

FY 2022-23

SALARY GUIDE & INSIGHTS

PRODUCT MANAGEMENT & DEVELOPMENT



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TOP TRENDS

1

SALARIES

increased by **15%-20%**
since FY2020

2

OPEN TO NEW ROLES

71% of professionals open
to new opportunities
(this is 10% less than last year)

3

WHAT PEOPLE WANT

- Work from anywhere
- Compressed work week
- Additional leave

4

BONUSES

Increase in sign-on
and retention bonuses

SUMMARY – FINANCIALS

1 **SALARIES INCREASED BY UP TO 15%-20% OVER 2 YEARS**

Salaries have increased up to 20% since FY2020.

Reasons include:

- We have not seen salary increases since FY2016
- Great resignation movement
- Increased demand for talent
- Skillset premiums (see below).

4 **EQUITY & OPTIONS**

Professionals remuneration is increasingly including Equity and Options:

- 36% of product professionals receive Equity and/or Options;
- 45% consider this to be <10% of their total remuneration and 33% consider this to be 10%-30% of their remuneration package;
- 42% of Heads of, GM and Executive receive LTI or Equity options.

2 **SPECIFIC FUNCTIONS CARRY A PREMIUM**

Due to an increased demand, the following roles carry a remuneration premium:

- Product Designer
- Product Owner (Agile)
- Digital Product Owner/Manager

5 **BONUSES ARE BACK**

FY2021 saw a drop in professionals eligible for bonus from 82% to 77%, however FY2022 saw bonuses back to 82%:

- 51% of product professionals are eligible for 10%-39% bonus;
- 33% receive between 50%-100% of their bonus potential.

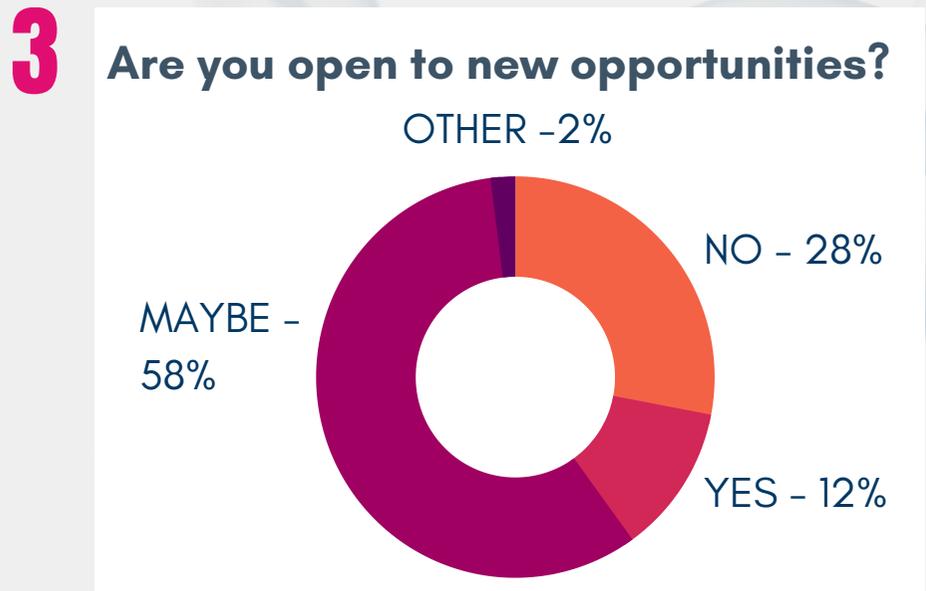
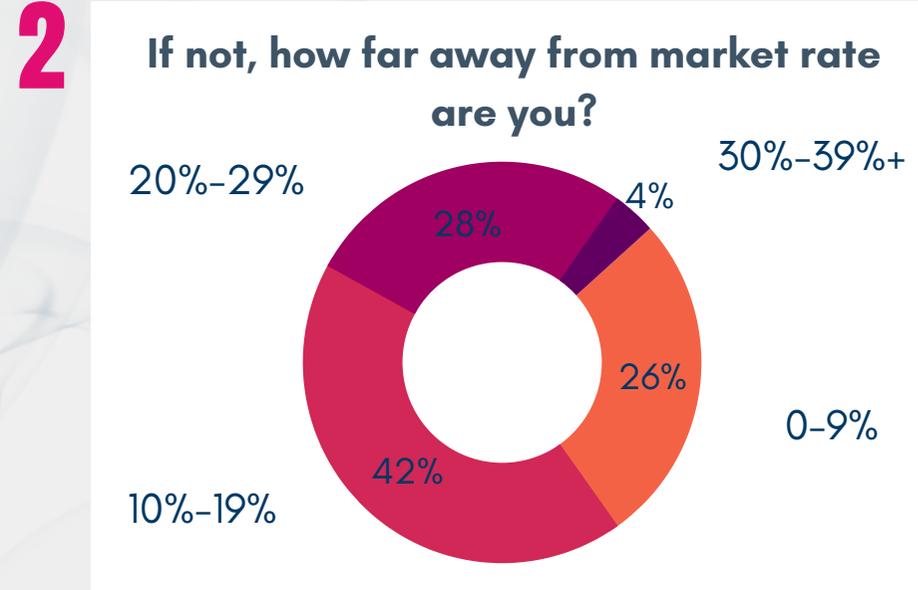
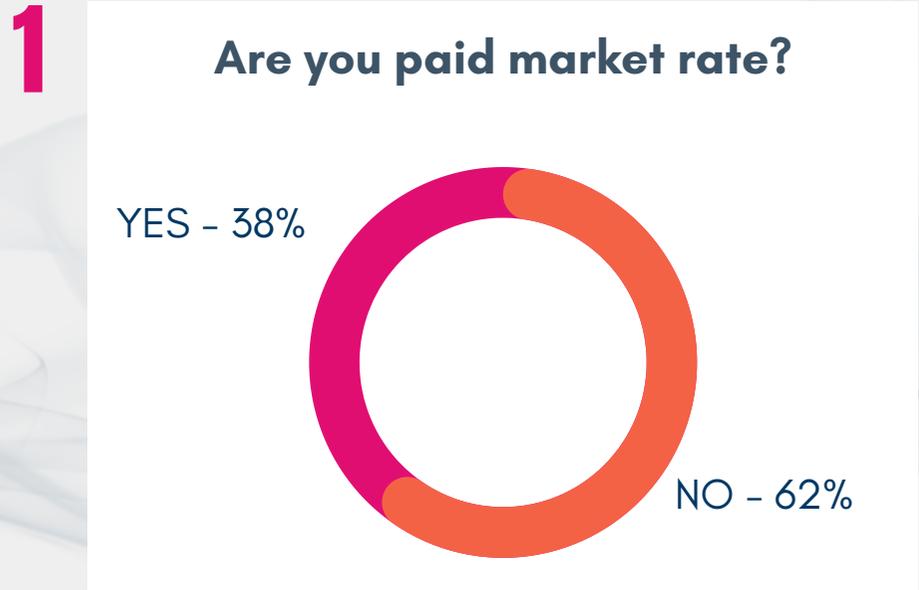
3 **INCUMBENT TEAM MEMBERS ARE LAGGING**

Incumbent team members who have not moved roles or organisations in the last 2 years will find themselves significantly behind market rate salaries. Organisations are finding this very difficult to navigate given pressures on their costs/budgets. Leaders are attempting to supplement salaries with non-financial benefits. See page 10 and 11 for details of employee/leader communications.

6 **RETENTION/COMPLETION/SIGN ON BONUSES**

We have seen a 30% increase of bonuses used for retention and sign on purposes. We predict this will only increase while we have a talent shortage.

SUMMARY - MOTIVATIONS



- 4** What motivates you outside of Rem?
- 30%** Compressed work week
 - 29%** Work from anywhere
 - 15%** Additional leave
 - 14%** Equity/ share plans

SALARIES - OVERVIEW

	Asset Mgt	Wealth Mgt	Insurance	Banking & Payments	Software	FinTech	Digital Platform
Product Analyst	\$100K-\$119K	\$100K-\$119K	\$100K-\$119K	\$100K-\$119K	\$85K-\$100K	\$85K-\$100K	\$85K-\$100K
Product Manager	\$130K-\$150K	\$140K-\$160K	\$130K-\$150K	\$140K-\$160K	\$130K-\$150K	\$120K-\$140K	\$120K-\$140K
Product Development Manager	\$140K-\$160K	\$140K-\$160K	\$140K-\$160K	\$140K-\$160K	*	\$130K-\$150K	\$120K-\$140K
Digital Product Manager	\$140K-\$160K	\$140K-\$160K	\$140K-\$160K	\$140K-\$160K	\$130K-\$150K	\$140K-\$160K	\$140K-\$160K
Product Owner	\$180K-\$200K	\$180K-\$200K	\$180K-\$200K	\$160K-\$180K	\$130K-\$150K	\$130K-\$150K	\$130K-\$150K
Senior Product Manager	\$180K-\$200K	\$180K-\$200K	\$160K-\$180K	\$160K-\$180K	\$160K-\$180K	\$155K-\$170K	\$155K-\$170K
Senior Product Development Manager	\$180K-\$200K	\$180K-\$200K	\$160K-\$180K	\$160K-\$180K	*	*	*
Head of Product	\$240K-\$280K	\$220K-\$250K	\$230K-\$250K	\$200K-\$220K	\$200K-\$220K	\$230K-\$250K	\$180K-\$200K
General Manager Product	*	*	*	*	\$230K-\$250K	\$250K-\$280K	\$230K-\$250K

Salary excludes superannuation and bonus

*Not enough data to report on



SALARIES - BONUSES

	MEDIAN SALARY	BONUS POTENTIAL	BONUS PAID	AVERAGE % OF PEOPLE WITH LTI OR EQUITY	YEARS EXP IN PRODUCT
Product Analyst	\$100,000-\$119,000	10-19%	25-49%	0	0-3
Product Manager	\$130,000-\$150,000	10-19%	50-75%	16%	4-10
Product Owner	\$160,000-\$180,000	20-39%	50-75%	18%	4-6
Senior Product Manager	\$180,000-\$200,000	20-39%	50-75%	19%	7-15
Head of Product	\$220,000-\$240,000	40-70%	50-75%	42%	10-15

Salary excludes superannuation and bonus
Bonus potential is on base salary only
LTI - Long Term Incentives
Equity - Not defined by share class



WHAT'S CHANGED IN FY2022 COMPARED TO FY2021?



Time to hire has increased from 25 to 41 days



Digital experience now supersedes domain expertise



Applications per job down consistently by 2.3% ([seek.com.au](https://www.seek.com.au))



Product structures simplified and flattened, taking out 1-2 levels (such as APM)



Vacancy volumes up 25% year-on-year according to [seek.com.au](https://www.seek.com.au)



A growing proportion of organisations are committing to long-term remote work options



Professionals with multiple product skillsets carry a premium

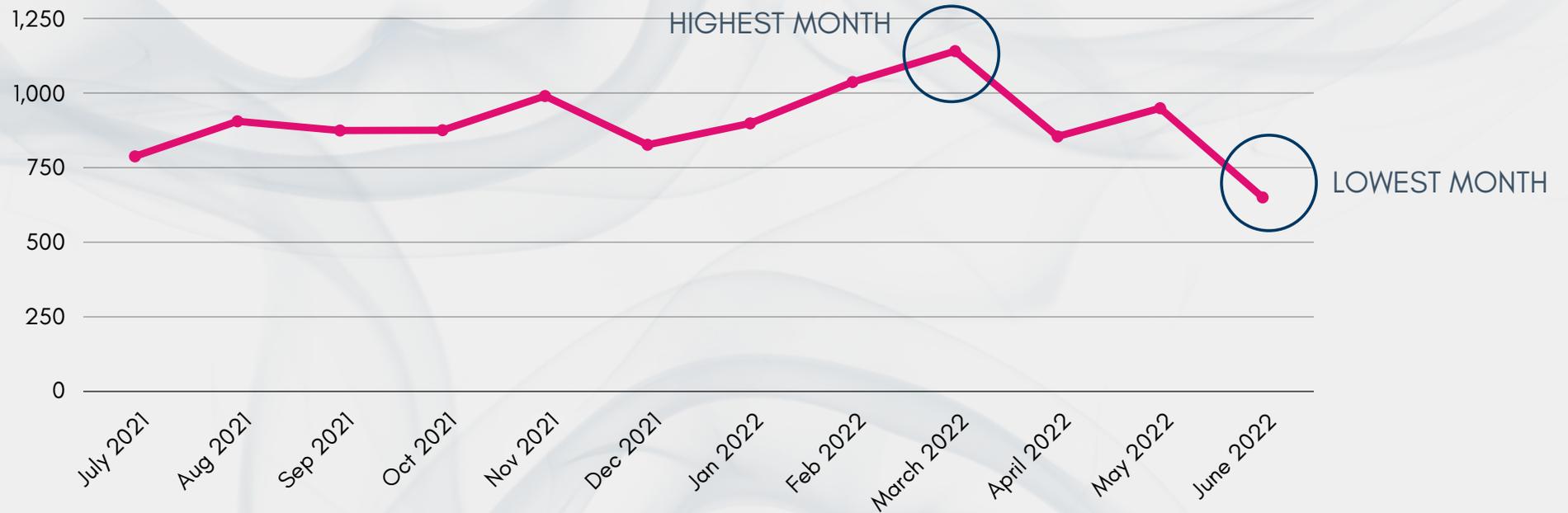


According to [webover.com](https://www.webover.com), 11,000 product roles advertised (outside of agency) which is a 23% uplift

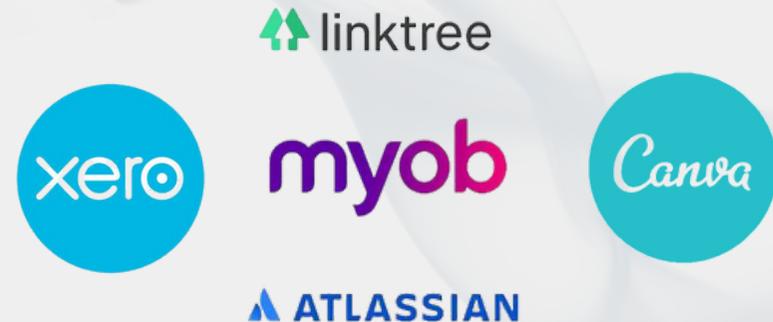
FY2022 ADVERTISING VOLUMES

([WEBROVER.COM](https://www.webrover.com))

According to [webrover.com](https://www.webrover.com), FY2022 saw organisations advertise 10,785 product roles across 2,681 different organisations. This does not include any advertising by recruitment agencies. We predict the actual numbers to be closer to 18,000 given internal moves, roles which were not advertised and recruitment agency contributions. This is a **23% increase** from FY2021.



Organisations with the highest advertised vacancies...



FUTURE OF PRODUCT MANAGEMENT & DEVELOPMENT



Agile Skillset & Attitude

Momentum has increased towards Agile business practices, creating seamless customer experiences and organisational change. Agile product professionals with experience working in well established Agile environments will be highly sought after. Those product professionals with adaptable attitudes and a strong desire to convert to Agile will also be in demand.



Simplification

With unprecedented levels of Mergers & Acquisitions within Financial Services, the journey continues to simplify and scale products which are still fit for purpose. Product professionals who are expert problem solvers and can distil complex challenges into simple requirements carry a premium.



Industry Tech

The Industry Tech sector is showing no signs of slowing down. More funding is being allocated to growing technology solutions for key industries such as Health, Financial Products, Property and Education. These industries require a mix of domain and functional experience, an entrepreneurial mind, and an ability to execute quickly.



Customer Experience

Many organisations are battling with legacy systems and products without the funding to overhaul. As a result, new roles are being curated to ensure the voice of the customer is considered. Roles include Customer Propositions, Customer Segmentation & Experience and Product experience.



Digital First

The divide between the Product and Digital teams will continue to diminish and those products which are not digital-first will either be closed or de-prioritised when it comes to future funding. Professionals who have a digital skillset and aptitude will continue to surpass their colleagues.

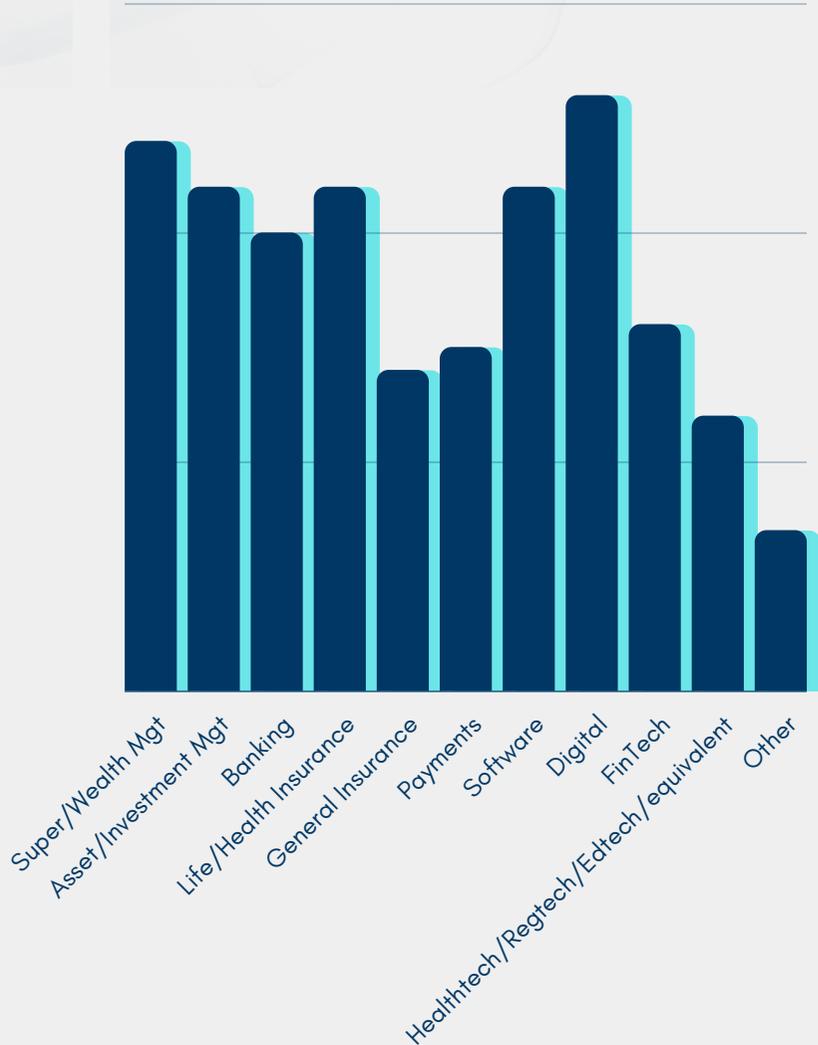


Product Design

Design Thinking continues to increase in importance within organisations where the Product Designer is responsible for designing both the user interface and the user experience. Organisations are striving to ensure products are aesthetically pleasing as well as functional. A Product Design skillset bridges this gap and is in high demand.

THE PARTICIPANTS

Industry



Other industries include: Travel, Education, Not For Profit, Manufacturing, and Events

Gender



61% male

36% female

3% other/ rather not say

Education Level



Doctorate
1%



Masters
32%



Bachelors
(or equivalent)
53%



HSC
(or equivalent)
8%



Other
(e.g. RG146/CFA)
6%

Interestingly...
61% of participants have not undertaken any formal Product qualifications

A MESSAGE FROM YOUR TEAM MEMBERS

Dear Leader,

I want to start by saying thank you for being so flexible with my work arrangements during the pandemic and I am delighted to see you are flexible about how and when I return to the office. I am hoping this will continue into FY2023 and beyond...

The external environment has made me reassess my work and personal circumstances. My needs have changed and I expect they will continue to evolve. What has motivated me up until now no longer drives me, however I am still trying to land on the new "work me" and what that looks like. I am getting approached frequently by recruiters, however I am keen to stay loyal to you and the organisation. That said, we do need to talk about some things and ensure that we are working together in all of our best interests.

- **Learning & Development** - can we discuss a budget for more professional development?
- **Compressed work week** - this is either a 4-day work week or 9-day fortnight (without financial reduction)
- **Non financial benefits** - keen to discuss a tailored non-financial benefit package which places emphasis on my specific needs.

Best regards,

Your loyal team member

A MESSAGE FROM YOUR LEADER

Dear Team Member,

The last few years have been tricky to navigate and I thank you for your loyalty and trust you have placed in me and the organisation.

We understand your needs have changed and are committed to adapting your work environment and role to suit these. That said, the needs of the organisation and your role have remained quite stable, therefore we need to strike a balance. While we do not want to lose you, we also recognise that role/person fit does not stay the same and evolves over time. In order to work together long-term, I would like to discuss the following:

- **Learning & Development** - We are committed to supporting you with any additional professional development. Please provide a business case and options for me to take to the business.
- **Targets, OKRs and KPIs** - How do you see a compressed work week affecting these? Please provide examples and evidence for how this will not adversely effect the business.
- **Non-Financial Benefits** - What are your specific needs? And do share how you feel I can best address this for you and the wider team.

Best regards,
Your caring Leader

PARTNERS

We are pleased to partner with a variety of incredible organisations to help support our community. We work with these partners because of our mutual trust, respect and high standard of work.



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PARITY'S RECRUITMENT SOLUTIONS



**PRODUCT MGT
& DEV**



**PRODUCT TECH
& PRODUCT OWNER**



DIGITAL



**MARKETING
& COMMUNICATIONS**



**ACTUARIAL
& PRICING**



**DATA
& ANALYTICS**

OUR PROMISE

3062
Unique Contributions

With over 3,000 Product professionals contributing to this salary guide in FY2022, Parity Consulting is proud to share that it is the largest and most detailed specialist Product salary guide and insights in Australia (if not beyond!)

10%
Investment

We don't just have an outstanding reputation for matching great talent with the best companies, we're also proud to invest 10% of our profits annually into industry training and events through Parity *Plus*, a recruitment industry first in Australia!

Diversity, Equity, Inclusion & Belonging

Here at Parity, we celebrate the power of our people and celebrate difference with pride. We know this makes us stronger, together. We are committed to cultivating individuality of all, irrespective of beliefs, abilities, identity and expression, background or life experiences.

We champion diversity and inclusion and are committed to always learning and seeking to understand. We work closely with our partners to ensure equal opportunities and respectfully advocate for our people's unique needs to access inclusive environments to succeed and thrive as their authentic selves.

We recognise the First Nations People as the Traditional Custodians of this land and celebrate their connection and love for the country.

Ending Modern Slavery

Parity Consulting and its team members seek to do business with suppliers that have similar values, ethics and sustainable business practices, including those related to human rights. Parity does not tolerate slavery, human trafficking, forced or child labour or child exploitation, or any other form of slavery.

Disclaimer

Our Salary Guide is part of our Parity *Plus* initiative and whilst every consideration is taken in the collection and compilation of data, the guide is interpretive and indicative - not conclusive. Therefore, the information contained in this document should be used as a guideline only and should not be reproduced in total or in part without the express written consent from Parity Consulting.