

Lead Salesforce Business Analyst based in **Melbourne**

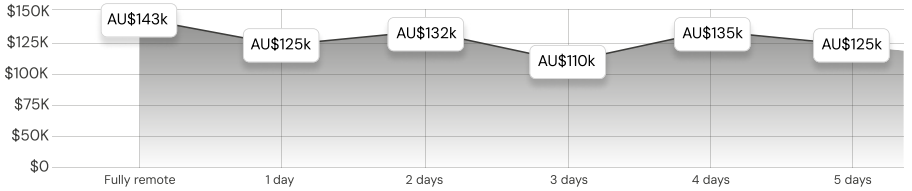
AU $190k
plus 5% bonus

The highest earning Salesforce Business Analyst contractor is:

Senior Salesforce Business Analyst based in **Sydney**

$1200
per day including Superannuation/ plus 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: Salesforce Partner
Highest: Private sector end user: Fintech

Senior:
Lowest: Private sector end user: Retirement
Highest: Private sector end user: Banking, finance, insurance and wealth

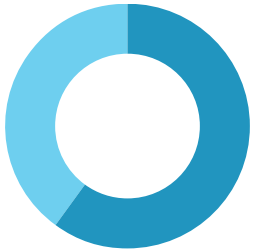
Lead:
Lowest: Private sector end user: Construction
Highest: Salesforce Partner

ANZ Salesforce Salary Results 2024

Salesforce Product Owner

All remuneration figures are base salaries excluding Superannuation/ Kiwi Save and are in AUD unless otherwise stated

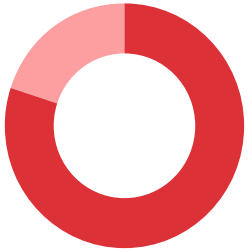
Gender split



60% Male

40% Female

Location



Australia 80%

New Zealand 20%

Seniority



30% Lead

35% Mid level

35% Senior

Employment status

85% Permanent

5% Fixed term

5% Contract

5% In between roles

Average Gender Salary

Female salary
AU $148k
NZ $138k
Average bonus
1%

Male salary
AU $155k
NZ $125k
Average bonus
10%

Average salary



AU $152k
NZ $133k

Expectation for next role AU $171k
Expectation for next role NZ $155k

Average bonus 6%
AU $1,058 per day per day including Superannuation/plus GST

Most common salary is

$152k



Average number of certifications

3

65% of Salesforce Product Owners

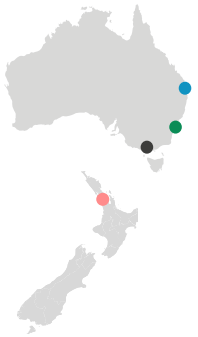


that we surveyed work for a Private sector end user organisation

How do Salesforce Product Owners typically identify?

Level	Experience	Salesforce Certs	Bonus	Currently earning	Expectation for next role
Mid-level	6 years Experience	Holds 1 certs	6%	AU $139k NZ $115k	AU $153k NZ $145k
Senior	7 years Experience	Holds 2 certs	3%	AU $144k NZ $170k	AU $166k NZ $175k
Lead	8 years Experience	Holds 6 certs	9%	AU $176k	AU $194k

Product Owner average salary



AU $157k Sydney

AU $150k Melbourne

AU $155k Brisbane

AU $133k Aukland

ANZ Salesforce Salary Results 2024

The lower end of the Salesforce Product Owner payscale is:

Senior Salesforce Product Owner based in **Auckland**

NZ $105k plus 5% bonus

The highest earning Salesforce Product Owner payscale is:

Lead Salesforce Product Owner based in **Melbourne**

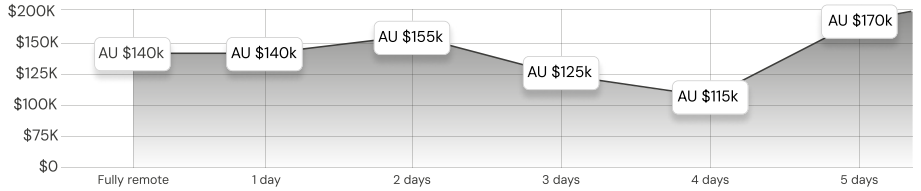
$235k plus 5% bonus

The highest earning Salesforce Product Owner contractor is:

Senior Salesforce Product Owner based in **Auckland**

$1150+ per day including Superannuation/ plus GST

Average salary plotted against Salesforce Product Owner 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: Privater sector end user: Waste management

Highest: Salesforce

Lead:

Lowest: Privater sector end user: Industrial and manufacturing

Highest: Private sector end user: Human resources and recruitment

Mid Level

Lowest: Privater sector end user: Construction

Highest: Private sector end user: Aviation and transportation



42% of Salesforce Product Owners

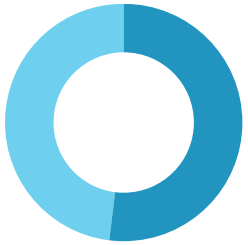
that we surveyed work 2 days a week from the office, which was the most common working pattern for this group

ANZ Salesforce Salary Results 2024

Salesforce Platform Manager

All remuneration figures are base salaries excluding Superannuation/ Kiwi Save and are in AUD unless otherwise stated

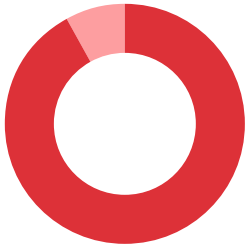
Gender split



52% Male

48% Female

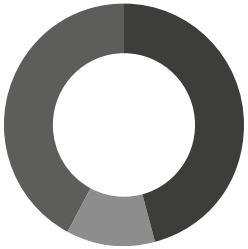
Location



Australia 92%

New Zealand 8%

Seniority



46% Lead

12% Mid level

42% Senior

Employment status

79% Permanent

13% Fixed term contract

8% Contract

Average Gender Salary



Female salary
AU $144k
NZ $105k
Average bonus
2%

Male salary
AU $156k
NZ $160k
Average bonus
6%

Average salary



Australia
AU $150k
Expectation for next role AU $167k
Average bonus 3%

New Zealand
NZ $160k
Expectation for next role NZ $183k
Average bonus 10%

Average number of certifications

5

Most common salary is

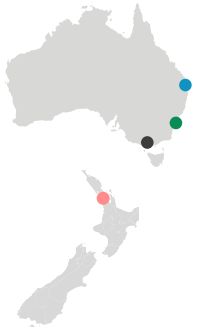


$150k

How do Salesforce Platform Managers typically identify?

Level	Experience	Salesforce Certs	Bonus	Currently earning	Expectation for next role
Mid-level	5 years Experience	Holds 2 certs	3%	AU $139k NZ $105k	AU $154k NZ $115k
Senior	6 years Experience	Holds 4 certs	4%	AU $142k	AU $163k
Lead	9 years Experience	Holds 6 certs	3%	AU $162k NZ $215k	AU $179k NZ $250k

Salesforce Platform Manager average salary



AU $141k Sydney

AU $163k Melbourne

AU $155k Brisbane

NZ $160k Aukland

ANZ Salesforce Salary Results 2024

The lower end of the Salesforce Platform Manager payscale is:

Senior Salesforce Platform Manager based in **Regional NSW**

AU $105k
plus 10% bonus

The highest earning Salesforce Platform Manager payscale is:

Senior Salesforce Platform Manager based in **Auckland**

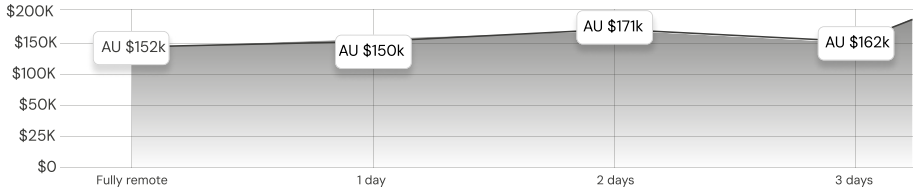
NZ $215k
plus 20% bonus

The highest earning Salesforce Platform Manager contractor is:

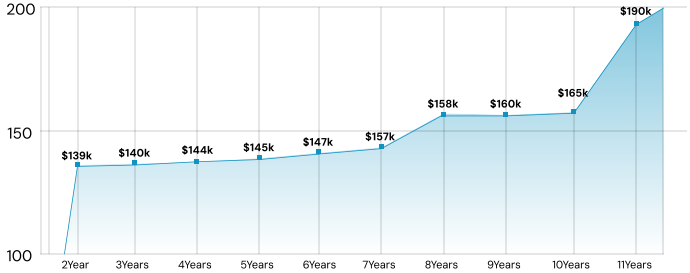
Senior Salesforce Platform Manager based in **Melbourne**

$1000 per day including Superannuation /plus 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: Private sector end user: Education

Highest: Government

Senior:

Lowest: Private sector end user: Education

Highest: Private sector end user: Advertising

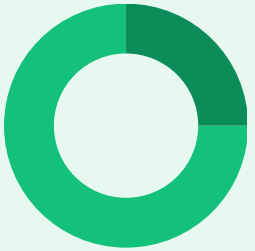
Lead:

Highest: Private sector end user: Utilities and energy

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

25%

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



75%

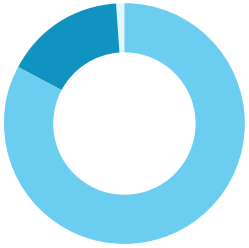
of Salesforce Platform Managers that we surveyed work for a Private sector end user organisation

ANZ Salesforce Salary Results 2024

Salesforce Developer

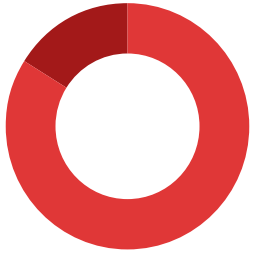
All remuneration figures are base salaries excluding Superannuation/ Kiwi Save and are in AUD unless otherwise stated

Gender split



83% Male
1% Prefer not to say
16% Female

Location



Australia 84%
New Zealand 16%

Seniority



17% Lead
31% Mid level
52% Senior

Employment status

63% Permanent
6% Fixed term contract
28% Daily rate contract
3% In between roles

Average Gender Salary

Female salary
AU $134k
NZ $135k
Average bonus **4%**
Average daily rate **$1075 per day including Superannuation/plus GST50 per day**

Male salary
AU $136k
NZ $138k
Average bonus **3%**
Average daily rate **$1100 per day including Superannuation /plus GST**

Average bonus 3%



Australia
AU $135k
Expectation for next role AU $153k

New Zealand
NZ$138k
Expectation for next role NZ $152k
AU $1,100 per day including Superannuation/plus GST

Most common salary is

$135k



What bonus are Developers earning on average?

1% Bonus Mid level
4% Bonus Senior
7% Bonus Lead

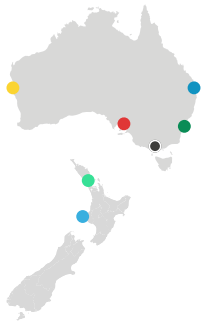
Average number of certifications

6

How do Salesforce Developers typically identify?

Level	Experience	Salesforce Certs	Currently earning	Expectation for next role
Mid-level	4 years Experience	Holds 5 certs	AU $120k NZ $113k	AU $145k NZ $142k
Senior	6 years Experience	Holds 6 certs	AU $146k NZ $126k	AU $159k NZ $145k
Lead	8 years Experience	Holds 8 certs	AU $160k NZ $180k	AU $175k NZ $200k

Salesforce Developer average salary



AU $139k Sydney
AU $133k Melbourne
AU $139k Brisbane
AU $135k Perth
AU $110k Adelaide
NZ $125k Auckland
NZ $130k Wellington

ANZ Salesforce Salary Results 2024

The lower end of the Salesforce Developer payscale is

Mid level Salesforce Developer based in **Sydney**

AU $85k

The highest earning Salesforce Developer payscale is

Lead Salesforce Developer based in **Brisbane**

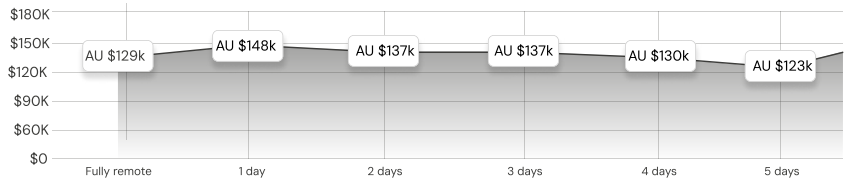
AU $200k

The highest earning Salesforce Developer contracting daily rate is

Lead Salesforce Developer based in **Sydney**

AU $1,350 per day including Superannuation/ plus GST

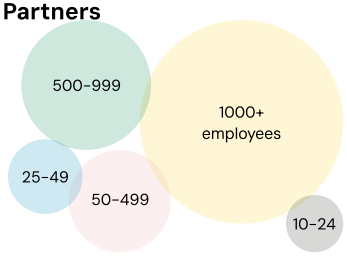
Average salary plotted against Salesforce Developer's average number of days working in the office per week



Average Salesforce Developer contract rates

NZ $1000 per day **AU $1100** per day

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



AU $115k
10-24 employees
(4 Salesforce certifications)

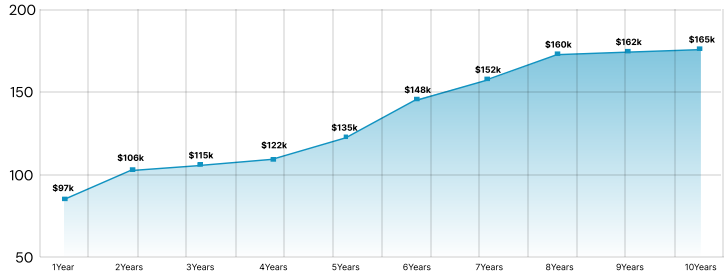
AU $120k
25-49 employees
(5 Salesforce certifications)

AU $117k
1000+ employees
(6 Salesforce certifications)

AU $146k
500-999 employees
(6 Salesforce certifications)

AU $120k
50-499 employees
(8 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

AU $141k most commonly earning **AU $140k**

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

AU $123k most commonly earning **AU $115k**

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

AU $144k Java	**AU $165k** C++	**AU $135k** Mainframe
AU $140k Python	**AU $155k** Lotus Notes	**AU $140k** .net
AU $140k Sharepoint	.NET	**AU $150k** JavaScript

Highest and lowest earning for employer types for Salesforce Developers:

Mid Level:	**Lowest: Salesforce Partner**	**Highest: Private sector end user: Banking, finance, insurance and wealth**
Senior:	**Lowest: Salesforce Partner**	**Highest: Government**
Lead	**Lowest: Salesforce Partner**	**Highest: Government**

Salesforce Developers working at Salesforce Partners and specialising in Salesforce Clouds/ products are earning on average **5%** 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

23% more Those with Field Service Lightning experience are earning on average

3% more Those with Marketing Cloud experience are earning on average

7% 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

5% more Those with Experience Cloud experience are earning on average

Salesforce Developers who specialise in Salesforce Industries are earning on average

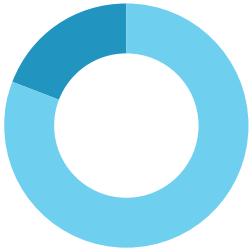
9% more

ANZ Salesforce Salary Results 2024

Salesforce Solution Architect

All remuneration figures are base salaries excluding Superannuation/ Kiwi Save and are in AUD unless otherwise stated

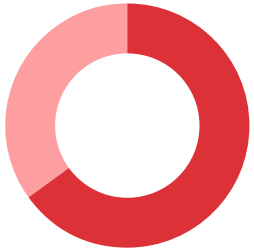
Gender split



81% Male

19% Female

Location



Australia 65%

New Zealand 35%

Seniority



56% Lead

11% Mid level

28% Senior

5% Junior

Employment status

83% Permanent

2% Own business

15% Contract

Average Gender Salary

Female salary
AU $181k
NZ $178k
Average bonus **4%**
Average daily rate **AU $1220 per day including Superannuation/ plus GST**

Male salary
AU $185k
NZ $161k
Average bonus **4%**
Average daily rate **AU $1225 per day including Superannuation/ plus GST**

Average salary



Australia
AU $184k
Expectation for next role is AU $214k

New Zealand
NZ $169k
AU $1200 per day including Superannuation/plus GST 4% Bonus

Most common salary is

$200k



Average number of certifications

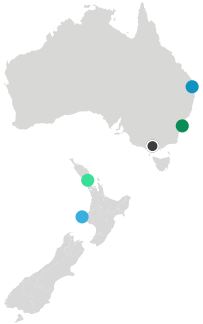
11

On average, Salesforce Solution Architects working at large scale Salesforce Partners of **1000+ employees hold 17 Salesforce** certifications.

How do Salesforce Solution Architects typically identify?

Level	Experience	Salesforce Certs	Currently earning	Expectation for next role
Junior	6 years Experience	Holds 11 certs	AU $160k NZ $180k	AU $170k
Mid-level	6 years Experience	Holds 15 certs	AU $174k NZ $168k	AU $198k NZ $200k
Senior	9 years Experience	Holds 9 certs	AU $179k NZ $155k	AU $203k NZ $180k
Lead	12 years Experience	Holds 11 certs	AU $200k NZ $177k	AU $230k NZ $217k

Salesforce Solution Architect average salary



AU $183k Sydney

AU $169k Brisbane

AU $180k Melbourne

NZ $145k Wellington

NZ $173k Auckland

ANZ Salesforce Salary Results 2024

The lower end of the Solution Architect payscale is

Lead Salesforce Solution Architect based in **Melbourne**

AU $140k
plus 10% bonus

The highest earning Solution Architect payscale is

Lead Salesforce Solution Architect based in **Sydney**

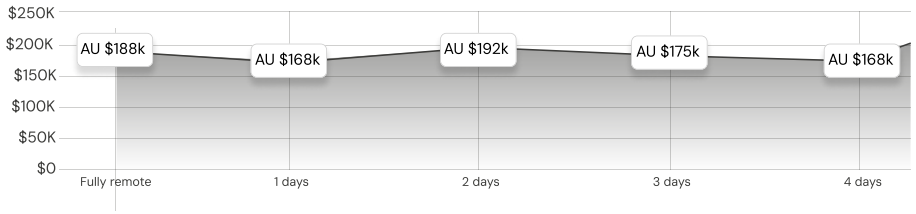
AU $260k
plus 10% bonus

The highest earning Salesforce Solution Architect contractor is

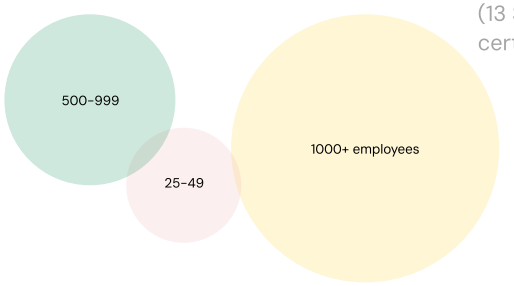
Lead Salesforce Solution Architect based in **Brisbane**

AU $1500
per day including Superannuation /plus 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?



AU $190k
10-24 employees
(13 Salesforce certifications)

AU $185k
1000+ employees
(17 Salesforce certifications)

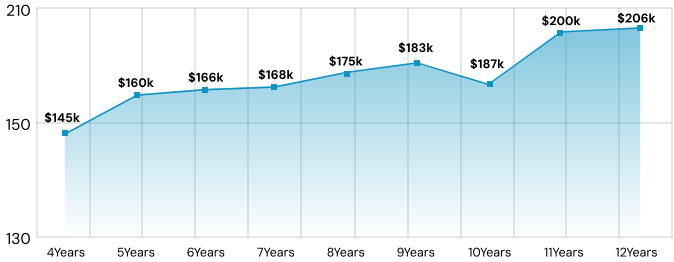
AU $178k
50-499 employees
(17 Salesforce certifications)

AU $188k
25-49 employees
(3 Salesforce certifications)

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

4%

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: Salesforce Partner — **Highest: Salesforce**

Senior:
Lowest: Private sector end user: Agriculture — **Highest: Salesforce Partner**

Lead:
Lowest: Salesforce Partner — **Highest: Salesforce**

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

AU $180k

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

AU $188k

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

AU $1250 per day
including Superannuation/plus GST

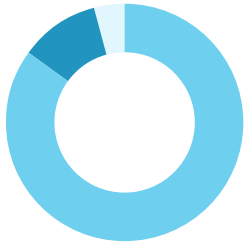
* Data collected in July 2024 | www.talent-hub.com.au

ANZ Salesforce Salary Results 2024

Salesforce Technical Architect

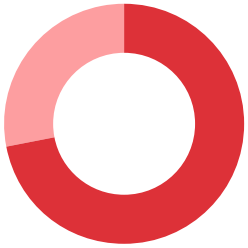
All remuneration figures are base salaries excluding Superannuation/ Kiwi Save and are in AUD unless otherwise stated

Gender split



85% Male
4% Prefer to self-identify
11% Female

Location



72% Australia
28% New Zealand

Seniority



53% Lead
4% Mid level
43% Senior

Employment status

75% Permanent
25% Contract

Average Gender Salary

Female salary
AU $193k
Average bonus
8%

Male salary
AU $187k
NZ $238k
Average bonus
8%

Average salary



New Zealand
NZ $200k

Australia
AU $200k
Average bonus
7% bonus

Most common salary is

$195k

Average number of certifications

11

35%

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

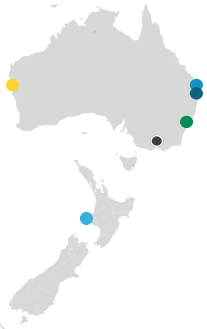
How does the average Salesforce Technical Architect identify?

Level	Experience	Salesforce Certs	Currently earning	Expectation for next role
Mid-level	7 years Experience	Holds 13 certs	AU $150k	AU $180k
Senior	9 years Experience	Holds 17 certs	AU $185k NZ $220k	AU $210k NZ $250k
Lead	11 years Experience	Holds 15 certs	AU $220k NZ $248k	AU $230k

Average daily contract rate

AU $1250
per day including Superannuation/ plus GST

Technical Architect average salary



AU $197k Sydney
AU $185k Brisbane
AU $189k Melbourne
AU $185k Perth
AU $185k Gold Coast
AU $155k Adelaide
NZ $200k Wellington

ANZ Salesforce Salary Results 2024

The lower end of the Salesforce Technical Architect payscale is:

Mid level Salesforce Technical Architect based in **Canberra**

AU $120k

The highest earning Salesforce Technical Architect payscale is:

Mid level Salesforce Technical Architect based in **Sydney**

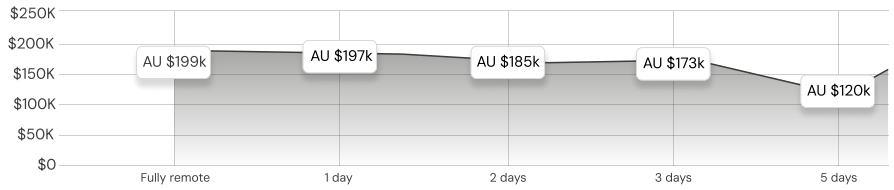
AU $240k
plus 10% bonus

The highest earning Salesforce Technical Architect contracting daily rate is:

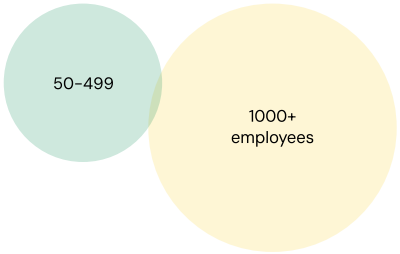
Lead Salesforce Technical Architect based in **Melbourne**

AU $1500
per day including Superannuation/ plus GST

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?



AU $189k
1000+ employees
(15 Salesforce certifications)

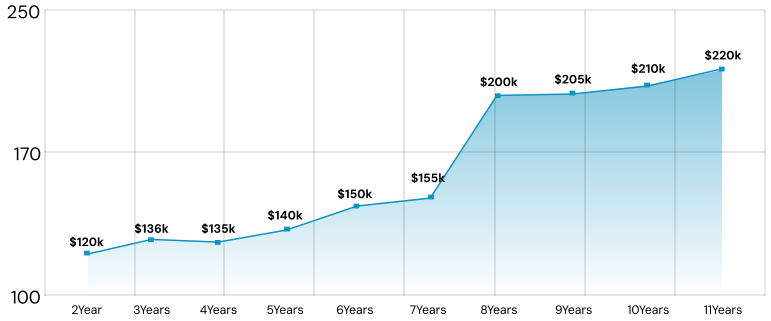
AU $200k
50-499 employees
(19 Salesforce certifications)

AU $155k
10-24 employees
(7 Salesforce certifications)

NZ $220k
500-999 employees
(17 Salesforce certifications)

AU $195k
25-49 employees
(15 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: Salesforce

53%

of Salesforce Technical Architects work for a Salesforce Partner, from all of those who were surveyed

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

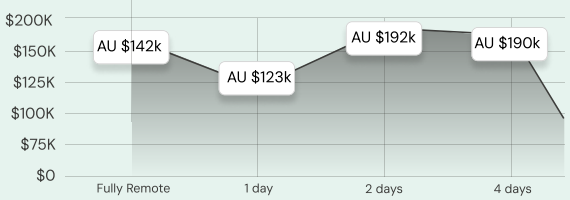
* Data collected in July 2024 | www.talent-hub.com.au

ANZ Salesforce Salary Results 2024

Other Salesforce Professionals

All remuneration figures are base salaries excluding Superannuation/ Kiwi Save and are in AUD unless otherwise stated

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

$200k

Mulesoft Technical Architect average salary

AU $198k
Expectation for next role $200k

Senior
AU $207k
Expectation for next role $210k

Mulesoft Developer average salary

AU $138k
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

Junior
AU $85k
expectation for next role $175k

Mulesoft Technical Lead

Average salary
AU $185k
plus 3% bonus
Expectation for next role $192k

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 $180k
expectation for next role $185k

Lead 9 years
AU $190k
expectation for next role $195k

Salesforce Marketing Cloud Administrator /Specialist

Average salary
AU $125k
expectation for next role $130k

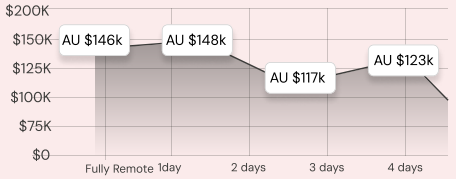
Salary based on seniority

Mid
AU $105k
expectation for next role $145k

Senior
AU $130k
expectation for next role $170k

Lead
AU $160k
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 $140k

NZ $130k
expectation for next role $150k

Salary based on seniority

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

Mid
AU $113k
expectation for next role $125k

Senior
AU $133k
expectation for next role $135k

Lead
AU $160k
NZ $140k
expectation for next role $173k

Salesforce Marketing Cloud Consultant

Average salary
AU $135k
Expectation for next role $137k

Salary based on seniority

Junior
AU $85k

Lead
AU $135k
expectation for next role $138k

Senior
AU $140k
expectation for next role $145k

Mid
AU $123k
expectation for next role $130k

Salesforce Marketing Cloud Account Engagement Consultant (Pardot)

AU $110k
Expectation for next role $135k

ANZ Salesforce Salary Results 2024

Salesforce Marketing Cloud Technical Architect average salary

$190k
plus 8% bonus
$1350 including Superannuation/plus GST
Expectation for next role $195k

Salary based on seniority

Mid **AU $135k**
Expectation for next role $143k

Senior **AU $185k**
Expectation for next role $200k

Lead **AU $190k**
Expectation for next role $200k

Average salary in

AU $185k Sydney
AU $158k Melbourne
AU $165k Perth



Salesforce Marketing Cloud Campaign Manager

Average salary
AU $135k
Expectation for next role $145k

NZ $150k
Expectation for next role $180k



Average salary in
AU $135k Sydney

Salary based on seniority
Senior
AU $135k
Expectation for next role $163k

Salesforce Marketing Cloud Solution Architect

Average salary

AU$174k
plus 10% bonus
Expectation for next role $180k

NZ $133k
plus 10% bonus
Expectation for next role $250k

Average salary in
AU $180k Sydney
AU $160k Melbourne

Salary based on seniority

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

Senior
AU $174k
Expectation for next role $180k

Lead
AU $180k
Expectation for next role $187k

Salesforce Marketing Cloud Platform Manager/Product Owner

Average salary
AU $160k
Expectation for next role $168k

Salary based on seniority

Mid
AU $125k
expectation for next role $173k

Senior
AU $150k
expectation for next role $175k

Lead
AU $170k
expectation for next role $180k

Average salary in
AU $138k Sydney
AU $140k Melbourne



Presales Architect

Average salary
AU $200k
Bonus 18%,
Expectation for next role $215k

Salary based on seniority

Lead
AU $200k
Expectation for next role $215k

Average salary in
AU $210k Sydney
AU $195k Melbourne

Program Architect

Average salary
AU $233k
plus 18% bonus
Expectation for next role $240k

Salary based on seniority

Lead
AU $245k
Expectation for next role $250k

Senior
AU $230k
Expectation for next role $235k

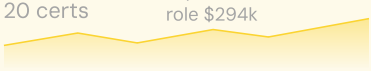
Commerce Cloud Technical Architect average salary

Senior
AU $165k
Expectation for next role $178k plus 15% bonus

Lead
AU $182k
Expectation for next role $215k plus 15% bonus

Certified Techncial Architect Average salary

AU $259k
bonus 17%,
20 certs
Expectation for next role $294k



Enterprise Architect

Average salary
AU $209k
plus 18% bonus
Expectation for next role $236k

Salary based on seniority

Lead
AU $209k
Expectation for next role $236k

Project Manager

AU $162k
Expectation for next role $170k

AU $1,100 per day including Superannuation/plus GST

Salesforce Delivery Manager

AU $180k
Expectation for next role $190k

Salesforce Program Manager

AU $173k
Expectation for next role $180k

ANZ Salesforce Salary Results 2024

DevOps Manager

Salary based on seniority

Average salary

AU $188k

10% bonus

Expectation for next role $190k

Senior

AU $185k

Expectation for next role $188k

Lead

AU $190k

Expectation for next role $200k

DevOps Engineer

Average salary

AU $166k

Expectation for next role $173k

Senior

AU $158k

Expectation for next role $165k

Lead

AU $173k

Expectation for next role $180k

DevOps Architect

Average salary

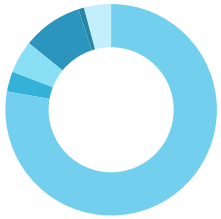
AU $190k

Expectation for next role $194k

Trends seen across the Salesforce ecosystem as a whole

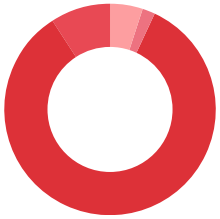
Current employment types and trends'

Current employment status



- 78% Permanent
- 3% Fixed term contract
- 5% Daily rate contract PAYG
- 9% Daily rate contract PTY LTD
- 1% Own business
- 4% In between roles

Preference for next employment - Currently daily rate contract PTY/LTD



- 5% Permanent
- 2% Daily rate contract PAYG
- 84% Daily rate contract PTY LTD
- 9% Own business

Preference for next employment - Currently fixed term contract



- 52% Permanent
- 14% Fixed term contract
- 19% Daily rate contract PAYG
- 10% Daily rate contract PTY LTD
- 5% Own business

Preference for next employment -Currently Permanent

- 77% Permanent
- 2% Fixed term contract
- 8% Daily rate contract PAYG
- 9% Daily rate contract PTY LTD
- 4% Own business

Preference for next employment - Currently daily rate contract PAYG



- 15% Permanent
- 70% Daily rate contract PAYG
- 15% Daily rate contract PTY LTD

ANZ Salesforce Salary Results 2024

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

On average Salesforce professionals as a whole, hold 7 Salesforce certifications

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

- **74%** Flexible working
- **56%** Parental leave
- **48%** Employee Assistance Program
- **37%** Personal development
- **31%** Mobile phone
- **29%** Extended leave
- **20%** Health insurance
- **20%** Salary packaging
- **20%** Health, wellness and fitness membership
- **19%** Retail Discounts
- **17%** Additional Superannuation
- **16%** Stock/equity options
- **14%** Life insurance, critical illness and disability cover
- **11%** Travel allowance
- **6%** Paid relocation and visa services
- **6%** Provided meals
- **5%** Dental insurance
- **4%** Fertility support
- **2%** Childcare subsidies and support
- **1%** Company vehicle

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

Most Salesforce professionals hold 5

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

