Salesforce Quarterly Report: ANZ Q2 2025

Q2 Summary

"Our stats show us that job volumes were up in Q2 compared to Q2 2024, slightly down in Australia from Q1 2025, but up a decent amount in New Zealand"



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Overview

Q2 was a story of two halves, with a lot of promise and some solid results at the start of the quarter, which then faded a bit as we approached June 30th. There are still a lot of frustrated candidates in the market who are feeling that the market is a little bit flat, and we definitely found ourselves feeling the same way at times, especially towards the end of the quarter when hearing from some companies that their budgets going into the new financial year weren't what they were hoping for.

The busiest pocket of the market in Q2 was again for Salesforce Developers with OmniStudio experience, often citizen requirements into government departments and Salesforce partners servicing government departments. We have seen projects rumbling on in Canberra, Victoria, and also some new ones starting in South Australia in the government space.

Our stats show us that job volumes were up in Q2 compared to Q2 2024, slightly down in Australia from Q1 2025, but up a decent amount in New Zealand. We don't have the exact breakdown of these figures, but still feel the numbers are being propped up by government departments, whether that's them hiring directly or partners hiring for government projects. We did again, unfortunately, see some redundancies through the quarter in consulting and a handful of industries such as property technology and banking. Although some Salesforce partners were making redundancies in the quarter, there was some more positive news from others with at least two acquisitions being made of Australian Salesforce partners with Mav3rik and Skie both being acquired. Congrats to the teams there.

Talking of acquisitions, news broke midway through the quarter that Salesforce had signed an agreement to acquire Informatica, although since the news broke, we haven't heard too much more, and

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so it'll be a case of watching this space to see what they have planned.

Agentforce was the most common word we heard in Q2, but not necessarily from hiring managers. We had the odd hiring manager inquiring about skill sets available in this space, but more and more Salesforce partners were doing proof of concepts for their clients, and a lot of companies were looking at their options, possibilities, and looking to understand if the technology is ready for what they need.

Through the quarter, we saw a number of contractors converting and taking on permanent roles, looking to gain a bit more stability in the choppy market, especially if they've been out of contracts for a while. The Salesforce Developer market is definitely the most buoyant for contracts, with more and more favouring contract roles over permanent positions. Time to hire was one of the biggest frustrations for both ourselves and many candidates that we were working with.

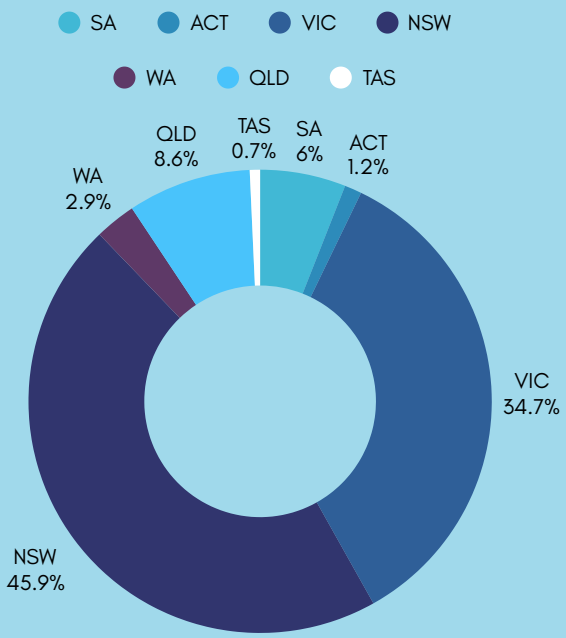
We saw several companies losing out on great talent just because they couldn't move through their internal recruitment processes quickly enough. This will continue to be a challenge for many companies as top talent still doesn't stay on the market for very long. As we closed out the financial year, we did have a spike of conversations with customers who were looking for advice on job titles, responsibilities, pay bands, et cetera, for roles that they were starting to shape up, including several conversations with clients who are planning on onboarding Salesforce contractors soon.

In this market, it's never guaranteed until everything is signed off, and even then it's not guaranteed. But there were some positive signs that there could be some good activity to kick off the new financial year. Let's hope the new financial year starts well for everyone, and you know where we are if you need any Salesforce recruitment or career support!

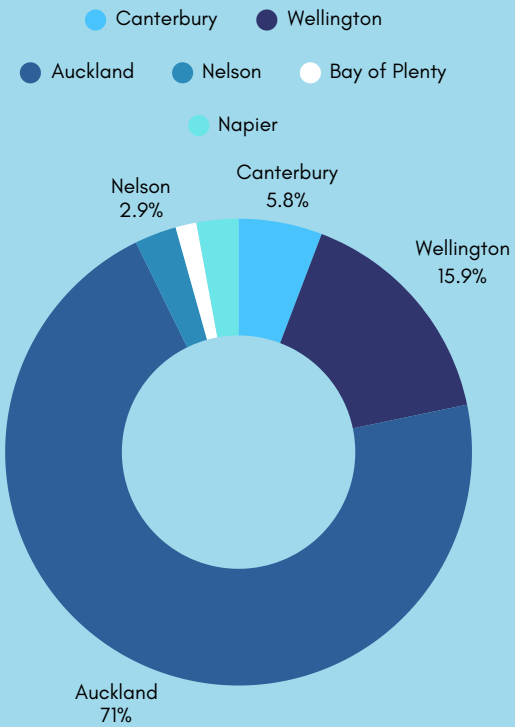
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Quick Facts: Salesforce Quarterly Report Q2 2025

Hires per state Australia



Hires per state New Zealand



Number of people who have changed jobs in ANZ Q2

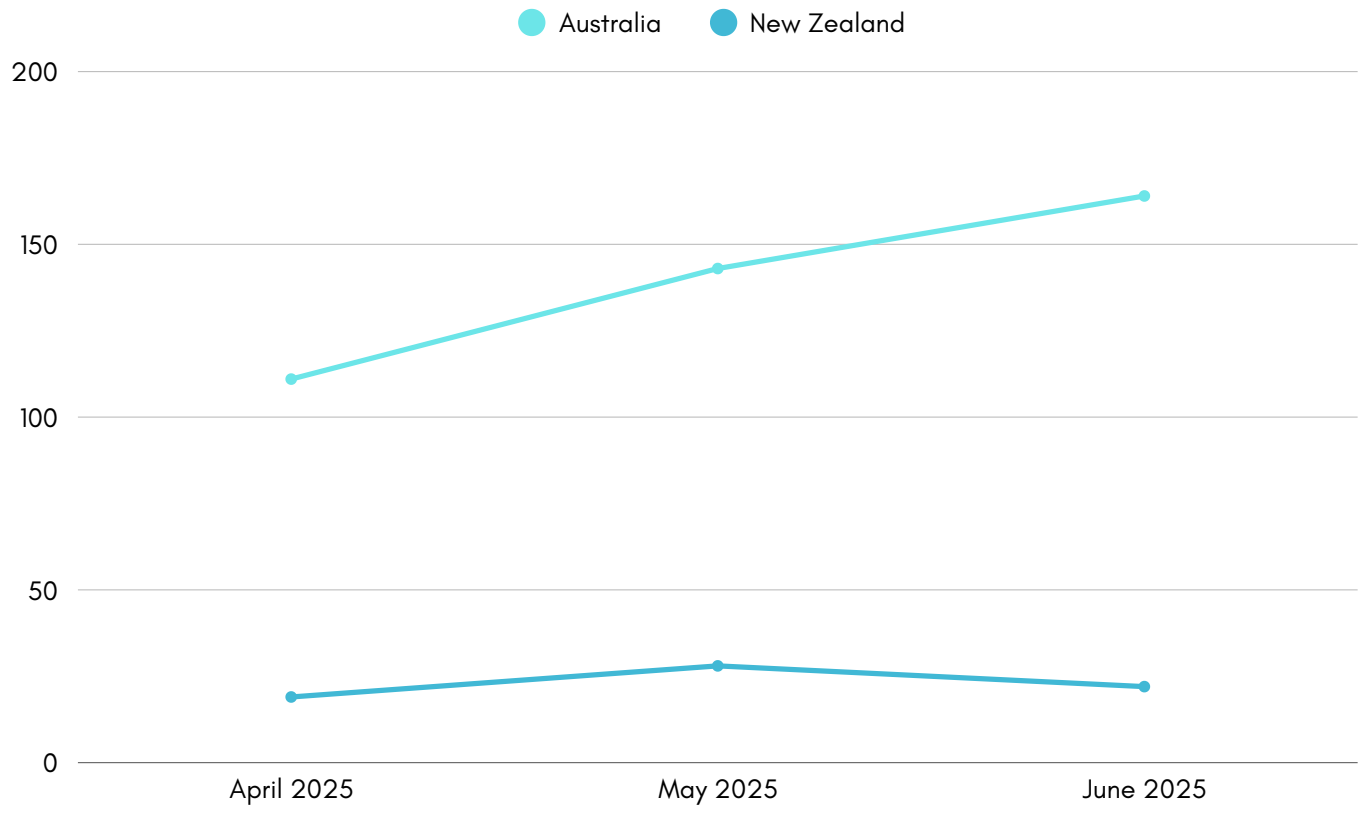
Country	Total	State	Number of people
Australia	418	VIC	145
		NSW	192
		QLD	36
		SA	25
		ACT	5
		WA	12
		TAS	3
New Zealand	69	Nelson	2
		Auckland	49
		Wellington	11
		Canterbury	4
		Napier	2
		Bay of Plenty	1

Quick Facts: Salesforce Quarterly Report Q2 2025

Number of people who have changed jobs in ANZ

Country	Q2 2024	Q3 2024	Q4 2024	Q1 2025	Q2 2025	% Change
Australia	401	396	96	380	418	+10%
New Zealand	65	65	17	51	69	+35%

Number of people who have changed jobs in ANZ on a monthly basis

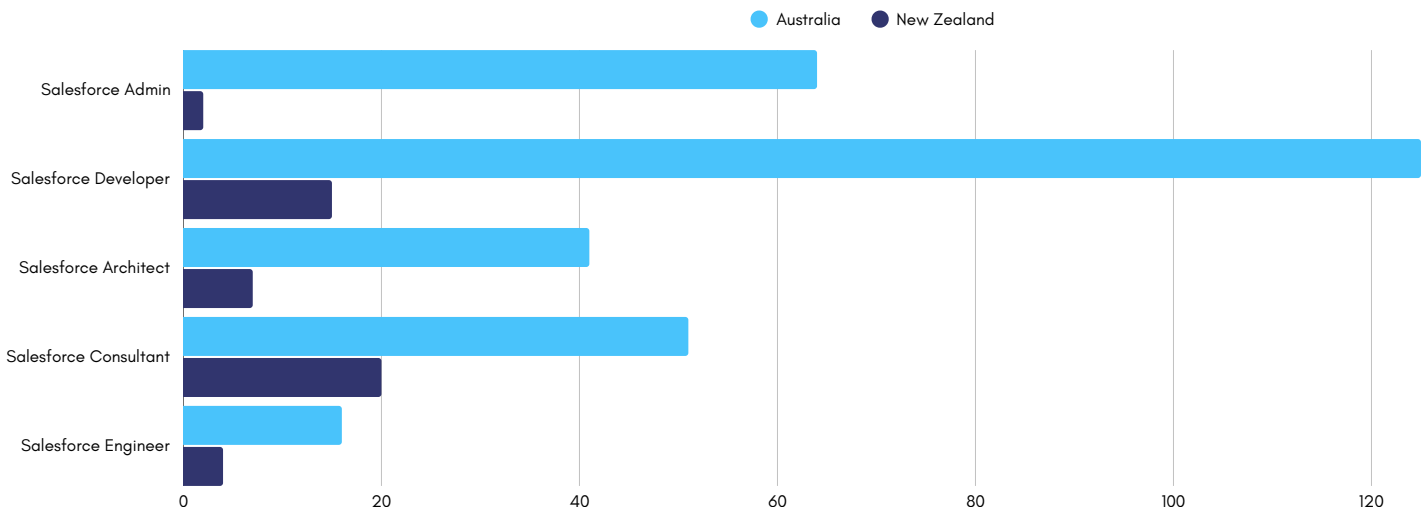


Data source: LinkedIn *Numbers quoted are based on new roles updated within LinkedIn profiles by Salesforce professionals*

ROVER *Numbers quoted are based on roles advertised which are specific to the Salesforce market*

Quick Facts: Salesforce Quarterly Report Q2 2025

Job titles in demand (largest number of new roles taken according to job title)



Active job board vacancies for Salesforce roles for the last 6 quarters

Country	Q1 2024	Q2 2024	Q3 2024	Q4 2024	Q1 2025	Q2 2025	This quarter vs last quarter
Australia	965	1,078	746	1,015	1,492	1,343	-10%
New Zealand	76	82	96	118	142	222	+56%

To discuss this data or the current Salesforce market in relation to your own circumstances, feel free to reach out to Ben Duncombe at ben.duncombe@talent-hub.com.au or 0405 838965

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Active job board vacancies for Salesforce roles comparative quarter 2024 vs 2025

Country	No. of Salesforce job vacancies advertised Q2 2024	No. of Salesforce job vacancies advertised Q2 2025	Difference this year
Australia	1,078	1,343	+25%
New Zealand	82	222	+171%

Active job board vacancies for Salesforce roles comparison whole year 2024 vs Q1-2 2025

Country	No. of Salesforce vacancies advertised FY 2024	No. of Salesforce vacancies advertised Q1-2 2025	Rolling progress
Australia	3,804	2,835	+49% ahead
New Zealand	372	364	+96% ahead

For a deep dive into these numbers, tune into our upcoming Talent Hub Talk podcast episode

YouTube Google Podcasts Spotify Apple Podcasts

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