



WELCOME

Welcome to the 2008/2009 Michael Page International Retail Salary & Employment Forecast.

Michael Page International is a world-leading specialist recruitment consultancy. Growing entirely organically, rather than by mergers or acquisitions, we now have over 5,000 people in 166 offices in 28 countries worldwide. Coming from all industry sectors, our clients range from market leading multinationals to small and medium sized enterprises.

Our consistent organic growth strategy of investment through cycles is driving our expansion in the specialist recruitment market in Australia. In just 23 years, we have grown to become one of the best-known and most respected recruitment consultancies and are proud to set the standard within our profession for specialist service, with a personal touch.

This year, the format of our Salary & Employment Forecast has changed to reflect our growing business in Australia and make it easier for employers and job seekers to stay abreast of current employment market and salary trends.

The Retail Salary & Employment Forecast provides employers and job seekers with useful insights into the hiring expectations, recruitment challenges and wage forecasts of hiring managers over the coming year.

I wish to thank everyone who contributed to this year's Salary & Employment Forecast and trust you find the new report helpful and informative. We welcome your feedback and encourage you to contact us for further information or market specific advice at www.michaelpage.com.au/contact-us.



Phillip Guest
Managing Director, Australia & New Zealand

MARKET OVERVIEW

Employers in the retail industry are experiencing a degree of uncertainty due to falling consumer sentiment, as rising food and petrol prices stretch household budgets. While we recognise that ongoing market uncertainty may impact recruitment activity on the shop floor, we continue to see sustained demand for white-collar professionals in head office roles as the retail profession in Australia continues to grow and evolve.

Some small retailers are being cautious when it comes to increasing staff numbers, while many of the larger forward-thinking retailers are not concerned about the potential impact of a retail slump on their business and are capitalising on current market uncertainty by securing high quality retail professionals with a longer-term career path.

The surge in demand for retail professionals over the past year has created a competitive environment where candidates have found themselves holding a significant amount of power. However, whilst we have seen some evidence of substantial salary increases for very specialist skill sets, this is a rare occurrence and candidates should remain realistic about their motivation for changing jobs and not move based purely on remuneration. This is particularly true in the current environment of economic uncertainty where employers are generally less willing to pay excessive salaries.

Overall, employers in the retail industry remain cautiously optimistic about the retail sector outlook and employment activity. However, the coming year will present employers with a number of recruitment challenges. Competition for high quality candidates remains strong and organisations who are flexible and willing to consider alternative strategies will achieve a competitive advantage.

SKILLS IN DEMAND

While we haven't seen a significant slowdown in the retail industry at the time of writing, employment growth is expected to ease over the next 12 months. However, even with the market slowing, many companies still face a limited supply of quality talent for head office roles due to high staff turnover and the limited pool of suitably qualified talent.

Many of the major retailers in New South Wales and Victoria have operations based outside the CBD which can also make it challenging to recruit top talent. As a result, candidates willing to commute will often have a greater range of employment opportunities.

There is strong demand for state managers with experience managing multiple retail outlets. Buyers and planners are very highly sought after and many companies need to look overseas to source candidates for these roles due to the limited domestic supply. Competition for retail professionals in the apparel industry is also consistently high.

International retailers continue to penetrate the food multiples market and are opening stores in Australia. As a result, competition for candidates in food multiples is intense and retailers need to offer creative incentives and benefits to attract candidates ahead of competitors.

RECRUITMENT CHALLENGES

The greatest challenge for employers over the next 12 months will be finding and retaining suitably experienced retail professionals. Organisations need to have a streamlined recruitment process in place to secure top talent.

Experienced professionals tend to only remain on the market for a short time and employers need to act quickly to secure talent ahead of competitors. Organisations that conduct professional interviews with concise and timely feedback to candidates will reap the rewards. It is also important for employers to offer competitive remuneration packages to ensure they get applications from quality candidates, who are likely to have numerous opportunities to consider in the current market.

To help broaden the talent pool, we encourage employers in the food, non-food and hard goods sectors to consider candidates from other retail sectors with transferable skill sets. Organisations that hire candidates based on potential and ability rather than specific industry experience will significantly increase their available talent pool.

We also encourage employers to keep an open mind to sourcing talent from more mature retail recruitment markets overseas. We have seen some genuine successes through clients utilising our international expertise and networks in countries such as the UK, South Africa and USA and expect this to play a pivotal role in helping to alleviate the domestic skills shortage.

WAGES INFLATION

We expect the employment market for retail professionals to remain stable over the next 12 months. Given the tight labour market and competition for quality candidates, our prediction is for average salary increases of 3 – 5% across the board, with increases of up to 10% for high calibre candidates changing jobs. However, salary increases will be largely dependent on end of year retail performance and consumer spending.

SALARY TABLES

State	NSW	VIC	QLD
Salary	\$'000	\$'000	\$'000
ROLE			
EXECUTIVE			
General Manager	185–400	175–400	160–350
RETAIL MARKETING			
GM Marketing	140–400	140–375	125–350
Marketing Manager	110–155	110–145	100–140
Marketing Assistant	45–55	45–55	40–50
MERCHANDISING & BUYING			
General Manager – Merchandise	170–400	170–400	150–320
Merchandise Manager	140–200	140–185	120–180
Merchandise Planner	80–140	80–130	70–120
Buyer	80–120	80–110	70–105
Assistant Buyer	55–65	55–65	50–60
Visual Merchandiser	60–100	60–100	55–90
NATIONAL MANAGEMENT			
National Retail Manager (over 80 stores)	135–200	135–200	120–180
National Retail Manager (under 80 stores)	100–140	100–140	90–125
FRANCHISING			
National Franchise Manager	160–190	160–190	135–170
Franchise Area Manager	65–100	65–100	60–90
STATE & MULTI SITE MANAGER			
State Manager (over 20 stores)	80–140	70–125	70–125
State Manager (under 20 stores)	70–100	65–90	65–90
Multi-site Manager (over 9 stores)	55–80	50–70	50–70
Multi-site Manager (under 9 stores)	50–70	50–65	50–65
STORE MANAGERS – ANNUAL SALES			
Store Manager less than \$1 million	35–45	30–40	30–40
Store Manager \$1–2.5 million	35–55	30–50	30–50
Store Manager \$2.5–5 million	55–65	50–60	50–60
Store Manager \$5–10 million	65–80	60–70	60–70
Store Manager over \$10 million	70–110	65–100	65–100
ASSISTANT MANAGER – ANNUAL SALES			
Store Manager less than \$1 million	30–40	30–40	30–40
Store Manager \$1–2.5 million	35–50	30–45	30–45
Store Manager \$2.5–5 million	35–55	30–50	30–50
Store Manager \$5–10 million	40–65	35–60	35–60
Store Manager over \$10 million	50–60	45–55	45–55

Please note:

- Salaries indicated are cash component plus superannuation, excluding other benefits, bonuses and extras.