



EDUCATION

Geodemographic Modelling and Analysis

Identify, Target and Maximise your enrolment base!

Visualise key data with our customised online mapping tool and maximise enrolment numbers.



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What our software does for you!

01

Map students

Map out your current and future students.

02

Analyse student reach

Including feeder school data.

03

Identify marketing areas

In both Primary and Secondary areas.

04

Examine Census and ABS data

Which can show at a student level your market share.

05

Review population forecast and growth

ABS data population projections 2017 to 2032.

06

Reveal all transport options

How to gain the most from an area.

07

View competitors

To help you set business goals and create a marketing plan.

08

Display your alumni and donors

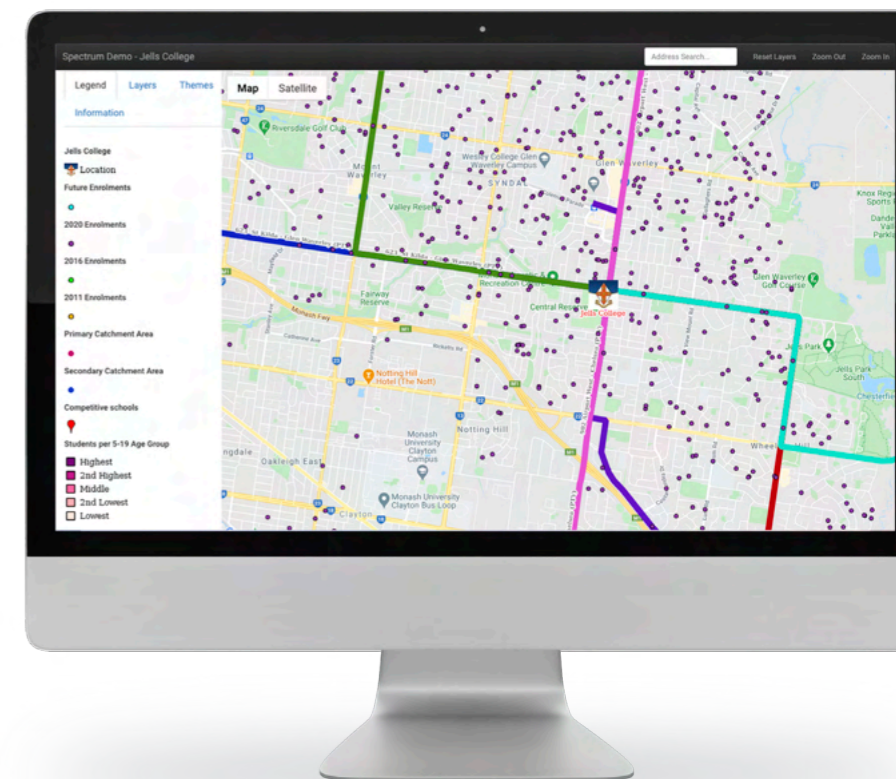
To strengthen the affinity and lifelong connection with your brand.

Giving you the ability to view the most **important information instantly**

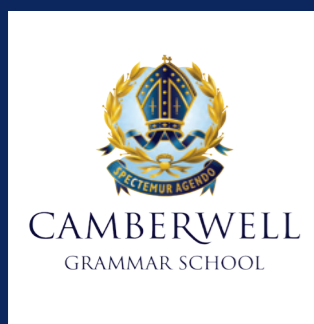
The ultimate success of any strategic plan should be underpinned by facts and data. At Spectrum Analysis, we can give you the breakdown needed to truly understand your school's area for you to plan strategically. You can easily visualise your customised school map in a secure online setting.

We will help you and your leadership team see at a glance your potential students, marketing options, bus route efficiencies, growth corridors, future risks and much more. Stay ahead of your competition by knowing exactly how to increase your options for your school, based on facts and data.

- ✔ Maximise your enrolment base
- ✔ See your alumni
- ✔ Interactive secure display
- ✔ Understand your data
- ✔ Identify your opportunities
- ✔ Target your marketing
- ✔ Visualise census and ABS data
- ✔ Manage risk



What Camberwell Grammar **had to say**



"I am pleased to commend their work to you. In a competitive market, information is a vital tool. Spectrum was able to give us detailed data and insightful analysis, which we have been able to incorporate into our strategic planning.

We have found the service from Spectrum to be excellent – the data presented in a variety of ways and their maps particularly helpful. I have no hesitation in recommending Peter and Spectrum to any organisation seeking deeper understanding of the demographics of their business."

– Dr Paul Hicks, Headmaster

Some of the schools that have **benefited from our services**



Why choose Spectrum Analysis?



Established in 1996, we have been providing facts, data, analysis and reports to clients across Australia and the world in multiple industries and sectors.

We know that a school's future depends on their effective planning and decision-making right now.

We work with all staff levels and help our education clients develop strategic plans and make effective decisions based on verifiable information, and we do it well.

You need facts and data. You need expert analysis. You need to understand the risks and opportunities.

At Spectrum Analysis, our team of expert data scientists and analysts can help you:

- ensure that your decisions provide accountability and due diligence to the board and your school community
- improve your marketing, enrolments, community development and alumni relations efforts
- provide evidence-based suggestions for your school
- secure the evidence you need for multi-million dollar investments or grants
- understand your school's demographics
- answer your questions.

Connect with our team and we will show you what **we can do for you!**



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