

Keeping Pace

Salary Guide & Insights

11th Edition
FY2025–26



Product Management | Marketing, Communications & Digital | Data & Analytics

IN-DEMAND
TOP SKILLS FOR
NEXT 12 MONTHS

WORKPLACE
ESSENTIAL INSIGHTS

NOT JUST A GUIDE
IT'S YOUR
COMPETITIVE EDGE





[Click logo to return to this page](#)

What's Inside

Truffle Hunters at Heart

At Parity, we like to think of ourselves as the truffle hunters of the talent world. We are always digging beneath the surface to uncover hidden opportunities, overlooked potential, and the real value of your experience.

This Salary Guide isn't just about numbers, it's about arming you with the insights and confidence to make informed career moves, negotiate your worth, and recognise where the best opportunities lie.

Because knowing your value is powerful, and asking for it is even more so.

About the Images

The cover and section images were created with a little help from AI magic, but don't worry, the rest of this report was proudly written and designed by real humans.

	PAGE
From our CEO	3
Executive Summary	4
Why Partner with Us	7
Top 4 Macro Trends	8
Product Management & Development	9
- Salaries	10
- Bonuses	11
Marketing, Communications & Digital	12
- Salaries	13
- Bonuses	14
Data & Analytics	15
- Salaries & Bonuses	16
Roles We Recruit	17
Meet The Team	18
Preferred Partners	19
Methodology	20
Contact Us	21





Message from the CEO

Keeping Pace



Victoria Butt

Founder | CEO | Executive Search
vbutte@parityconsulting.com.au

Welcome to the 11th annual edition of Parity Consulting's Salary Guide and Market Insights for Product, Marketing, Digital, and Data.

We chose this year's theme, "Keeping Pace", because the relentless acceleration of industry change, economic shifts, political turbulence and AI disruption means that success isn't about getting ahead, it's about not being dramatically left behind.

Our role extends beyond placements and we will continue to support you whether you're leading teams, between roles, or exploring opportunities.

Three key findings define this year's landscape:

1. 23% more people are actively seeking opportunities, but motivations have evolved. While compensation remains top, working on exciting and meaningful projects has entered the top three for the first time in our decade of research.

2. Office return is real. 47% now work three or more days in-office, trending toward 3-4 days as

businesses enforce stricter attendance with tangible consequences.

3. While base salaries lag CPI, 36% achieved higher bonuses than last year, creating pockets of positive total remuneration growth.

Permanent salaries remain stable, but contract rates have dropped up to 25% due to increased candidate supply. We predict this will correct within 12-18 months.

As we enter the new financial year, we're seeing a transitional employment market. While unemployment and average time between roles appear higher than what's been reported by the ABS, we're also seeing a steady increase in roles that are becoming harder to fill, pointing to a slow shift towards a more balanced market.

Our team is here to help you navigate these changing dynamics, reach out any time for a deeper conversation.

Warm regards,

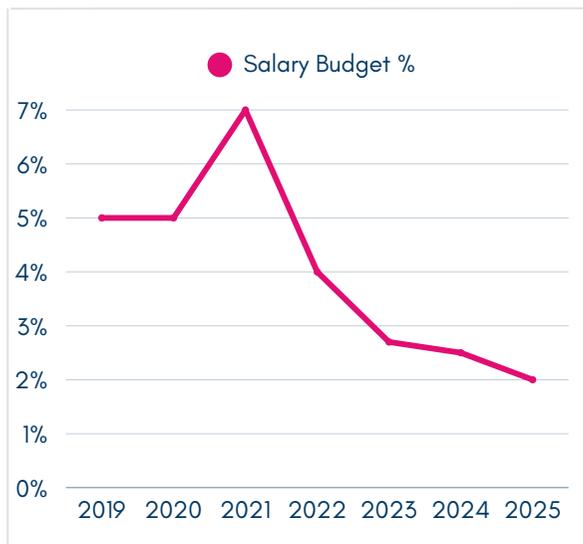
Victoria



Executive Summary

Salary Levels Holding Steady

1.5-2% Salary Budget for FY2026



Salary budgets have been decreasing since 2020 and have hit a 5 year lull.

Bonus Levels Compared to Last Year



41% Same Bonus as Last Year

36% Higher Bonus

23% Lower Bonus

Compared to Last Year



Due to **prolonged suppression** of wage increases, businesses used the bonus pool to reward high performers.

Higher bonus: 71% are Senior Managers & above.

Lower bonus: 75% are in Financial Services & 55% are women.

Market Value Believe are Underpaid



Top Reasons Not Paid Market Value

42% Budget Constraints

31% More Responsibility - Same Pay

10% Market: Increased Competition

6% Market: Uncertainty

6% Org. Change & Restructure

Median request for more pay is 13%

Women want 14.1% increase

Men want 12.2% increase



Executive Summary

Open To New Roles



Actively Looking



Survey vs. ABS National Data

14.8	Weeks Looking	vs. 10
7.6%	Unemployed	vs. 4.1%

👤 Financial Services and Tech talent are in the market +/- 40% longer than National averages. Between roles varies subject to level.

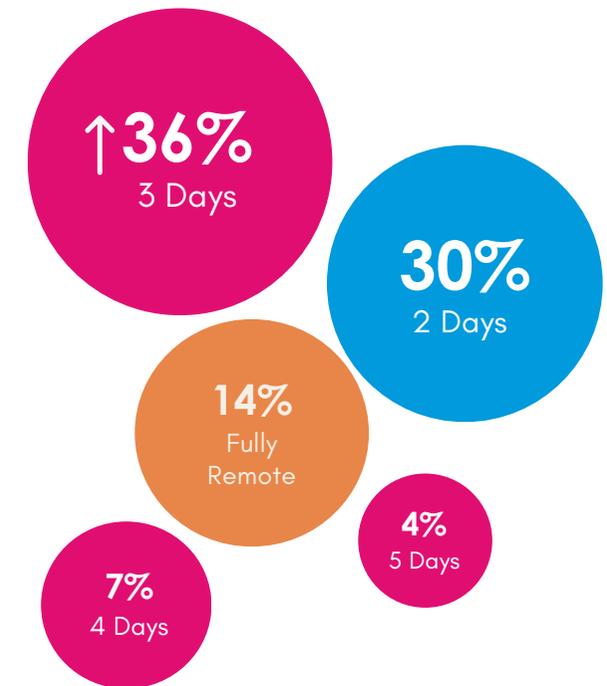
Key Motivators Driving Employees



- 21%** Remuneration
- 18%** Exciting Work/ Interesting projects
- 15%** Hybrid Working/Flexibility
- 13%** Career Development
- 12%** Values Alignment

👤 Exciting Work features in Top 5 for the first time. Remuneration, while still 1st, last year was at 3rd. Values Alignment dropped from 3rd to 5th place.

Days in Office Trending Up



👤 47% are 3 or more days in office. 34% tech businesses are fully remote. Head of Department and above are most likely in the office full time.





Executive Summary

Support Employees Require Most Requested Support



28% Recruiter Proactively Working on their behalf

19% Networking Opportunities

15% Career Coaching

13% Personal Branding Assistance

13% CV/LinkedIn Review & Writing

12% Interview Coaching

 *The most valued form of support: people are looking for personalised, strategic guidance.*

Career Development Top Areas for Upskilling



 *The top areas for upskilling in 2025 show a strong focus on diversifying AI skills, with a clear shift from learning about AI to implementing it and risk management. Over 51% of all respondents selected some form of AI-related upskilling.*



Why Partner with Us

Executive Search

Senior roles aren't filled by chance and rarely by internal Talent Acquisition.

Top leaders are hard to unseat as they're often too busy to be proactive about their careers.

We combine market intel, talent mapping and discreet headhunting to unearth and inspire the kind of executive talent that won't come to you.

Our Executive Market Map provides insight into who's out there, what they want, and how to position your opportunity to win them over - before the search even begins.

- ✓ Permanent
- ✓ Interim

Recruitment Specialists

A mismatch in culture or skillset can set your team back months.

Our team takes the time to understand your culture and deliver candidates who not only fit - but add value.

With deep expertise across Product, Marketing, Communications, Digital Transformation, and Data, we stay ahead of industry trends and proactively connect you with talent that aligns with your needs, values and vision.

- ✓ Permanent
- ✓ Fixed Term Contract
- ✓ Daily Rate Contract

Transformation Projects

Project success during major change hinges on having the right talent in place - but finding specialist contractors quickly can be tough.

Our network of experienced transformation professionals - from Program and Project Managers to Business Analysts, Solution Architects, and Change Managers - are ready to step in and deliver.

We'll help shape your brief, source at speed and ensure capability across every phase.

- ✓ Permanent
- ✓ Fixed Term Contract
- ✓ Strategic Partnering

HR Consulting

When your structure no longer fits the strategy, even the best people struggle to perform.

We bring deep expertise in designing Target Operating Models (TOMs) across industries, helping you align structure with resources, governance and risk.

Our services encompass productivity and simplification assessments, and direct competitor analysis - so you're not just changing, you're improving.

- ✓ Team Structures and Operating models
- ✓ Competitor analysis
- ✓ DEIB Consulting

'Parity Plus' Insights

Making hiring decisions, staying connected with your industry, and aligning your values with your work life can feel like a constant juggle.

That's why each year, Parity invests 10% of our profits into creating meaningful change - from conducting employment market research, to hosting thought-provoking events, to launching initiatives that support clients, candidates and the wider community.

- ✓ Salary Surveys and Market Insight reports
- ✓ Events for Executives and Talent professionals
- ✓ EVP research





Top 4 Macro Trends

1 Overall Sentiment is Skewing Negative

Despite some positive signals, people are leaning more pessimistically in FY2025 than FY2024.

Employees are increasingly vocal about burnout, misalignment, and dissatisfaction.

As a hiring manager, this signals an urgent need to check in with your team's well-being and workplace satisfaction before it affects performance or retention.

3 People Feel They're Doing More with Less

Many respondents expressed frustration with reduced support and increased workloads.

There's a recurring theme of employees feeling stretched thin, under-resourced, or overlooked.

This is a critical signal to reassess team structures, expectations, and recognition, before burnout becomes turnover.

2 AI is 'the' Hot Topic — and a Double-Edged Sword

Mentions of AI surged across all job functions.

While some see it as exciting and transformative, others feel anxious or unclear about its impact on their roles.

Leaders should focus on clear communication, upskilling opportunities, and involving staff in AI conversations to avoid fear-driven disengagement.

4 Return-to-Office Remains a Friction Point

The debate over returning to the office is far from settled.

Many employees still crave flexibility, and rigid in-office mandates are sparking discontent.

If you're navigating this space, consider leading with trust, offering hybrid options, and clearly explaining the "why" behind any policy decisions.



Product Management, Design & Development



Product Management, Design & Development Salaries

	Banking & Payments	Insurance	Asset & Wealth	Tech Digital	FinTech	Tech Software / SaaS	Other *	Daily Rate
Product Analyst	\$95K - \$115K	\$95K - \$120K	\$100K - \$125K	\$100K - \$110K ↓	\$100K - \$110K ↓	\$100K - \$120K	\$100K - \$120K	\$600
Disclosure/Offer Documents	\$110K - \$120K	\$120K - \$140K	\$130K - \$150K ↓	n/a	n/a	n/a	n/a	\$800
Product Marketing	\$120K - \$140K	\$130K - \$150K	\$130K - \$150K	\$160K - \$180K	\$140K - \$160K ↓	\$140K - \$160K ↓	\$160K - \$180K	\$900
Product Governance	\$130K - \$150K	\$130K - \$150K	\$130K - \$160K ↑	n/a	n/a	n/a	n/a	\$900 ↓
Product Manager	\$135K - \$155K	\$135K - \$155K	\$140K - \$160K	\$140K - \$165K	\$135K - \$165K	\$140K - \$160K	\$140K - \$165K	\$800
Product Owner	\$150K - \$170K	\$160K - \$180K	\$160K - \$180K	\$150K - \$170K	\$150K - \$170K	\$150K - \$170K	\$140K - \$160K	\$900
Digital Product Manager	\$150K - \$170K	\$140K - \$160K	\$140K - \$170K	\$140K - \$175K	\$150K - \$180K	\$140K - \$175K	\$140K - \$175K	\$1000
Digital Product Manager (Senior)	\$160K - \$180K	\$150K - \$170K	\$170K - \$200K	\$160K - \$185K	\$150K - \$180K	\$160K - \$185K	\$160K - \$185K	\$1100
Product Designer	\$160K - \$180K	\$160K - \$180K	\$170K - \$190K	\$150K - \$170K ↓	\$150K - \$170K ↓	\$160K - \$190K	\$160K - \$190K	\$850 ↓
Product Development Manager	\$160K - \$180K	\$160K - \$180K	\$160K - \$180K	\$165K - \$185K	\$160K - \$190K	\$155K - \$185K	\$155K - \$185K	\$1000
Senior Product Manager	\$170K - \$190K	\$170K - \$200K	\$170K - \$200K	\$160K - \$185K	\$160K - \$185K	\$160K - \$185K	\$160K - \$185K	\$1100
Product Owner (Senior Manager)	\$180K - \$200K	\$180K - \$200K	\$180K - \$200K ↓	\$150K - \$180K	\$160K - \$185K	\$150K - \$180K	\$150K - \$180K	\$1000 ↓
Head of Product	\$220K - \$250K	\$220K - \$270K	\$220K - \$270K	\$200K - \$240K	\$220K - \$260K	\$200K - \$240K	\$200K - \$240K	\$1500
Director of Product	\$250K - \$280K	\$250K - \$330K	\$260K - \$330K	\$250K - \$300K	\$250K - \$300K	\$250K - \$300K	\$250K - \$300K	n/a
General Manager / CPO	\$300K +	\$300K +	\$300K +	\$275K - \$320K	\$275K - \$320K	\$275K - \$320K	\$275K - \$320K	n/a

*Note: Salary & Daily Rate data excludes superannuation and bonus. * Other: Automotive Finance, Digital Retail, Energy, Government, Logistics, Telco, Media, Manufacturing, Travel.*



Product Management, Design & Development Bonuses

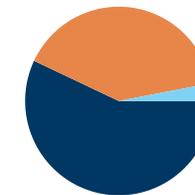
	Median Salary (cross-industry)	Eligible for Bonus	Bonus Potential †	Bonus Paid (av. inc. super)
Product Analyst	\$100K - \$120K	41%	<10%	\$7K
Disclosure/Offer Documents	\$120K - \$140K	75%	10% - 19%	\$17K
Product Marketing	\$140K - \$160K	54%	10% - 19%	\$12K
Product Governance	\$130K - \$150K	65%	10% - 19%	\$23K
Product Manager	\$135K - \$155K	71%	10% - 19%	\$21K
Product Owner	\$150K - \$170K	65%	10% - 19%	\$32K
Digital Product Manager	\$140K - \$170K	75%	10% - 19%	\$30K
Digital Product Manager (Senior)	\$160K - \$180K	76%	20% - 39%	\$34K
Product Designer	\$150K - \$170K ↓	67%	10% - 19%	\$36K
Product Development Manager	\$160K - \$175K	82%	20% - 39%	\$33K
Senior Product Manager	\$170K - \$190K	73%	20% - 39%	\$41K
Product Owner (Senior Manager)	\$180K - \$200K	73%	20% - 39%	\$38K
Head of Product	\$210K - \$240K	81%	40% - 79%	\$65K
Director of Product	\$250K - \$300K	87%	uncapped	\$88K
General Manager / CPO	\$300K +	88%	uncapped	\$141K

Note: Salary & Daily Rate data excludes superannuation and bonus.

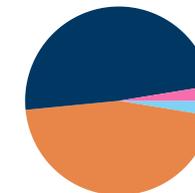
† Some organisations offer Equity and Options as part of the package.

**Other: Automotive Finance, Digital Retail, Energy, Government, Logistics, Telco, Media, Manufacturing, Travel.*

Our Survey Participants



57% Male
41% Female
2% Rather not say



48% Millennial/Gen Y (1981-1996)
45% Gen X (1965-1980)
4% Boomer (1946-1964)
3% Gen Z (1997-2012)



30%
Asset & Wealth
Management, Super



31%
Tech businesses



15%
Banking & Payments



10%
Other *



14%
Insurance (life,
general, health)



Marketing, Communications & Digital



Marketing, Communications & Digital Salaries

	Banking & Payments	Insurance	Asset & Wealth	Tech Digital	FinTech	Tech Software / SaaS	Other *	Daily Rate
Specialist	\$90K - \$110K	\$100K - \$110K ↑	\$100K - \$125K	\$90K - \$110K	\$100K - \$120K	\$100K - \$110K ↑	< \$100K	\$550
Events Manager	\$100K - \$120K	\$120K - \$140K	\$120K - \$150K	\$100K - \$120K	\$120K - \$140K	\$100K - \$120K	\$100K - \$120K	\$650
Content Manager	\$120K - \$140K	\$120K - \$140K	\$120K - \$150K	\$120K - \$150K	\$110K - \$140K	\$120K - \$140K	\$120K - \$140K	\$800
Marketing Manager - Generalist	\$120K - \$140K	\$120K - \$140K	\$120K - \$140K ↓	\$120K - \$140K	\$120K - \$140K	\$120K - \$140K	\$120K - \$140K	\$800
Communications Manager - Internal	\$120K - \$140K	\$120K - \$150K	\$120K - \$150K	\$120K - \$140K	\$120K - \$140K	\$120K - \$140K	\$100K - \$120K	\$800
Communications Manager - External	\$120K - \$140K	\$120K - \$140K	\$130K - \$150K	\$120K - \$140K	\$130K - \$150K	\$120K - \$140K	\$100K - \$120K	\$800
Product Marketing	\$120K - \$140K	\$130K - \$150K	\$130K - \$150K	\$160K - \$180K	\$140K - \$160K ↓	\$140K - \$160K ↓	\$160K - \$180K	\$900
CX Manager	\$125K - \$145K	\$125K - \$145K	\$130K - \$150K	\$125K - \$145K	\$125K - \$145K	\$125K - \$145K	\$110K - \$130K	\$800
Digital Marketing Manager	\$125K - \$145K	\$130K - \$150K	\$140K - \$160K	\$140K - \$160K	\$140K - \$160K	\$140K - \$160K	\$120K - \$140K	\$800
Senior Manager - Marketing Generalist / Comms / Digital	\$150K - \$180K	\$150K - \$180K ↓	\$160K - \$180K	\$150K - \$180K	\$150K - \$180K	\$150K - \$180K	\$140K - \$160K	\$900 ↓
Head of Marketing / CX / Comms / Digital	\$220K - \$240K	\$220K - \$240K	\$230K - \$260K	\$200K - \$220K	\$220K - \$240K	\$220K - \$240K	\$180K - \$200K	\$1200 ↓
CMO / General Manager Marketing / Comms / Digital	\$300K +	\$330K +	\$330K +	\$270K - \$300K	\$270K - \$300K	\$270K - \$300K	\$230K - \$250K	n/a

*Note: Salary & Daily Rate data excludes superannuation and bonus. * Other: Education, Energy, Government, NFP, Travel, Utilities.*





Marketing, Communications & Digital Bonuses

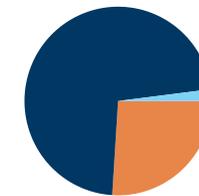
	Median Salary (cross-industry)	Eligible for Bonus	Bonus Potential †	Bonus Paid (av. inc. super)
Specialist	\$100K - \$110K ↑	35%	<10%	\$6K
Events Manager	\$100K - \$120K	45%	10% - 19%	\$12K
Content Manager	\$120K - \$140K	65%	10% - 19%	\$15K
Marketing Manager - Generalist	\$120K - \$140K	71%	10% - 19%	\$14K
Communications Manager - Internal	\$120K - \$140K	61%	10% - 19%	\$14K
Communications Manager - External	\$120K - \$140K	65%	10% - 19%	\$14K
CX Manager	\$120K - \$140K ↓	57%	10% - 19%	\$12K
Digital Marketing Manager	\$130K - \$150K	65%	10% - 19%	\$16K
Product Marketing	\$140K - \$160K	54%	10% - 19%	\$12K
Senior Manager - Marketing Generalist/ Comms / Digital	\$150K - \$180K	78%	20% - 39%	\$25K
Head of Marketing / CX / Comms / Digital	\$220K - \$240K	88%	19% - 49%	\$55K
CMO / General Manager Marketing / Comms / Digital	\$280K - \$300K+	91%	uncapped	\$82K

Note: Salary & Daily Rate data excludes superannuation and bonus.

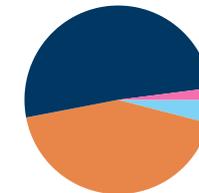
† Some organisations offer Equity and Options as part of the package.

** Other: Education, Energy, Government, NFP, Travel, Utilities.*

Our Survey Participants



82% Female
16% Male
2% Rather not say



51% Millennial/Gen Y (1981-1996)
43% Gen X (1965-1980)
4% Gen Z (1997-2012)
2% Boomer (1946-1964)



34%
Asset & Wealth
Management, Super



26%
Tech businesses



15%
Banking & Payments



13%
Other *



12%
Insurance (life,
general, health)



Data & Analytics

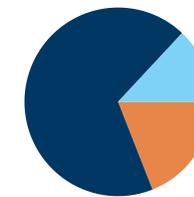


Data & Analytics Salaries & Bonuses

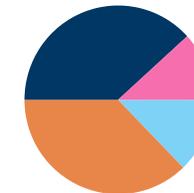
	Median Salary (cross-industry)	Eligible for Bonus	Bonus Potential †	Bonus Paid (av. inc. super)	Contract (Daily rate)
Data Analyst	\$120K - \$140K	62%	<10%	\$6K	\$600 - \$750
Data Strategy Manager	\$150K - \$170K ↑	59%	<10%	\$7.5	\$750 - \$900
Data Engineer	\$160K - \$180K	48%	10% - 19%	\$11K	\$800 - \$1000
Data Scientist	\$170K - \$190K ↑	65%	10% - 19%	\$18K	\$800 - \$1000
Data Product Manager	\$140K - \$160K	62%	10% - 19%	\$22K	\$800 - \$1000
Data & Analytics Manager	\$160K - \$180K	60%	10% - 19%	\$21K	\$800 - \$1000
Senior Data & Analytics Manager	\$180K - \$200K	65%	10% - 19%	\$20K	\$1000 - \$1200
Senior Data Analyst	\$170K - \$190K ↓	66%	10% - 19%	\$23K	\$1000 - \$1200
Senior Data Engineer	\$180K - \$200K	71%	10% - 19%	\$33K	\$1000 - \$1200
Senior Data Scientist	\$180K - \$200K	72%	10% - 19%	\$35K	\$1000 - \$1200
Head of Data Science / Data & Analytics / Data Engineering	\$230K - \$250K ↓	87%	20% - 39% ↑	\$42K	\$1300 - \$1500

*Note: Salary and Daily Rate data excludes superannuation and bonus.
 † Some organisations offer Equity and Options as part of the package.
 * Other: Energy, Defence, Government, Transportation.*

Our Survey Participants



68% Male
19% Female
13% Rather not say



39% Millennial/Gen Y (1981-1996)
36% Gen X (1965-1980)
13% Gen Z (1997-2012)
12% Boomer (1946-1964)



17%
 Asset & Wealth
 Management, Super



29%
 Tech businesses



19%
 Banking & Payments



13%
 Other *



22%
 Insurance (life,
 general, health)



Roles We Recruit

Product Recruitment

Transformation Recruitment

Marketing, Communications

Digital Recruitment

Data Recruitment

- Product Analyst
- Disclosure/Offer Documents
- Product Mgr
- Product Marketing Mgr
- Product Owner
- Product Governance Mgr
- Digital Product Mgr
- Product Designer
- Product Development Mgr

- Program Mgr
- Project Mgr
- Business Analyst
- Change Mgr
- Data & Analytics
- Architecture & Engineering
- Cyber Security & Risk
- AI Ethicist
- Snr Project Mgr
- Program Director

- Marketing Mgr
- Communications Mgr
- Brand Mgr / Brand Storyteller
- Growth Marketer
- Data Marketer
- Marketing Specialist
- PR & Media Mgr
- Investment Comms Mgr
- Content Mgr
- Graphic Designer
- Events Mgr

- Digital Mgr
- UX/UI Mgr
- Snr Digital Marketing Mgr
- SEO/SEM Mgr
- Social Media Mgr
- CRM Mgr
- CX Mgr
- Community Mgr
- Digital Producer
- Performance Marketer
- AI Campaign Mgr

- Data Analyst
- Data Engineer
- Data Scientist
- Data Architect
- Data Product Mgr
- Data & Analytics Mgr

Executive Search

- | | | | | |
|-------------------------|---------------------------------|-----------------------------|-------------------------|----------------------------|
| – Head of Product | – GM Transformation | – Head of Marketing / Comms | – Head of Digital | – Head of Data & Analytics |
| – GM Product | – Chief Transformation Officer | – GM Marketing / Comms | – GM Digital | – GM Data & Analytics |
| – Director of Product | – Chief Information Officer | – Director of Marketing | – Chief Digital Officer | – Chief Data Officer |
| – Chief Product Officer | – Chief Transformation Security | – Chief Marketing Officer | | |



Meet Team Parity



VICTORIA BUTT

Founder | CEO | Chief Wine Officer | Shark Diver

Victoria specialises in Executive Search placements within the Financial Services, Fintech, and Tech led organisations including CPO, COO and CEO.



VANESSA LALANI

Division Director | Avid Reader | Sun Seeker

Vanessa specialises in Executive Search, Marketing, Comms & Digital role placements in Financial Services, Fintech, and Tech led organisations.



AGNES VILLANYI

Senior Candidate Relationship Mgr | Prima Ballerina | Coffee Addict

Agnes specialises in Regulatory and Governance Product role placements within Financial Services.



AI IWAMI

Candidate Relationship Mgr | Cat Whisperer | Beach Lover

Ai specialises in Marketing, Comms & Digital role placements within Financial Services, Fintech, and Tech led organisations.



PAUL CLARKE

Video Production | Cornhole Champion | Beer Connoisseur

Paul delivers Parity's video strategy and is an end-to-end support for all video production.



MIRJANA MALES

Head of Finance, Legal & Compliance
80's Music Queen | Office Baker

Mirjana is our resident holder of IP, overseer of business compliance & contractor management.



ELIZA MCGIVERN

Head of Marketing & Operations
Globe Trotter | Ocean Lover

Parity's queen of all things Marketing, Eliza delivers incredible work to help us be more impactful.

Industries We Serve



ASSET MANAGEMENT



PAYMENTS



WEALTH MANAGEMENT



DIGITAL



BANKING



TECH | FINTECH



INSURANCE



SOFTWARE | SAAS



Preferred Partners

Collaboration is at our heart

We take great delight in collaborating with a diverse array of remarkable organisations, all of which play a crucial role in supporting our community of clients and candidates. Our strong alliances are built on mutual trust, respect, and a shared commitment to high standards of work.

Brainmates

One stop shop for Product Management Consulting.



The Dubs

Digital marketing & media agency for the finance sector. Leaders in AI.



The Ecommerce Tribe

Bringing the best of AI practices from Ecomm to train your teams.



Brigid Leishman

Our incredible Executive Coach & LinkedIn Expert.



InterviewFit

Helping you Ace your Next Interview and get the job you want.



Athena Leadership Academy

Our Leadership Coach for Optimising Leaders and Teams.



Employer Branding Australia

Parity's chosen EVP partner for guaranteed success.



OMB Point

Independent Workplace Ombuds to navigate workplace conflict.



Work Happy

Parity's preferred world-class Employee Assistance Program.





A Few of Our Favourite Numbers

4,500

Unique Contributions

This Salary Guide reflects over 4,500 unique contributions from professionals in our community. The result? Data you can actually use, whether you're hiring, negotiating, or planning your next move.

We create this guide (and much more) as part of our commitment to adding long-term value to the industries we serve.

Acknowledgement of Country: We acknowledge and celebrate the First Nations People as the Traditional Custodians of this land and appreciate their connection to and love for country. Always was, and always will be Aboriginal Land.

Diversity, Equity & Inclusion (DEI): At Parity, we embrace diversity and value individuality. We champion inclusion, equality and equal opportunity. We work with partners to support our people's unique needs, fostering inclusive environments for success and authenticity.

11 years

Supporting Negotiations

For 11 years, we've been the trusted source of objective salary insights. Our guide has been downloaded over 20,000 times and used in thousands of successful negotiations.

Our expertise across Product, Marketing, Digital, Data, and Transformation gives us a unique, cross-industry lens. We don't just track market trends, we influence them.

Disclaimer: Our Salary Guide is part of our Parity Plus initiative. 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.

10%

We Give Back

Every year, we invest 10% of our profits back into the industry. Through events, training, market research and philanthropic community initiatives, we're committed to creating impact beyond recruitment.

It's a first for our industry in Australia and it's how we support the long-term growth and well-being of the Product, Marketing, Digital, Data and Transformation communities we serve.



A composite image showing the lower legs and feet of two runners on a blue track. On the left, a human runner in dark shorts and white sneakers is captured in mid-stride. On the right, a runner with a highly advanced, grey and purple prosthetic leg is also in mid-stride, with glowing purple energy trails emanating from the footplate. The background is a blurred blue track with white lane markings.

Stay Ahead.

Request a
Presentation
Today



PARITY CONSULTING PTY LTD

ABN 46 155 067 182

info@parityconsulting.com.au

www.parityconsulting.com.au

LEVEL 12, 35 CLARENCE STREET SYDNEY NSW 2000 +61 2 8068 2016

SUITE 310, 139 CARDIGAN STREET MELBOURNE VIC 3053 +61 3 9923 8081