

# FY 25/26 Association Sector Insights & Salaries - Australia

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Your guide to salary benchmarks, hiring trends, and what really matters to candidates in the peak bodies and membership & associations sector.



**With expert insights from Louise Roper, Director of Revise Recruitment**

This data, along with our sector insights, can help peak bodies and associations hire smarter, plan for the future and keep their people.

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# Can't compete on salary? Compete with your value.

If you can't win on salary alone, don't panic. In the association and NFP space, your purpose, value and flexibility are equally as valuable to candidates who want to work in this sector.

## What candidates value most:



Flexible/hybrid work



Inclusive, values-driven culture



Professional development



Extra leave or wellbeing days



Organisational purpose

Tip: Speed wins. A clear, engaging recruitment process goes a long way when candidates are weighing up offer.



### Louise Roper, Director

When salaries are tight, I always advise clients to lead with their purpose and what makes them great - whether that's hybrid working, a positive culture, or growth opportunities.







# Salary Ranges -

## Peak Bodies & Membership Associations

Salaries listed are excluding superannuation. Contact us for CEO salary information.

Function	Coordinator	Officer	Manager	Head of Department
Membership	\$65–75k	\$75–90k	\$110–140k	\$170–220k
Events	\$65–80k	\$80–110k	\$110–140k	\$140–180k
Marketing & Comms	\$70–80k	\$80–110k	\$120–150k	\$150–180k
Policy & Advocacy	\$70–85k	\$90–110k	\$120–150k	\$150–220k
Education & L&D	\$70–85k	\$85–105k	\$110–150k	\$150–180k

**Market Insight:** Wages in Australia have increased by 3.4%, according to the Australian Bureau of Statistics, March 2025. We don't tend to see the same increase in Associations.

**Industry Insight:** We've seen an increase in recruitment for Digital Comms & Marketing Managers, Digital Transformation Coordinators and Project leads, Events Specialists and Membership at all levels.

# Do titles matter? Yes!

## More than you think.

Common Titles in Associations	What They Really Mean
Coordinator	Focuses on task execution and support (e.g. event logistics, first point of contact for members). Works under clear direction.
Officer	More autonomy and ownership of a function or portfolio. Often contributes to strategy and decision-making.
Manager	Oversees a program, function, or area of work. May or may not manage people - "Manager" can also refer to managing a practice area (e.g. Policy Manager, Events Manager).

### Why standardising titles helps:

- Attracts stronger, better-aligned candidates
- Supports internal progression
- Helps with salary benchmarking



**Louise Roper, Director**

Titles don't always reflect seniority - but they shape how candidates view the role and how aligned they feel to it. This also helps with retaining good people.

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# Culture, Purpose, and Staying Power

Retention isn't just about salary - it's about purpose, progression, and culture. The associations attracting and retaining the best candidates are those who lead with values and invest in their people.

## Top motivators in FY 25/26 (according to candidates):

### 1. Values-driven leadership

Attracts mission aligned candidates and that's the people who excel within the sector.

### 2. Flexibility & work-life balance

Is no longer a perk and when you can't compete on salary should be a given.

### 3. Pathways for progression

A change in job title, more responsibility and an opportunity to contribute ideas demonstrates your long-term commitment to staff.

Development = Retention: Associations investing in learning see up to 40% higher retention rates. (AHRI, Pro Bono)

Hybrid working? It's still the norm: 2–3 days in-office is the sweet spot.



**Louise Roper, Director**

Culture is still king. Great people leave when leadership doesn't listen, learning stalls, or flexibility disappears.

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# Planning to hire in FY 25/26? Let's talk.

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RECRUITMENT

Whether you're planning your next hire, revising your organisation structure or refining your employee value proposition (EVP) we can help get it right.



**We speak to 100s of association professionals every month. Our insights aren't guesswork - it's grounded in real conversations.**

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