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GENUINE

TECH PEOPLE

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Salary Survey 2025

Is the Job Market on the Rebound

The last time writing this in January 2025 we were steady but flat market that just felt like it was in a holding pattern waiting for the green-shoots. Well twelve months later it is starting to feel like that is what we are seeing and the market is reacting accordingly.

What's Driving Demand?

Several factors are fuelling this resurgence in demand for tech talent:

- **Funding is flowing:** After a dry spell in 2022, 2023, billions in funding are making its way back into the market again. Businesses are regaining confidence and scaling their teams to match ambitious goals. However, they are doing this with caution and are far more cost-conscious.
- **Tech Upgrades in Financial Services:** The financial services industry is doubling down on infrastructure iterations and automation projects. These are essential for staying competitive in a tech-driven economy and creating lots of opportunities for engineers and developers
- **AI is Everywhere:** AI isn't just for the tech giants anymore. Mid-sized companies are embedding AI into their products to deliver smarter solutions and drive customer satisfaction. This is opening up new roles at the intersection of software engineering, data science, and AI development.

What's Happening with Talent:

More people looking for new roles are beginning to get multiple offers again. This hasn't been the norm for the past 18 months, so it's a clear sign that the market is heating up. The talent pool from Hyre's viewpoint, hasn't grown much, and demand is climbing. For engineering leaders, this means competition for top talent will be fierce. For candidates, it's a golden opportunity to negotiate better packages or find roles that align with their long-term goals.

The Bigger Economic Picture

Zooming out, the economic landscape is also looking brighter:

- **Economic Recovery:** Recent GDP figures suggest that Australia's economy has likely bottomed out, setting the stage for growth
- **Rate Cuts Around the Corner?:** With countries like Canada, England, the USA, and New Zealand already cutting rates, it's only a matter of time before Australia follows suit. Lower rates mean more investment and a stronger hiring climate.

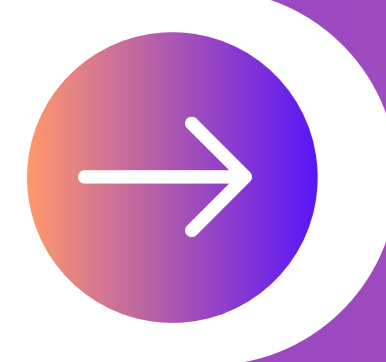
What Does 2026 Hold?

The future looks bright for the Australian tech space. With demand growing and funding pouring back into the market, the competition for skilled professionals will intensify.

Companies need to bring their A-game to attract and retain talent - competitive salaries, flexible work options, and career development opportunities. For engineers, developers, and other tech folk... now is the time to explore the market. Whether you're looking for a bigger challenge, better pay, or a more aligned role, new opportunities are opening up

~Joe Butler, Co-Founder

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Macro Economics

It is no secret that the Australian economy has gone through a long tough patch from the end of 2022. We are starting to see things ease. There have been three interest rate cuts so far with most of the big four predicting one more.

The inflation rate which was the centre cause of all the monetary tightening is now within the very close to the target band down from 7.8%. As a result consumer confidence and spending is lifting faster than many expected, in previous cycles business investment generally follows. GDP is a great indicator of what the activity level is of the economy, 2% + is steady and healthy 5.4% we saw post Covid was crazy boom mode and the 1% we saw in 2024 close to recessionary. In 2025 the country should grow by 1.6% leading into 2.1% in 2026.

Funding Landscape

Fresh Capital Flows into Australian Tech (Sep 2024 – Sep 2025)

Funding Bounce-Back

Over A\$3B raised across the year, a rebound from 2023's lows. The surge came from fewer but larger rounds, showing investors are backing proven scale-ups rather than spreading bets widely.

Mega-Deals Driving Momentum

- **Protecht (A\$428M, Mar 2025)** – one of the largest PE growth investments ever in Aus tech, led by US firm PSG.
- **Airwallex (A\$232M, May 2025)** – fintech unicorn backed again by DST, Lone Pine, Salesforce Ventures.
- **Harrison.ai (A\$179M, Feb 2025)** – AI-driven healthtech, co-led by Aware Super and Horizons Ventures.
- **AdvanCell (A\$178M, Jan 2025)** – biotech raise with global pharma VCs.
- **RayGen (A\$127M, Apr 2025)** – Clean energy storage, backed by Equinor Ventures and ARENA.

Investor Mix Shifting

Global funds dominate late-stage: DST, Lone Pine, PSG, Horizons Ventures, Sanofi Ventures.

Domestic superannuation and sovereign backing rising: Aware Super, Hostplus, HESTA, and the federal National Reconstruction Fund all wrote big cheques.

Secondary transactions (Airwallex, SafetyCulture) provided founder/VC liquidity – a maturing sign of the ecosystem.

Sector Hotspots

Fintech still leads in dollars, with Airwallex cementing Melbourne's global payments story.

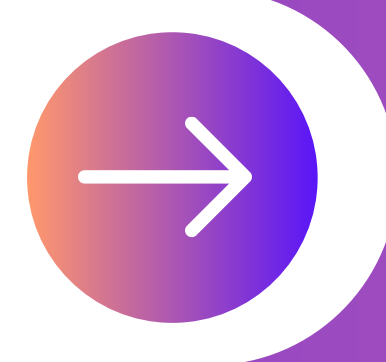
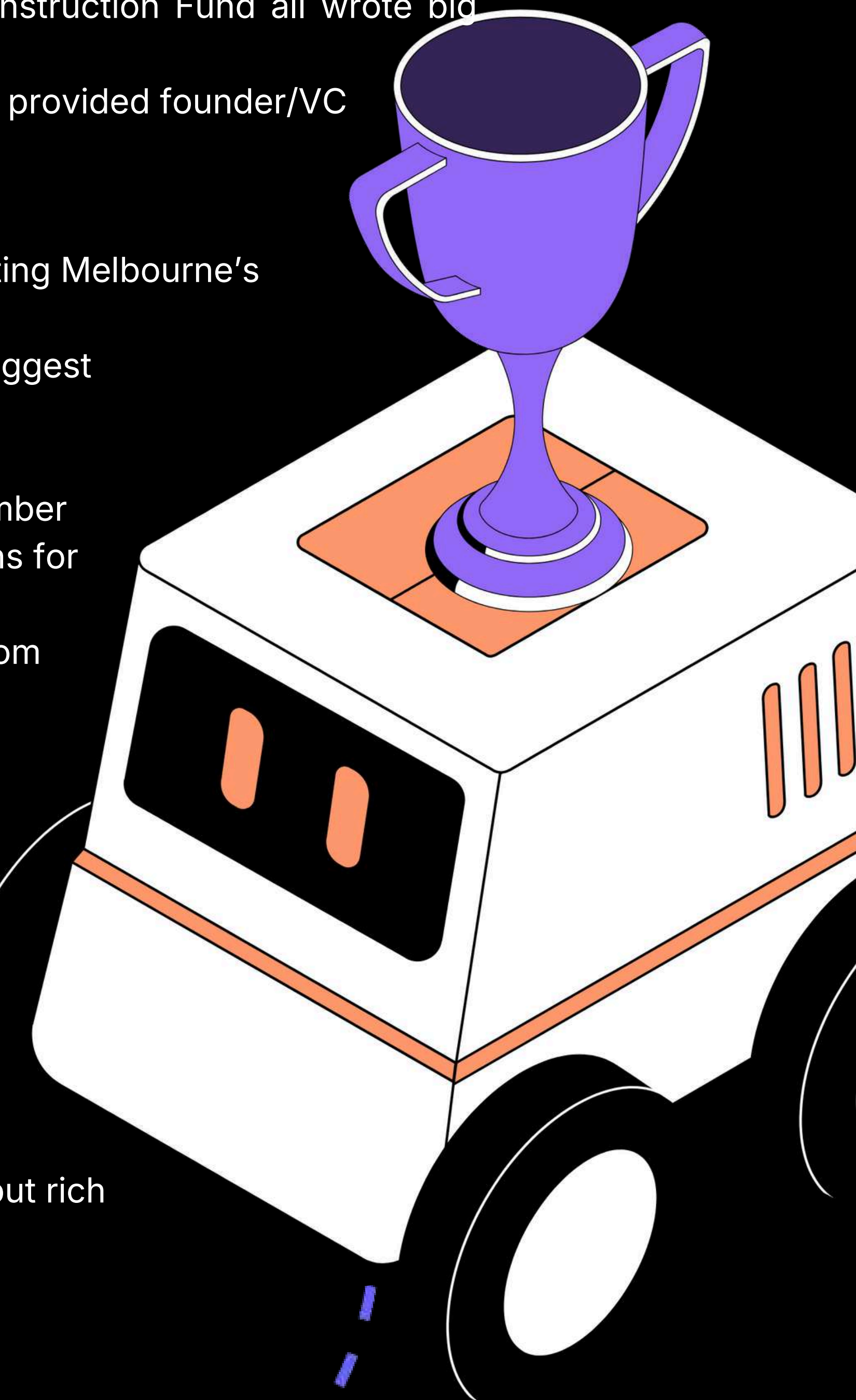
Biotech & Healthtech surged – two of the year's biggest raises, powered by AI and deep-tech.

Climate/clean tech saw record raises (RayGen, Amber Electric), though a funding "Series B+ gap" remains for most startups.

AI is now embedded across nearly every deal – from SaaS to health, investors expect it as a baseline.

Takeaway...

Australia's tech funding scene is cautiously optimistic but highly selective. The capital is flowing but concentrated into global-ready winners in fintech, biotech, AI, and clean tech. For startups, it's a barbell market: tough at seed, but rich rewards at scale.



TECH TALENT TRENDS & INSIGHTS

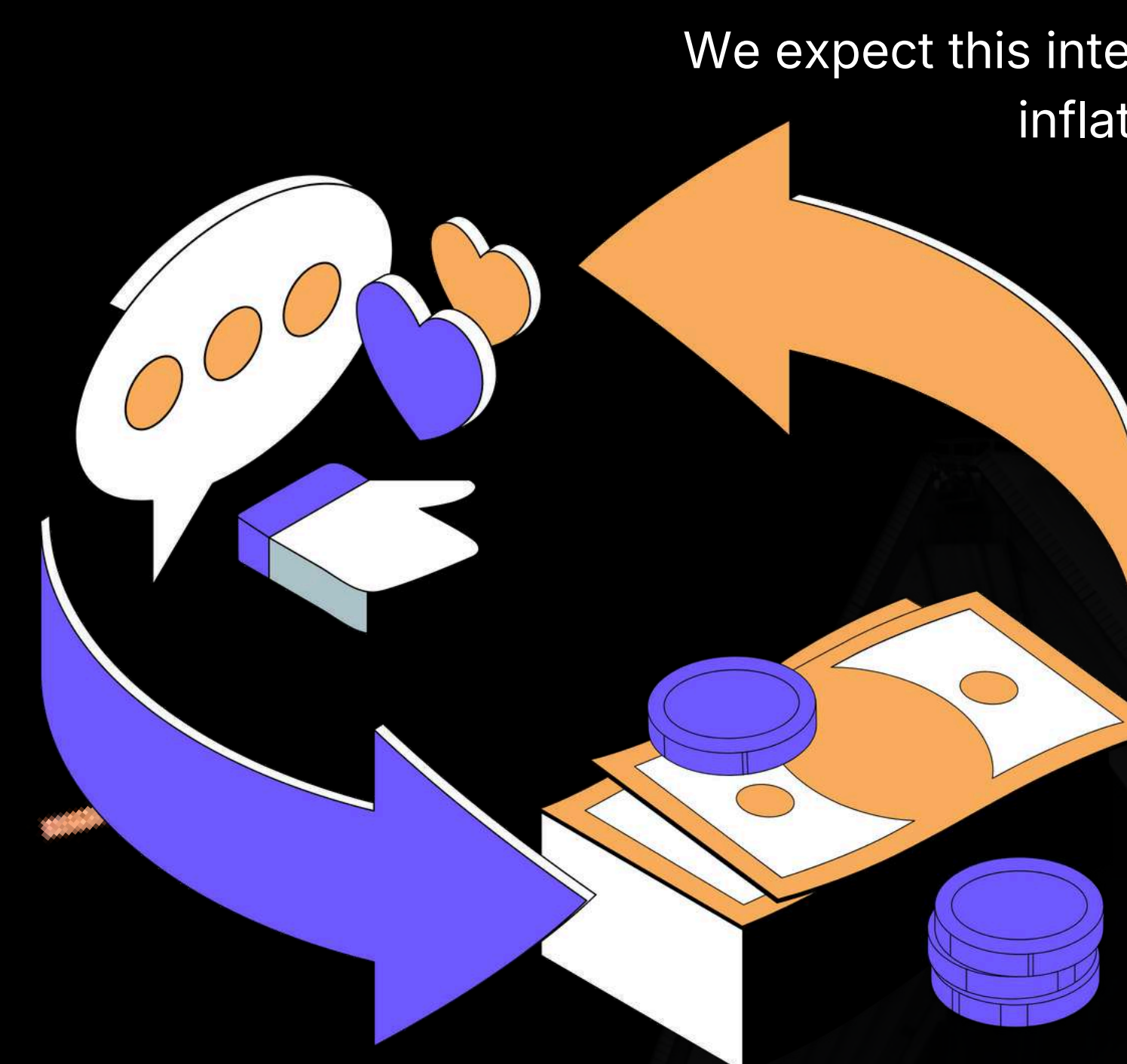
Talent Mobility & Expectations

When I wrote this last time every candidate we offered that year accepted and it was very rare for talent to have other roles at the same time. Fast forward a year that dynamic has shifted immensely back to what it used to be where everyone always has two or three other roles they are interviewing for.



Demand is strong across all things AI, Data, Platform related. Demand is also strong across traditional Fullstack software engineers but predominantly at the senior and Principal level. We have seen demand drop dramatically for Front End purists with most companies opting for full stack engineers we have also seen demand drop to almost zero for anything to do with software testing or Helpdesk / support type roles. In the demand areas there is still a very small audience so what is important to them in 2026.

More than ever in my career I am seeing the first requirement for a move being dollars. You can offer amazing culture, amazing ESOP, amazing hybrid working, but for senior hires if the salary is not where it needs to be they will say no regardless of the broader offering. This is not coming from greed, it is coming from necessity. Life expenses are up around twenty percent since 2022, sometimes more depending on mortgages, and now that the market is active again people are focussed on securing an increase that matches the cost of living.



We expect this intensity to soften once inflation properly settles, but for now this is the dynamic dominating conversations.

So it is important that companies understand current salary levels, make sure their staff are paid at market so they do not leave, and budget properly before going to market to hire.

Flexibility - This has changed form since Covid when the idea of remote working was introduced to the masses.

What we see now is people for the most part are more than happy to go to the office 2-3x days a week they enjoy the connection and collaboration they just want to know if life happened they have an employer that will be flexible and accomodate. We find the companies with the most Human approach culturally retain staff the longest.

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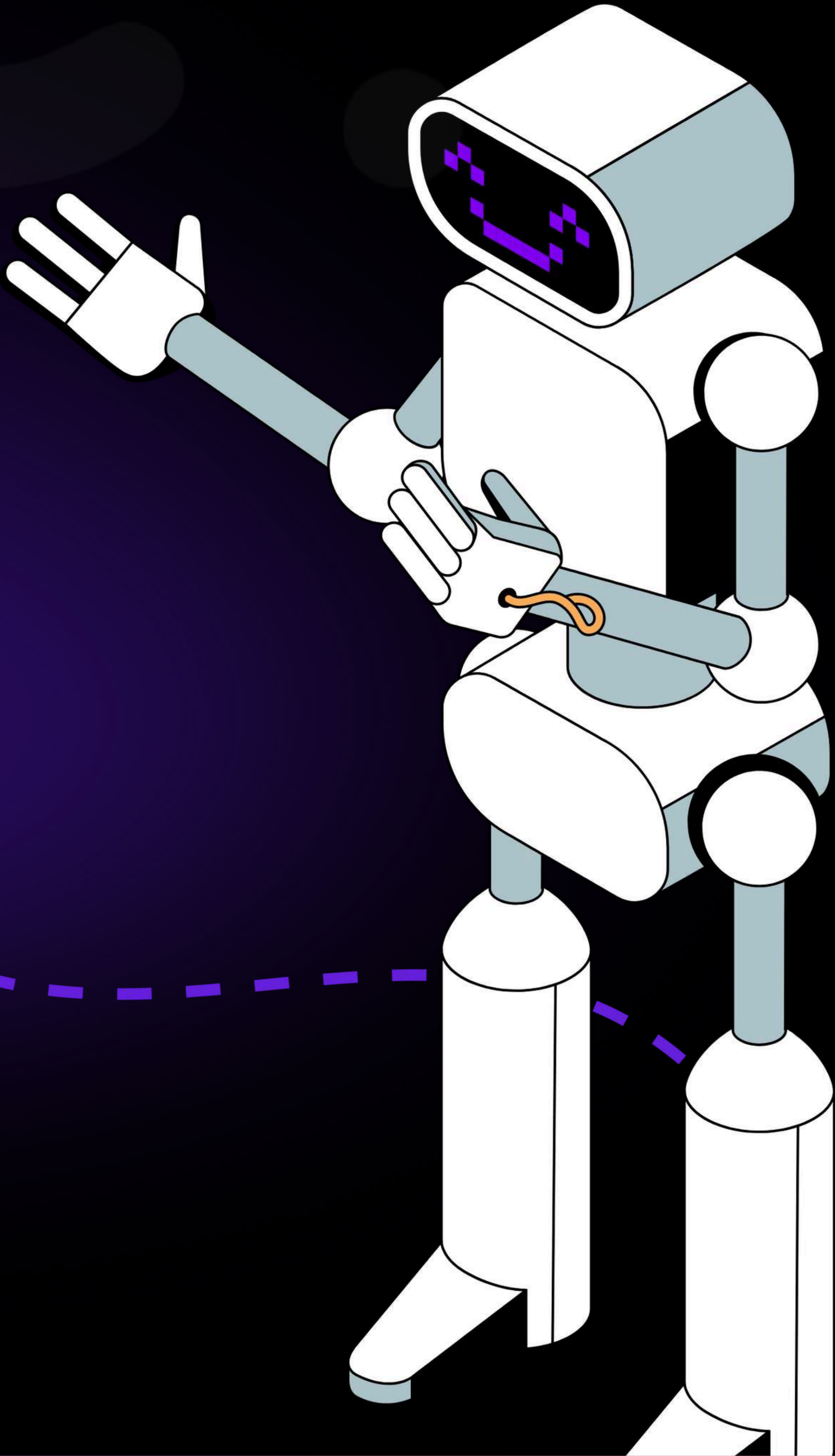


SOFTWARE ENGINEERING

Across all languages and specialisation including:

ROLE TYPE	SALARY - LOW RANGE	SALARY - HIGH RANGE
CTO <i>contract</i>	\$250K \$1,480/day	\$350K \$2,070/day
Head of Engineering <i>contract</i>	\$240K \$1,420/day	\$280K \$1,660/day
Engineering Manager <i>contract</i>	\$220K \$1,300/day	\$260K \$1,540/day
Lead Software Engineer <i>contract</i>	\$190K \$1,130/day	\$240K \$1,420/day
Principal / Staff Software Engineer <i>contract</i>	\$210K \$1,250/day	\$260K \$1,540/day
Senior / Principal AI Engineer <i>contract</i>	\$190K \$1,130/day	\$260K \$1,540/day
Mid Level AI Engineer <i>contract</i>	\$170K \$1,010/day	\$190K \$1,130/day
Senior Software Engineer <i>contract</i>	\$170K \$1,010/day	\$220K \$1,300/day
Mid Level Software Engineer <i>contract</i>	\$140K \$830/day	\$160K \$950/day

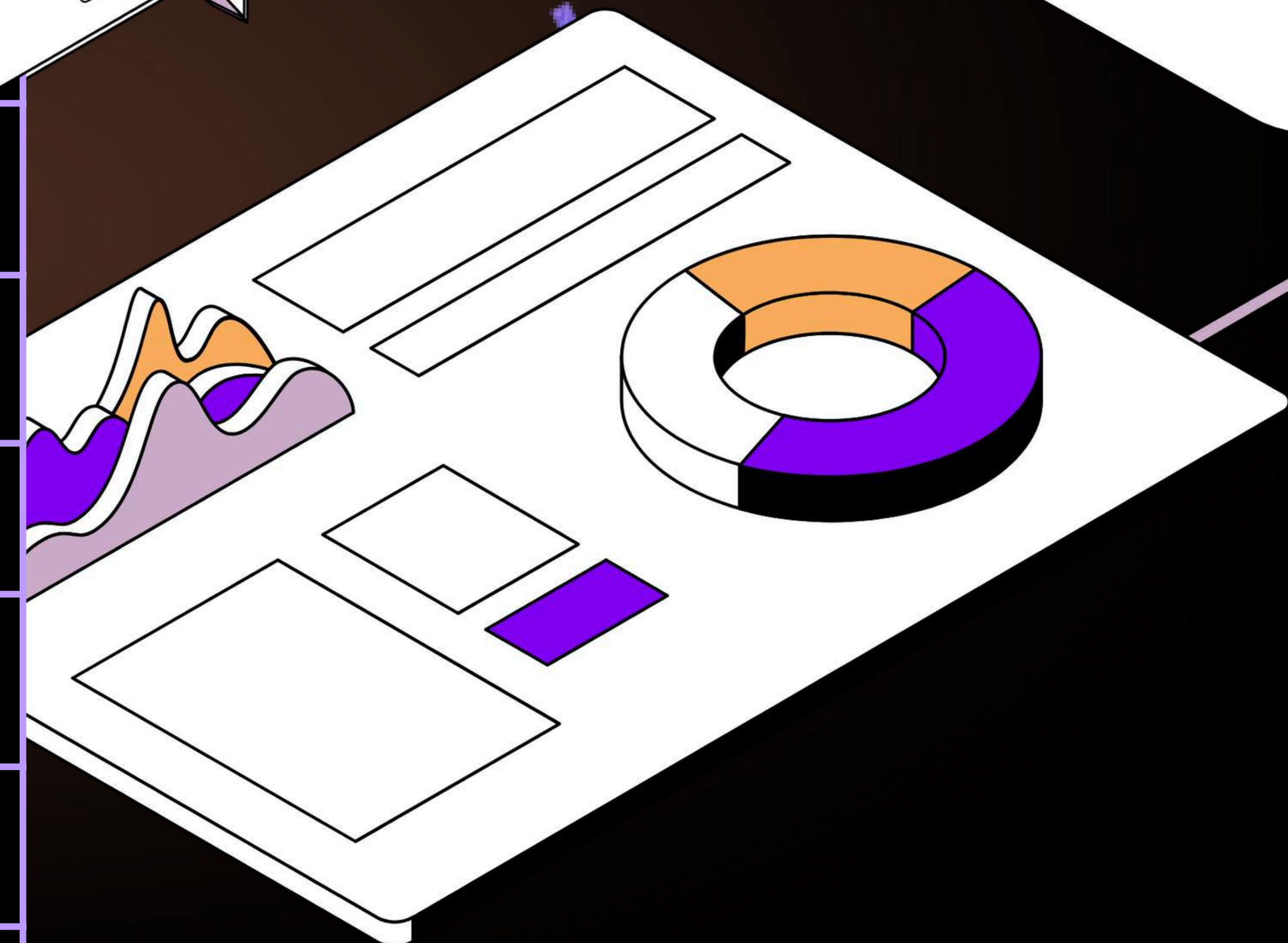
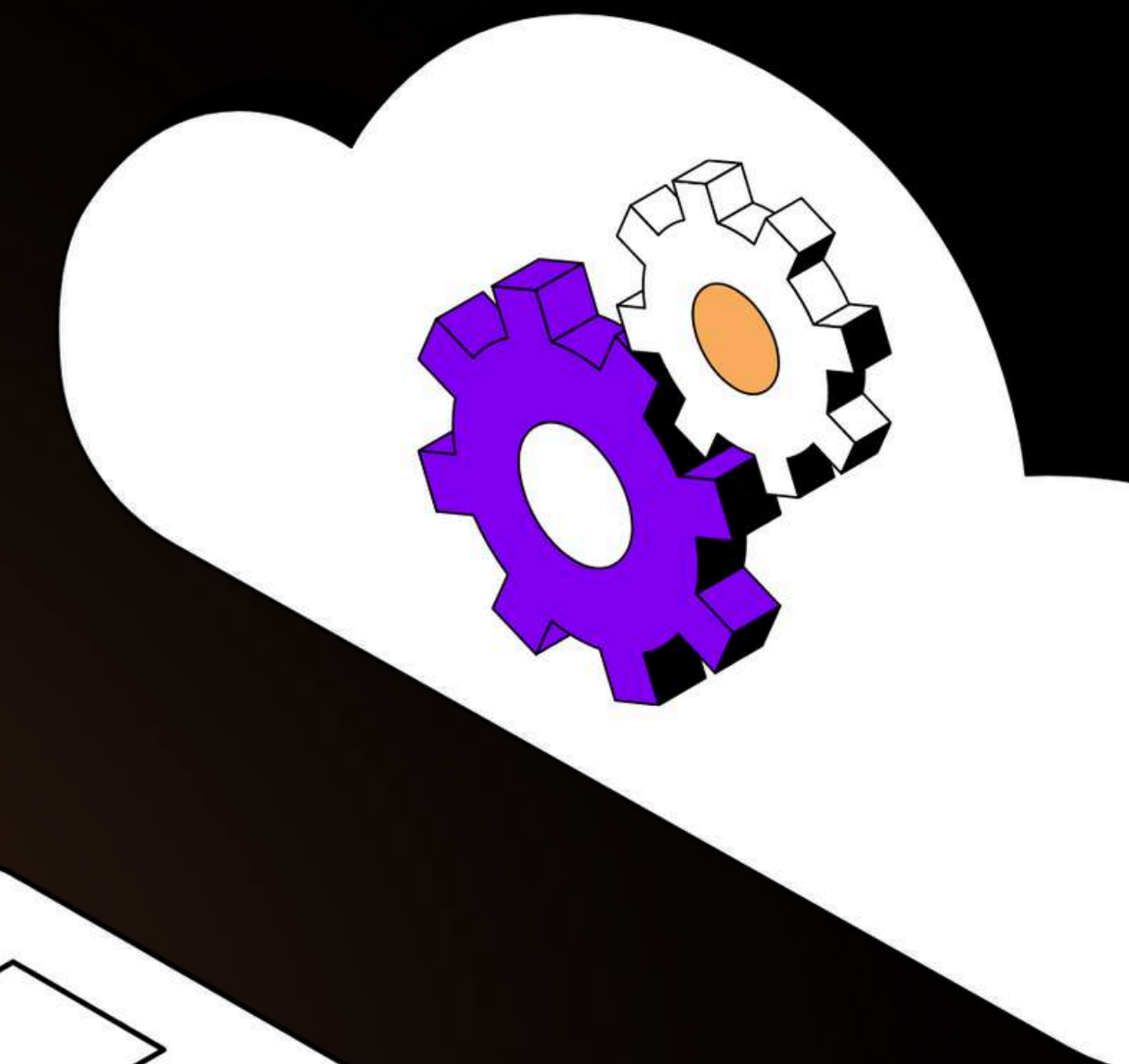
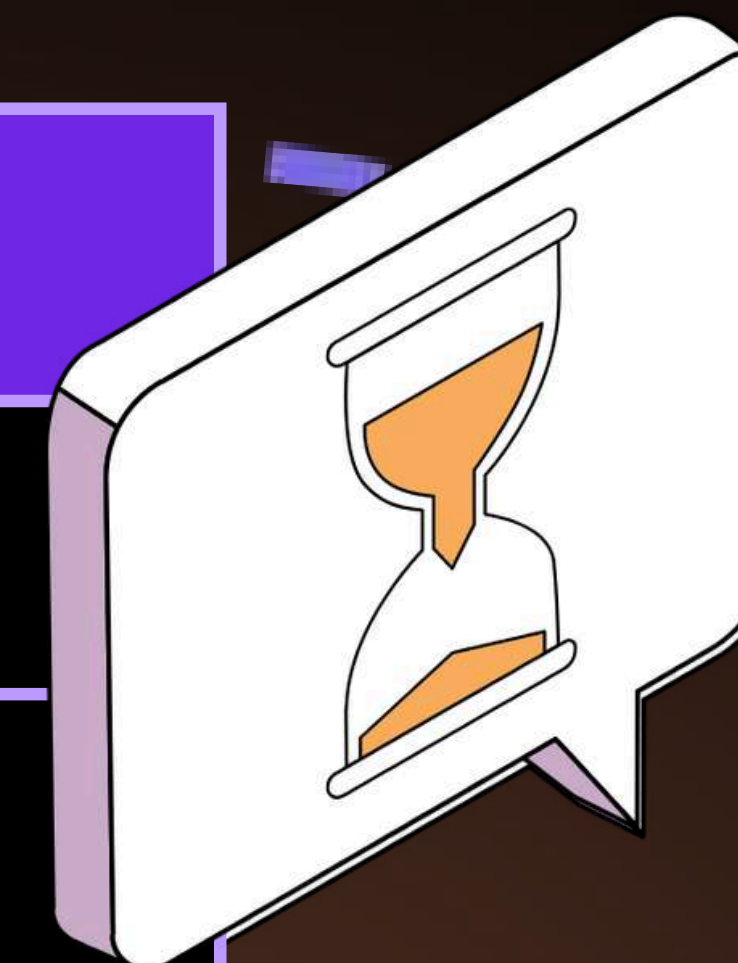
*disclaimer about salaries



DATA & AI

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ROLE TYPE	SALARY - LOW RANGE	SALARY - HIGH RANGE
Head of Data <i>contract</i>	\$240K \$1,420/day	\$350K \$2,070/day
Data Engineering Manager <i>contract</i>	\$190K \$1,010/day	\$220K \$1,300/day
Data Architect <i>contract</i>	\$190K \$1,130/day	\$230K \$1,360/day
Senior Data Engineer <i>contract</i>	\$180K \$1,070/day	\$200K \$1,300/day
Mid level Data Engineer <i>contract</i>	\$140K \$830/day	\$160K \$950/day
Senior Data Scientist <i>contract</i>	\$170K \$1,010/day	\$220K \$1,300/day
Mid Level Data Scientist <i>contract</i>	\$150K \$890/day	\$170K \$1,010/day
Senior Data Analyst <i>contract</i>	\$150K \$890/day	\$180K \$1,070/day
Mid Level Data Analyst <i>contract</i>	\$130K \$700/day	\$150K \$890/day



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INFRASTRUCTURE & CLOUD

ROLE TYPE	SALARY - LOW RANGE	SALARY - HIGH RANGE
Head of Cloud / Infrastructure <i>contract</i>	\$190K \$1,200/day	\$260K \$1,700/day
Head of Platforms <i>contract</i>	\$185K \$1,100/day	\$240K \$1,600/day
Platform Engineer <i>contract</i>	\$125K \$900/day	\$190K \$1200/day
Cloud Architect <i>contract</i>	\$160K \$1,130/day	\$220K \$1,420/day
Solutions Architect <i>contract</i>	\$170K \$1,100/day	\$220K \$1,400/day
Cloud Engineer <i>contract</i>	\$120K \$800/day	\$200K \$1,100/day
Site Reliability Engineer <i>contract</i>	\$140K \$900/day	\$200K \$1,200/day
DevOps Engineer <i>contract</i>	\$140K \$900/day	\$200K \$1,200/day
Security Engineer <i>contract</i>	\$110K \$800/day	\$190K \$1,100/day
Security Architect <i>contract</i>	\$180K \$1,000/day	\$240K \$1,300/day
Security Administrator <i>contract</i>	\$90K \$600/day	\$150K \$900/day

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