As we enter the second half of 2025, the Australian technology and transformation talent market is facing a complex set of dynamics.

Hiring managers are contending with constrained budgets, shifting priorities, and a push to hire from within—yet they often lack the right talent to develop internally or the time to bring them up to the required capability.

There is a global drive to innovate and stay ahead of the competition by implementing AI. However, there seems to be a lack of understanding about its long-term impact, both from a cost perspective and the transformation it will create within the workforce.

Hiring in today's market is unique. There is a misconception that a wealth of talent is readily available, but around 3–4 weeks into the hiring process, it becomes clear that the best talent isn't always accessible. Candidates are currently very mindful of the organisations they choose to join. They value long-term product strategies and stability over large pay increases, often preferring opportunities for growth and learning over short-term contract roles.

One of the biggest challenges in the current job market is the illusion of the "perfect candidate"—the unicorn everyone talks about but few have actually seen. It has become a modern-day folk tale. I can count on one hand the number of true unicorns I've encountered in my nearly two-decade career. These individuals don't apply to job ads or go through drawn-out interview processes. They're typically hired through personal networks—a friend of a friend, a CTO who was once their Engineering Manager, or a COO who's worked with them before.

This unicorn myth also creates problems for highly skilled, qualified candidates who do apply for roles. Hiring managers believe there might always be someone better so hiring processes become prolonged, offers aren't made, candidates drop out, and companies continue searching for months without success.

Compromise is key: Knowing where you can compromise (and where you can't) is critical. Having a growth mindset, recognising potential, and not waiting for the "finished product" will set you up for success. This approach fosters a loyal, stable team that adapts to industry changes and advances rather than resting on their laurels.

Thanks for reading,
Sophia Dufaur
Interface Agency, Founder/Director

Download the full review here 👇

Notable Market Shifts in 2025:

Front-End Developers and Junior Developers
- Many organisations have deprioritised junior hiring in favour of automation tools and AI-augmented platforms.
- A growing number of skilled front-end developers are now actively seeking roles—many for the first time in years.
- Salary benchmarks in this space have declined, reflecting reduced demand.

Change Management
- This continues to be a high-demand area.
- There is a severe shortage of Change Analysts, driven by strong demand for Change Managers. Analysts are often promoted after just 1–2 years, creating a gap at the junior level.

Product Management
- This remains a highly attractive career path, with many professionals from adjacent roles attempting to transition into product management.
- While this creates the illusion of a large talent pool, experienced Product Managers with domain expertise remain hard to find.

Project Management
- There has been a noticeable decline in traditional project management roles.
- As one of the more mature disciplines in transformation, competition among candidates is intense.
- Many companies report receiving up to 200 applications when posting a Project Manager role online.

Engineering
- In 2024/2025, there has been a strong return to the "hands-on" engineering mindset across all levels.
- Today's market demands hands-on Engineers, Tech Leads, and even Engineering Managers.
- Heads of Engineering and CTOs are expected to be technically proficient—not just in theory but also in coding and architecture.
- The previous split between technical leadership (without people responsibilities) and people leadership (without technical responsibilities) is narrowing. Increasingly, leaders are expected to excel in both areas.
- This shift leaves some former technical leaders—who have consciously moved away from hands-on work—struggling to find roles that suit their profile.

Roles in High Demand:
- Cloud and DevOps Engineers
- Cyber Security Specialists
- AI/ML Engineers and Data Engineers
- Program Managers and Change Leaders

Diversity, Equity & Inclusion: From Rhetoric to Reality
- If you're consciously trying to attract a more diverse shortlist, you're not alone. Most organisations—from start-ups to large corporations—are prioritising diversity. Unfortunately, many don't fully understand why.
- Starting with the "why" is essential. If you know why balancing gender or cultural representation benefits your team, you're already part of the way there. But the bigger question is: Why would a diverse candidate choose to join your team? What are you offering them and how are you making your teams inclusive?
- In today's market, you can't go to market with only half the answers. You need a well-thought-out plan. That's where we can help you!

A Salary Guide:

If the role you require is not here, please reach out for more information

PERMANENT SALARY	
Head of/Senior Leader	$250k - $280k
Program Manager	$220k - $250k
Change Manager	$170k - $190k
Project Manager	$170k - $190k
Business Analyst	$130k - $160k
Solution Architect	$180k - $200k
Developer/Senior	$120k - $170k
Development Lead	$170k - $200k
DevOps	$170k - $210k
Cloud Architect	$180k - $220k
Scrum Master/Coach	$180k - $200k

CONTRACT RATES	
Program Managers	$1,300 - $1,500
Change Manager	$1,100 - $1,300
Project Manager	$1,100 - $1,300
Business Analyst	$900 - $1,100
Solution Architect	$1,100 - $1,300
Developer/Senior	$900 - $1,100
QA Engineer	$750 - $950
DevOps	$1,000 - $1,200
Cloud Architect	$1,000 - $1,300
Scrum Master/Coach	$1,100 - $1,300

**All contract rates are to the candidate directly and include super
Payroll, oncosts & agency margin not included **

**Not all roles covered are detailed here,
for specific information please reach out.**
https://www.interface-agency.com/get-in-touch