



**Accounting & Finance**

**Australian Market Insight & Salary Guide**

July to December 2020

## Accounting & Finance Skills in Demand



Business Partnering



Data Analytics



Financial Analysis



Project/Transformation

## Jobs in Demand



Finance Business Partner



Financial Controller



Financial Planning & Analysis Manager



Transformation Manager

## Economic Outlook

The Reserve Bank of Australia (RBA) forecasts the following for the quarter ending in December 2020:

Unemployment rate of approximately

10%

GDP contraction of

6%

Household consumption to decline by

7%

Business investments to fall by

17%

## C&I Sectors Driving Job Growth



FMCG



Healthcare



Technology

# Market Overview

We have seen significant declines in the volume of accounting and finance positions across the Australian market. While some sectors have performed well as a result of the pandemic, several have seen tremendous declines in revenue. Employers are placing people on reduced hours, and many have been stood down. JobKeeper payments have assisted companies, preventing an onslaught of redundancies. Nonetheless, we forecast significant changes for specific sectors once the Federal Government ends the JobKeeper program. Many companies will have exhausted substantial amounts of their cash reserves, and we predict the occurrence of further cuts throughout 2021 as many companies attempt to manage their cashflow.

For the accounting profession, there will be limited wage growth. Moreover, for many sectors, there will be a significant reduction, or nullification, of bonuses throughout 2021.

## Compensation

Since the start of 2020, salary increment for new job opportunities has been the lowest in recent years, ranging from 5 - 8%. Unemployed job seekers may often need to take a pay cut. There have been limited yearly salary increases for employees, and bonuses are expected to be lower than in 2019 with many companies not paying a bonus.

The following provides market insight across some of the key commerce and industry sectors.

## Construction

The construction sector was able to continue its operations through the first wave of COVID-19 lockdowns. However, the subsequent implementation of Stage 4 lockdowns in Victoria have forced temporary closure.

We expect to see a contraction in the construction sector heading into 2021, with commercial real estate expected to suffer a significant decline. Furthermore, residential projects will be impacted by the widespread reduction of household income.

We also expect to see a reduction in accounting and finance jobs in this sector. Salaries will remain flat for accountants.

## Education

This sector experienced strong growth prior to COVID-19. However, the closure of international borders has had a massive impact on universities and private school's revenue. The decline is largely due to the loss of a significant number of international students.

Job cuts have already taken place, with the University of Melbourne cutting 450 jobs and the University of New South Wales cutting 493 jobs.

A recent McKinsey report outlines several ways through which the education sector can overcome these revenue challenges; "these include creating more efficient teaching models, pursuing greater returns on research, and commercialising intellectual property through strengthened partnerships with industry and government". <sup>1</sup>

Demand for experienced finance professionals was strong at the start of 2020. However, the longer-term impact on the accounting and finance professionals within this sector remains unclear.

## Healthcare

We observed a mixed impact on the healthcare sector. COVID-19 restrictions have impacted private hospitals, particularly due to bans on elective surgeries. A recent Australian Financial Review (AFR) article suggests that "global bans on elective surgeries throughout March and April resulted in an 80 percent-plus drop in sales for MedTech businesses such as Cochlear and Stryker, while at the other end of the spectrum ResMed upped production of ventilators". <sup>2</sup>

This sector will see strong growth, with some biotechnology-based businesses seeing the potential for massive growth, depending upon the research outcomes related to the pandemic.

The healthcare sector often requires professionals with prior industry experience. We expect to observe further movement in this sector throughout the next 12 months.

## Infrastructure

As a result of the long lead time with infrastructure projects, the infrastructure sector has not yet experienced the impact of the pandemic.

Melbourne and Sydney have a range of key government infrastructure projects underway, and such activity is expected to continue into the foreseeable future. Prominent projects include the Melbourne Metro Tunnel and Sydney Metro.

It is expected that both Federal and State Governments will invest heavily in infrastructure projects to support economic recovery. This will result in strong demand for project finance professionals.

1. McKinsey & Company – ["The next normal for Australian industries and workforces"](#)

2. AFR – ["How COVID-19 is remaking the economy"](#)



## Manufacturing

For many years the manufacturing sector has suffered continual declines. The sector now contributes just 6% of GDP. <sup>3</sup> This ongoing decline has resulted in a lack of employment opportunity, spurring finance professionals to seek opportunity in other industries.

COVID-19 has exposed Australia's dependence on overseas manufacturing. This is an issue which has led to discussions within the Australian Government revolving around the establishment of a new Federal Government manufacturing task force. Additionally, Visy industries recently purchased a local glass manufacturing company for \$733 million, and BWX is raising additional capital to build new manufacturing facilities in Australia. This is a sign of things to come.

We expect some growth in this industry over the next few years, which is news that will be welcomed by finance professionals wanting to retain their positions within the manufacturing sector.



## Mining

The mining sector has shown immense resilience, continuing to perform well during 2020. This is largely because the industry has not suffered shutdowns to the same degree as other sectors. For example, Newcrest Mining posted its biggest profit in eight years.

China's swift economic recovery has helped coal and iron ore.

Commodity prices, as well as the value of the Australian dollar, have seen unpredictable fluctuations. However, this has begun to stabilise.

As outline in the PwC report 'Mine 2020', environmental, social and governance (ESG) goal setting and reporting will continue to be a focus, and cybersecurity risk needs to be a key focus for the mining sector. <sup>4</sup>

This sector has always been one of the highest paying for accountants and finance professionals. Demand for experienced finance professionals will remain healthy.



## Power & Utilities

This sector is dealing with an unprecedented period of disruption and transformation.

PwC believes "the utility of the future is unlikely to control the full value chain but rather will enable valued energy solutions for their targeted customers – it will become an energy enabler". <sup>5</sup>

Companies are increasingly focussed on data and analytics, resulting in strong demand for finance professionals with substantial experience and strong skills in this area.

3. Data: Australian Industry Group – ABC News

4. PwC - [Mine 2020](#)

5. PwC – [Power & Utilities – Is your company a utility of the future?](#)

## Professional Services

The pandemic has significantly impacted the professional services sector. According to the Deloitte Access Economics Business Outlook Report, there has been a 10% reduction in output between the end of 2019 and mid-2020. **6**

All of the Big 4 accounting firms have been forced to cut costs, with staff and partners taking significant pay cuts. Furthermore, Deloitte has cut 700 positions, PwC has cut 250 and KPMG has cut 200. These cuts present an opportunity for the commerce and industry sector to obtain some strong talent.

Legal firms implemented pay cuts of an average of 20% early in 2020, but some firms have begun rewinding these cuts.

With the aforementioned widespread reductions in personnel across the major professional services firms, we expect to see a gradual decrease in the size of accounting teams as we progress into 2021.

## Retail & FMCG

COVID-19 has had a massive impact on the retail sector across Australia. According to the Australian Bureau of Statistics (ABS), retail turnover fell by 3.4% for three months to the end of June.

Some areas of retail performed strongly within the month of June. Café, restaurants and takeaway foods services increased revenue by 27.9%, while clothing, footwear and personal accessory retailing increased by 20.5%.

In contrast, the poorest performing areas of retail in June were department stores (down 12.1%) and household goods (down 3.2%).

Retailers with robust online delivery systems have been able to overcome a complete decline in sales. Online sales remain critical for the sector as a result of the pandemic. According to the ABS, online sales made up 9.7% of total retail sales in June. Companies will need to provide further investments to their online capabilities and further improve their supply chains to ensure goods can be delivered to consumers on a timely basis. COVID-19 has accelerated a shift in consumer preferences toward online shopping, thus it will be essential for the retail sector to invest heavily in delivery infrastructure.

There will be an impact on the FMCG sector for the remainder of 2020 and into 2021. PwC expects overall Australian household consumption will fall by 8-11% in 2020 and will only recover at the beginning of 2022. **7**

We are expecting a steep decline in accounting and finance positions throughout the remainder of 2020, and this will continue into 2021 for companies that fail to evolve their business model.

Salaries will be stagnant, if not down, across the sector. Finance professionals with financial planning and analysis skills and prior experience as a Finance Business Partner will be most sought-after.

6. AFR – [How COVID-19 is remaking the economy](#)

7. PwC report – ["Where next for retail and consumer?"](#)

## Technology

The IT sector is continuing to have strong growth.

Investment in online capabilities is rapidly increasing. Additionally, cybersecurity is an area in which the Australian Government, as well as many Australian businesses, are vulnerable. In June, the Australian Government announced a \$1.35 billion investment in online security infrastructure over the next decade.

The technology industry has always been attractive to accountants, and we are expecting continued job growth in this sector.

## Tourism

The tourism sector has been hardest hit by COVID-19. The ongoing closure of international and state borders has devastated the industry. Many businesses' short-term prospects look dire, and numerous will not make it through the crisis.

Fortunately, the domestic tourism sector is expected to pick-up once Australian states regain control over their COVID-19 cases; allowing for reopening of borders.

At present, significant job losses have already taken place in this industry. The tourism sector estimates approximately 400,000 jobs cuts when JobKeeper comes to an end. **8**

This sector has always been attractive for accounting and finance professionals. Despite this, compared to other sectors, it offers the lowest pay for accounting professionals.

We are expecting further job cuts for accounting and finance professionals throughout the remainder of 2020 and 2021.

## Transport & Logistics

As previously delineated, there has been a massive surge in online sales as a result of COVID-19, resulting in sharp increases in business activity within the logistics industry. This sudden surge has also cause logistic shortages, and companies have had to move quickly to find interim solutions.

Consumer behaviours are expected to change, with a sudden uptick in online shopping occurring as a result of quarantine conditions. This will inevitably cultivate increased revenue within the sector.

Larger companies will continue to push for lower transport costs, which will slim the industry's margins. Moreover, consumers are increasingly expecting products to be delivered within a matter of days, so business will need to invest in infrastructure to ensure they remain competitive.

The airline industry has already made significant reductions in staff. Qantas and Virgin will continue to suffer substantial losses well into 2021, with international borders expected to remain closed until the middle of next year.

Demand for accounting and finance professionals will remain consistent for the logistic sector, as companies will need to replace headcount.

# Accounting & Finance Salary Table

<b>Executive &amp; Senior Management</b>	<b>Permanent</b>	<b>Contract</b>
Chief Financial Officer (ASX / Multi National)	330,000 plus	150 plus
Chief Financial Officer (SME)	300,000 plus	130 plus
Financial Controller / Finance Director	190,000 - 240,000	95 - 120
Head of FP&A	190,000 - 230,000	95 - 115
Head of Commercial Finance	190,000 - 250,000	90 - 125
Head of Strategy	220,000 plus	110 plus
Head of Tax	210,000 plus	105 plus
Head of Internal Audit	230,000 plus	115 plus
Treasurer	200,000 plus	100 plus

<b>Audit</b>	<b>Permanent</b>	<b>Contract</b>
Head of Internal Audit	230,000 plus	115 plus
Internal Audit Manager	140,000 - 230,000	70 - 115
Senior Internal Auditor	100,000 - 140,000	50 - 70
Internal Auditor	80,000 - 100,000	40 - 50

<b>Business Strategy</b>	<b>Permanent</b>	<b>Contract</b>
Head of Strategy	220,000 plus	110 plus
Senior Strategy Manager	160,000 - 220,000	80 - 110
Strategy Manager	130,000 - 160,000	65 - 80

<b>Business Transformation</b>	<b>Permanent</b>	<b>Contract</b>
Head of Transformation	230,000 plus	115 plus
Senior Transformation Manager	180,000 - 230,000	90 - 115
Transformation Manager	130,000 - 180,000	65 - 90

<b>Financial Accounting</b>	<b>Permanent</b>	<b>Contract</b>
Finance Manager	130,000 - 165,000	65 - 80
Group Accountant	130,000 - 165,000	65 - 80
Statutory Accountant	100,000 - 130,000	50 - 65
Systems Accountant	100,000 - 135,000	50 - 65
Senior Financial Accountant	100,000 - 130,000	50 - 65
Financial Accountant	85,000 - 100,000	42 - 50
Senior Cost Accountant	100,000 - 120,000	50 - 60
Cost Accountant	85,000 - 100,000	42 - 50

Notes to the Salary Tables & Report:

1. Annual base salaries are in Australian dollars over a 12 month period including superannuation. Numbers don't include bonus or incentives.

2. The market rates, salary increments and bonus can vary between companies and positions. For specific salary advice, please contact us for additional information.

# Accounting & Finance Salary Table

<b>Finance Business Partnering</b>	<b>Permanent</b>	<b>Contract</b>
Head of Commercial Finance	190,000 - 250,000	90 - 125
Senior Finance Business Partner	150,000 - 190,000	75 - 90
Finance Business Partner	130,000 - 150,000	65 - 75
Senior Management Accountant	110,000 - 130,000	55 - 65
Management Accountant	85,000 - 110,000	42 - 55

<b>Financial Planning &amp; Analysis</b>	<b>Permanent</b>	<b>Contract</b>
Head of FP&A	190,000 - 230,000	95 - 110
FP&A Manager	150,000 - 190,000	75 - 95
Senior FP&A Analyst	110,000 - 150,000	55 - 75
FP&A Analyst	90,000 - 110,000	45 - 55

<b>Project / Change Management</b>	<b>Permanent</b>	<b>Contract</b>
Head of Project Management	190,000 plus	95 plus
Project Manager / Change Manager	130,000 - 190,000	65 - 95

<b>Tax</b>	<b>Permanent</b>	<b>Contract</b>
Head of Tax	210,000 plus	95 plus
Tax Manager	150,000 - 210,000	75 - 95
Senior Tax Accountant	95,000 - 150,000	47 - 75
Tax Accountant	80,000 - 95,000	42 - 47

<b>Treasury</b>	<b>Permanent</b>	<b>Contract</b>
Treasurer	200,000 plus	100 plus
Treasury Manager	150,000 - 200,000	75 - 100
Senior Treasury Accountant	120,000 - 150,000	60 - 75
Treasury Accountant	90,000 - 120,000	50 - 60

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2. The market rates, salary increments and bonus can vary between companies and positions. For specific salary advice, please contact us for additional information.

# Our Firm

Bowen Partners is an executive search, specialist recruitment and talent development firm. With offices in Australia (Melbourne & Sydney), Hong Kong and Singapore, we are true experts at identifying talent across Asia Pacific for the following areas:

- **Accounting & Finance** • **Audit, Control & Risk** • **Compliance** • **Strategy & Transformation**

Our success is driven by the in-depth market knowledge that we have, and a personalised, long-term relationship that we develop with you.

Our entrepreneurial spirit drives us to explore all possible avenues to identify the best talent in the market for our clients while presenting a broad range of opportunities to those looking to make their next career move.

Working with our clients, we believe every assignment is unique, yet five fundamental pillars are essential and core to our working relationship with you:

- **Listen** • **Understand** • **Consult** • **Open appraisal** • **Deliver the best talent**

If you are looking to take the next step in your career, we believe it is vital that we listen and ensure we have clarity about your experience and the direction you want to take your career. Providing you with advice, feedback and detailed market information are essential for you to make a fully informed decision.

We are passionate about talent development and believe in assisting our clients in establish appropriate succession planning and team development programs; while coaching individuals to develop their leadership skills further.

# Our Services



## Executive Search

- Contingent Assignment
- Retained Search
- Market Mapping
- Headhunting



## Specialist Recruitment

- Accounting & Finance
- Audit, Control & Risk
- Compliance
- Strategy & Transformation



## Contracting

- Interim Executive Solutions
- Specialist Contractors



## Talent Development

- Succession Planning
- Team Development Programs
- Executive Coaching

# Clients

Identifying the right talent in the market is critical to your business. At Bowen Partners, we are experts in identifying talent when it comes to Audit, Compliance, Finance, Risk, Strategy and Transformation for the Banking & Financial Services and the Commerce & Industry sectors across Asia Pacific. Bowen Partners has offices in Australia (Melbourne & Sydney), Hong Kong and Singapore.



## Accounting & Finance

CFO  
Financial Controller  
Finance Director  
Financial Accounting

Finance Business Partnering  
Financial Planning & Analysis  
Tax  
Treasury



## Audit, Control & Risk

Internal Audit  
Technology Audit  
Controls & Testing  
Risk Advisory & Consulting  
Risk Oversight, Review & Assurance

Governance  
Enterprise Risk Management  
Operational Risk  
1st Line Risk Management/Supervision  
Business Risk

Financial Risk Management  
Credit Risk  
Market Risk  
Technology Risk  
Cyber Risk



## Compliance

Assurance & Testing  
Business Compliance  
Central Compliance  
Control Room

Financial Crime Compliance & AML  
Investigations  
Investment Compliance  
Monitoring / Surveillance

Product Advisory Compliance  
Projects  
Regulatory Compliance  
Research Compliance



## Strategy & Transformation

Business Strategy  
Corporate Strategy  
Management Consulting  
Business Transformation

Digital Transformation  
Risk Transformation  
Finance Transformation  
Operational Transformation

Process Excellence  
COO  
Business Management

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