

October, 2024



# Q1 2025

# DATA

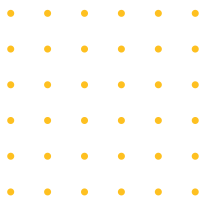
## Market Report

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by

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# OVERVIEW



How well set are we for another boom in the data and tech market? That should be the question that hiring managers and executives are asking themselves. All of the market conditions point to this as a likely outcome in early 2025. The signs are there, and Recruiters are often seen as a 'canary in a coal mine' for a change in the market and we are seeing the typical signs in the economy. Inflation down to 2.7% for August, with the cash rate holding at 4.35%. Unemployment has increased over the past year and has now stabilized and permanent jobs vs contract are increasing. These are common signs that the employment market is starting an upward trend. This is highlighted in the below Data Market Report Q1 2025 alongside other market insights.



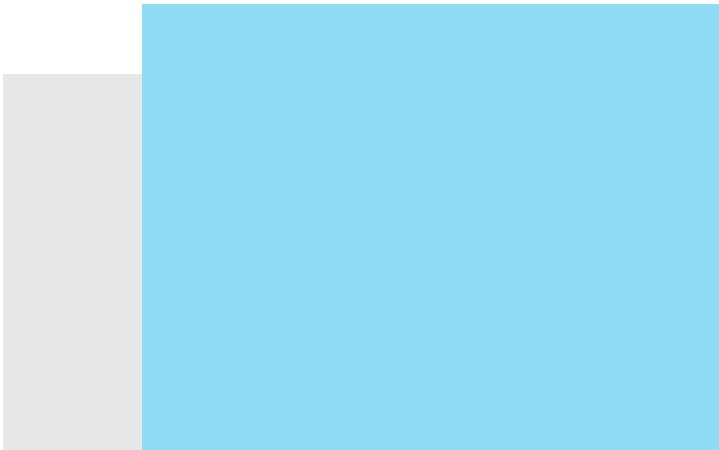
## Market Insights: AI Buzz Update

The demand for AI professionals is the light at the end of the tunnel. It's visible, but the ANZ market hasn't quite hit full stride yet. Data leaders remain cautious about scaling and seem unsure how to approach this growing force. We have however seen an increase in demand.

## What are we seeing right now?

Organisations are on the lookout for experts who can build and deploy machine learning models to solve complex challenges. Proficiency in tools like TensorFlow, PyTorch, and scikit-learn is highly sought after. Skills in Natural Language Processing (NLP) and computer vision are in particularly high demand across industries such as healthcare and government, where AI is making strides in diagnostics, automation, and predictive analytics.

We're also witnessing AI expand into new industries, making it an increasingly competitive space, with both international applicants and businesses showing more interest.



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## What's driving demand?

Data Engineering is still a crucial area, with demand for professionals who can manage large datasets and build efficient data pipelines. This is expected to remain steady. Experience in cloud-based solutions such as AWS, Azure, and Google Cloud is also highly valued as organisations shift toward scalable, data-driven models.

## Who's in demand right now?

AI Ethics & Governance is becoming a key focus for many organisations.

- Ensuring AI is used responsibly is now a top priority, particularly from a client-facing perspective.
- Consultancies are thriving in this advisory role, often bringing in specialists to help clients navigate complex ethical issues around AI.
- There's also a growing need for experts in privacy, fairness, and bias.
- Professionals who understand GDPR and Australia's own privacy laws are crucial to ensure ethical and legal AI deployments.

## The 2-for-1 trend:

In today's market, companies are increasingly seeking candidates who can thrive in hybrid roles. This has made hiring managers particularly selective. With limited budgets, organisations want professionals who not only have domain expertise but also possess broad software engineering skills beyond data-specific roles.

Whether or not these niche candidates are available, some companies are willing to wait up to six months to find the ideal person.

For instance, healthcare AI roles are seeking candidates well-versed in medical data, while financial AI roles demand a deep understanding of market dynamics and regulations.

## Market Insights:

- Hiring managers are putting a big emphasis on candidates with **industry specific** backgrounds a lot more of late.
  - This is unlike the covid boom when we were in a candidate short market. Back then if you had the tools, that was nearly all that mattered.
- Now, managers are focusing on much **more than just the technical aspects** (stakeholder management, tech, direct industry experience, long term investments on permanent staff, long tenure).
- With more talent on the market, hiring managers are being **a lot more selective**, interviewing more people which is prolonging the decision-making process. We have seen an increase of around 30% more candidates being interviewed before decision-making.

- Candidates are a lot **more active** from an interview perspective, since late august, 50% of active candidates we speak to have several processes going on.
- With the market picking back up and candidates being a lot more active, we are seeing the shoots of the data market returning to previous norms.
- This means hiring teams don't have too long to play around when making decisions, snapping good talent up now and getting ahead of the curve will pay dividends.

- Remember what it was like in Covid when it was near impossible to lock top engineers in? Based on economic and market data, we expect that to be in full flow in around March 2025.
- If the signs in the market are true, now is the time to start refining your interview process when to **create efficiencies**. So you have a strong candidate in front of you, moving swiftly is a tried and tested process.

30%

more candidates being interviewed before decision-making.

50%

of active candidates we speak to have several processes going on.

### TECH SKILLS IN DEMAND:

Databricks

Snowflake

DBT

Airflow

- Azure has taken the lead in terms of most used cloud in ANZ

## Rates & Salaries

\*Figures are a guide: Niche skills demand higher rates & salaries.

Role	Salary	Contract
BI Developer	\$100k - \$130k + Super	\$700 - \$900 p/d
Senior BI Developer	\$130K - \$165k + Super	\$900 - \$1100 p/d
BI Analyst	\$80k - \$115k + Super	\$700 - \$900 p/d
Senior BI Analyst	\$120k - \$150k + Super	\$900 - \$1100 p/d
Data Engineer	\$100k - \$150k + Super	\$900 - \$1200 p/d
Senior Data Engineer	\$160k - \$180k + Super	\$1200 - \$1400+ p/d
Data Architect	\$160k - \$180k + Super	\$1300 - \$1400 p/d
ML Data Engineer	\$110k - \$160k + Super	\$1000 - \$1200 p/d
Senior ML Data Engineer	\$165k - \$200k + Super	\$1200 - \$1400 p/d
Tech BA	\$140k - \$160k + Super	\$800 - \$1000 p/d
Data Scientist	\$120k - \$150k + Super	\$900 - \$1100 p/d
Senior Data Scientist	\$150k - \$190k + Super	\$1100 - \$1400 p/d
Lead Data Scientist	\$190k - \$210k + Super	\$1400+ p/d
Analyst	\$80k - \$120k + Super	\$800 - \$1000 p/d
Senior Analyst	\$120k - \$140k + Super	\$1000 - \$1100 p/d
Data Governance Analyst	\$100k - \$120k + Super	\$600 - \$900 p/d
Senior Data Governance Analyst	\$130k - \$150k + Super	\$900 - \$1100 p/d
Data Governance Manager	\$170k - \$200k + Super	\$1100 - \$1300 p/d

## The Contract Market:

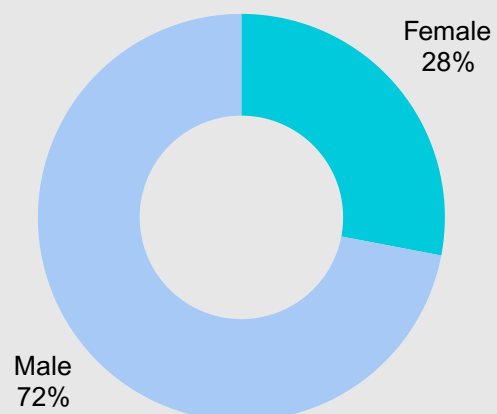
- Has improved since September, those offering **long term contracts** are winning the best talent. In our yearly talent survey, contract length continues to be a defining decision making factor for contractors.
- **3-4 month contracts** are slowly phasing out which is good news for contractors. It's hard for any candidate to be excited about a 3-month contract, and as a business you risk losing the candidate at any point to a longer term gig.
- We have seen an **increase** in 6-9 month contracts coming to market since September which hopefully is a sign of what's to come. (All of our contract roles in September were a minimum of 6 months.
- **Rates are stabilizing** and candidates and hiring companies are aware of this.
  - Having said this, the 'good old days' for contractors of the COVID boom when rates were at a record high are long gone and we don't expect that to change any time soon.
- Hiring teams have budget pressures and trying to cut costs whenever they can, which means if candidates are looking for the rates they were on during the pandemic, they will likely miss out to others who are being more flexible.
- Top end, niche contractors with a long history in contracting and delivering greenfield projects are still able to demand the higher end on rates.

## What's in demand:

- **Data Engineers** are still as in demand as ever.
- **AI Engineer's** are not too far behind with companies coming to terms on how to best utilize **LLM's**, **RAG's** etc...
- **Data Migration** experts have been in demand of late.
- With more and more businesses migrating from one cloud to another, or on prem to cloud etc.. there has been a spike in **contractor requirements** in this field.

## Talent Insights

### Gender diversity



### CONTACT US TODAY

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