

2026

Office Support Market Update

Hiring trends across Sydney's office support market.





Office Support Recruitment

The start of 2026 has seen the employment market continue to recalibrate following the rapid expansion experienced in the post-pandemic period. While hiring volumes across many professional functions have softened slightly compared to previous years, demand for high-quality support professionals remains steady across Sydney's leading organisations.

At Assistant Sydney, our focus on Office Support recruitment provides a unique lens into how executive teams are structuring their support functions and the evolving expectations placed on administrative professionals.



Office support roles are now strategic

EAs are key partners in decision-making, projects and stakeholder management.



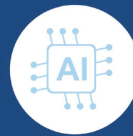
The market is rebalancing, not contracting

Focus is shifting to quality, cultural fit and long-term capability.



Job demand remains above pre-pandemic levels

Job postings remain significantly higher than pre-2020 levels.



AI adoption is creating a talent divide

A clear gap is emerging between AI-enabled workers and those falling behind.



The Market in 2026

Across Australia, labour demand remains elevated despite a modest cooling in job advertising volumes. Job postings remain significantly higher than pre-pandemic levels, demonstrating that organisations continue to prioritise talent acquisition even as economic conditions stabilise. Within Admin & Office Support, job advertising has softened slightly year-on-year, but hiring activity remains resilient compared to other corporate functions. In practical terms, the market is not contracting, rather, it is rebalancing, with organisations placing greater emphasis on quality hires, cultural fit and long-term capability within their teams.

ANZ Australian Job Ad Index



Sydney

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Melbourne

Level 6, 360 Collins Street, Melbourne VIC 3000
0499 910 241

The Evolution of the Office Support Function

One of the most significant shifts we are seeing across Sydney's corporate landscape is the continued elevation of Office Support roles. Executive Assistants, Team Assistants and Office Managers are increasingly expected to operate as strategic partners to leadership teams rather than purely administrative resources.

Key trends we are observing include:

- **Greater Strategic Involvement:**
Executive Assistants are increasingly embedded within leadership teams, supporting decision-making, project coordination and stakeholder engagement.
- **Technology and AI Integration:**
AI tools are rapidly being adopted across workplaces, including administrative workflows such as document preparation, scheduling optimisation and research support.

The most successful support professionals are those who embrace these tools while maintaining the human judgment and organisational intelligence that technology cannot replicate.

- **Demand for High Emotional Intelligence:**
As executives manage increasingly complex stakeholder environments, the importance of trust, discretion and interpersonal awareness has never been greater.

Office support professionals now act as:

- Gatekeepers
- Cultural Ambassadors
- Operational Coordinators within leadership teams



The Role of AI in Office Support

Artificial Intelligence is one of the most prominent topics in today's market, and a consistent theme in conversations with Executive Assistants across Sydney. Rather than replacing roles, AI is reshaping how high-performing assistants operate, enabling greater efficiency, accuracy and strategic contribution. We are seeing a clear divide emerging between EAs who are actively integrating AI into their workflows, and those who risk falling behind.

How EAs Are Using AI:

Leading assistants are leveraging tools such as Claude, Perplexity, ChatGPT and Microsoft Copilot to streamline day-to-day responsibilities, including:

- **Inbox triage & email drafting:**
Prioritising communications, drafting responses and refining tone
- **Meeting preparation:**
Generating agendas, briefing notes and key talking points
- **Minute taking & summaries:**
Turning meeting transcripts into clear, actionable summaries
- **Document creation:**
Assisting with presentations, reports and internal communications
- **Research & data synthesis:**
Quickly consolidating information to support executive decision-making
- **Task & workflow optimisation:**
Improving structure, planning and time management

The result is a shift away from purely administrative output toward higher-value, strategic contribution.

How Office Support Professionals Can Stay Ahead:

From our perspective at Assistant Sydney, the most successful candidates are those who are:

- Proactively experimenting with AI tools
 - Embedding AI into their daily workflows
 - Continuously refining communication and stakeholder engagement skills
 - Positioning themselves as strategic business partners not just support functions
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The Human Advantage:

While AI is enhancing productivity, it is not replacing the core capabilities that define exceptional Office Support Professionals.

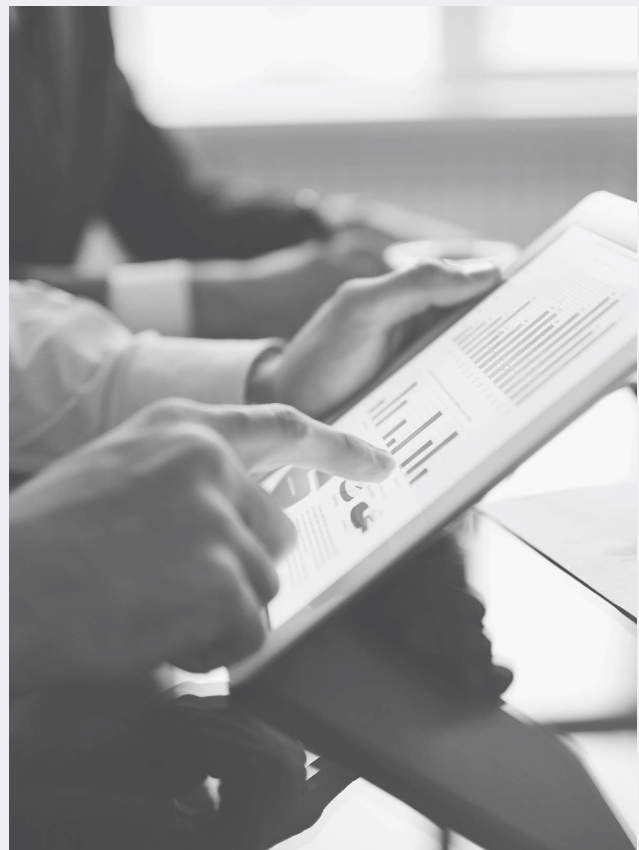
The most in-demand EAs continue to differentiate themselves through:

- Judgement and discretion
- Stakeholder management and relationship building
- Commercial awareness
- Emotional intelligence and intuition
- Anticipation of executive needs

These are inherently human skills, and increasingly they represent an EA's true value proposition.

The opportunity for assistants in 2026 is clear:

leverage AI for efficiency, while doubling down on the human capabilities that technology cannot replicate.





What Employers are Prioritising

Across our client base in Sydney, several clear themes have emerged when hiring Office Support professionals.

Commercial Awareness:

Executives are seeking assistants who understand the broader commercial context of the organisation and can anticipate priorities.

Proactive Problem Solving:

Rather than reactive administration, organisations want individuals who can manage competing priorities independently and remove friction from executive workflows.

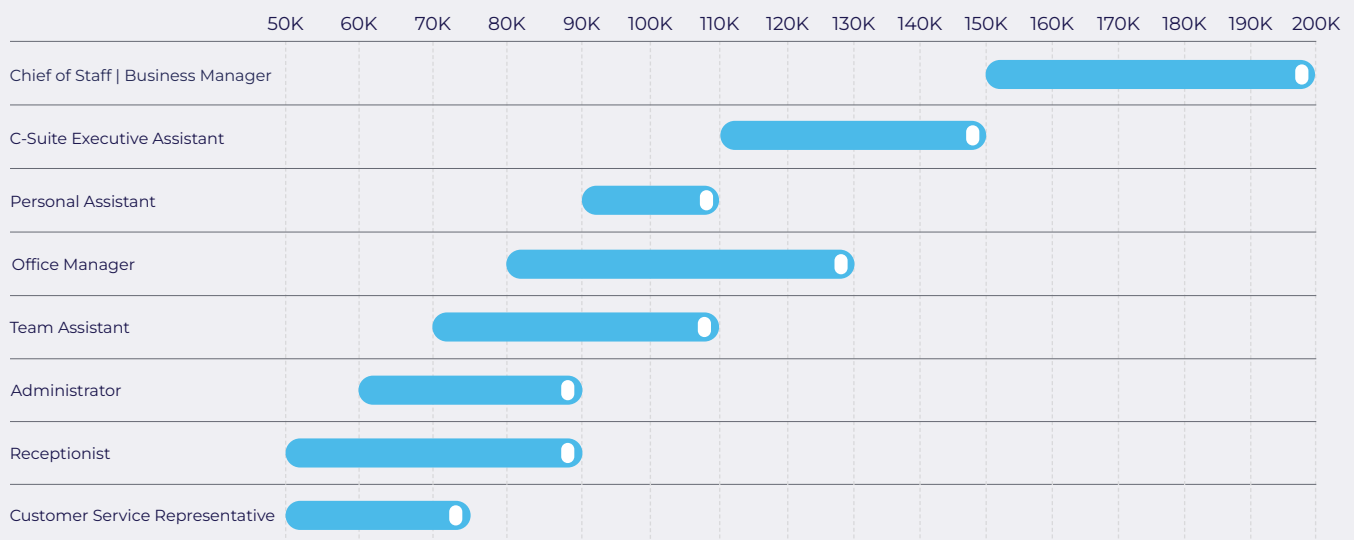
Adaptability:

With hybrid work environments and evolving business structures, assistants must operate effectively across both physical and digital workplaces.

In addition to core capabilities, employers are increasingly seeking candidates who demonstrate:

- Digital fluency and openness to AI-enabled ways of working
- The ability to improve efficiency and introduce smarter processes
- Confidence in navigating evolving workplace technology

Permanent Salary Packages Inclusive of cash and superannuation



Employer Challenges in 2026

Across our client base in Sydney, several clear themes have emerged when hiring Office Support professionals.

Slower Hiring Processes:

A more cautious and considered approach to hiring has led to longer decision-making timeframes.

However, in a candidate-aware market, this often results in businesses losing high-calibre EAs to faster-moving organisations.

Increased Candidate Expectations:

Top-tier assistants are more selective than ever.

They are evaluating:

- Leadership style
- Level of trust and autonomy
- Flexibility
- Long-term career trajectory

Employers who cannot clearly articulate these elements may struggle to secure preferred candidates.

Balancing Cost vs Value:

While some organisations remain cost-conscious, there is a growing recognition that high-performing EAs drive significant leverage at the executive level. The challenge lies in aligning budget expectations with the calibre of talent required.

Evolving Role Expectation:

As the EA role becomes more strategic and tech-enabled, some organisations are still defining what “great” looks like in this new environment.

This can lead to:

- Unclear role scope
- Misalignment during the hiring process
- Hiring for yesterday’s skillset rather than tomorrow’s needs



What Candidates are Looking For

While remuneration remains important, the most sought-after candidates are increasingly evaluating opportunities based on:

- Leadership style and executive partnership
- Organisational culture
- Flexibility and autonomy
- Long-term career development

Organisations that clearly articulate these elements during the recruitment process are significantly more successful in securing top talent.

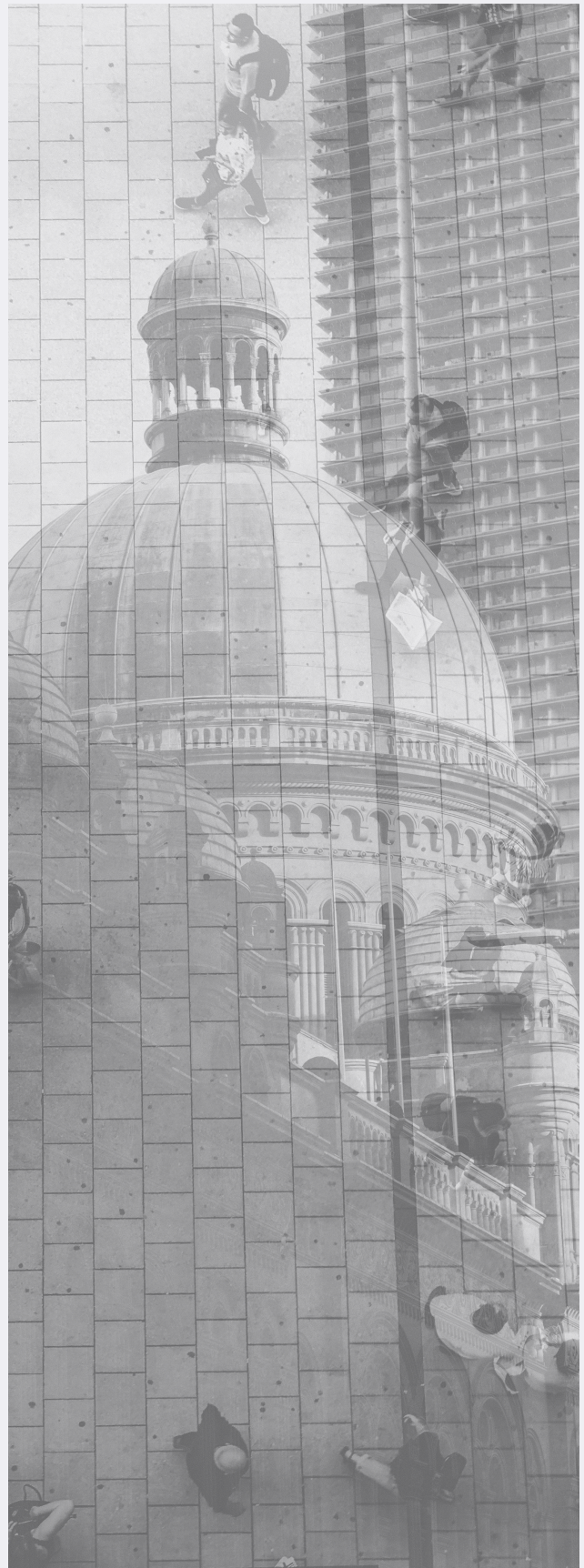
The Assistant Sydney Perspective

At Assistant Sydney, our sole focus on Office Support recruitment allows us to maintain a deep understanding of the talent landscape across Sydney's leading organisations.

We partner with a broad range of companies - from ASX-listed corporates to high-growth private businesses - giving us a unique view of how executive support functions are evolving.

In an increasingly competitive market, the difference between a successful hire and a missed opportunity often lies in specialist expertise, market insight and access to highly engaged talent networks.

Our approach is centred on connecting exceptional support professionals with organisations that recognise the strategic value of world-class office support.



The Office Support search firm trusted by Australia's leading businesses.

Since our establishment in 2017 Assistant Sydney has become the preferred Office Support recruitment partner for many major Australian employers. Our strategy is simple - we are solely focused on providing the highest quality Office Support recruitment services in Sydney, Melbourne and Brisbane.

We are here to assist organisations to create great Office Support functions. Our goal is to help our clients navigate an increasingly competitive and challenging Office Support talent market. Our team are astutely aware of the trends that have shaped Office Support functions for almost two decades. We appreciate and understand the multiple roles and complex deliverables of Office Support functions.

Our approach is focused, discreet and professional. Our ambition is to be recognised as the most respected Office Support recruitment firm in Australia.

Organisations want to be able to engage with a search firm who can support them with Office Support recruitment efficiently. Organisations want to know the solution provided will add value to their team for years to come and that the guidance provided on the required skill sets and remuneration decisions are correct.

Assistant Sydney was created to provide this service.

Our Experts.



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