



NEW TECH PEOPLE

SALARY GUIDE

2023

NEWCASTLE

NTP

INTRODUCTION

The past twelve months have been the period of most change we've experienced working in the Newcastle technology market.

Coming out of a pandemic, the demand for technology talent has been at an all-time high. There were many factors that played a part, including;

- Companies increasing their investment in technology products
- The continued rise of technology-specific companies investing in software development
- The drain of technology talent on skilled VISAs leaving our country during the pandemic, as well as the minimal new talent coming to Australia
- The rise of companies based outside of Newcastle attracting and hiring Newcastle-based technology talent to work remotely

The result from these factors has been two-fold;

1) It's harder and more competitive to hire technology talent locally

We've seen an increase in the number of job openings locally, as well as companies outside of Newcastle targeting local talent. Over the last 12 months, there were 1890 job posts on Seek in the Newcastle technology section, which is a 29% increase year on year.

2) Significant increase in salaries across technology in Newcastle

In this salary guide you'll find that Newcastle-based technology salaries are now much closer to those of capital cities across Australia. For many years Newcastle-based companies had the luxury of paying 10-20% lower than companies based in Sydney, Melbourne, and Brisbane due to both lower living costs locally and less competition for technology talent. This has shifted since the rise in companies around Australia targeting Newcastle-based technology talent.

From our survey, 50% of Newcastle technology workers had a pay rise of over 10% in the past 12 months.

On the positive side for hiring companies

We envisage seeing a normalisation of technology salaries over the next twelve months. It's unlikely that salaries will decrease, but should flatten out from the significant increases we've seen these past two years.

There are a couple of contributing factors at play; the first being the economic situation we find ourselves in. In the months of May and June 2022 we've seen many technology-specific companies (startups and scaleups in particular) pull back on their hiring and technology companies globally even starting to make redundancies. With talks of a recession, the Venture Capital market is said to be slowing

and investment harder to come by. This is a significant factor in the technology hiring landscape, as the high-growth startups that have raised funds over the past 24 months have had aggressive hiring targets. The drive to quickly build teams and scale has led to those companies paying 'overs' for technology talent thus driving the rest of the market up with it. Once this heat comes out of the Venture Capital market we envisage a flattening of the salary increases.

Another trend we are seeing play out is the preference for remote vs hybrid vs onsite is gaining more clarity, both from a company and an individual perspective. Companies have now become more settled with how they will work moving forward since the necessity of remote work has passed, giving businesses the opportunity to clarify what their preferences are for their teams. The same is true for technology professionals; individuals have now spent enough time working remotely to make more informed decisions for their careers based on what work style suits them. Some people are looking to stay fully remote, most are looking for some form of hybrid approach. If their preferences don't align with their current employers, many are looking to move. This is where Newcastle-based companies have an edge in retaining local talent, as only 11% of our surveyed candidates want fully remote work.

THE STATE OF REMOTE WORK

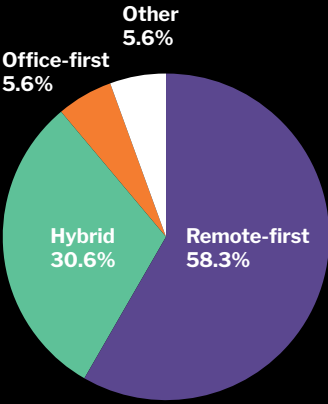
GET TO KNOW THE TERMINOLOGY

The meaning of remote-first, remote, hybrid and many other terms vary across organisations, cultures and even within teams. For this guidebook, our definitions are:

- **Hybrid:** There is an office space that employees must attend at least once a week
- **Fully remote:** There is no office space available
- **Remote-first:** There is an office space that employees can attend if and when they choose
- **Office-first:** employees are expected in the office most days with occasional remote work
- **Office only:** employees must attend the office every workday

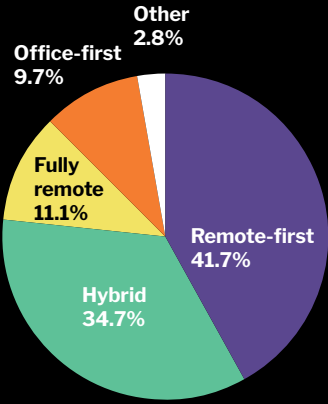
WHAT TECH WORKERS WANT

Almost **60%** of technology workers in Newcastle would **prefer a remote-first approach** to work, with another 30% preferring hybrid. Surprisingly, very few respondents wanted fully remote work. This suggests that while the technology community values the flexibility of working from home, they also appreciate the perks of the office and most want the best of both worlds.



WHAT TECH WORKERS HAVE

Over **76%** of Newcastle tech workers had either **remote-first or hybrid arrangements**. We can see there's still a mismatch between what businesses are offering and what staff want. In the current climate, in the war for talent, it might be worth reflecting on how this misalignment may be affecting hiring and retention.



"VERY FEW RESPONDENTS WANTED FULLY REMOTE WORK."

90% of respondents had a **positive experience with remote work**.



Remote work is working for employees. In our survey, **60%** of respondents rated their experience with remote work as **extremely positive**, with another **30%** rating it **somewhat positive**. This shows that whilst there has been a large amount of debate about how remote work has affected the industry, on the ground in Newcastle it's had a positive impact to technology workers.

THE IMPACT OF REMOTE WORK

THE BENEFITS

The biggest benefits of remote work and the percentage of respondents who see this as a benefit are:



- 1. Greater flexibility in time (90.5%)
- 2. Reduction in commute time (89.2%)
- 3. Better financially (64.9%)
- 4. Greater flexibility in work location (60.8%)
- 5. More choice in areas to live (58.1%)

THE DRAWBACKS

The biggest drawbacks of remote work and the percentage of respondents who see these as a drawback are:



- 1. Staying motivated (40.3%)
- 2. Difficulty communicating and collaborating (37.5%)
- 3. Loneliness (36.1%)
- 4. Maintaining focus on work (36.1%)
- 5. Being unable to unplug at the end of the day (31.9%)

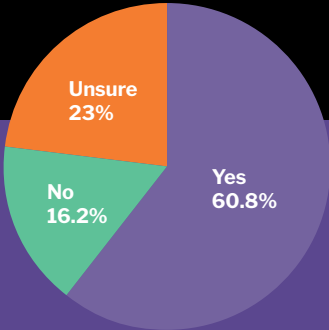
“20% of workers surveyed have experienced **no drawbacks with remote work.**”

There is something of a mismatch in the benefits and drawbacks of remote work, which speaks to the challenge of creating a remote work approach that works for everyone.

While **36.1%** of people listed **not being able to maintain focus** on work as a drawback, over **52%** of respondents also listed being able to **focus better** on their work as a benefit. Similarly, over **90%** of respondents claimed that they had **greater flexibility with their time**, which appears to be a double-edged sword, with almost **32%** of people reporting that they found it **hard to unplug at the end of the day** and **26%** **working more than usual**.

To best cater to the needs of your team, communication is key. Healthy boundary setting such as avoiding sending emails out of hours and frequent check-ins with staff is essential for a sustainable remote team.

Over **60%** of respondents **feel connected** to their remote team mates, while **37.5%** **reported difficulty communicating and collaborating** and **36.1%** **said they experienced loneliness**. There is still massive room for improvement in helping foster a sense of community in workplaces, regardless of whether they're remote of in the office.



The response of participants to whether they feel connected to their remote team mates

WHAT'S IN THIS GUIDE

SALARY GUIDE TABLES

We've compiled a guide to technology salaries specific to the unique ecosystem of Newcastle. The salaries listed in this guide cover the 80th percentile of salaries. This means that on average, there should be 10% of salaries higher and 10% lower than the values listed. These variations are due to a variety of factors, including personal experience, company size, industry and market competition at the time of hiring.

The featured salary ranges should be seen as a guide only. For expert tailored advice on your specific staffing needs, please contact the team at NewyTechPeople. You can find our contact details on the back page of this booklet.

LOCAL INSIGHTS

This salary guide features insights from our expert team of recruiters and draws on the results of our 22-23 Salary Guide Survey completed by a range of valued Newcastle technology workers. This data is based on 196 placements

over the past 12 months in Newcastle. We'd like to thank everyone who participated in this year's survey. The industry insights have been generated using LinkedIn Talent Insights.

*The salaries we quote are base salaries, exclusive of superannuation or other benefits.



SALARY TABLE

DEVELOPMENT & ENGINEERING



11% increase in professionals in the Development & Engineering in Newcastle in the last 12 months

0.8

0.8 year median tenure



13% female, 87% male

TOP SKILLS

JavaScript | SQL | HTML

*These numbers have been sourced from LinkedIn Talent Insights

TOP MOVERS:

Frontend developers: saw the greatest movement - with an average of \$15,000 increase year on year across experience levels

Senior positions: these have also become more competitive to hire for, contributing to an average \$20,000 increase in salaries for seniors compared to last year

ROLE	SALARY MIN	SALARY MAX	CONTRACT HRLY
.NET /Java (Junior)	60,000	80,000	35 - 40
.NET / Java (Mid)	90,000	130,000	50 - 70
.NET / Java (Senior)	130,000	160,000	80 - 120
Engineering Manager	160,000	200,000	NA
Frontend (Junior)	60,000	80,000	35 - 40
Frontend (Mid)	90,000	130,000	40 - 60
Frontend (Senior)	130,000	150,000	80 - 100
Full Stack Developer (Junior)	60,000	80,000	35 - 40
Full Stack Developer (Mid)	90,000	130,000	50 - 70
Full Stack Developer (Senior)	130,000	160,000	80 - 120
Golang Developer (Junior)	65,000	80,000	40 - 60
Golang Developer (Mid)	90,000	130,000	65 - 85
Golang Developer (Senior)	130,000	160,000	80 - 120
Mobile (Mid)	80,000	130,000	60 - 70
Mobile (Senior)	130,000	180,000	80 - 120
Principal Engineer / Tech Lead	150,000	180,000	120 - 140
Product Owner	110,000	140,000	NA
Product Manager	140,000	170,000	NA
Salesforce Developer	100,000	160,000	50 - 120
Scrum Master	120,000	150,000	80 - 100
Wordpress Developer	60,000	100,000	40 - 70

SALARY TABLE

MECHATRONICS & EMBEDDED ENGINEERING

2.6

2.6 year median tenure



65% went to UoN



MATLAB, C (Programming Language) and C++ are all equally as popular amongst this group

*These numbers have been sourced from LinkedIn Talent Insights

TOP MOVERS:

Senior mechatronics engineers: These positions saw a \$20,000 increase in minimum salary over the course of the year.

Mid-level mechatronic engineers: these positions are closely linked with their senior counterparts and saw a 10K increase in both minimum and maximum year on year.

ROLE	SALARY MIN	SALARY MAX	CONTRACT HRLY
Mechatronics Engineer (Junior)	60,000	90,000	40 - 45
Mechatronics Engineer (Mid)	90,000	120,000	50 - 70
Mechatronics Engineer (Senior)	120,000	150,000	80 - 100
Embedded Engineer (Junior)	60,000	80,000	40-45
Embedded Engineer (Mid)	80,000	110,000	50 - 70
Embedded Engineer (Senior)	120,000	150,000	80 - 100

SALARY TABLE

QA & TESTING



Number of professionals has increased by **6%** in the last 12 months

1.7

1.7 year median tenure



38% female, 62% male

*These numbers have been sourced from LinkedIn Talent Insights

TOP MOVERS:

QA/Test Manager: This position saw the largest increase in maximum salary, with a \$25,000 increase year on year.

Test Analysts: Both test analysts and senior test analysts saw a salary increase, with both minimum salaries increasing by \$10,000 since last year.

ROLE	SALARY MIN	SALARY MAX	CONTRACT HRLY
QA Engineer	90,000	120,000	60 - 80
Senior QA Engineer	110,000	140,000	80-100
QA/Test Manager	120,000	160,000	NA
Test Analyst	80,000	100,000	50 - 65
Senior Test Analyst	110,000	130,000	70 - 80

SALARY TABLE

ARCHITECTURE



The field of architecture has decreased by **8%** in Newcastle

1.4

1.4 year median tenure



50% of people in architecture list Software Development as one of their skills

*These numbers have been sourced from LinkedIn Talent Insights

TOP MOVERS:

Application Architect and Solutions Designer: Both roles saw a \$20,000 increase in minimum and maximum salaries since last year.

ROLE	SALARY MIN	SALARY MAX	CONTRACT HRLY
Application Architect	150,000	180,000	90 - 120
Cloud Architect	140,000	180,000	90 - 120
DevOps Architect	140,000	180,000	90 - 120
Enterprise Architect	180,000	230,000	130 - 160
Infrastructure Architect	140,000	180,000	80 - 100
Solution Architect	150,000	180,000	100 - 130
Solution Designer	140,000	160,000	80 - 100

SALARY TABLE

DATA & DATA SCIENCE



Field has grown by **22%** in the past 12 months!

1.7

1.7 year tenure



The most popular languages for data professionals are:
#1 SQL | #2 Python | #3 R



The number of professionals in this space with a Master's degree has jumped from 17% to 26% in recent years

*These numbers have been sourced from LinkedIn Talent Insights

TOP MOVERS:

Head of data: This position had the biggest increase to maximum salary range, rising by \$40,000. The minimum salary also saw a \$20,000 rise.

Data Architect and Engineering Manger: Both of these roles shows substantial growth in the last year, with the minimum salary increasing by \$10,000, and the maximum salary growing by \$20,000.

ROLE	SALARY MIN	SALARY MAX	CONTRACT HRLY
Database Administrator	80,000	120,000	60 - 80
BI Developer/Analyst	90,000	130,000	60 - 90
BI Lead/Manager	140,000	180,000	NA
Data Analyst	90,000	130,000	65 - 90
Data Architect	150,000	180,000	100 - 130
Data Engineer	90,000	160,000	60 - 100
Data Scientist	130,000	160,000	80 - 120
Data Warehouse Lead	150,000	170,000	100 - 130
Head of Data	180,000	240,000	NA
Machine Learning Engineer	100,000	160,000	60 - 100
Engineering Manager - Data Engineering	160,000	200,000	NA

SALARY TABLE

INFRASTRUCTURE



The number of professionals in this field has **decreased by 5%** in the last year

2.3

2.3 year median tenure



10% female and 90% male

TOP SKILLS

Technical Support | System Administration | Windows Server

*These numbers have been sourced from LinkedIn Talent Insights

TOP MOVERS:

Systems Administrators and Systems Engineers: Both of these positions have a maximum salary \$20,000 higher than the previous year.

Network Administrator: The salary for this role grew by \$10,000 in both the minimum and maximum salary.

ROLE	SALARY MIN	SALARY MAX	CONTRACT HRLY
Desktop Support	60,000	70,000	35 - 45
Infrastructure Lead	120,000	160,000	NA
L1 Support Analyst	55,000	65,000	30 - 35
L2 Support Specialist	70,000	90,000	40 - 50
Network Administrator	80,000	100,000	45 - 65
Network Engineer	90,000	150,000	60 - 80
Salesforce Administrator	80,000	120,000	NA
Service Desk Lead	85,000	120,000	NA
Systems Administrator	80,000	140,000	50 - 70
Systems Engineer	90,000	160,000	50 - 80

SALARY TABLE

CLOUD OPERATIONS



The number of professionals in this field has **increased by 30%** in the last year

0.5

0.5 year median tenure

1

DevOps Engineer is the most popular job title in this field

*These numbers have been sourced from LinkedIn Talent Insights

TOP MOVERS:

Cloud Architect: Similar to other senior roles, this position saw a substantial increase in maximum salary, growing by \$20,000.

DevOps Engineer (Senior): Senior DevOps Engineers are in high demand, which has driven salaries up at the low end by \$15,000 and \$10,000 at the high end.

ROLE	SALARY MIN	SALARY MAX	CONTRACT HRLY
Platform Engineer	120,000	160,000	60 - 90
Cloud Engineer	100,000	140,000	60 - 90
DevOps Engineer (Junior)	60,000	85,000	35 - 40
DevOps Engineer (Mid)	85,000	120,000	60 - 80
DevOps Engineer (Senior)	140,000	170,000	80 - 100
Site Reliability Engineer	120,000	160,000	60 - 90
Cloud Architect	140,000	180,000	90 - 120

SALARY TABLE

CYBER SECURITY



Small but growing field, difficult to fill in Newcastle



29% growth in the number of professionals in the last year

0.8

0.8 year median tenure

TOP MOVERS:

Cyber security engineer: This role saw massive growth. The top salaries increased by \$40,000 and the low end saw a similar increase of \$30,000

*These numbers have been sourced from LinkedIn Talent Insights

ROLE	SALARY MIN	SALARY MAX	CONTRACT HRLY
Cyber Security Architect	170,000	200,000	120 - 150
Cyber Security Engineer	120,000	180,000	100 - 140
Cyber Security Analyst	100,000	140,000	70 - 100
Cyber Security Manager	150,000	200,000	NA

SALARY TABLE

PROJECTS & CHANGE



Number of professionals in this field has grown by **3%** in the past 12 months

2.4

2.4 year median tenure



34% female, 66% male

TOP SKILLS

Contract Management | Business Analysis | Engineering

*These numbers have been sourced from LinkedIn Talent Insights

TOP MOVERS:

Senior/Lead Business Analyst: The battle for qualified senior candidates has positively effected the salary for Senior/Lead Business Analysts, which saw a \$20,000 increase to both minimum and maximum salaries.

Senior Project Manager: These positions also saw a jump in salaries, with an increase of \$20,000 in minimum and \$10,000 in maximum salary bands.

ROLE	SALARY MIN	SALARY MAX	CONTRACT HRLY
Agile Coach	120,000	150,000	100 - 120
Business Analyst	100,000	140,000	60 - 75
Change Analyst	100,000	120,000	60 - 80
Change Manager	130,000	170,000	80 - 120
Delivery Lead/Manager	150,000	200,000	NA
Head of PMO	170,000	250,000	NA
Project Coordinator	70,000	90,000	40 - 60
Portfolio Manager	160,000	200,000	110 - 140
Program Manager	160,000	200,000	110 - 140
Project Manager	120,000	140,000	80 - 100
Senior Project Manager	140,000	170,000	100 - 120
Systems Analyst	100,000	130,000	60 - 80
Technical Business Analyst	120,000	140,000	70 - 90
Technical Trainer	90,000	110,000	60 - 70
Technical Writer	80,000	110,000	60 - 80

SALARY TABLE

SENIOR LEADERSHIP



2% decrease in this field over the past 12 months

3.8

3.8 years median tenure



15% female, 85% male



Development Manager made up 35% of this cohort

*These numbers have been sourced from LinkedIn Talent Insights


TOP MOVERS:

Chief Technology Officer: The growth in salary for the position shows the commitment across organisations to lead with strategic technology roadmaps. The maximum salary increased by \$50,000 and the minimum salary saw an \$30,000 increase year on year.


ROLE	SALARY MIN	SALARY MAX	CONTRACT HRLY
Chief Information Officer	200,000	350,000	NA
Chief Technology Officer	180,000	250,000	NA
Chief Information Security Officer	180,000	250,000	NA
Chief Operating Officer (Tech)	180,000	220,000	NA
General Manager IT	180,000	220,000	NA
IT Operations Manager	130,000	160,000	NA
Service Delivery Manager	130,000	150,000	NA
IT Manager	120,000	150,000	NA

SALARY TABLE

MARKETING

 5% growth in the industry in the last year

2.4 2.4 year median tenure

 69% female, 31% male

*These numbers have been sourced from LinkedIn Talent Insights

TOP MOVERS:

NewyTechPeople expanded their technical hiring skills into marketing in this financial year. As a result, there are no previously reported salaries to compare with.


ROLE	SALARY MIN	SALARY MAX	CONTRACT HRLY
Internal Communications	80,000	120,000	60-80
Communications Advisor	80,000	120,000	60-80
Communications Manager	120,000	140,000	100-120
Marketing Coordinator	65,000	80,000	40-50
Digital Marketing Manager	90,000	140,000	N/A
Marketing Manager	110,000	160,000	N/A
Marketing Director	160,000	180,000	N/A
Head of Marketing	180,000	220,000	N/A

SALARY TABLE

DIGITAL & DESIGN

 1% increase in design professionals in the last year

1 1 year median tenure

 51% female, 49% male

FASTEST GROWING SKILLS SEO Audits | Figma (Software) | Web Content Writing

*These numbers have been sourced from LinkedIn Talent Insights

TOP MOVERS:

Lead UX Designers: As companies and their demand for UX specialists has continued to grow, so has the salary for Lead UX Designers. The minimum salary for the Leads has grown by \$50,000, and the maximum has increased by \$40,000.

Digital producers: These professionals saw notable salary increases, with an increase to the minimum of \$10,000, and the top salaries increasing by \$15,000.

ROLE	SALARY MIN	SALARY MAX	CONTRACT HRLY
Digital Account Manager	80,000	120,000	NA
Digital Producer	70,000	110,000	NA
Digital Designer	80,000	110,000	50 - 80
Senior Digital Designer	110,000	130,000	80 - 100
SEO/SEM Expert	70,000	100,000	50 - 80
UI Designer	80,000	110,000	50-80
Senior UI Designer	110,000	140,000	80-110
UX Designer	90,000	120,000	50-80
Senior UX Designer	120,000	150,000	80-120
Lead UX Designer	160,000	180,000	120-160
Product Designer	90,000	120,000	50-80
Senior Product Designer	120,000	170,000	80-120
Lead Product Designer	170,000	200,000	120-160

NEWCASTLE TECHNOLOGY EVENTS

Newcastle has a vibrant technology scene for a city of it's size. Hand in hand with this is a thriving Meetup scene, with a range of groups to tailor for almost every tech interest. We endeavour to keep an up to date event calendar for newcastle based tech events at <https://newytechpeople.com.au/events/>.

Newcastle Coders Group

When: Monthly, 1st Wed

Who: Anyone with an interest in learning about the latest technology as well as new approaches and techniques to designing and developing software.

Format: Group discussion of recent tech News. Organised presentations from local and/or visiting speakers. Socialising over pizza.

Newcastle IoT Pioneers

When: Monthly, 1st Thurs

Who: In or around Newcastle, Lake Macquarie or the Hunter? Keen to make a splash in the Internet of Things world? Then this Meetup is for you!

Format: Organised presentations.

NewcastleJS

When: Monthly, 2nd Tues

Who: Javascript enthusiasts. Amateur to Professional, AngularJS to NodeJS and everything else JS.

Format: Some beverages and short form presentations as well as industry news and jobs board. Post meetup drinks and food at The Edwards afterwards.

Newcastle Women and Gender Diverse People in Tech

When: Monthly, 2nd Thursday

Who: Women and Gender Diverse people who are in or adjacent to technology or have an interest in tech and would like to meet some lovely people who feel the same.

Format: The format varies but will often include networking/socialising and a presentation.

Hunter Data Analytics

When: Monthly, 3rd Thurs

Who: Data analysts, data scientists, data engineers, statisticians, computer scientists, machine learning engineers etc

Format: Networking/chats, followed by organised presentations, followed by pub.

Newcastle Cybersecurity Group

When: Monthly, 4th Thursday

Who: Anyone interested in or practicing cybersecurity! Members include students, consultants, engineers, penetration testers, company directors, and more!

Format: Pizza and presentations covering a broad range of topics from GRC to Web Security to Videogame Hacking and more! We then head over to Honeysuckle Hotel for networking and a few drinks post-event.

EMPLOYERS

If you're looking at this guide for hiring advice, feel free to get in touch with the NewyTechPeople team. We'd be happy to answer any questions you may have and help you find the perfect candidates for any role.

CANDIDATES

If you're a candidate looking for your next professional opportunity or just scoping out the market, reach out to our team - we'd be happy to help you find your perfect fit!

WE'D LOVE TO HEAR FROM YOU

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