

Australian Privacy Job Report

July to
December
2023



Summary of findings December 2023

This report outlines our major findings for the six months of July to December 2023. It also shows the trends from our analysis of privacy jobs advertised between Dec 2018 and Dec 2023.

Main findings:

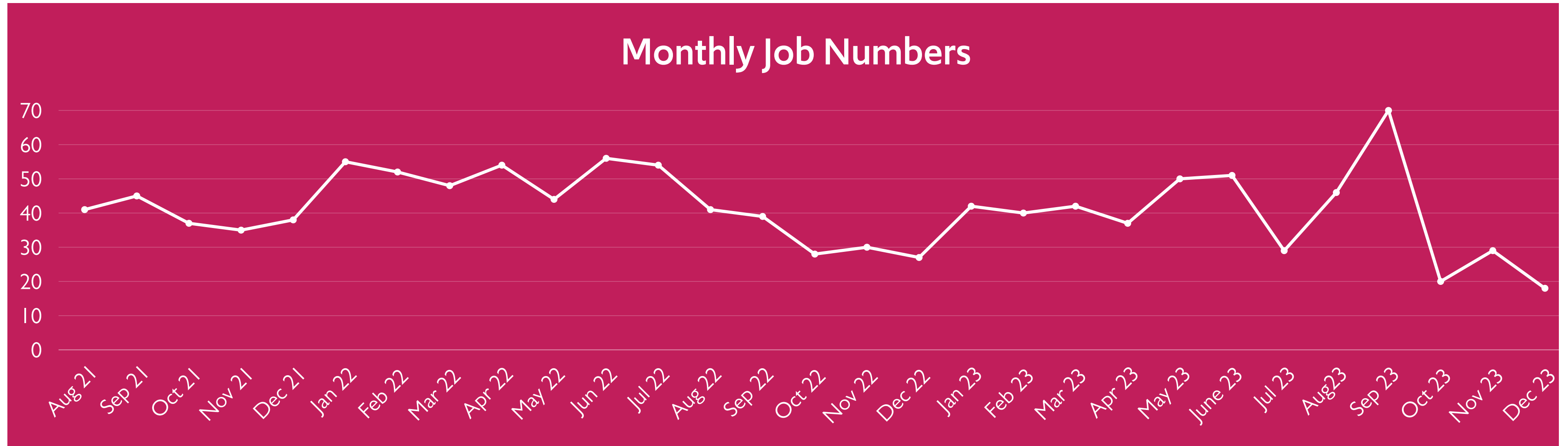
- Total job ads this half (July to December 2023) dropped by about 25% to 212, compared to 262 for the previous 6 months (Jan to June 2023). The 6-monthly total is the same as the last half of 2022, when 213 jobs were advertised.
- Average number of jobs advertised monthly dropped from 39 each month to 35, which is close to the lowest number of advertised jobs since we published this report
- Roles in Banking/Financial services and Higher Education sectors significantly declined - roughly halving in this period.
- This drop was taken up in part by the Government and Tech/Telecoms with Government again being the biggest advertising sector. 1 in 3 jobs advertised were in the government sector.
- Sydney was again the leading location for privacy roles, followed by Melbourne. Only 2% of roles were advertised in Adelaide, Canberra, Darwin and Hobart. The biggest growth location was Perth going from no roles advertised last half, to 5% of roles in July-Dec2023. Fewer roles were offered with flexibility in location than in the previous period.
- Privacy Officers overtook Privacy Managers as the most advertised roles perhaps reflecting the increase in government roles. Privacy Specialists, Senior Privacy Advisors and a newer position title of Data Protection Steward all tied for third.
- Most job functions are still compliance focused (71% of the roles this half), showing a continuing trend towards privacy as a compliance role. However, many roles still required legal qualifications.
- Around 1 in 4 advertised roles included a salary, with most of those government roles. For those roles, the most common range was still \$126k-\$175k (incl super) based on 3-5 years of experience. However, the average salary this period dropped to \$126k. This reflects the lower salaries offered for government positions.
- However, the highest advertised salary was \$175,731 - \$238,997 p.a. plus superannuation for Specialist Privacy Lead with Victorian Department of Health.

General Observations - December 2023

Aside from the main findings, the data for 2023 also revealed these overarching observations:

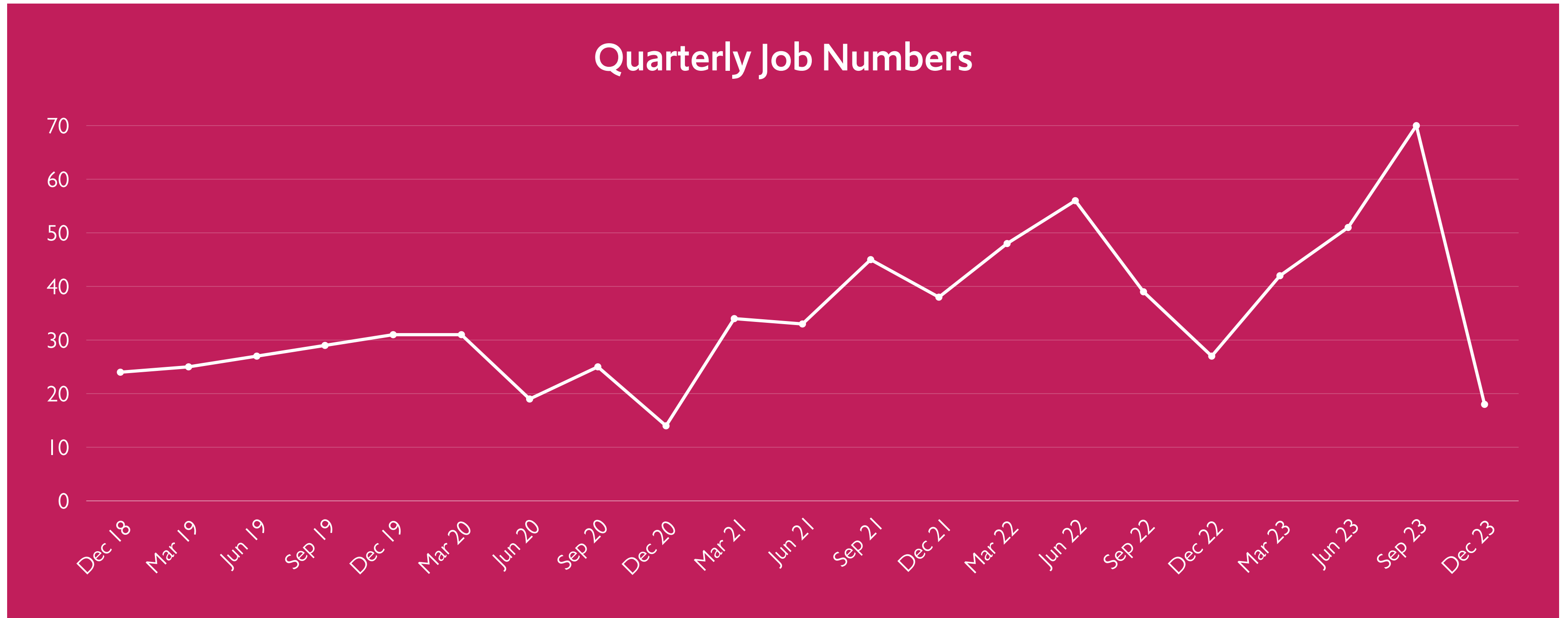
- Private sector roles in banking, financial services, corporate and tech make up 40%, coming close to advertised roles the public sector. Professional services is the second most significant employer with almost 19% of roles.
- More specialist roles seem to be harder to fill particularly in the domains of data retention, people/HR privacy, privacy outreach
- Privacy roles with certain organisations in international education and entertainment seemed to be re-advertised suggesting they were also hard to fill
- There was a stronger trend for contract roles in the last half, most of these roles coming from the Government sector followed by Corporates.
- In the commercial and tech industries Canva, TikTok, Optus, UNSW and Woolworths all appeared to be re-building or expanding on their privacy teams this year.
- Consultancies such as RSM, CyberCX and Deloitte have also been working to build their teams, likely in anticipation of a significant skills gap both new and potentially into the future with organisations needing to build or uplift their privacy programs with the anticipated amendments to the Privacy Act.

No. of Job Ads - December 2023



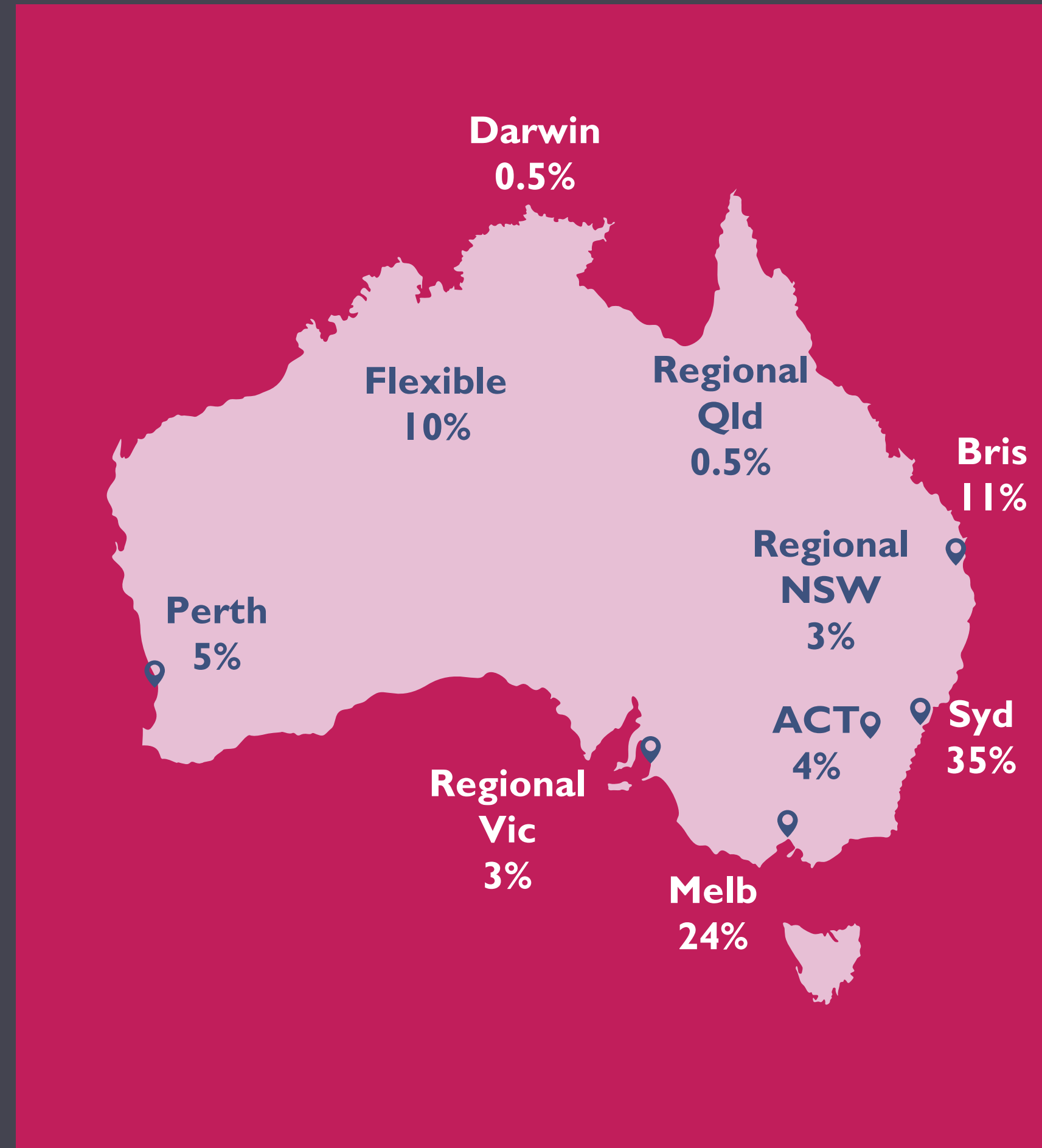
- This graph shows job numbers on a monthly basis since August 2021 when we commenced recording job data every month. Job numbers now include all unique positions found on Seek, Indeed and Linked In.
- We saw some volatility in the number of jobs advertised this half. There was a fall in July, followed by a significant bounce August, peaking with an all-time high of 70 roles in September. The last quarter saw a drop to some of the lowest numbers since reporting began in August 2021.
- Overall, there was a decline in the average of 43 last half to only 35 jobs advertised per month which is consistent with the last half of 2022.

Quarterly Trend in Job Ads - Dec 2018 to Dec 2023

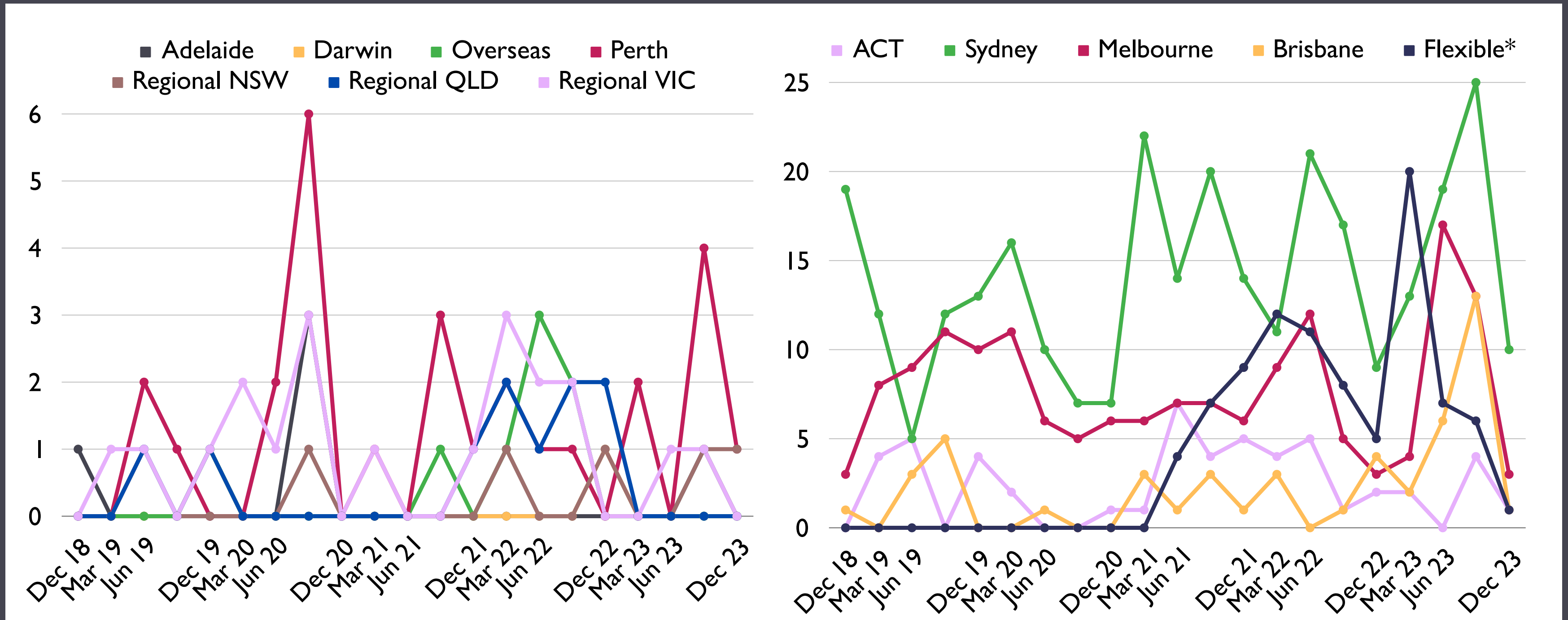


Location of Jobs - Jul to Dec 2023

- Sydney continues to be the main location for privacy roles with 35% of all jobs this half followed by Melbourne with 24% of advertised positions.
- Flexibility of location has dropped with 10% of privacy roles flexible regarding location (though with a preference for East Coast capitals).
- Brisbane stayed steady and there was a small decrease in regional roles this half.
- 55% of positions specifically mentioned work from home or hybrid work options, which has been fairly consistent throughout 2023. This is much higher than any industry metric found in [Seek research reported in November 2023](#).



Quarterly Trends in Location of Jobs - Dec 2018 to Dec 2023



Job Sector - July to Dec 2023

- Government took the top spot for both number of roles (64) and the % of total advertised positions (30% of all roles) in the December 2023 half.
- The biggest drop was the Banking/financial services sector, falling to 8% of the total, from 15% in the June 2023 half. Technology also recovered from a low of 3% to 12% of the total jobs advertised this half. Corporate advertisers were fairly stable at 16%.
- Higher education and not-for-profits continue to have the lowest proportion of roles.

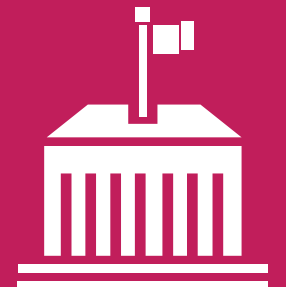
Most Jobs



Professional Services
18%



Corporate
16%



Government /
Utilities
30%

Fewest Jobs



Research
0%

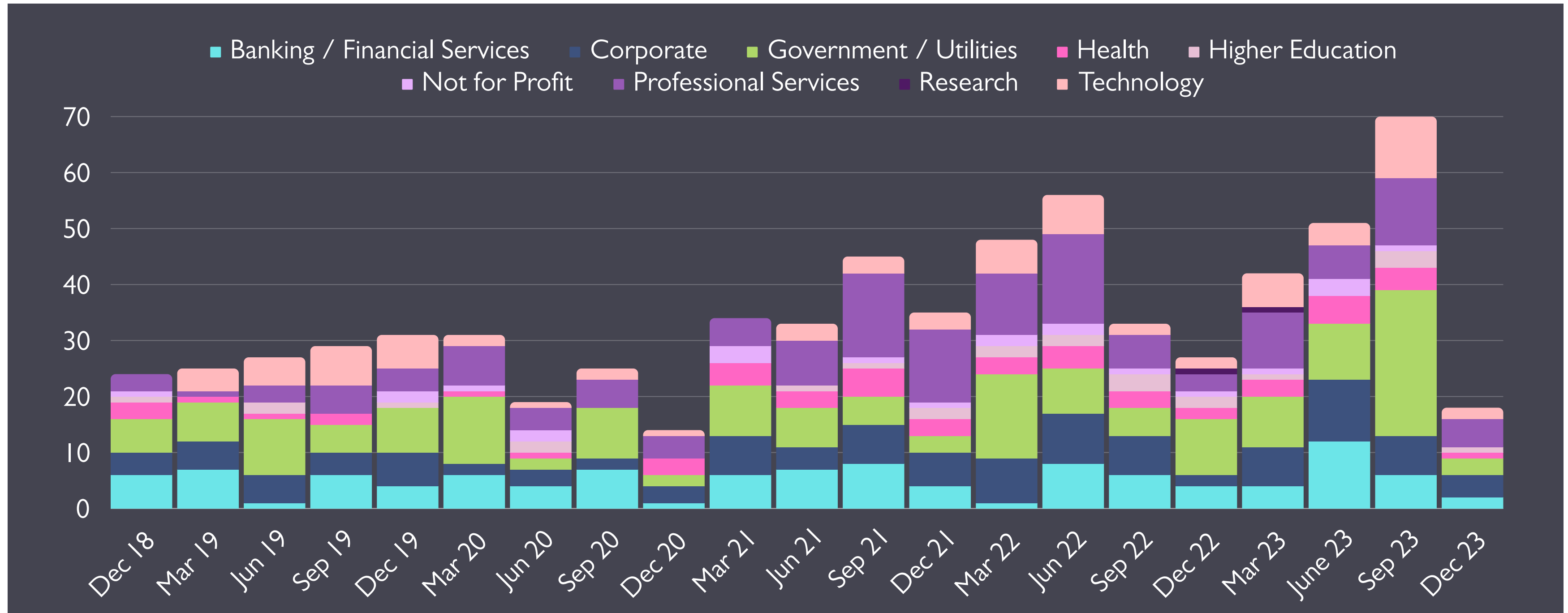


Higher Education
4%



Not for Profit
2%

Quarterly Trends for Job Sector - Dec 2018 to Dec 2023



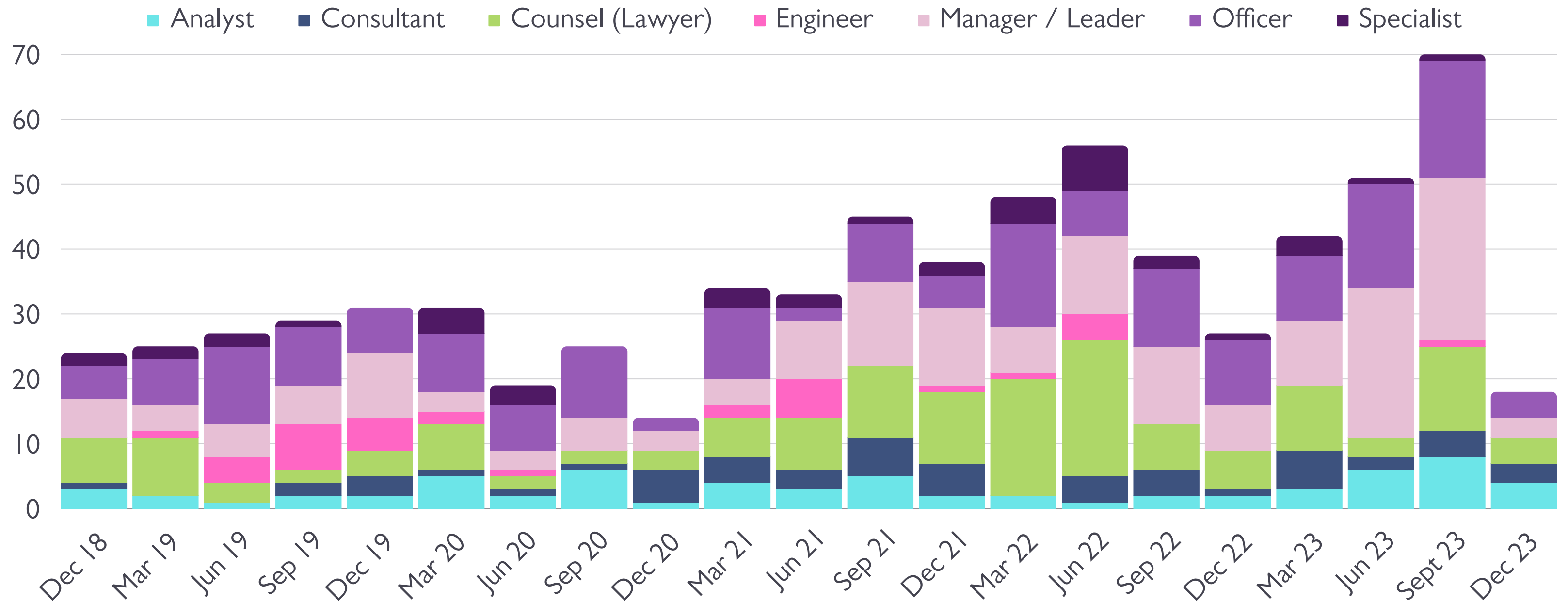
Job Titles - July to Dec 2023

- The majority of advertised positions were for privacy officers (30%) which has overtaken the managers / leaders (28%) in popularity.
- Privacy counsel roles remained steady at 18%. Consultants (9%) overtook specialist (1.5%) roles in popularity this period
- Analyst roles doubled from 6% to 12% of total roles advertised this half.
- Again, we are still not seeing great consistency in role titles but more commonly we are seeing "Privacy Manager", "Privacy Lawyer / Privacy Counsel" and "Privacy Officer" used in job titles.

Most Common

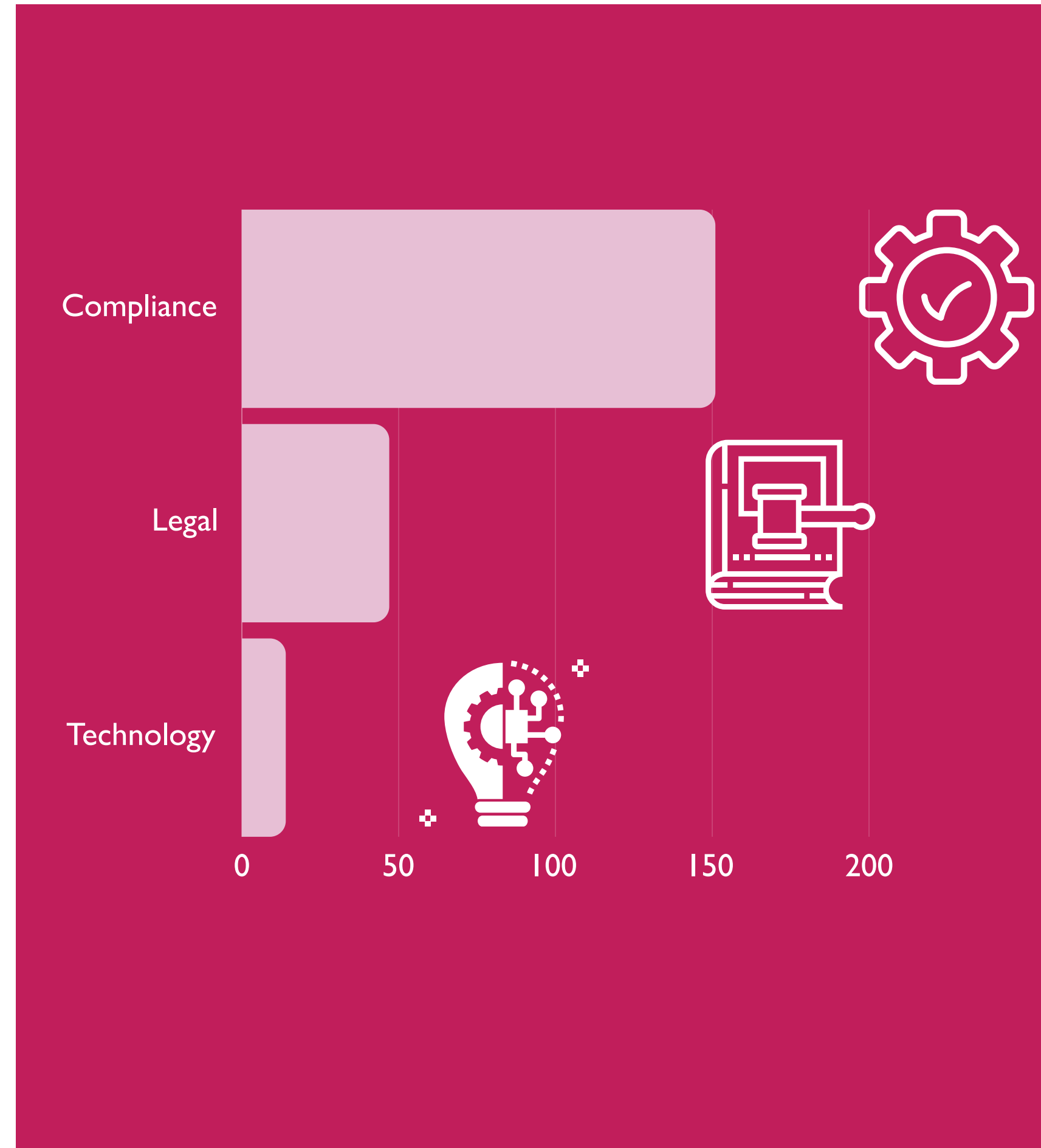


Quarterly Trends in Job Titles* - Dec 2018 to Dec 2023

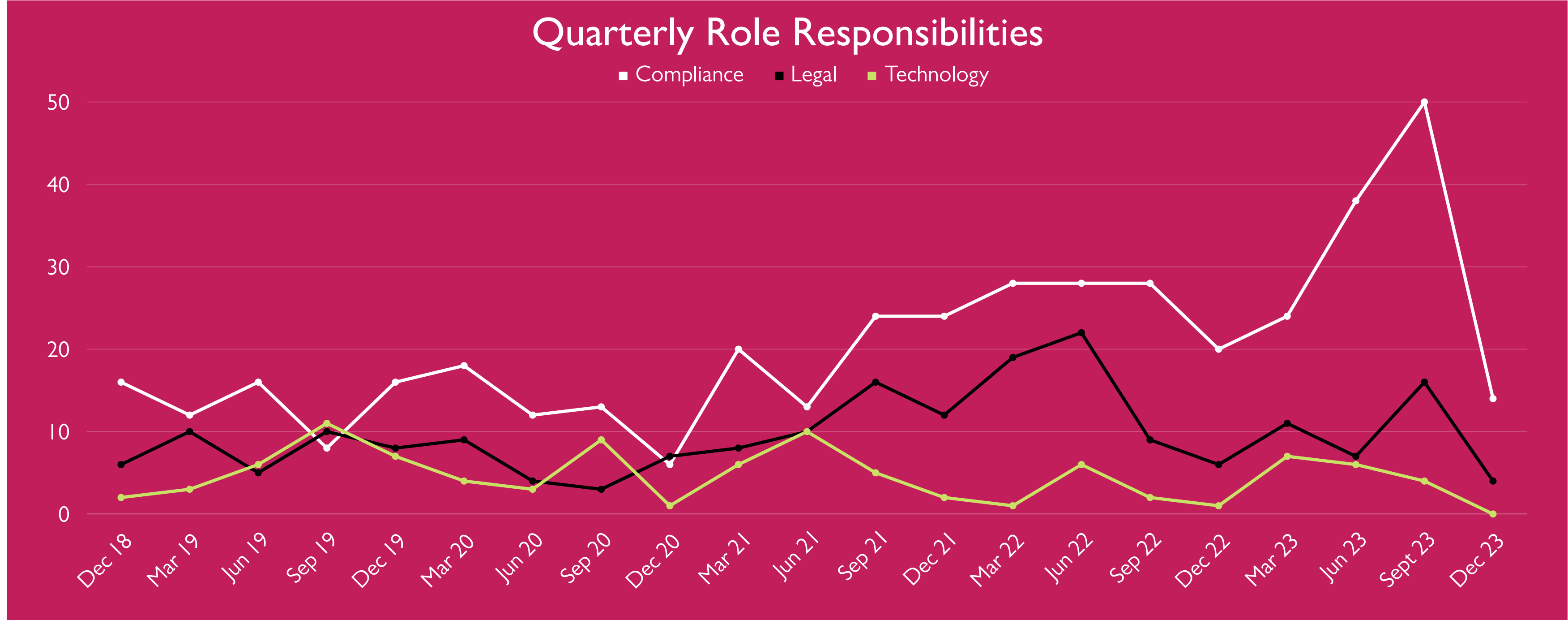


Role Responsibilities - Jul to Dec 2023

- Ads looking for privacy practitioners remained steady this half at 22% of overall jobs (up 1% from last half).
- Compliance roles decreased continues to hover around the 70% of roles (71%) in this period.
- Technical focused roles have reduced again from 10% in the June 2023 half to 7% this period.



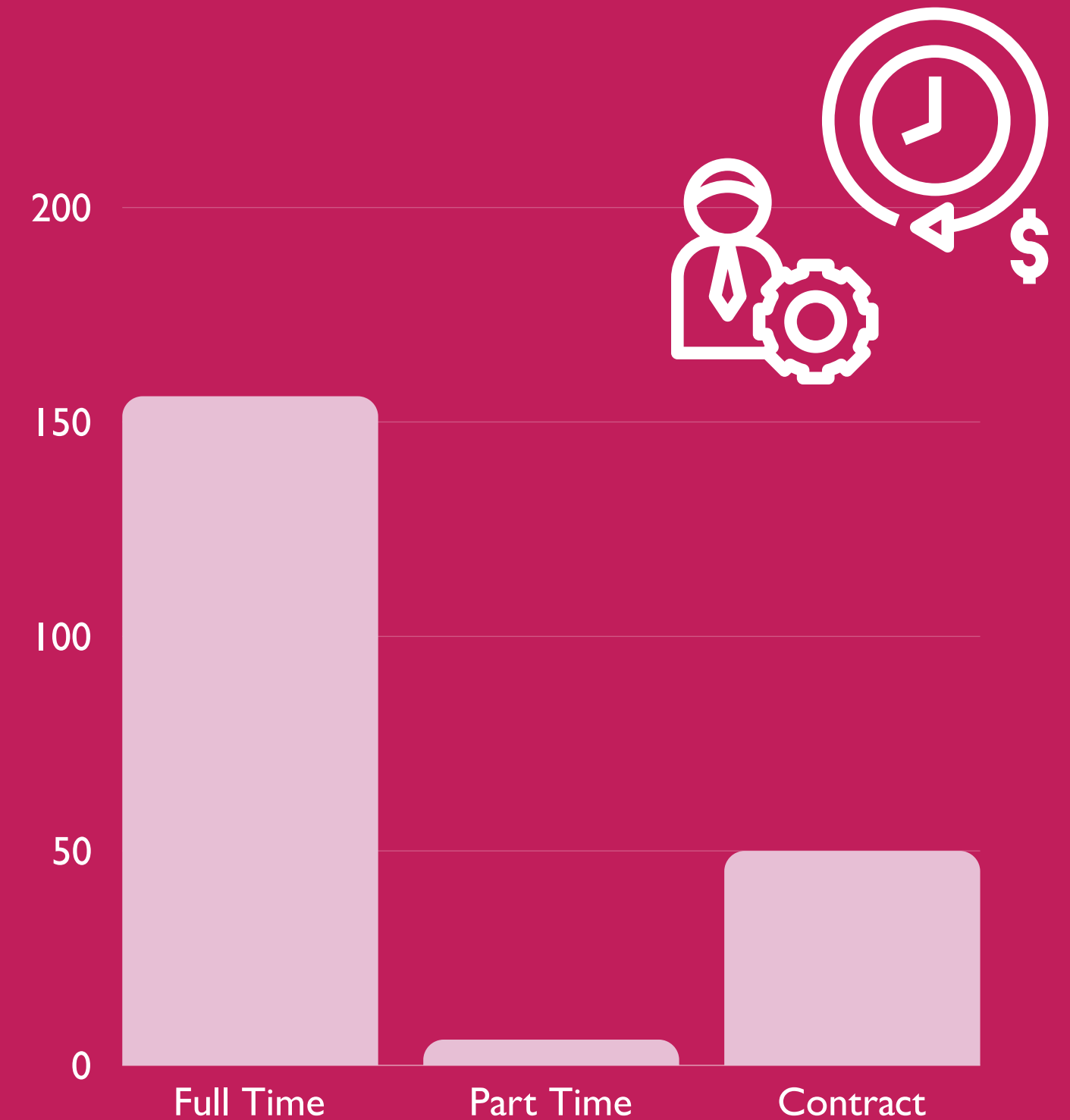
Quarterly Trend in Role Responsibilities - Dec 2018 to Dec 2023



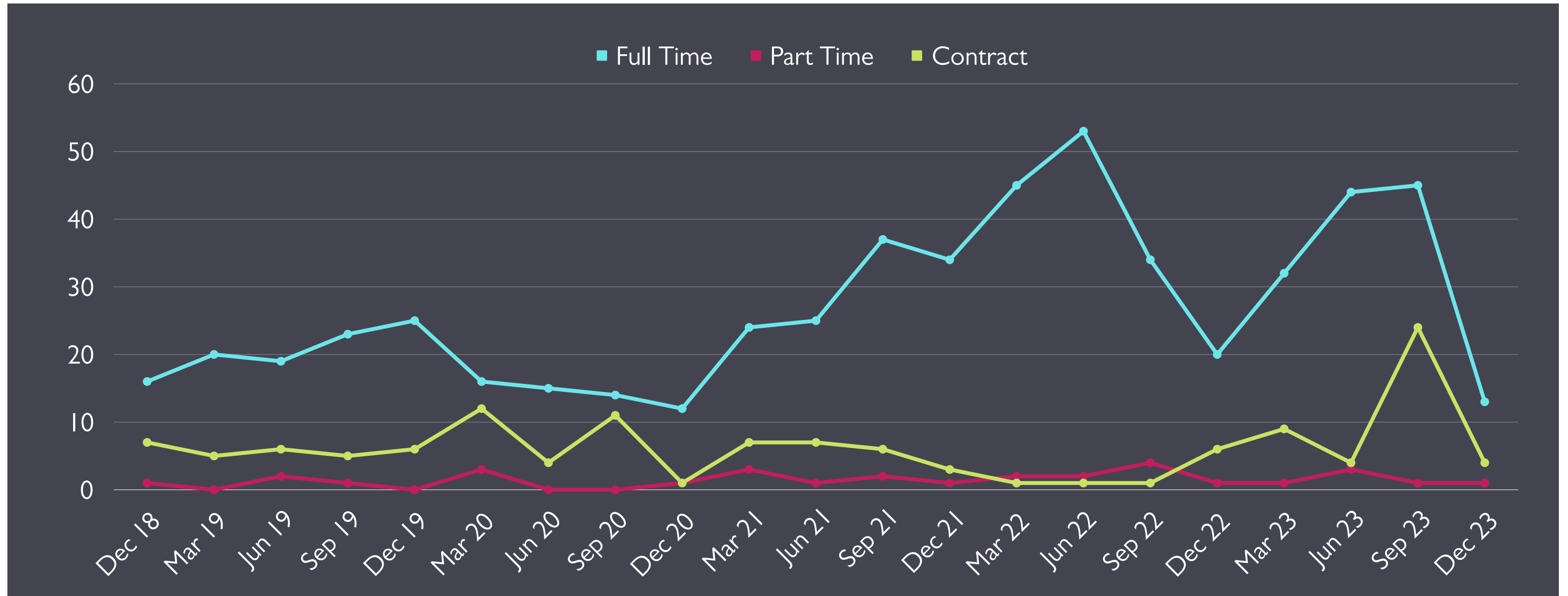
*Only job no.'s from the final month of the quarter are included

Type of Role - July to Dec 2023

- The break down between full time, part time and contract positions show that privacy roles continue to be heavily focused on full time work.
- This period we've seen a jump in contract roles from 16% to 23% and full-time roles dropped from 80% to 74%.
- Part time roles dropped from 4% to 2% this half.
- The total number of jobs that involve WFH or 'hybrid' was slightly down at 55% of all jobs advertised but still much higher than the national average.



Quarterly Trends for Type of Role - Dec 2018 to Dec 2023



Salaries - July to Dec 2023

- Only 25% of roles over the July-December 2023 period displayed a salary range which is consistent with previous periods.
- For permanent roles, the most common salary range offered continues to be between \$126,000 - \$175,000 inc super.
- Only 6% of roles that advertised salaries were contract roles. The most common rate was between <\$650 per day all for government office or analyst roles. Only 2 roles were for more than \$1,000 per day.

Salary Ranges - most common ranges

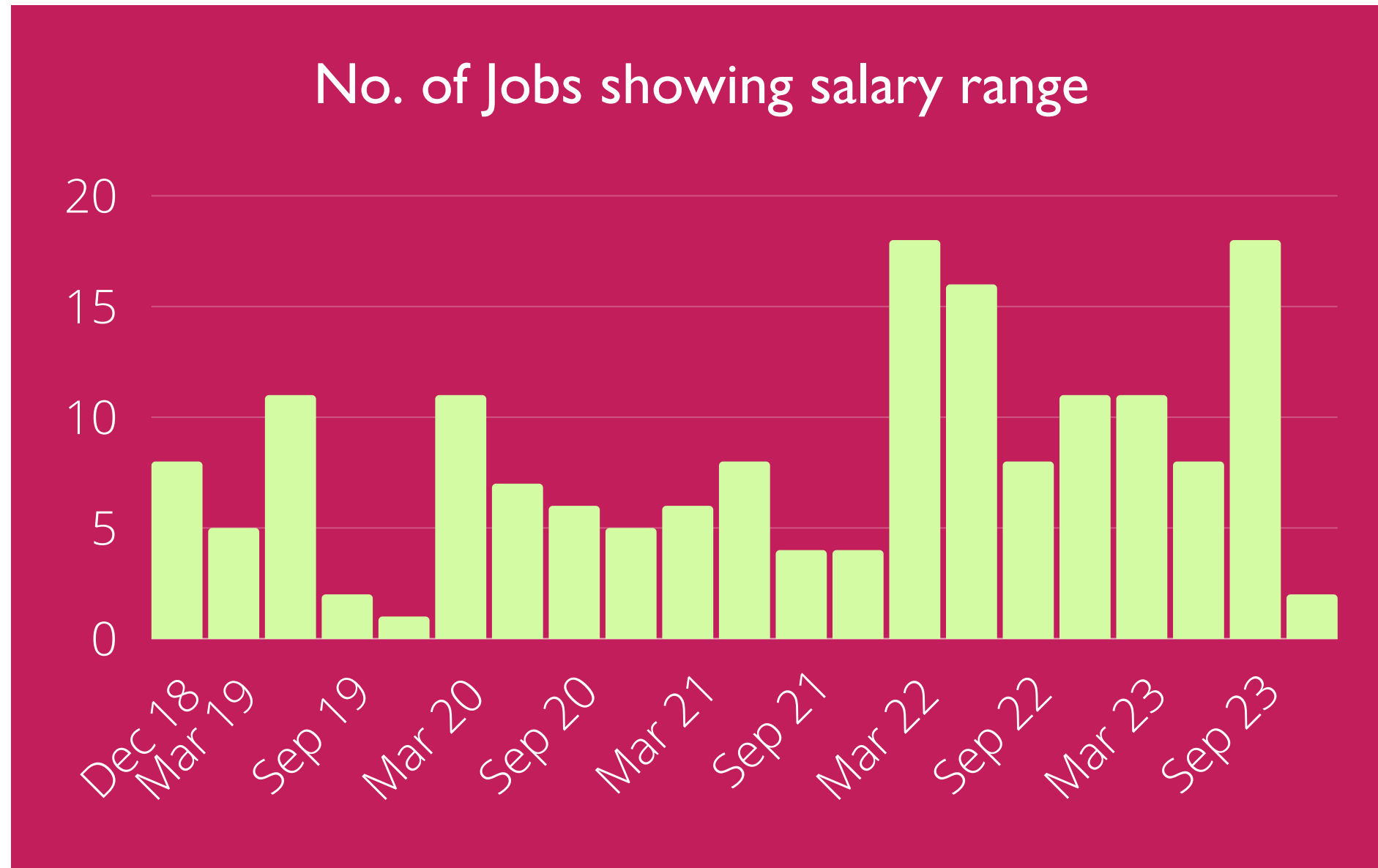
<\$650 p/d

Contract pa
(inc super)

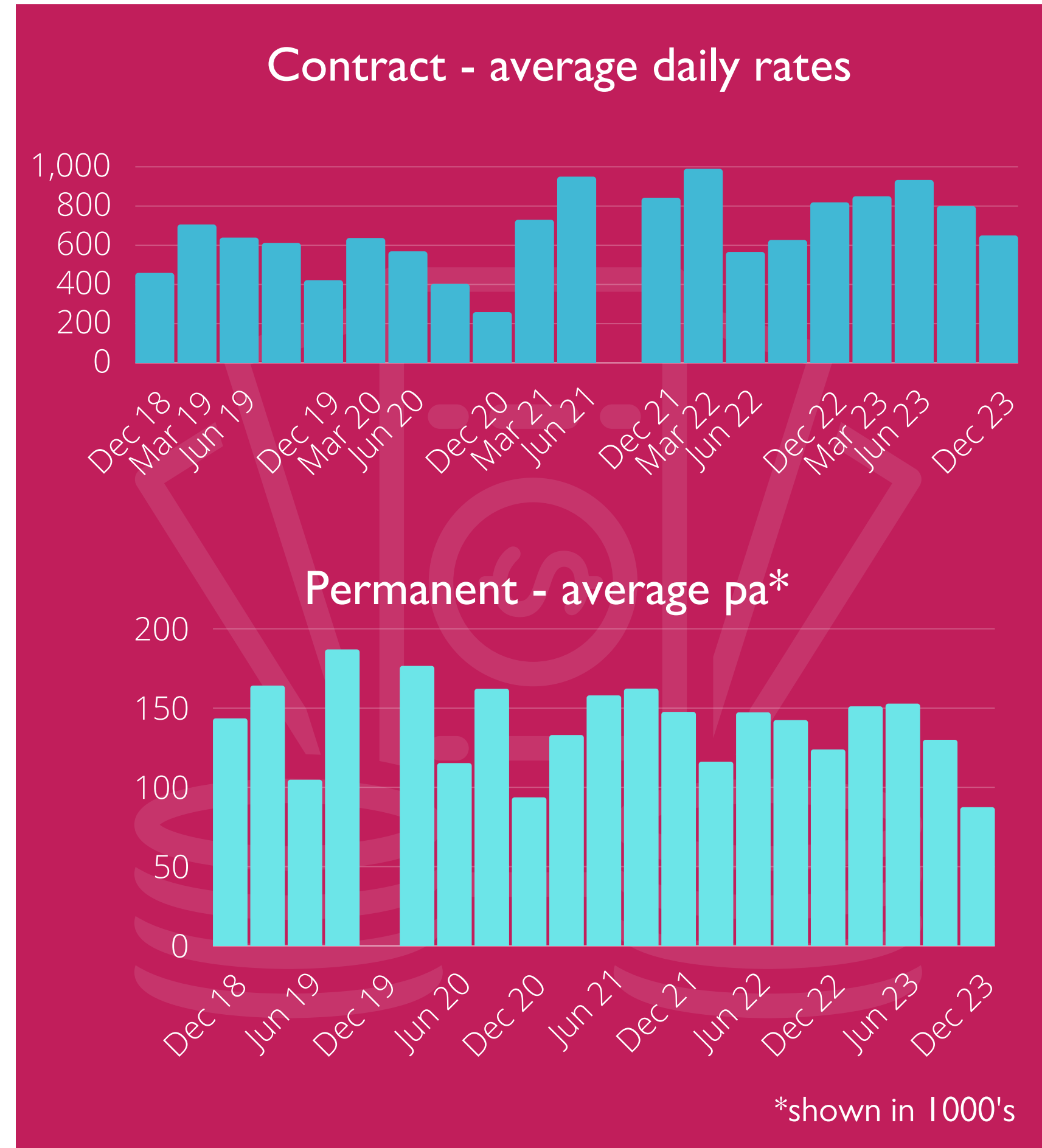
\$126,000 to \$175,000

Full time pa
(including super)

Quarterly Trends for Salaries - Dec 2018 to Dec 2023



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Experience, Qualifications and Certifications - July to Dec 23

- The most common experience required remains 5+ years (17%) followed by 12% of roles requiring 3+ years. More frequently, roles in the legal field require upwards of 8 years.
- A small increase in roles specified privacy certifications being desirable or required from 15% to 16%. Certifications mentioned were: CIPM, CIPP, CIPT, CISM and CDPSE. An additional 3% of roles were looking for security certifications including CISSP, CISM, CRISC.
- There was an even split in positions advertised this period that specified a degree qualification and those that didn't. Of those requiring a degree, 27% of those specified a law degree and 21% said any relevant tertiary qualification would be accepted.



**1 Entry Level
Roles**

Most common experience required:



5+ years

Our Methodology:

As part of our ongoing research into the state of the Australian privacy profession, Privacy 108 analyses the privacy job market, comparing on-line job adverts monthly. Job listings provide a useful snapshot into how both private and public sector organisations value privacy, the resources they are willing to commit to developing and managing privacy programs, and to building their privacy maturity.

A list of all positions with 'privacy' and/or 'data protection' in the title is compiled from jobs advertised on www.seek.com.au, www.indeed.com.au and Linked In on a selected date each month. These lists are then analysed.

From December 2018 to July 2021 the job surveys were conducted on a quarterly basis only. Commencing in August 2021 we began taking monthly (rather than quarterly) snapshots. This will help us identify, for instance, jobs that are advertised for more than 30 days. Linked In job ads were also only added to the analysis from August 2021.

Data from every month and from all three job advertising platforms we now survey (Linked In, Seek and Indeed) are included in our charts and analysis in this report, with the exception of the quarterly trend charts. In order to continue comparing trends from when we commenced surveying the job market in Dec 2018, these quarterly trend charts are based only on the snapshot numbers for the quarterly months of March, June, September and December.

For this year, we have compared trends across the six months commencing Jan to June 2023 and compared those with trends across the six months July to Dec 2023.



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