talent hub

ANZ Salesforce Salary Results 2025

* Data collected in July-August 2025 | www.talent-hub.com.au

A message from our Director

As we release the third edition of our ANZ Salesforce Salary Survey, I'd like to extend a warm thank you for your continued interest and participation. Last year's survey exceeded our expectations and reinforced the importance of insights tailored specifically to our region. Our mission remains unchanged: to provide the ANZ Salesforce community with accurate, contextual salary data that helps inform confident decision-making.

This year, we've built on our previous efforts to further enhance the reliability and relevance of our findings:

Tailored Surveys: We've refined our survey into distinct categories, ensuring each question reflects the unique experiences of participants. This helps us capture the nuances of salaries across a wide range of Salesforce skill sets.

Focused Participation: Once again, we invited only ANZ-based Salesforce professionals to contribute. This focused approach ensures our data genuinely reflects the local landscape.

While we aim to be as comprehensive as possible, we acknowledge there may still be gaps. In areas where we didn't receive enough responses, we chose not to include data we couldn't confidently validate. Our priority is always meaningful, accurate representation.

This survey is grounded in data—not opinion. Even when the results highlight disparities, including gender-related pay gaps, we believe it's important to acknowledge and understand them.

We also requested exact salary figures rather than ranges, allowing us to better understand both current earnings and future expectations. And by allowing respondents to self-identify their level—Entry-level, Junior, Mid-level, Senior, or Lead—we capture a more nuanced view than traditional approaches.

What we feel differentiates this survey from many others in the market is our commitment to recognising the diverse factors that influence compensation. Instead of relying solely on years of experience or job titles, we look more broadly at elements like benefits and location to better reflect the reality of salary packages.

We hope you find this year's insights just as valuable as last year's. Your feedback is hugely appreciated, and we welcome any thoughts as we continue to refine our approach.

Thank you for being part of this journey—and we hope you enjoy reading through the survey.



Ben Duncombe

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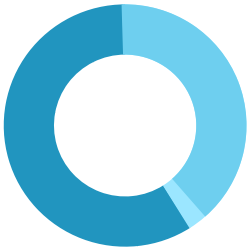
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ANZ Salesforce Salary Results 2025

Salesforce Administrator

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

Gender split



59% Male

39% Female

2% Prefer not to say

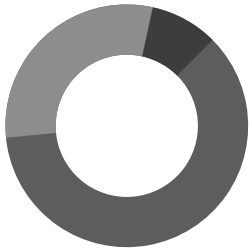
Location



Australia 98%

New Zealand 2%

Seniority

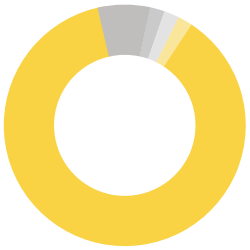


9% Lead

61% Senior

30% Mid level

Employment status



88% Permanent

2% Fixed term

7% Daily rate

2% In between roles

1% Own business

Average Gender Salary

Female salary
AU $124k
NZ $110k
Average bonus
4%

Male salary
AU $134k
Average bonus
2%

Prefer not to say
AU $110k

Average salary



Australia
AU $130k
Expectation for next role AU $143k

New Zealand
NZ $110k
Expectation for next role NZ $126k

Most common salary is

$135k



What bonus are Salesforce Administrators earning?

2% Bonus Mid level

3% Bonus Senior

5% Bonus Lead

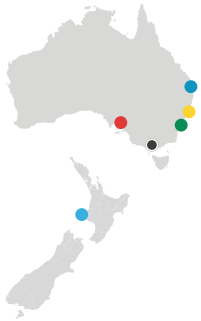
Average number of certifications

4

How do Salesforce Administrators typically identify?

Level	Experience	Salesforce Certs	Currently earning	Expectation for next role
Mid-level	5 years Experience	Holds 4 certs	AU $114k NZ $110k	AU $124k
Senior	7 years Experience	Holds 4 certs	AU $132k	AU $150k
Lead	8 years Experience	Holds 3 certs	AU $138k	AU $150k

Salesforce Developer average salary



AU $131k Sydney

AU $115k Adelaide

AU $125k Central Coast

AU $128k Melbourne

AU $135k Brisbane

NZ $110k Wellington

ANZ Salesforce Salary Results 2025

The lower end of the Salesforce Administrator payscale is:

Mid level Salesforce Administrator based in **Brisbane**



AU $85k

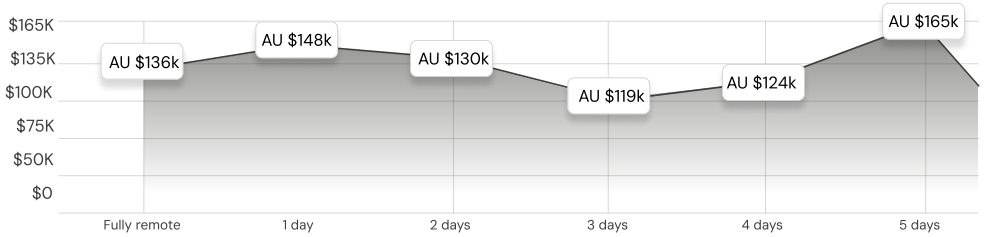
The highest earning Salesforce Administrator payscale is:

Senior Salesforce Administrator based in **Brisbane**

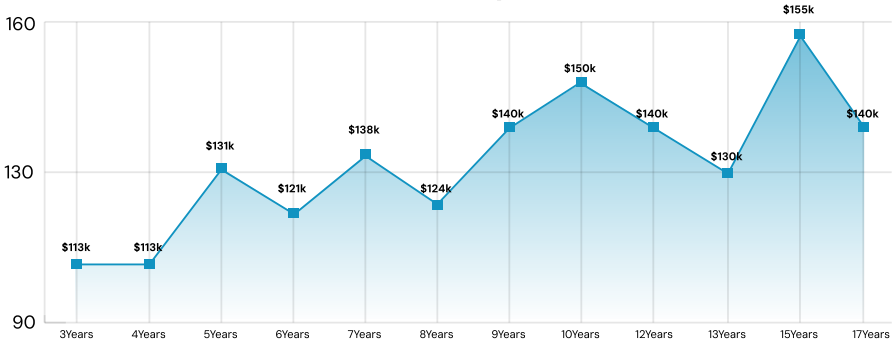


AU $165k

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: Salesforce Partner

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

Senior:

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

Highest: Government

Lead:

Lowest: Private sector end user: Medical devices

Highest: Private sector end user: Real estate

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 $132k most commonly earning **AU $140k**

Average earnings of those without an I.T background:

AU $125k most commonly earning **AU $140k**

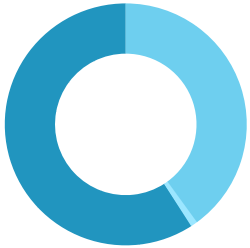
Salesforce Administrators working for Private sector end users larger than 500 employees on average hold 4 Salesforce certifications or more

ANZ Salesforce Salary Results 2025

Salesforce Functional Consultant

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

Gender split

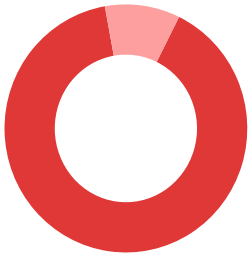


59% Male

40% Female

1% Prefer not to say

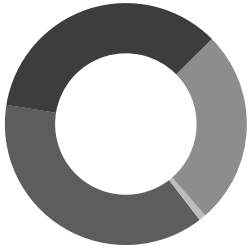
Location



Australia 90%

New Zealand 10%

Seniority



35% Lead

26% Mid level

38% Senior

1% Junior

Employment status

91% Permanent

1% Own business

7% Contract

1% In between roles

Average Gender Salary

Female salary
AU $143k
NZ $130k
Average bonus
3%

Male salary
AU $148k
NZ $136k
Average bonus
2%

Average salary



Australia
AU $144k
2% bonus
Expectation for next role 162k

New Zealand
NZ $137k
1% bonus
Expectation for next role $144k

Average number of certifications

7

Most common salary is

$140k

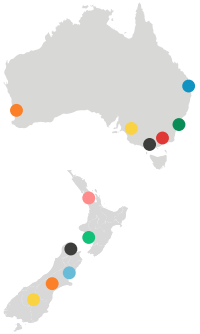
35%
of Functional Consultants that we surveyed work fully remotely, which was the most common working pattern for this group

25%
of Functional Consultants surveyed who are working for a private sector end users, are working in Retail and eCommerce

How do Salesforce Functional Consultants typically identify?

Level	Experience	Salesforce Certs	Bonus	Currently earning	Expectation for next role
Junior	3 years Experience	Holds 8 certs	5%	AU $115k	AU $125k
Mid-level	6 years Experience	Holds 6 certs	1%	AU $123k NZ $130k	AU $134k NZ $140k
Senior	9 years Experience	Holds 8 certs	2%	AU $146k NZ $150k	AU $160k NZ $153k
Lead	7 years Experience	Holds 8 certs	2%	AU $159k NZ $155k	AU $181k NZ $160k

Salesforce Functional Consultant average salary



AU $151k Sydney
AU $145k Adelaide
AU $137k Melbourne
AU $141k Brisbane
AU $143k Perth
AU $130k Canberra
NZ $139k Auckland
NZ $139k Wellington
NZ $163k Christchurch
NZ $133k Otago
NZ $153k Nelson
NZ $171k Hamilton

ANZ Salesforce Salary Results 2025

The lower end of the Salesforce Functional Consultant payscale is:

Junior Salesforce Functional Consultant based in **Melbourne**

AU $90k

Average daily contracting rate

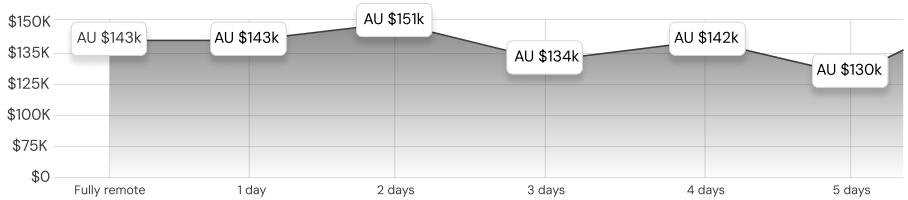
AU $1100
per day including Superannuation/ plus GST

The highest earning Salesforce Functional Consultant payscale is:

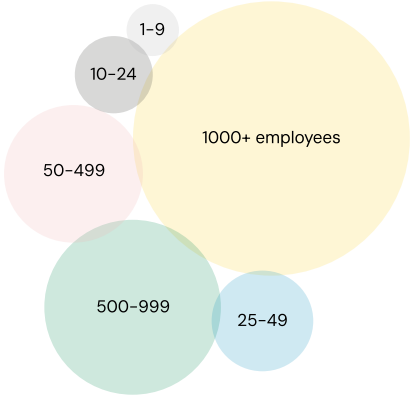
Lead Salesforce Functional Consultant based in **Sydney**

AU $210k

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?



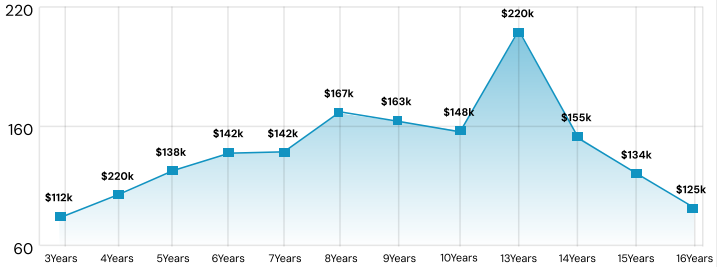
$105k
1-9 employees
(4 Salesforce certifications)

AU $144k
1000+ employees
(9 Salesforce certifications)

AU $137k
10-24 employees
(7 Salesforce certifications)

AU $158k
50-499 employees
(10 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: Salesforce Partner**	**Highest: Salesforce Partner**
Mid level	**Lowest: Salesforce Partner**	**Highest: Private sector end user: Retail and eCommerce**
Senior:	**Lowest: Salesforce Partner**	**Highest: Salesforce Partner**
Lead:	**Lowest: Not for profit**	**Highest: Salesforce Partner**

Salesforce Functional Consultants specialising in Salesforce Clouds/products are often earning on average 2% more than those who don't have a specialism

Average earnings of those with an I.T background:

AU $147k

most commonly earning **AU $130k**

Average earnings of those without an I.T background:

AU $141k

most commonly earning **AU $160k**

Those with Field Service experience are earning on average

9% more

Those with CPQ experience are earning on average

1% more

Those with Experience Cloud experience are earning on average

7% more

Those with Tableau CRM experience are earning on average

21% more

Those with Tableau experience are earning on average

4% more

Those with Salesforce Industries experience are earning on average

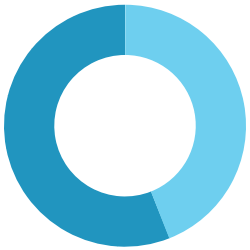
7% more

ANZ Salesforce Salary Results 2025

Salesforce Business Analyst

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

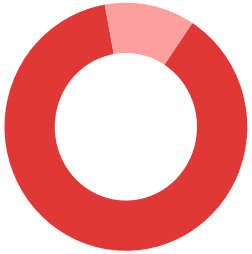
Gender split



56% Male

44% Female

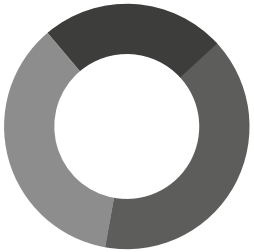
Location



Australia 88%

New Zealand 12%

Seniority



24% Lead

36% Mid level

40% Senior

Employment status



52% Permanent

16% Fixed term

28% Contract

4% In between roles

Average Gender Salary

Female salary
AU $137k
NZ $135k
Average bonus
2%

Male salary
AU $134k
Average bonus
3%

Average salary



Australia
AU $131k
Expectation for next role AU $152k

New Zealand
NZ $135k
Expectation for next role NZ $135k

35% 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

2

Most common salary is

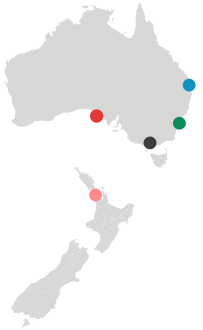


$135k

How do Salesforce Business Analysts typically identify?

Level	Experience	Salesforce Certs	Currently earning	Min for next role
Mid-level	6 years Experience	Holds 2 certs	AU $119k	AU $144k
Senior	9 years Experience	Holds 2 certs	AU $141k NZ $120k	AU $159k NZ $150k
Lead	11 years Experience	Holds 3 certs	AU $165k NZ $135k	AU $180k

Business Analyst average salary



AU $156k Sydney

$140k Melbourne

AU $135k Brisbane

AU $110k Adelaide

NZ $135k Auckland

* Data collected in July-August 2025 | www.talent-hub.com.au

ANZ Salesforce Salary Results 2025

The lower end of the Salesforce Business Analyst payscale is:

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



AUK$110k

The highest earning Salesforce Business Analyst payscale is:

Lead Salesforce Business Analyst based in **Melbourne**



AU $180k

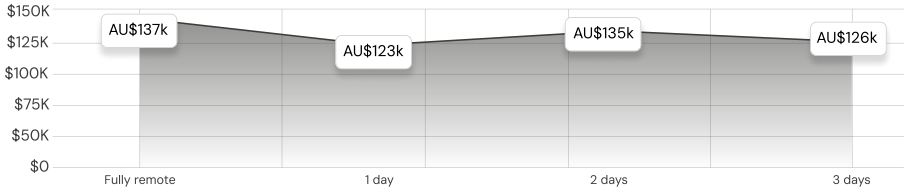
The highest earning Salesforce Business Analyst contractor is:

Senior Salesforce Business Analyst based in **Sydney**

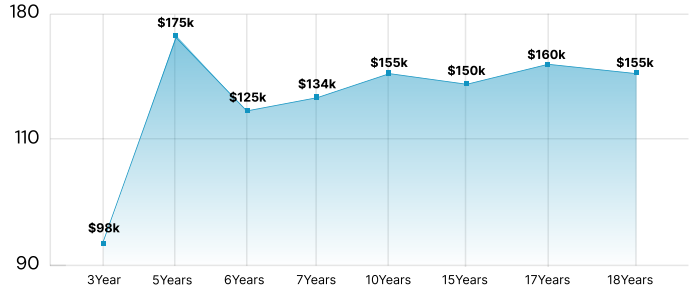


$1100

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: Private sector end user: Real estate

Highest: Government

Senior:

Lowest: Private sector end user: Manufacturing

Highest: Government

Lead:

Lowest: Salesforce Partner

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

ANZ Salesforce Salary Results 2025

Salesforce Product Owner

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

Gender split

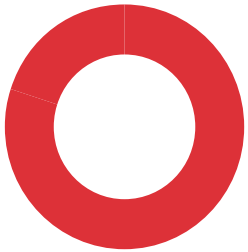


56% Male

36% Female

6% Prefer not to say

Location



Australia 100%

Seniority



41% Lead

12% Mid level

47% Senior

Employment status



64% Permanent

12% Fixed term

12% Contract

12% In between roles

Average Gender Salary



Female salary **AU $153k**

Average bonus **7%**

AU$150k

I'd prefer not to say **Bonus 10%**

Male salary **AU $158k**

Average bonus **4%**

Average salary



AU $155k

Expectation for next role AU $176k

Most common salary is

$150k



Average number of certifications

4

59% of Salesforce Product Owners

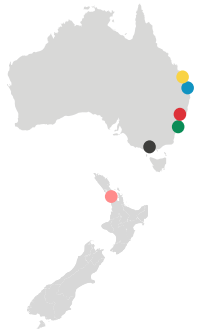


that we surveyed work for a Private sector end user organisation

How do Salesforce Product Owners typically identify?

Level	Experience	Salesforce Certs	Bonus	Currently earning	Expectation for next role
Mid-level	5 years Experience	Holds 1 certs	1%	AU $136k	AU $160k
Senior	9 years Experience	Holds 3 certs	8%	AU $150k	AU $172k
Lead	11 years Experience	Holds 5 certs	4%	AU $177k	AU $185k

Product Owner average salary



AU $171k Sydney

AU $146k Melbourne

AU $135k Brisbane

AU $160k Gold Coast

AU $145k Sunshine Coast

NZ $133k Auckland

ANZ Salesforce Salary Results 2025

The lower end of the Salesforce Product Owner payscale is:

Senior Salesforce Product Owner based in **Melbourne**



AU $120k

The highest earning Salesforce Product Owner payscale is:

Lead Salesforce Product Owner based in **Sydney**



AU $200k

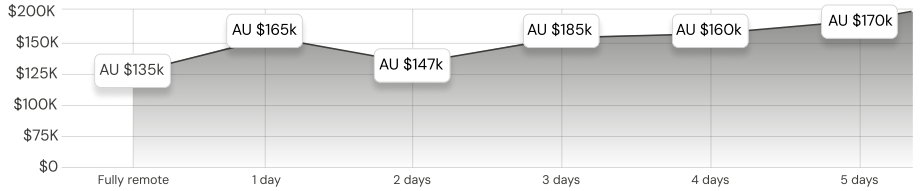
The highest earning Salesforce Product Owner contractor is:

Senior Salesforce Product Owner based in **Auckland**

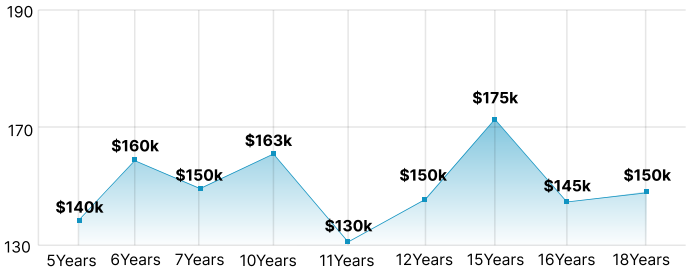


NZ $1200+ per day including Superannuation/ plus GST

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: Private sector end user: Software, technology and platforms

Highest: Government

Lead:

Lowest: Private sector end user: Industrial and manufacturing

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

Mid Level

Lowest: Private sector end user: Real estate

Highest: Government



7% of Salesforce Product Owners

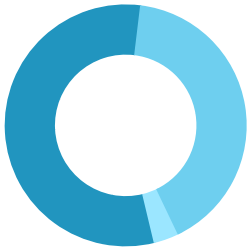
that we surveyed work work 4 days which is the least common working pattern for this group

ANZ Salesforce Salary Results 2025

Salesforce Platform Manager

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

Gender split

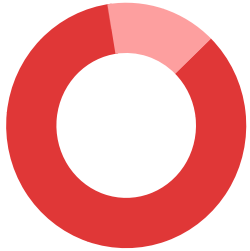


56% Male

41% Female

4% Prefer not to say

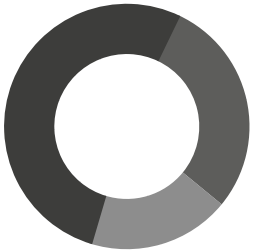
Location



Australia 85%

New Zealand 15%

Seniority

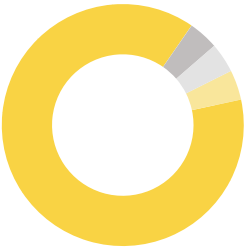


52% Lead

19% Mid level

29% Senior

Employment status



88% Permanent

4% In between roles

4% Contract

4% Own business

Average Gender Salary



Female salary
AU $154k
NZ 140k
Average bonus
4%

Male salary
AU $156k
NZ $155k
Average bonus
10%

Average salary



Australia
AU $157k
Expectation for next role AU $176k
Average bonus 3%

New Zealand
NZ $164k
Expectation for next role NZ $185k
Average bonus 10%

Average number of certifications

5

Most common salary is

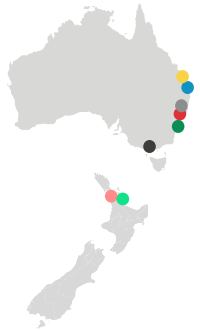


$165k

How do Salesforce Platform Managers typically identify?

Level	Experience	Salesforce Certs	Bonus	Currently earning	Expectation for next role
Mid-level	10 years Experience	Holds 1 certs	12%	AU $131k	AU $151k
Senior	10 years Experience	Holds 5 certs	7%	AU $143k	AU $165k
Lead	11 years Experience	Holds 6 certs	5%	AU $168k	AU $189k

Product Owner average salary



AU $149k Sydney

AU $165k Melbourne

AU $158k Brisbane

AU $168k Gold Coast

AU $150k Sunshine Coast

AU $150k Central Coast

NZ $182k Auckland

NZ $122k Bay of Plenty

ANZ Salesforce Salary Results 2025

The lower end of the Salesforce Platform Manager payscale is:

Mid-level Salesforce Platform Manager based in **Auckland NZ**



AU $105k

The highest earning Salesforce Platform Manager payscale is:

Lead Salesforce Platform Manager based in **Auckland NZ**



NZ $215k
plus 20% bonus

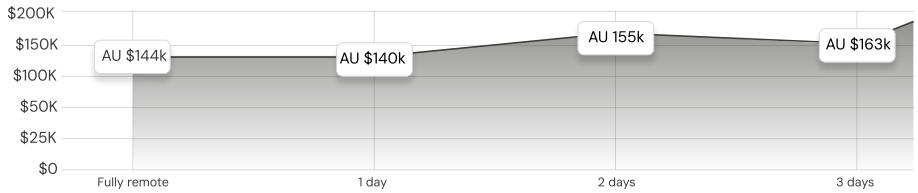
The highest earning Salesforce Platform Manager contractor is:

Senior Salesforce Platform Manager based in **Sydney**

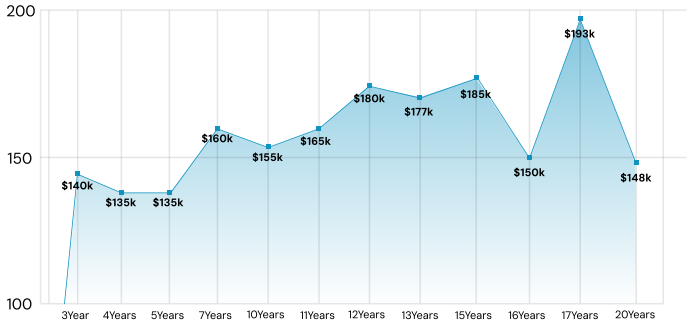


$1000 per day including Superannuation /plus GST

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: Software, technology and platforms

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

Senior:

Lowest: Private sector end user: FMCG, consumer goods and services

Highest: Not for profit

Lead:

Highest: Private sector end user: Utilities and energy

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

39%

Work 2 days a week from the office 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

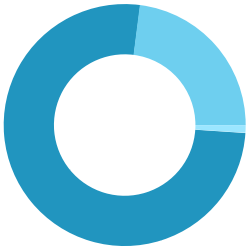
* Data collected in July-August 2025 | www.talent-hub.com.au

ANZ Salesforce Salary Results 2025

Salesforce Developer

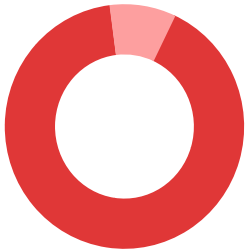
All remuneration figures are base salaries excluding Superannuation/ Kiwi Save and are in AUD unless otherwise stated

Gender split



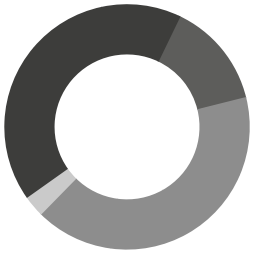
76% Male
1% Prefer not to say
23% Female

Location



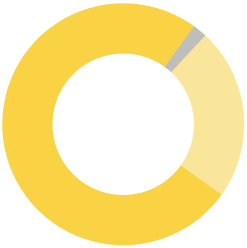
Australia 91%
New Zealand 9%

Seniority



42% Lead
41% Senior
14% Mid level
3% Junior

Employment status



75% Permanent
2% Fixed term contract
23% Daily rate contract

Average Gender Salary

Female salary
AU $140k
NZ $134k
Average bonus 4%
Average daily rate **AU $1100 per day including Superannuation/plus GST**

Male salary
AU $151k
Average bonus 3%
Average daily rate **AU $1127 per day including Superannuation/plus GST**

Average bonus 3%

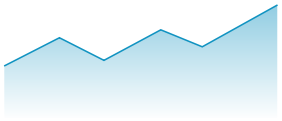


Australia
AU $147k
Expectation for next role AU $162k

New Zealand
NZ $150k
Expectation for next role NZ $180k

Most common salary is

$150k



What bonus are Developers earning on average?

4% Bonus Mid level
3% Bonus Senior
4% Bonus Lead

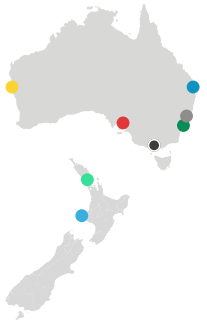
Average number of certifications

7

How do Salesforce Developers typically identify?

Level	Experience	Salesforce Certs	Currently earning	Expectation for next role
Mid-level	6 years Experience	Holds 5 certs	AU $122k NZ $115k	AU $139k NZ $120k
Senior	9 years Experience	Holds 6 certs	AU $153k NZ $150k	AU $172k NZ $168k
Lead	9 years Experience	Holds 7 certs	NZ $153k AU $193k	AU $200k NZ $150k

Salesforce Developer average salary



AU $143k Sydney
AU $149k Melbourne
AU $153k Brisbane
AU $140k Perth
AU $130k Hobart
AU $160k Gold Coast
NZ $153k Auckland
NZ $131k Wellington

ANZ Salesforce Salary Results 2025

The lower end of the Salesforce Developer payscale is

Mid level Salesforce Developer based in **Melbourne**

AU $90k

The highest earning Salesforce Developer payscale is

Lead Salesforce Developer based in **Melbourne**

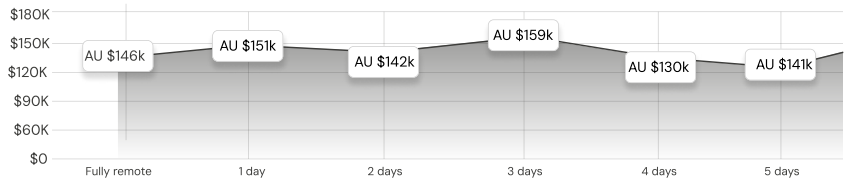
AU $230k

The highest earning Salesforce Developer contracting daily rate is

Senior Salesforce Developer based in **Melbourne**

AU $1600 per day including Superannuation/plus GST

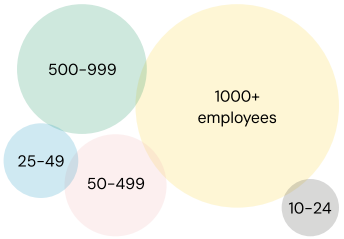
Average salary plotted against Salesforce Developer's average number of days working in the office per week



Average Salesforce Developer contract rates

NZ $1200 per day **AU $1133** per day

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



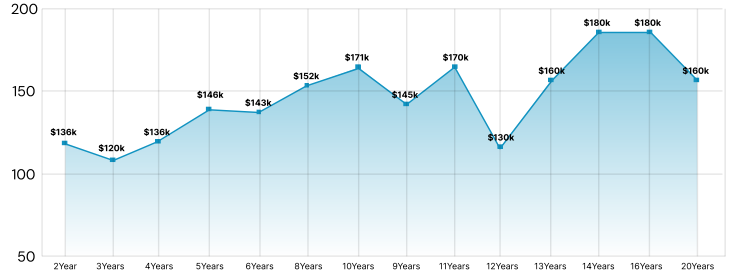
AU $132k
10-24 employees
(10 Salesforce certifications)

AU $130k
1000+ employees
(6 Salesforce certifications)

AU $150k
500-999 employees
(4 Salesforce certifications)

AU $162k
50-499 employees
(10 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 $150k most commonly earning **AU $150k**

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

AU $144k most commonly earning **AU $145k**

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 $142k Java	**AU $165k** C++	**AU $140k** Mainframe
AU $140k Python	**AU $155k** Lotus Notes	**AU $164k** .net
AU $150k PHP	.NET	**AU $155k** 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: Private sector end user: Banking, finance, insurance and wealth

Lead
Lowest: Private sector end user: Banking, finance, insurance and wealth
Highest: Private sector end user: Health, pharmaceutical and life science

Salesforce Developers working at Salesforce Partners and specialising in Salesforce Clouds/products are earning on average **6%** 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

27% more Those with Field Service Lightning experience are earning on average

14% more Those with Financial Force 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

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

Salesforce Developers who specialise in Salesforce Industries are earning on average

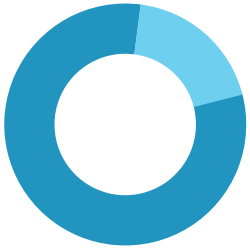
2% more

ANZ Salesforce Salary Results 2025

Salesforce Solution Architect

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

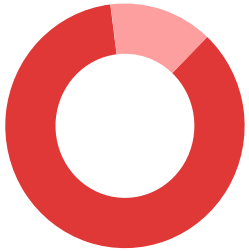
Gender split



81% Male

19% Female

Location



Australia 86%

New Zealand 14%

Seniority



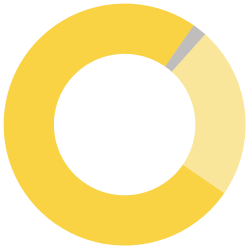
62% Lead

9% Mid level

26% Senior

3% Junior

Employment status



88% Permanent

3% In between roles

3% Fixed term contract

3% Fixed term contract

3% Daily rate contract

Average Gender Salary



Female salary
AU $170k
NZ $166k
Average bonus
2%



Male salary
AU $194k
Average bonus
4%

Average salary



Australia
AU $191k
Expectation for next role is AU $212k

New Zealand
NZ $185k
Expectation for next role is NZ $230k

Most common salary is

$190k



Average number of certifications

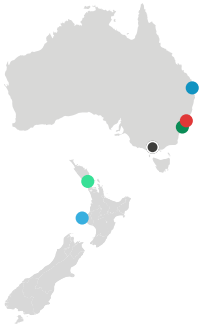
13

On average, Salesforce Solution Architects working at large scale Salesforce Partners of **1000+ employees hold 11 Salesforce** certifications.

How do Salesforce Solution Architects typically identify?

Level	Experience	Salesforce Certs	Currently earning	Expectation for next role
Mid-level	10 years Experience	Holds 12 certs	AU $171k	AU $201k
Senior	10 years Experience	Holds 12 certs	AU $180k NZ $180k	AU $203k
Lead	11 years Experience	Holds 13 certs	AU $203 NZ $188k	AU $220k NZ $230k

Salesforce Solution Architect average salary



AU $190k Sydney

AU $185k Brisbane

AU $199k Melbourne

AU $185k Sunshine Coast

NZ $145k Wellington

NZ $185k Auckland

ANZ Salesforce Salary Results 2025

The lower end of the Solution Architect payscale is

Lead Salesforce Solution Architect based in **Melbourne**



AU $145k

The highest earning Solution Architect payscale is

Senior Salesforce Solution Architect based in **Sydney**



AU $250k
plus 20% bonus

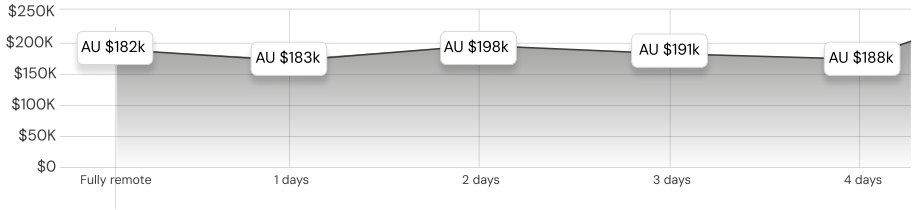
The highest earning Salesforce Solution Architect contractor is

Lead Salesforce Solution Architect based in **Brisbane**

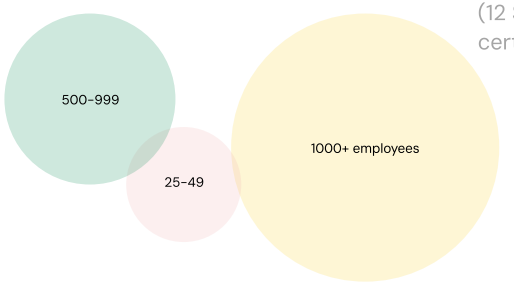


AU $1500
per day including Superannuation /plus GST

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 $203k
10-24 employees
(12 Salesforce certifications)

AU $199k
1000+ employees
(8 Salesforce certifications)

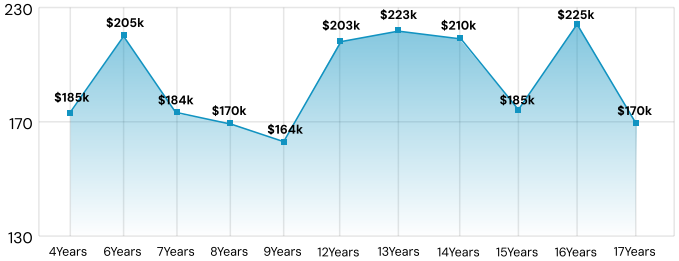
AU $179k
50-499 employees
(917 Salesforce certifications)

AU $190k
25-49 employees
(7 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 Partner**

Senior:

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

Lead:

Lowest: Not for profit end user — **Highest: Private sector end user: Utilities and energy**

Solution Architects working at private sector end users in the banking, finance, insurance and wealth 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 $196k

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

AU $189k

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

AU $1288 per day
including Superannuation/plus GST

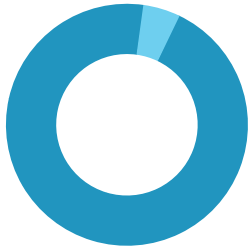
* Data collected in July-August 2025 | www.talent-hub.com.au

ANZ Salesforce Salary Results 2025

Salesforce Technical Architect

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

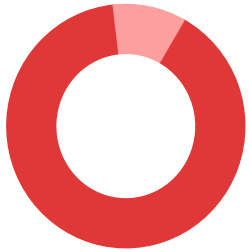
Gender split



95% Male

5% Female

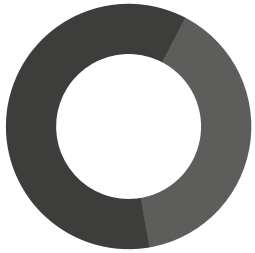
Location



90% Australia

10% New Zealand

Seniority



60% Lead

40% Senior

Employment status

89% Permanent

11% Contract

Average Gender Salary



Female salary
AU $175k
Average bonus
8%

Male salary
AU $187k
NZ $157k
Average bonus
4%

Average salary



New Zealand
NZ $175k

Australia
AU $185k
Average bonus
7% bonus
Next role $201k

Most common salary is

$205k



Average number of certifications

10

30%

worked from the office for 2 days a week of Salesforce Technical Architects that we surveyed work fully remotely, which was the most common working pattern for this group



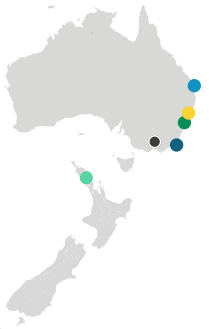
How does the average Salesforce Technical Architect identify?

Level	Experience	Salesforce Certs	Currently earning	Expectation for next role
Senior	8 years Experience	Holds 15 certs	AU $166k	AU $194k
Lead	11 years Experience	Holds 13 certs	AU $202k NZ $175k	AU $211k

Average daily contract rate

AU $1350
per day including Superannuation/ plus GST

Technical Architect average salary



AU $198k Sydney

AU $186k Melbourne

AU $145k Perth

AU $160k Canberra

NZ $179k Auckland

ANZ Salesforce Salary Results 2025

The lower end of the Salesforce Technical Architect payscale is:

Senior Salesforce Technical Architect based in **Canberra**

AU $110k
Not for profit

The highest earning Salesforce Technical Architect payscale is:

Lead Salesforce Technical Architect based in **Sydney**

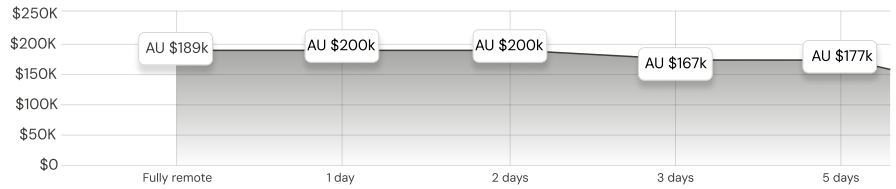
AU $240k
plus 5% bonus

The highest earning Salesforce Technical Architect contracting daily rate is:

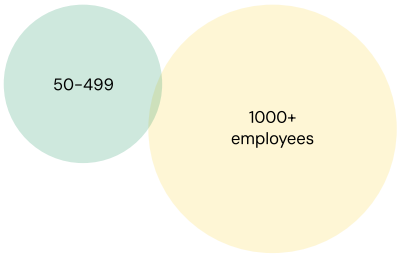
Senior Salesforce Technical Architect based in **Sydney**

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 $185k
1000+ employees
(15 Salesforce certifications)

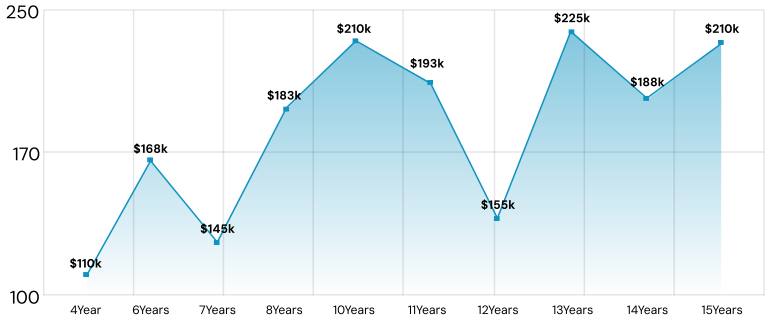
AU $191k
50-499 employees
(20 Salesforce certifications)

AU $220k
10-24 employees
(8 Salesforce certifications)

NZ $225k
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: Not for profit
Highest: Salesforce Partner

Lead:
Lowest: Salesforce Partner
Highest: Salesforce Partner

61%

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

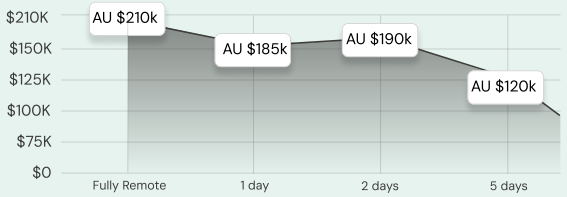
Banking, finance, insurance and wealth is the highest paying private sector industry reported by the Salesforce Technical Architects surveyed

ANZ Salesforce Salary Results 2025

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

$210k

Mulesoft Technical Architect average salary

AU $198k
Expectation for next role $280k

Mulesoft Developer average salary

AU $140k
expectation for next role $160k

Salary based on seniority

Mid level 5 years
AU $120k
expectation for next role $120k

Mulesoft Solution Architect

Average salary
AU $190k
plus 10% bonus
Expectation for next role $210k

Average salary in
AU $190k
Sydney
AU $155k
Melbourne

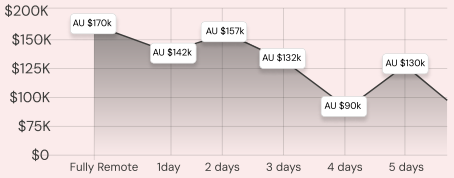
Salary based on seniority
Senior 6 years
AU $190k
expectation for next role $210k

Salesforce Marketing Cloud Administrator /Specialist

Average salary
AU $120k
expectation for next role $150k

Salary based on seniority
Mid
AU $105k
expectation for next role $145k
Senior
AU $130k
expectation for next role $170k
Lead
AU $120k
expectation for next role $150k

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



Salesforce Marketing Cloud Developer

Average salary
AU $138k
plus 15% bonus
Expectation for next role $158k

Salary based on seniority
Senior
AU $170k
expectation for next role $190k

Sydney
AU $135k

Melbourne
AU $140k

AU $1200
per day including Superannuation/ plus GST



Salesforce Marketing Cloud Consultant

Average salary
AU $141k 6% bonus
expectation for next role $163k

NZ $160k
expectation for next role $200k

Salary based on seniority
Junior
AU $95k
expectation for next role $140k
Lead
AU $160k
expectation for next role $179k
Senior
AU $115k
expectation for next role $140k



* Data collected in July-August 2025 | www.talent-hub.com.au

ANZ Salesforce Salary Results 2025

Salesforce Marketing Cloud Technical Architect average salary

AU $180k

$1350 including Superannuation/plus GST

Expectation for next role $190k

Salary based on seniority

Mid **AU $135k**

Expectation for next role $143k

Senior **AU $180k**

Expectation for next role $190k $1350 including Superannuation/plus GST

Lead **AU $190k**

Expectation for next role $200k

Average salary in

AU $185k Sydney

AU $180k Melbourne

AU $165k Perth



Salesforce Marketing Cloud Campaign Manager

Average salary

AU $110k

Expectation for next role $135k



Salary based on seniority

Mid level **AU $90k**

Expectation for next role $120k

Senior **AU $130k**

Expectation for next role $150k

salesforce marketing cloud

Salesforce Marketing Cloud Solution Architect

Average salary

AU$203k

plus 5% bonus

Expectation for next role $250k

Average salary in

AU $190k Sydney

AU $235k Melbourne

Salary based on seniority

Lead **AU $203k**

Expectation for next role $250k

Salesforce Marketing Cloud Platform Manager/Product Owner

AU $155k

Expectation for next role $200k

Salary based on seniority

Mid **AU $155k**

expectation for next role $200k

salesforce pardot

Presales Architect

Average salary

AU $208k

Bonus 15%, Expectation for next role $225k

Salary based on seniority

Lead **AU $208k**

Bonus 15%, Expectation for next role $225k

Average salary in

AU $210k Sydney

AU $205k Melbourne

Program Architect

Average salary

AU $229k

plus 12% bonus

Expectation for next role $250k

Salary based on seniority

Lead **AU $229k**

Expectation for next role $250k

Senior **AU $1500**

per day including Superannuation/ plus GST

Commerce Cloud Developer

Senior **AU $110k**

Expectation for next role $120k plus 15% bonus

salesforce commerce cloud

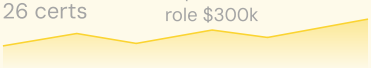
Certified Techncial Architect

Average salary

AU $285k

bonus 14%, 26 certs

Expectation for next role $300k



Enterprise Architect

Average salary

NZ $215k

plus 18% bonus

Expectation for next role $220k

Salary based on seniority

Lead **NZ $215k**

Expectation for next role $220k

Project Manager

AU $160k

Expectation for next role $165k

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

Salesforce Delivery Manager

AU $188k

Expectation for next role $198k

Salesforce Program Manager

AU $235k

Expectation for next role $250k

AU $1400 per day excluding Superannuation /plus GST

* Data collected in July-August 2025 | www.talent-hub.com.au

ANZ Salesforce Salary Results 2025

DevOps Engineer

Average salary

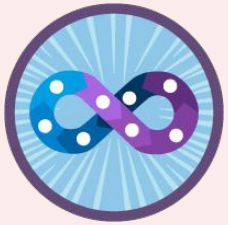
AU $155k

Expectation for next role $180k

Senior

AU $155k

Expectation for next role $180k



DevOps Architect

Average salary

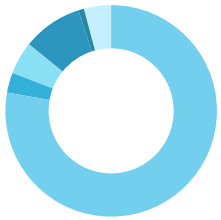
NZ $215k

Expectation for next role $220k

Trends seen across the Salesforce ecosystem as a whole

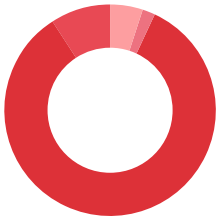
Current employment types and trends'

Current employment status



- 79% Permanent
- 3% Fixed term contract
- 6% Daily rate contract PAYG
- 8% Daily rate contract PTY LTD
- 2% Own business
- 2% In between roles

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



- 10% Permanent
- 3% Own business
- 87% Daily rate contract PTY LTD

Preference for next employment - Currently fixed term contract



- 58% Permanent
- 8% Fixed term contract
- 9% Daily rate contract PAYG
- 25% Daily rate contract PTY LTD

Preference for next employment -Currently Permanent

- 79% Permanent
- 2% Fixed term contract
- 12% Daily rate contract PAYG
- 4% Daily rate contract PTY LTD
- 2% Own business

Preference for next employment - Currently daily rate contract PAYG



- 26% Permanent
- 39% Daily rate contract PAYG
- 31% Daily rate contract PTY LTD
- 4% Fixed term contract

ANZ Salesforce Salary Results 2025

The employer type most commonly offering stock/equity options are Banking, finance, insurance and wealth

The employer type most commonly offering a company vehicle are Government sector

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

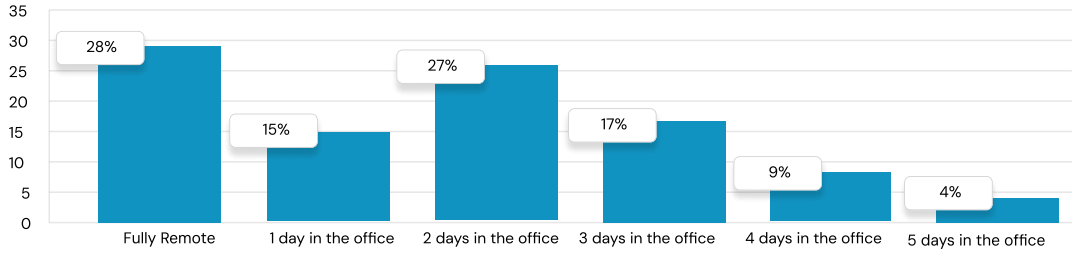
What percentage of Salesforce professionals working in permanent roles are currently receiving the following benefits from their employer?

- **77%** Flexible working
- **58%** Parental leave
- **52%** Employee Assistance Program
- **33%** Novated lease
- **30%** Extended leave
- **28%** Personal development
- **27%** Salary packaging
- **26%** Mobile phone
- **18%** Additional Superannuation
- **17%** Health insurance
- **17%** Health, wellness and fitness membership
- **17%** Retail Discounts
- **10%** Travel allowance
- **10%** Stock/equity options
- **9%** Life insurance, critical illness and disability cover
- **5%** Paid relocation and visa services
- **4%** Fertility support
- **4%** Childcare subsidies and support
- **4%** Provided meals
- **2%** Dental insurance
- **1%** Company vehicle

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

Most Salesforce professionals hold 4

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



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