

# Australian Retail Industry Remuneration Review

Get the latest Australian retail sector pay movements and trends with Mercer's Retail Industry Remuneration Review. The survey is the definitive source of remuneration benchmark data and employment conditions across the Australian retail sector.

The Review is released every April, and as a participant, you'll gain exclusive access to our extensive remuneration data. But that's not all – you'll also enjoy a host of benefits, including our highly regarded HR and Benefits Policies and Practices report. This report is packed with valuable insights on remuneration policies, workforce trends, salary movements, graduate salaries, variable rewards, and so much more! Don't miss out on this chance to unlock a wealth of information and enhance your understanding of the industry.

The updated and revamped survey features a number of significant enhancements including:

- A large database of leading Australian retail brands enabling data cuts for retail segments – such as designer/fashion and general/variety/supermarkets.
- The ability to analyse store roles by the revenue size of the store.
- Greater scope of retail specialist roles including store roles and non-store roles such as store management, merchandising, e-commerce and loss prevention.
- Additional market job families including finance, IT, marketing, top management and legal.
- Business context commentary in line with the current state of the retail sector.

- Summaries of remuneration movements and forecasts, and key statistical economic indicators.

## Key observations from the latest review



The industry's median employment cost movement for the same incumbent has decreased from 5.1% last year to 4.7% in 2024. While it is still higher than the General Market, the gap has significantly reduced from 1.8% to 0.5% in the past 12 months.



The Petrol/Convenience segment had the highest median same-incumbent movement at 6.3%, closely followed by the Electronics/Communications segment with a median movement of 6.2%.



All states have experienced a decrease in their median same incumbent employment cost movement compared to 2023. Tasmania had the highest decrease at 4.7%, followed by Victoria at 4.2%.



The Contact Centre & Customer Service job family had the highest movement at 5.8%, indicating the pressure felt in this area across the general market. The Retail family recorded the second highest movement at 5.2%.

**Pricing (incl. GST)**

**Participant – \$A3,641**

Price quoted requires annual participation

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**139,300**  
incumbents

**137**  
participants

**774**  
reportable roles

## Retail segments

Automotive/Dealer/Parts/Services

Cosmetics/Skin Care

Department

Designer/Fashion

Electronics/Telecommunications

General/Variety/Supermarkets

Homeware/Hardware

Luxury

Petrol/Convenience

Quick Service Restaurants

**Looking for New  
Zealand data**

**A retail supplement is available  
at request**



# Take advantage of our published reports

## Unleash the power of our published reports. Each one is designed to focus on specific valuable information:

- An **Overview** with a separate section which includes the list of current contributors to this review. Organisations are analysed by various parameters.
- Survey methodology and definitions** which includes a glossary of terms and a section titled 'Interpreting the Data' included to assist you in understanding how to use the information in the survey report.
- Survey trends**, which includes analysis of salary movements and market commentary.
- Remuneration policy and practices**, which includes a summary of organisations' remuneration policies, including salary budget actual/forecasts, starting salary for graduates as well as short-term and sales incentive actual/forecast payment information. In the report you will also find data for employee groups such as hot jobs.
- Regressed market data** across all data in the review, underpinned by Mercer's global job evaluation methodology - International Position Evaluation (IPE).
- Remuneration data** on positions in a range of job families within the industry.

### High movers

The highest moving cross industry job this cycle is Market Research & Analysis - Entry Professional (P1), recording a 21.3% median employment cost movement. Another top moving job worth mentioning is Data Analytics - Team Leader (Professionals) (M2), which recorded a 19.6% median employment cost movement.

With the inclusion of 3 Sales, Marketing & Product Management positions in the top 10 high movers, this takes the top ranking spot of job families that had the most number of jobs included within the top ten moving roles in this cycle. Likewise, this also puts them at the top ranking spot of job families that have the largest number of jobs included in this list over the course of the eight editions, inclusive of this cycle.

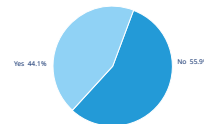
While the specific roles included within this list continue to shift from one reporting period to the next, one consistent element is the inclusion of entry professional (P1) roles. Within the last eight editions, positions attached to an entry professional (P1) career level have been included on over thirty occasions. This accounts for just under half of all inclusions within the same period. As a notable difference, the experienced professional (P2) career level is the second-most frequent, featuring 8 inclusions.

**Table 3.2 Top 10 annual median same-incumbent movements - by Mercer Job Library job (employment cost)**

		% increase
SMP.06.001.P10	Market Research & Analysis - Entry Professional (P1)	21.3
DAW.02.016.M20	Data Analytics - Team Leader (Professionals) (M2)	19.6
SMP.05.001.P10	Advertising & Marketing Communications - Entry Professional (P1)	18.5
ITC.08.001.M10	General IT Infrastructure Systems Administration - Team Leader (Para-Professionals) (M1)	17.8
DAW.02.001.P10	Data Science - Entry Professional (P1)	17.3
ENS.03.108.P10	General Project Engineering - Entry Professional (P1)	16.4
SCN.06.002.P20	Customs Clearance - Experienced Professional (P2)	15.7
SMP.04.064.P10	General Digital/Internet Marketing - Entry Professional (P1)	13.4
CCA.02.001.M20	General Communications & Corporate Affairs - Team Leader (Professionals) (M2)	13.0
HRM.06.001.M10	Payroll - Team Leader (Para-Professionals) (M1)	12.7

### Graduate salaries

Prevalence of starting pay ranges for university graduates



Based on responses from xx organisations.

Typical annual salary for university graduates

	Q1	Median	Q3	Average
Maximum (n=28)	75,337	80,000	89,288	82,156
Average (n=31)	75,000	78,000	82,000	78,068
Minimum (n=27)	71,351	75,000	80,000	75,583

Typical annual salary for university graduates with Master's or PhD degrees

	Q1	Median	Q3	Average
Master's degree in business administration (n=7)	75,000	79,200	80,000	80,233
Master's degree in science (n=9)	75,000	79,200	85,000	80,717
PhD (n=6)	74,088	82,675	92,433	83,572

**Table 4.19 Typical annual salary for university graduates - by discipline**

	Q1	Median	Q3	Average
Accounting (n=11)	70,000	72,000	76,349	72,892
Arts and social science (n=5)	66,676	74,000	76,392	72,027
Business administration (n=6)	68,000	71,513	74,587	70,896
Chemical engineering (n=8)	72,013	75,000	86,587	80,483
Computer science (n=6)	71,593	78,175	83,459	78,442
Electronics engineering (n=7)	71,351	75,000	80,000	76,339
Law (n=10)	74,750	79,000	85,250	81,670
Mechanical engineering (n=13)	72,837	75,000	83,650	79,472
Science (n=9)	71,513	75,000	76,392	75,534

### Market Issues snapshot

Organisation's expected business and financial performance in 2023, comparing with 2022 (based on final year profits)?



Based on responses from xx organisations.

