Use data and analysis to find potential students

Student Mapping and Demographic Analysis

(For Demonstration)

SPECTRUM
ANALYSIS
Geodemographic Modelling & Analysis

Executive Summary

Spectrum Analysis Australia Pty Ltd was approached by Jells College to undertake a student analysis using their current student database.

- Jells College is a co-ed school of around 750 pupils covering pre-school through to Year 12, with its Campus at 670 Waverley Rd, Glen Waverley. The school is in Melbourne's Eastern suburbs, 20 km from the Melbourne CBD.
- The analysis was based on the Jells College entire student database
- Student penetrations were calculated based on the population aged 5-19 (2016 Census Data) and the amount of Enrolments in the catchment areas
- Various demographics of the Jells College area were highlighted
- Competitors were mapped
- Feeder school analysis was based on enrolment data over the last 5 years.
- Travel Routes were mapped and analysed to see any areas that are not being covered
- Population projection in growth areas

Our findings suggest the following:

- The proposed 'Primary' Catchment Area we identified covers an area of three suburbs in the immediate surrounds, which encompassed approx. 64% of Jells College students. Extending this area to a 'Secondary' Catchment Area, including an additional five suburbs, increased this to approx. 76% of Jells College students.
- Geographically, students mostly come from the immediate area roughly from a 5km radius (74% of entire student database). Moreover, areas of highest student enrolments include Burwood East, Vermont South, Wheelers Hill, Mount Waverley and Glen Waverley.
- Best marketing potential areas are the secondary catchment area around Burwood East, Ashwood, Chadstone, Vermont South and Burwood.

Recommendations

- Continue marketing strongly in the suburbs surrounding the school – Glen Waverley, Mount Waverley and Wheelers Hill, where the school is the dominant Independent school in the area.
- Consider marketing more into the growth suburbs of Lysterfield and Belgrave East to establish a market and start to create future enrolments from these growth suburbs.
- Look to adding an additional bus route to probably run from Fountain Gate Shopping Center via Wellington Rd to assist in growing students from the growth suburbs of Lysterfield and Belgrave East, and from the Narre Warren area in general.
- Speak to Panorama Bus Lines to make minor changes to the existing school bus routes to maximise the number of students they can pick up.
- Have the Marketing Manager revisit the feeder schools, especially Camelot Rise Primary and Wheelers Hill Primary and try and arrest the drop off of students from these schools.

Sincerely

Peter Buckingham
Managing Director
Spectrum Analysis Australia Pty Ltd

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Introduction

Spectrum Analysis Australia Pty Ltd was approached by Jells College to undertake a student analysis on their current student databases. This project has the following aims:

- Map out Jells College current students
- Penetration analysis based on population aged 5-19
- To compare various demographic trends across 2016 Census data with student Penetrations
- Define Primary & Secondary Catchment Areas
- Provide possible new areas for Marketing based on demographics and low penetrations

Jells College is an independent school in the Anglican school system. It has fees of around $20,000 pa. for boys by Year 12, meaning it is not as high as the APS or AGS schools in Melbourne, and tends to draw its students from medium to medium high socio economic areas.

Methodology

Jells College has supplied us with their student database which were geo-coded using Pitney Bowes Map Marker and then mapped in Pitney Bowes MapInfo. The geo-coded student enrolment database allows us to plot and extract data at any boundary level by allocating each student to a relevant geographic boundary, and calculate that boundaries 'penetration'.

SA1s

The boundaries used to collect the Census data from 2011 onwards are Statistical Areas Level 1 (SA1s), which are the smallest region for which a wide range of Census data can be drawn. There are 54,805 SA1's in Australia, each with an average population of about 400 people per SA1 (200 min, 800 max).

Geo-Mapping and Analysis

From this, we were able to map out the various levels of penetration across the surrounding area of Jells College, and in particular, the 'catchment areas' based on SA1s and Suburbs.
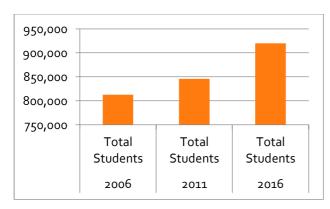
Demographics
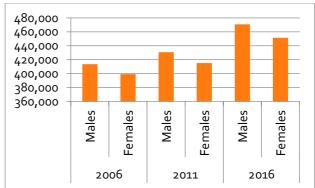
Using Census 2016 and SEIFA (Socio Economic Index For Areas), understand the growth forecasts for population in all surrounding areas, and the socio economics of the surrounding areas to recognise areas with potential to send students to Jells College.

Overview of Private and Catholic Schools in Victoria
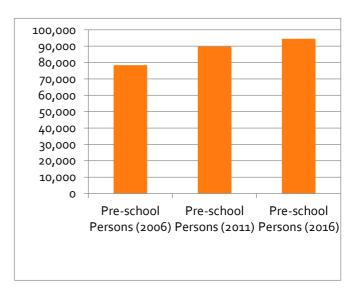
The total number of children and young adults in schools is increasing consistently. Using ABS Census data from 2006, 2011 and 2016, we can see that when we combine ALL classifications of children undertaking education (up to year 12), we see the following:

Pre-School
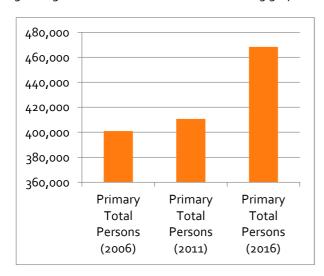
The numbers of Pre-school children include those in kindergartens or child care, and have been rising over the period. This would be mainly due to population increases, and the tendency of families to have 2 working parents.
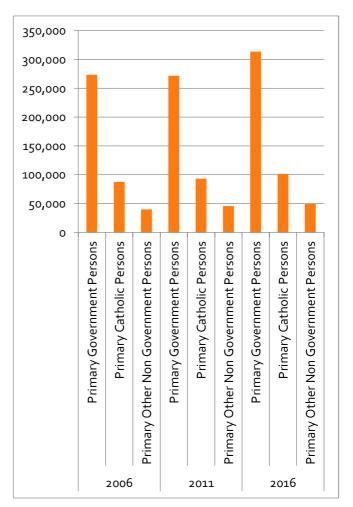
Primary School

The Primary education school system in Victoria is still growing which can be seen from the following graph.

The increase we are seeing from 2011 to 2016 represents 2.8% pa of children.

Primary school is still dominated by Government schools, with Catholic schools being the second largest educator of primary children, followed by the non-government schools (Independent schools) third.
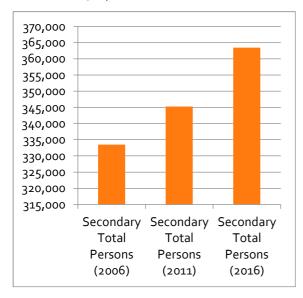
	2006	2011	2016	%2006-2011	%2011-2016
Primary Government Persons	273,407	271,732	313,599	-0.61%	15.41%
Primary Catholic Persons	87,750	93,121	101,633	6.12%	9.14%
Primary Other Non-Government Persons	39,850	45,823	49,729	14.99%	8.52%

Secondary School
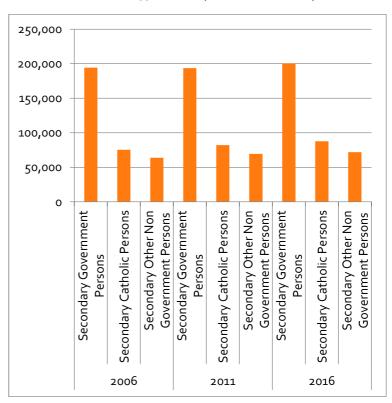
The total number of students undertaking secondary education is increasing rapidly. If we look at 2011 to 2016, we see that it reflects an increase of around 1.05% pa.

At the same time the Catholic system has moved from around 101,633 primary students to around 87,676 students, and the non-Government schools have moved from around 49,729 primary students to around 72,033 secondary students nationally.

Government schools still educate the most students at secondary level, followed again by the Catholic education system and then the Other Non-Government schools.

The total number of children in Government schools has decreased from around 313,599 students in primary levels to around 200,613 in secondary schools.
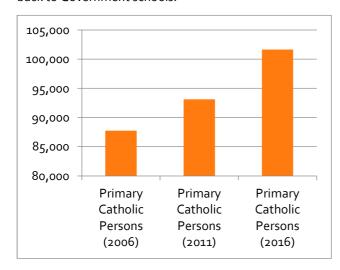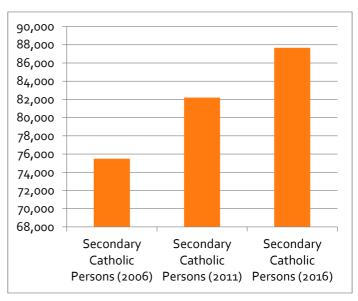
	2006	2011	2016	% 2006-2011	%2011-2016
Secondary Government Persons	194,263	193,634	200,613	-0.32%	3.60%
Secondary Catholic Persons	75,489	82,199	87,676	8.89%	6.66%
Secondary Other Non-Government Persons	63,738	69,441	72,033	8.95%	3.73%

Catholic Education System

The Catholic system shows around 101,633 students in the primary schools, and around 87,676 students in their secondary schools. We would expect this is due to the subsidized primary education, and more fees being required at many secondary schools, causing some drain back to Government schools.
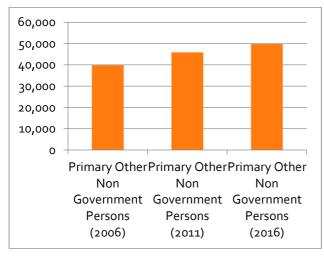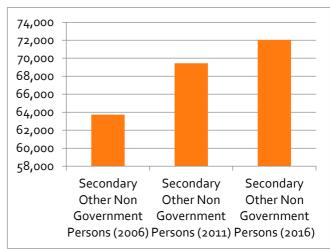
In numbers, all Catholics education seems to be increasing at around 1.54% pa on average.

Other Non-Government System (i.e., Independent Schools)

The Non-Government schools are relatively stable at primary levels with around 49,729 students in the primary system, and then this increases to around 72,033 students in secondary school. The % increases in primary school is low, however the % increases in secondary school is running at around 1.27% pa.

Jells College Analysis
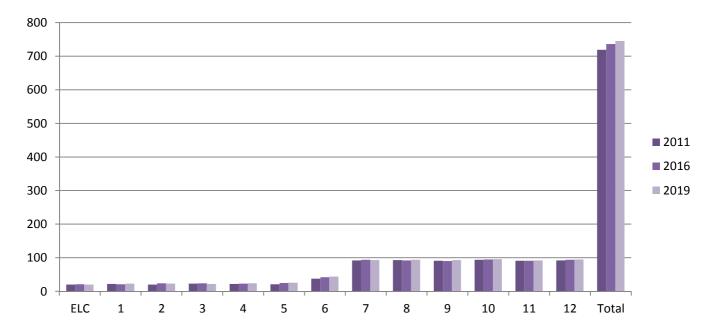
Jells College Enrolments

The total number of enrolments into Jells College experienced a slight increase over a 9-year period from 2011 to 2019.

There is a stable increase of 1-2% every 6 years. From Year 7 to Year 12, number of students is stable than that of ELC to Year 6:

Year	2011	2016	2019
ELC	20	21	20
1	22	21	23
2	20	24	23
3	23	24	22
4	22	23	24
5	21	25	26
6	38	42	44
7	92	94	93
8	93	92	94
9	91	90	93
10	94	95	96
11	91	91	92
12	92	94	95
Total	**719**	**736**	**745**

	2016 vs. 2011	2019 vs. 2016
ELC	5%	-5%
1	-5%	10%
2	20%	-4%
3	4%	-8%
4	5%	4%
5	19%	4%
6	11%	5%
7	2%	-1%
8	-1%	2%
9	-1%	3%
10	1%	1%
11	0%	1%
12	2%	1%
Total	**2%**	**1%**

There is a new trend of where students come from 2011 to 2019. The maps in Appendix 1 suggest a big movement from Southern and South Eastern suburbs. Students are more and more willing to travel more than 5km to school due to better availability of public transport and school bus system.

Please refer to Appendix 1 for Student maps.

Glen Waverley – The Area

Glen Waverley where Jells College resides is a suburb of Melbourne approx. 20km east of the CBD.

The school is situated in the Local Government Area (LGA) of Monash, which forms part of three (3) Statistical Local Areas (SLA's) with Jells College being directly in the SLA "Monash (C) – Waverley West".

The highest Demographics of Glen Waverley are as follows:

- % Aged 15 - 19 year olds (Over 20% above the relevant average)
- % Owns own Dwelling Outright (Over 20% above the relevant average)
- % Household with 2 Vehicles (10-20% above the relevant average)
- % Household Income $4,000+ (Over 20% above the relevant average)
- % Professionals (Over 20% above the relevant average)
- % Birthplace China and % Language Spoken at Home Chinese (Over 20% above the relevant average)
- % Buddhism or Hinduism (Over 20% above the relevant average)

These demographics were considered higher than average when compared to the Melbourne average.

Please refer to Appendix 2 for Demographic Summaries of the area.

Socio-Economic Index for Areas (SEIFA)

This general representation of 'socio-economic' characteristics is best represented in the Australian Bureau of Statistics' "SEIFA" score, current at c2016. The measurement called the Social Economic Index for Areas (SEIFA) measures individual areas in terms of social and economic 'advantage and disadvantage'. The score summarises characteristics such as levels of household / individual income, educational attainment, unemployment, property ownership, fluency in speaking English, occupation, etc.

The standard measurement for this score is a national average score of 1,000, with anything under 900 being classified as well below average, and conversely, anything over 1,100 being classified as well above average.

Within an approx. 3km radius of Jells College, we note a SEIFA score of **1,077**. Within an approx. 5km radius of Jells College, we note a SEIFA score of **1,064**.

Comparing the Monash LGA to the rest of Greater Melbourne, the Monash LGA has a SEIFA (Advantage-Disadvantage) score of **1,060** which is well above the Greater Melbourne SEIFA score of **1024**.

Please refer to Appendix 1 for SEIFA Map.

Jells College – 'Primary Catchment Area'

The current Jells College student database indicates that the 'Primary Catchment Area' would encompass the following suburbs:

		Number of Students	% (over total enrolments)
1.	Glen Waverley	271	36.4%
2.	Mount Waverley	125	16.8%
3.	Wheelers Hill	80	10.7%

These suburbs were found to have a combination of (a) proximity to the school, and (b) the highest levels of Jells College student penetration.

From this, we can break down the above tables into students that are either (a) inside, or (b) outside the 'Primary Catchment Area':

Level	Inside Catchment Area	Outside Catchment Area	Total	% Inside Catchment Area	% Outside Catchment Area
All Students	476	269	745	63.89%	36.11%

Approx. **64%** of Jells College students in resided within the 'Primary Catchment Area' consisting of these above suburbs.

This shows that Jells College students come from approx. 3-5km radius.

Please refer to Appendix 1 for Student Penetration Map.

Jells College – 'Secondary Catchment Area'

We also nominated a 'Secondary Catchment Area', which encompasses areas further out north and West with overall slightly lower penetrations. It includes the following additional suburbs (besides those encompassed in the Primary Catchment Area):
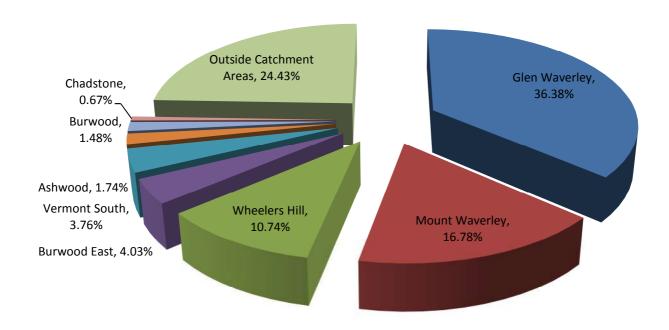
		Number of Students	% (over total enrolments)
4.	Burwood East	30	4.0%
5.	Ashwood	13	1.7%
6.	Chadstone	5	0.7%
7.	Vermont South	28	3.8%
8.	Burwood	11	1.5%

Encompassing these areas into our main catchment area would cover approx. **76%** of the total 2018 Jells College student database.

Level	Inside Catchment Area	Outside Catchment Area	Total	% Inside Catchment Area	% Outside Catchment Area
All Students	563	182	745	75.57%	24.43%

This shows that the majority of students within the secondary catchment area come from the immediate area.

Please refer to Appendix 1 for Student Penetration Map.

Competition

We found 28 other schools in primary catchment areas, 41 schools in secondary catchment areas and 30 schools within 6.5km radius around Jells College and outside catchment areas which have relatively the same demographics with Jells College and can become their competitors.

- **Competitors in Primary Catchment Area:**

  21 competitors are Government School (75%), only 1 is Catholic (4%) and 6 are Independent (21%)

  21 competitors are Primary Schools (75%), 6 are Secondary Schools (21%) and 1 is Primary/Secondary School (4%)

- **Competitors in Secondary Catchment Area:**

  28 competitors are Government School (68%), 11 are Catholic (27%) and 2 are Independent (5%)

  29 competitors are Primary Schools (71%), 10 schools are Secondary Schools (24%) and 2 are Primary/Secondary Schools (5%)

- **Also within 6.5km radius around the school and outside Catchment areas, we found:**

  19 competitors are Government School (63%), 8 are Catholic (27%) and 3 are Independent (10%)

  19 competitors are Primary Schools (63%), 7 are Secondary Schools (23%) and 4 are Primary/Secondary Schools (14%)

Please refer to Appendix 3 for Competitor Map.

Travel Route

Transport was mapped using MapInfo and was included as a layer on Enrolments Penetration and land use maps.

Our view is that some minor changes to the existing bus routes could achieve additional students being able to practically use the buses.

Enrolments database (refer to enrolments by years map in Appendix 1) suggests more enrolments coming from Eastern development areas like Rowville, Knoxfield.

We also believe a long term strategy to market into the Lysterfield, Belgrave East and the Narre Warren areas would justify an additional bus route from Fountain Gate Shopping Centre to the school via Wellington Rd. This will allow strong marketing into these high growth areas over the next few years.

Please refer to Appendix 4 for Travel Bus Route Maps.

Feeder Schools

The database containing students that have come from another school were matched from their 'geocoded' student database and counted on suburb level to create penetration of Feeder schools per student Aged 13.

Please refer to Appendix 5 for Students from Feeder Schools Penetration Maps

Year 7 Students Feeder Schools 2019

The Schools in 2018 that have acted as Feeder schools to Jells College are:

No.	Previous School	2019 Enrolments	%
1.	Clayton North Primary School	11	12.5%
2.	Orchard Grove Primary School	10	11.4%
3.	Pinewood Primary School	8	9.1%
4.	Scoresby Primary School	7	8.0%
5.	Camelot Rise Primary School	4	4.5%
6.	Brentwood Secondary College	3	3.4%
7.	Mount Waverley Primary School	2	2.3%
8.	Waverley Christian College	2	2.3%
9.	Burwood East Primary School	2	2.3%
10.	Sussex Heights Primary School	2	2.3%
11.	Mount View Primary School	2	2.3%
12.	Wheelers Hill Primary School	2	2.3%
13.	St Leonard's School	2	2.3%
14.	Oakleigh Grammar	1	1.1%
15.	Other	30	34.1%
	TOTAL	**88**	**100.0%**

In 2018, of all Year 7 students who transferred to Jells College's from another school, 12.5% came from Clayton North Primary School, 11.4% from Orchard Grove Primary School.

Year 7 Students Feeder Schools 2016

The Schools in 2016 that have acted as Feeder schools to Jells College are:

No.	Previous School	2016 Enrolments	%
1.	Clayton North Primary School	14	16.3%
2.	Orchard Grove Primary School	8	9.3%
3.	Mount View Primary School	8	9.3%
4.	Camelot Rise Primary School	7	8.1%
5.	Brentwood Secondary College	7	8.1%
6.	Mount Waverley Primary School	5	5.8%
7.	Pinewood Primary School	4	4.7%
8.	Oakleigh Grammar	4	4.7%
9.	Wheelers Hill Primary School	3	3.5%
10.	Knox Central Primary School	2	2.3%
11.	Surrey Hills Primary School	2	2.3%
12.	Scoresby Primary School	1	1.2%
13.	Burwood East Primary School	1	1.2%
14.	St Leonard's School	1	1.2%
15.	Other	19	22.1%
	TOTAL	**86**	**100.0%**

Year 7 Students Feeder Schools 2011
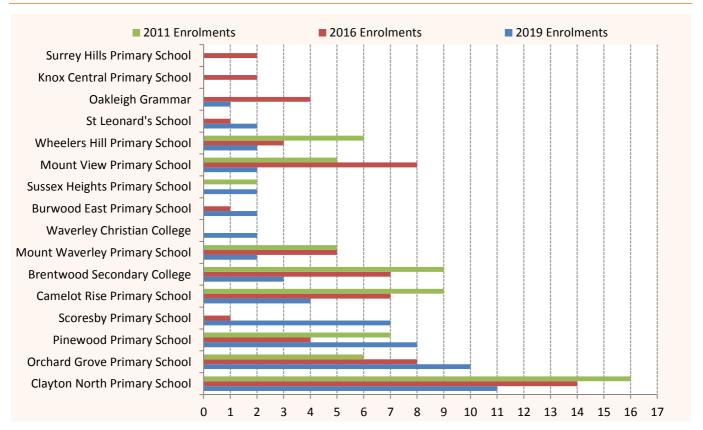
The Schools in 2011 that have acted as Feeder schools to Jells College are:

No.	Previous School	2011 Enrolments	%
1.	Clayton North Primary School	16	18.4%
2.	Camelot Rise Primary School	9	10.3%
3.	Brentwood Secondary College	9	10.3%
4.	Pinewood Primary School	7	8.0%
5.	Orchard Grove Primary School	6	6.9%
6.	Wheelers Hill Primary School	6	6.9%
7.	Mount Waverley Primary School	5	5.7%
8.	Mount View Primary School	5	5.7%
9.	Sussex Heights Primary School	2	2.3%
10.	Other	22	25.3%
	TOTAL	**87**	**100.0%**

Jells College's Feeder schools have changed a bit over the years. There's a decline in number of students from Clayton North Primary School, Brentwood College, Camelot Rise Primary School.

No.	Previous School	2019 Enrolments	2016 Enrolments	2011 Enrolments	2019-2016 Enrolments (+/-)	2016-2011 Enrolments (+/-)
1	Clayton North Primary School	11	14	16	-3	-2
2	Orchard Grove Primary School	10	8	6	2	2
3	Pinewood Primary School	8	4	7	4	-3
4	Scoresby Primary School	7	1		6	1
5	Camelot Rise Primary School	4	7	9	-3	-2
6	Brentwood Secondary College	3	7	9	-4	-2
7	Mount Waverley Primary School	2	5	5	-3	0
8	Waverley Christian College	2			2	0
9	Burwood East Primary School	2	1		1	1
10	Sussex Heights Primary School	2		2	2	-2
11	Mount View Primary School	2	8	5	-6	3
12	Wheelers Hill Primary School	2	3	6	-1	-3
13	St Leonard's School	2	1		1	1
14	Oakleigh Grammar	1	4		-3	4
15	Knox Central Primary School		2		-2	2
16	Surrey Hills Primary School		2		-2	2
17	Other	30	19	22	11	-3
	TOTAL	88	86	87	2	-1

Please refer to Appendix 5 for Feeder School Maps.

Population Projection and Future Students

Population Projection

Development areas:

1. Casey City

2. Knox City: Rowville, Ferntree Gully

3. Greater Dandenong City

Local Government Areas	Census 2016	Population Projection								
		2,017	**2,018**	**2,019**	**2,020**	**2,021**	**2,022**	**2,023**	**2,024**	**2,025**
Casey City	299,238	308,158	319,969	328,651	340,197	348,620	359,996	365,308	379,559	386,750
Greater Dandenong City	152,020	160,882	164,127	167,339	170,508	173,629	176,730	179,812	182,869	185,892
Kingston City	151,394	163,281	165,989	168,664	171,295	173,877	176,442	178,977	181,493	183,970
Knox City	154,190	169,285	172,098	174,845	177,519	180,126	182,698	185,236	187,733	190,191
Manningham City	116,314	126,149	127,859	129,514	131,124	132,688	134,227	135,746	137,244	138,724
Maroondah City	110,379	118,560	120,782	122,978	125,145	127,273	129,396	131,511	133,611	135,686
Whitehorse City	162,117	175,178	178,410	181,635	184,831	188,008	191,177	194,330	197,467	200,593
Monash City	182,614	195,804	199,102	202,372	205,631	208,853	212,069	215,294	218,501	221,693

Population Forecasts
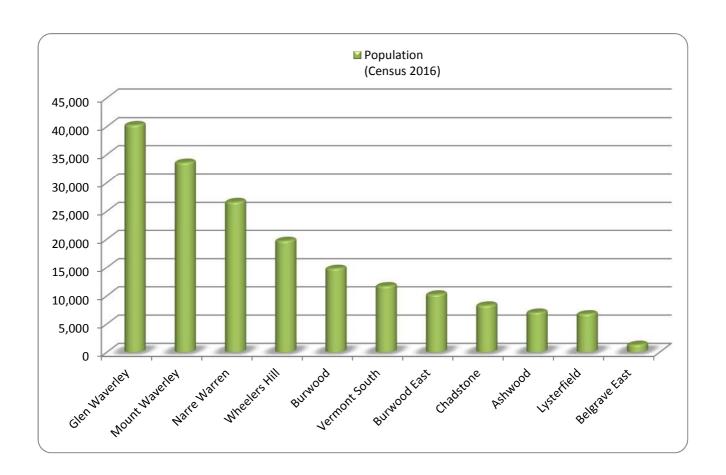
Suburb	LGA	Population Census 2016	Population 2021	Population 2026	Population 2031	Comment
Glen Waverley	MONASH (C)	40,303	42,289	43,235	44,742	Minor Growth
Mount Waverley	MONASH (C)	33,622	34,433	35,800	36,562	Minor Growth
Narre Warren	CASEY (C)	26,633	33,544	39,528	46,734	New Land Release
Wheelers Hill	MONASH (C)	19,756	22,710	25,120	25,941	Minor Growth
Burwood	WHITEHORSE (C)	14,812	14,717	14,545	13,633	Minor Growth
Vermont South	WHITEHORSE (C)	11,706	15,881	20,336	27,252	New Land Release
Burwood East	WHITEHORSE (C)	10,268	10,801	11,287	12,400	Minor Growth
Chadstone	MONASH (C)	8,350	8,613	9,128	9,276	Minor Growth
Ashwood	MONASH (C)	7,097	6,883	6,707	6,465	Reducing Population
Lysterfield	YARRA RANGES (S)	6,808	17,539	28,270	37,735	New Land Release
Belgrave East	YARRA RANGES (S)	1,357	15,163	37,465	56,670	New Land Release

The population forecasts confirm the concept of marketing for the future into the Lysterfield area and then along Wellington Rd to the suburbs of Belgrave East and Narre Warren. The timing of when to put in a new bus run is something that the Marketing Manager can use in encouraging future enrolments from this area.
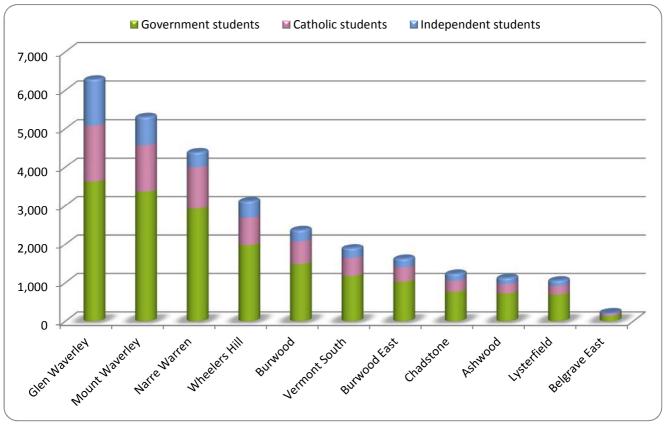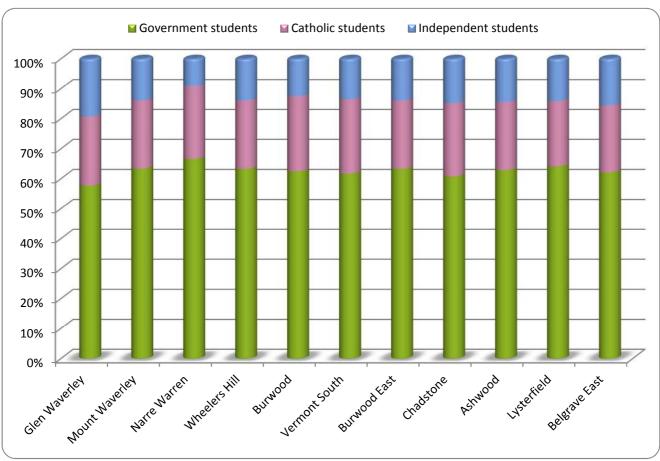
Number of students available for Independent schools in 2016 Census

Suburb	LGA	Population (Census 2016)	Government students	Catholic students	Independent students	SEIFA
Glen Waverley	MONASH (C)	40,303	3,627	1,451	1,209	1075
Mount Waverley	MONASH (C)	33,622	3,362	1,210	740	1081
Narre Warren	CASEY (C)	26,633	2,930	1,065	399	976
Wheelers Hill	MONASH (C)	19,756	1,976	711	435	1079
Burwood	WHITEHORSE (C)	14,812	1,481	592	296	1050
Vermont South	WHITEHORSE (C)	11,706	1,171	468	258	1075
Burwood East	WHITEHORSE (C)	10,268	1,027	370	226	1036
Chadstone	MONASH (C)	8,350	752	301	184	1042
Ashwood	MONASH (C)	7,097	710	255	163	1043
Lysterfield	YARRA RANGES (S)	6,808	681	231	150	1095
Belgrave East	YARRA RANGES (S)	1,357	136	49	34	1047

Specific Questions we have been asked to address

The school put to us a series of questions we have answered in the body of our report, but will specify here:

Q1. As we run Chinese as a subject to Year 12, what is the outlook of potential students wanting to do Chinese as a second language in the future?

Answer – Looking at the surrounding area, we have an increase in people speaking Chinese from Census 2011 to 2016, especially in the Glen Waverley and Mount Waverley areas. Based on parents wanting their children to learn to speak Mandarin, we see strong demand for a Chinese language stream for many years to come.

Q2. We are considering opening a second campus in the Pakenham / Officer areas for boys and girls from Year 1 – 6. This will be at a low price, and then we can feed them into the senior school in Year 7.

Answer – We advise caution in this area. The Pakenham and Officer areas are of a low socio economic area, and parents living in these areas are unlikely to send their children to independent schools and much more likely to use the Government or Catholic systems. By the time the children reach secondary school at fees around $15,000 pa, there would be little appetite from these suburbs. Maybe if you wish to follow this approach you could consider the Berwick area as it has higher socio economics and therefore a higher likelihood of sending the boys and girls to the main college in Year 7. Further assessment can be done as required.

Q3. Are there any specific areas where we are not penetrating where we should be?

Answer - Our views are the new growth areas of Lysterfield, and Belgrave East should be marketed to as they develop, and you should also consider Narre Warren and Harkaway which are existing areas where you are poorly represented.

Q4. Are there other factors we should be considering when looking at future enrolment?

Answer – It was noted that Wesley College has announced a major redevelopment of their Glen Waverley campus which will put additional pressure in the Glen Waverley area. You need to recognize they may take some students over the next few years, however their price point at around $32K pa is far above Jells Grammar. It would be wise to regularly visit the primary schools to the west of Jells College to try and show the advantages to the parents of the lower cost school compared to Wesley, and your excellent results. Maybe you could consider whether you may offer an IB program to counter Wesley, and you do know the high attraction of IB to the Asian community, which is very strong around Glen Waverley and Mount Waverley.

Q5. Which primary schools and areas should we be concentrating on?

Answer – I believe we have answered this in the body of the report. The ones of main concern are Camelot Rise and Wheelers Hill primary schools, where number has been steadily falling.

Q6. Are we getting good coverage of our primary and secondary areas with a combination of Public transport, plus our own buses?

Answer – This has been answered in the body of the report and in the Executive Summary, and with the mapping.

Q7. Are there good areas we should be considering covering with additional bus routes?

Answer – we recommend a new bus route be investigated from Fountain Gate SC to the school via Wellington Rd.

Q8. We have been offered 2 Early Learning Centres to lease and operate under the school's name. One is operating already in the Narre Warren Area and the other we are told has a permit for Lysterfield and will be open in 2022. Should we look at investing in these as a future pathway for students into the school?

Answer – This may need some additional information regarding the current profitability of the locations, however we will approach it as a non cash draining Project. The advantage for the school is to introduce young children to Jells College early, so there is an option for the parents to send them to the school from Prep to Year 12, or as a way to introduce the children to the school so they have an attachment to come to the school at Y7.

The Narre Warren area should be a targeted area for the future and already has a strong population to draw on. Lysterfield is a very targeted area for the school, and this should assist the school into moving Lysterfield into becoming a Primary Catchment area for the future, where the school may be able to target up to 50% of the Independent School students over the next 10 – 20 years.

We feel this should be further evaluated as it should fit into the Strategic Plan for the school over the next 10 years.

Appendix 1

Student Map
Student Penetration Map
Socio Economic Index for Area (SEIFA) Map

Jells College

Glen Waverley Campus

Enrolments by Years

LEGEND

🏠 Jells College

🟢 2019 Enrolments

🔵 2016 Enroments

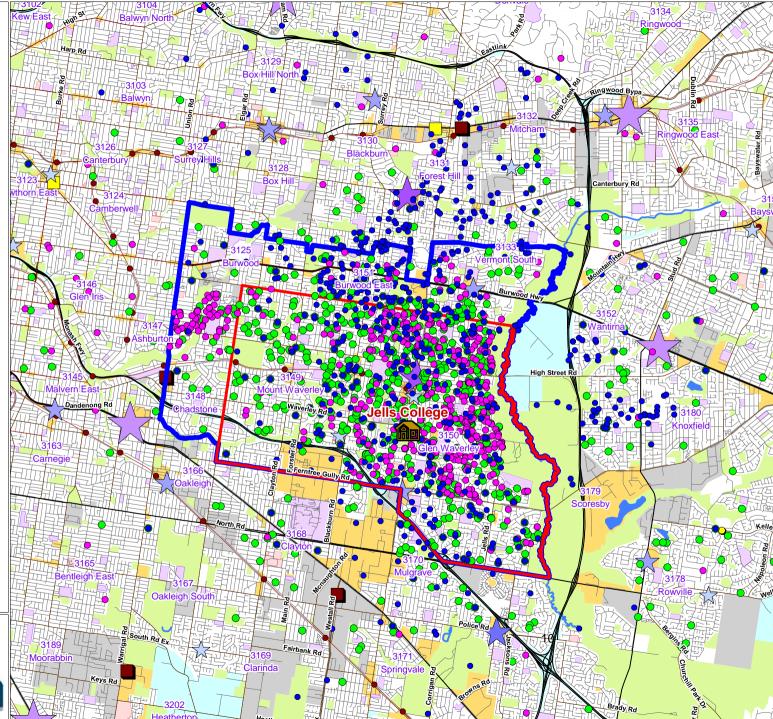🟣 2011 Enrolments

Primary Catchment Area

Secondary Catchment Area

Jells College

Glen Waverley Campus

Student Penetration

LEGEND

- Jells College Students
- Jells College
- Secondary Catchment Area
- Primary Catchment Area

Students per 5-19 Age Group

- Highest (35%)
- 2nd Highest (30%)
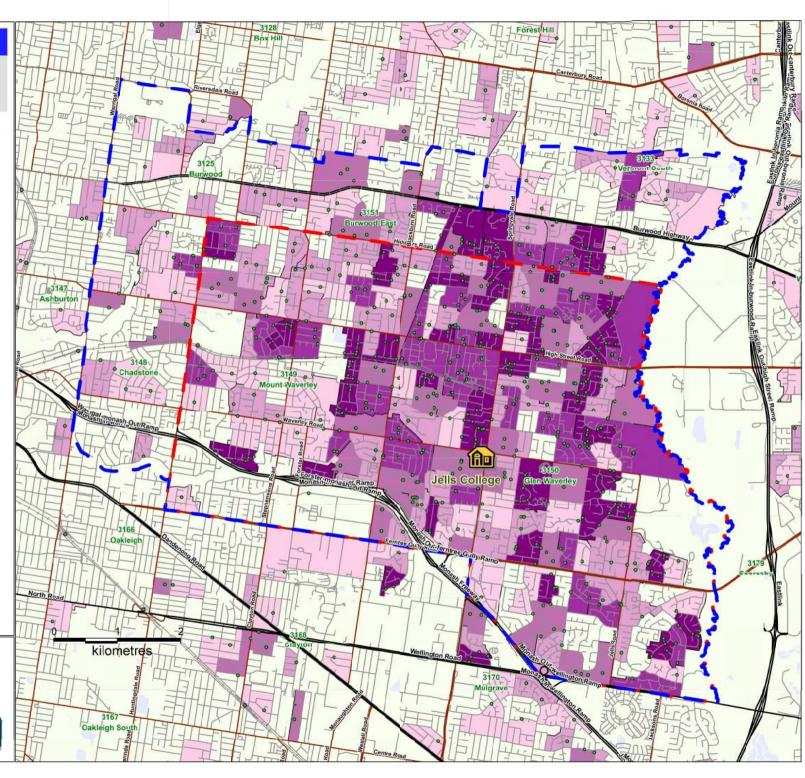- Middle (15%)
- 2nd Lowest (10%)
- Lowest (10%)

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PSMA DATA

kilometres
0   1   2

Jells College

Glen Waverley Campus

Socio Economic Index for Areas

LEGEND

- Jells College Students
- Jells College
- Secondary Catchment Area
- Primary Catchment Area

SEIFA (Advantage-Disadvantage)
Greater Melbourne

- Top (20%)
- 2nd Top (20%)
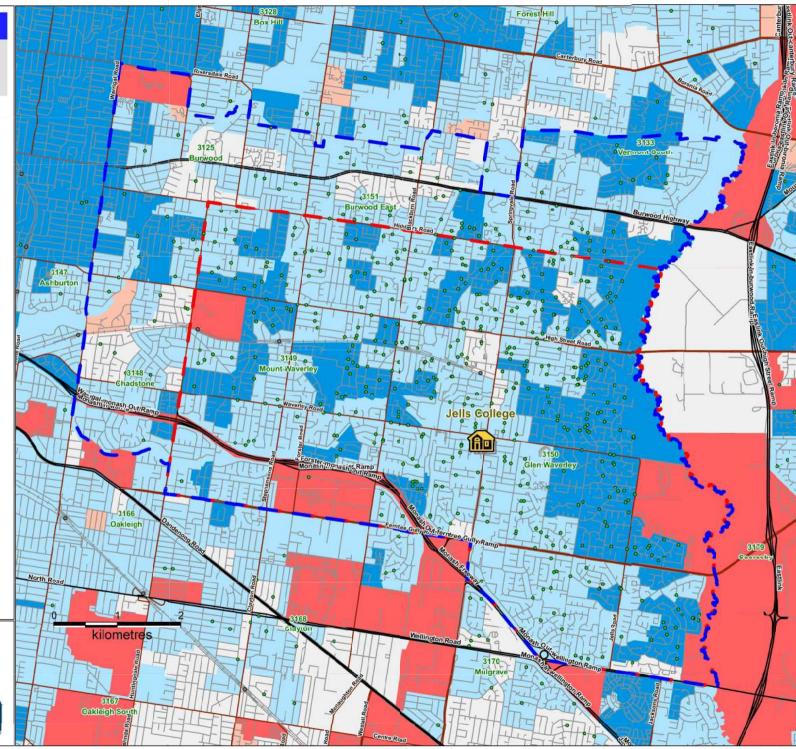- Middle (20%)
- 2nd Bottom (20%)
- Bottom (20%)

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PSMA
DATA

Appendix 2

Primary Catchment Demographic Summary
Secondary Catchment Demographic Summary
Glen Waverley Demographic Summary

2016 Demographic Summary

Primary Catchment

Jells College

Category	Trade Area	Metro VIC	Category	Trade Area	Metro VIC
Residential Population	93,681	-	**Occupied Dwellings**	31,974	-
Age:			**Building Type:**		
Persons Aged 0-9	10.2%	12.6%	Separate House	79.9%	68.8%
Persons Aged 10-14	6.3%	5.7%	Semi-Detached	8.4%	16.6%
Persons Aged 15-19	6.9%	6.0%	Flat / Unit / Apartment	11.7%	14.2%
Persons Aged 20-24	7.1%	7.4%	Other	0.0%	0.4%
Persons Aged 25-34	11.1%	16.2%			
Persons Aged 35-44	12.6%	14.2%	**Occupancy:**		
Persons Aged 45-54	14.2%	13.1%	Owns Dwelling	47.3%	31.7%
Persons Aged 55-64	11.4%	10.7%	Buying Dwelling	30.1%	37.3%
Persons Aged 65+	20.1%	14.0%	Renting Dwelling	22.6%	31.1%
Average Age (est):	41.3	37.6	**Household Vehicles:**		
			Households with 0 Vehicles	4.6%	8.9%
Marital Status:			Households with 1 Vehicle	32.6%	36.0%
Married	58.0%	48.3%	Households with 2 Vehicles	43.2%	37.9%
Separated	1.7%	2.9%	H'holds with 3 plus Vehicles	19.6%	17.3%
Divorced	5.1%	7.5%			
Widowed	5.8%	4.8%	**Internet Access:**		
Never Married	29.4%	36.6%	Accessed from Dwelling	89.7%	87.7%
			Not Accessed from Dwelling	10.3%	12.3%
Household Type:					
Two Parent Family	41.3%	34.8%	**Birthplace:**		
One Parent Family	10.3%	10.9%	Australia	50.0%	65.7%
Couple without Children	26.8%	25.0%	England	2.3%	3.2%
Other Family Type	1.2%	1.3%	New Zealand	1.3%	1.9%
Non-Family Household	20.4%	27.9%	China	13.5%	3.6%
			India	5.2%	3.8%
Household Income:			Philippines	0.5%	1.0%
$0 - $399 p/w	7.5%	7.7%	Vietnam	1.4%	1.8%
$400 - $799 p/w	16.7%	17.4%	South Africa	0.7%	0.5%
$800 - $1,249 p/w	15.2%	15.8%	Other	25.1%	18.4%
$1,250 - $1,999 p/w	19.3%	21.5%			
$2,000 - $2,999 p/w	20.0%	20.1%	**Language Spoken at Home:**		
$3,000 - $3,999 p/w	10.4%	9.3%	English Only	49.1%	66.6%
$4,000+ p/w	10.8%	8.3%	Chinese	23.9%	6.4%
			Indo Aryan	7.3%	4.6%
Avg H'hold Income (pa):	$105,396	$98,335	Arabic	0.5%	1.7%
			SE Asian & Austronesian	1.2%	1.3%
			Other Non-English	17.9%	19.4%
Profession:					
Managers	15.3%	13.3%	**Religious Affiliation:**		
Professionals	32.5%	25.2%	Christian	47.8%	51.2%
Clerical/Admin	14.5%	14.0%	Islam	1.8%	4.4%
Community/Services	8.6%	10.5%	Buddhism	8.5%	4.1%
Sales	10.2%	9.9%	Hinduism	6.2%	3.1%
Technicians & Trades	9.7%	12.9%	Judaism	0.2%	1.0%
Drivers/Machine Operators	3.0%	5.7%	All Other Religions	1.1%	1.5%
Labourers	6.2%	8.3%	No Religion / Spiritual	34.2%	34.7%

Indicates Trade Area value is 10-20% greater than the relevant average
Indicates Trade Area value is over 20% greater than the relevant average

2016 Demographic Summary

Secondary Catchment

SPECTRUM ANALYSIS

Jells College

Category	Trade Area	Metro VIC	Category	Trade Area	Metro VIC
Residential Population	145,914	-	**Occupied Dwellings**	50,234	-
Age:			**Building Type:**		
Persons Aged 0-9	10.2%	12.6%	Separate House	76.9%	68.8%
Persons Aged 10-14	5.8%	5.7%	Semi-Detached	12.0%	16.6%
Persons Aged 15-19	6.8%	6.0%	Flat / Unit / Apartment	11.1%	14.2%
Persons Aged 20-24	8.4%	7.4%	Other	0.0%	0.4%
Persons Aged 25-34	12.6%	16.2%			
Persons Aged 35-44	12.4%	14.2%	**Occupancy:**		
Persons Aged 45-54	13.4%	13.1%	Owns Dwelling	44.3%	31.7%
Persons Aged 55-64	11.0%	10.7%	Buying Dwelling	30.2%	37.3%
Persons Aged 65+	19.4%	14.0%	Renting Dwelling	25.5%	31.1%
Average Age (est):	40.6	37.6	**Household Vehicles:**		
			Households with 0 Vehicles	6.0%	8.9%
Marital Status:			Households with 1 Vehicle	33.4%	36.0%
Married	54.5%	48.3%	Households with 2 Vehicles	42.1%	37.9%
Separated	1.8%	2.9%	H'holds with 3 plus Vehicles	18.5%	17.3%
Divorced	5.4%	7.5%			
Widowed	5.8%	4.8%	**Internet Access:**		
Never Married	32.5%	36.6%	Accessed from Dwelling	88.8%	87.7%
			Not Accessed from Dwelling	11.2%	12.3%
Household Type:					
Two Parent Family	38.4%	34.8%	**Birthplace:**		
One Parent Family	10.3%	10.9%	Australia	51.3%	65.7%
Couple without Children	26.3%	25.0%	England	2.3%	3.2%
Other Family Type	1.2%	1.3%	New Zealand	1.2%	1.9%
Non-Family Household	23.7%	27.9%	China	13.8%	3.6%
			India	4.7%	3.8%
Household Income:			Philippines	0.6%	1.0%
$0 - $399 p/w	9.1%	7.7%	Vietnam	1.5%	1.8%
$400 - $799 p/w	17.2%	17.4%	South Africa	0.6%	0.5%
$800 - $1,249 p/w	15.0%	15.8%	Other	24.0%	18.4%
$1,250 - $1,999 p/w	19.0%	21.5%			
$2,000 - $2,999 p/w	19.4%	20.1%	**Language Spoken at Home:**		
$3,000 - $3,999 p/w	10.2%	9.3%	English Only	50.2%	66.6%
$4,000+ p/w	10.1%	8.3%	Chinese	23.2%	6.4%
			Indo Aryan	6.6%	4.6%
Avg H'hold Income (pa):	$101,889	$98,335	Arabic	0.6%	1.7%
			SE Asian & Austronesian	1.4%	1.3%
			Other Non-English	18.0%	19.4%
Profession:					
Managers	14.9%	13.3%	**Religious Affiliation:**		
Professionals	31.5%	25.2%	Christian	48.1%	51.2%
Clerical/Admin	14.4%	14.0%	Islam	1.9%	4.4%
Community/Services	9.1%	10.5%	Buddhism	7.9%	4.1%
Sales	10.5%	9.9%	Hinduism	5.3%	3.1%
Technicians & Trades	9.9%	12.9%	Judaism	0.3%	1.0%
Drivers/Machine Operators	3.0%	5.7%	All Other Religions	1.1%	1.5%
Labourers	6.7%	8.3%	No Religion / Spiritual	35.4%	34.7%

Indicates Trade Area value is 10-20% greater than the relevant average

Indicates Trade Area value is over 20% greater than the relevant average

2016 Demographic Summary

Glen Waverley

Category	Trade Area	Metro VIC	Category	Trade Area	Metro VIC
Residential Population	40,303	-	**Occupied Dwellings**	13,481	-
Age:			**Building Type:**		
Persons Aged 0-9	10.1%	12.6%	Separate House	83.4%	68.8%
Persons Aged 10-14	6.6%	5.7%	Semi-Detached	10.0%	16.6%
Persons Aged 15-19	7.5%	6.0%	Flat / Unit / Apartment	6.6%	14.2%
Persons Aged 20-24	7.6%	7.4%	Other	0.0%	0.4%
Persons Aged 25-34	11.2%	16.2%			
Persons Aged 35-44	12.9%	14.2%	**Occupancy:**		
Persons Aged 45-54	14.0%	13.1%	Owns Dwelling	45.7%	31.7%
Persons Aged 55-64	11.1%	10.7%	Buying Dwelling	28.8%	37.3%
Persons Aged 65+	19.1%	14.0%	Renting Dwelling	25.5%	31.1%
Average Age (est):	40.5	37.6	**Household Vehicles:**		
			Households with 0 Vehicles	5.2%	8.9%
Marital Status:			Households with 1 Vehicle	33.2%	36.0%
Married	57.6%	48.3%	Households with 2 Vehicles	42.9%	37.9%
Separated	1.7%	2.9%	H'holds with 3 plus Vehicles	18.6%	17.3%
Divorced	5.0%	7.5%			
Widowed	5.4%	4.8%	**Internet Access:**		
Never Married	30.2%	36.6%	Accessed from Dwelling	90.8%	87.7%
			Not Accessed from Dwelling	9.2%	12.3%
Household Type:					
Two Parent Family	43.0%	34.8%	**Birthplace:**		
One Parent Family	10.5%	10.9%	Australia	43.3%	65.7%
Couple without Children	25.4%	25.0%	England	2.2%	3.2%
Other Family Type	1.3%	1.3%	New Zealand	1.2%	1.9%
Non-Family Household	19.9%	27.9%	China	16.5%	3.6%
			India	6.8%	3.8%
Household Income:			Philippines	0.5%	1.0%
$0 - $399 p/w	8.4%	7.7%	Vietnam	1.9%	1.8%
$400 - $799 p/w	16.8%	17.4%	South Africa	0.6%	0.5%
$800 - $1,249 p/w	16.0%	15.8%	Other	27.0%	18.4%
$1,250 - $1,999 p/w	19.3%	21.5%			
$2,000 - $2,999 p/w	19.5%	20.1%	**Language Spoken at Home:**		
$3,000 - $3,999 p/w	9.8%	9.3%	English Only	41.9%	66.6%
$4,000+ p/w	10.2%	8.3%	Chinese	30.2%	6.4%
			Indo Aryan	9.4%	4.6%
Avg H'hold Income (pa):	$102,266	$98,335	Arabic	0.4%	1.7%
			SE Asian & Austronesian	1.4%	1.3%
			Other Non-English	16.6%	19.4%
Profession:					
Managers	14.9%	13.3%	**Religious Affiliation:**		
Professionals	32.8%	25.2%	Christian	42.0%	51.2%
Clerical/Admin	14.2%	14.0%	Islam	2.3%	4.4%
Community/Services	8.8%	10.5%	Buddhism	10.8%	4.1%
Sales	10.5%	9.9%	Hinduism	8.5%	3.1%
Technicians & Trades	9.6%	12.9%	Judaism	0.1%	1.0%
Drivers/Machine Operators	2.8%	5.7%	All Other Religions	1.2%	1.5%
Labourers	6.4%	8.3%	No Religion / Spiritual	35.1%	34.7%

Indicates Trade Area value is 10-20% greater than the relevant average
Indicates Trade Area value is over 20% greater than the relevant average

Appendix 3

Competitor Map

Jells College

Glen Waverley Campus

Jells College Competitors

LEGEND

Competitors (for more detail refer to report)

Jells College

Secondary Catchment Area

Primary Catchment Area

Students per 5-19 Age Group

Highest (35%)

2nd Highest (30%)
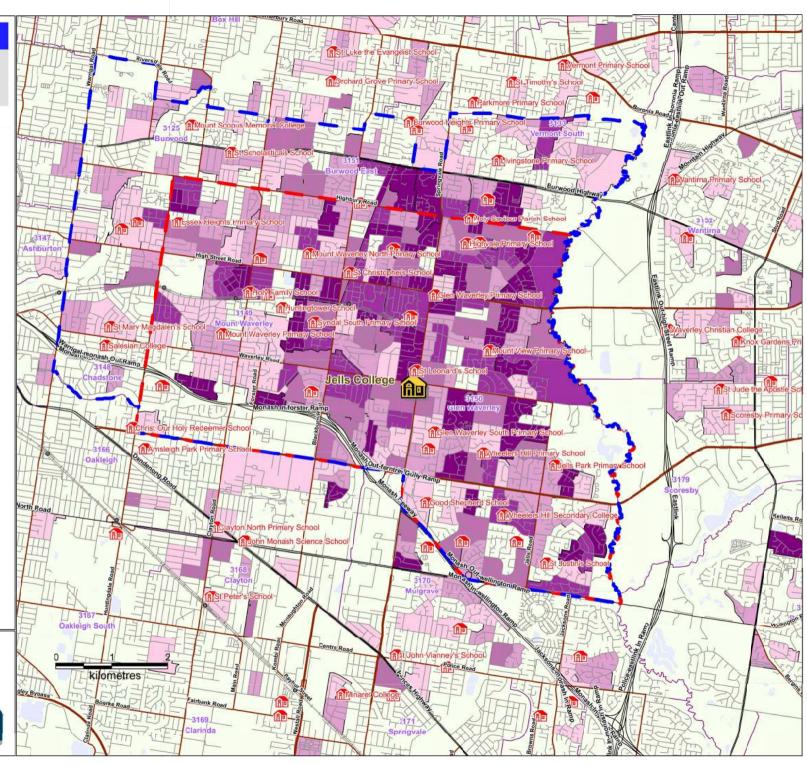
Middle (15%)

2nd Lowest (10%)

Lowest (10%)

Appendix 4

Travel Bus Route Map

Jells College

Glen Waverley Campus

Transportation Map - Bus Route Analysis

L E G E N D

🏠 Jells College
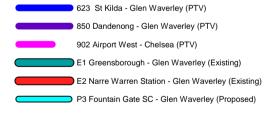
🟢 Jells College Students

🔴 Rail Stations

─── Railways

Shopping Centres

⭐ Neighbourhood

⭐ Sub Regional

⭐ Regional

⭐ Major Regional

⭐ Super Regional

🟡 City Centre

🟥 Bulky Goods

🟨 Other

Bus Route (Current and Proposed)

━━ 623 St Kilda - Glen Waverley (PTV)

━━ 850 Dandenong - Glen Waverley (PTV)

━━ 902 Airport West - Chelsea (PTV)

━━ E1 Greensborough - Glen Waverley (Existing)

━━ E2 Narre Warren Station - Glen Waverley (Existing)

━━ P3 Fountain Gate SC - Glen Waverley (Proposed)

Jells College

Existing · Public Transport · Existing · Proposed · Public Transport

Appendix 5

Year 7 Students from Feeder Schools by Enrolment Years
Students from Feeder Schools (2019) Penetration Map
Students from Feeder Schools (2016) Penetration Map
Students from Feeder Schools (2011) Penetration Map

Jells College

L E G E N D

Jells College

Feeder Schools

(Labels: Students from Feeder Schools Year 2019 / 2016 / 2011)

Primary Catchment Area

Secondary Catchment Area

SEIFA - Socio - Economic Index for Areas (Greater Melbourne)
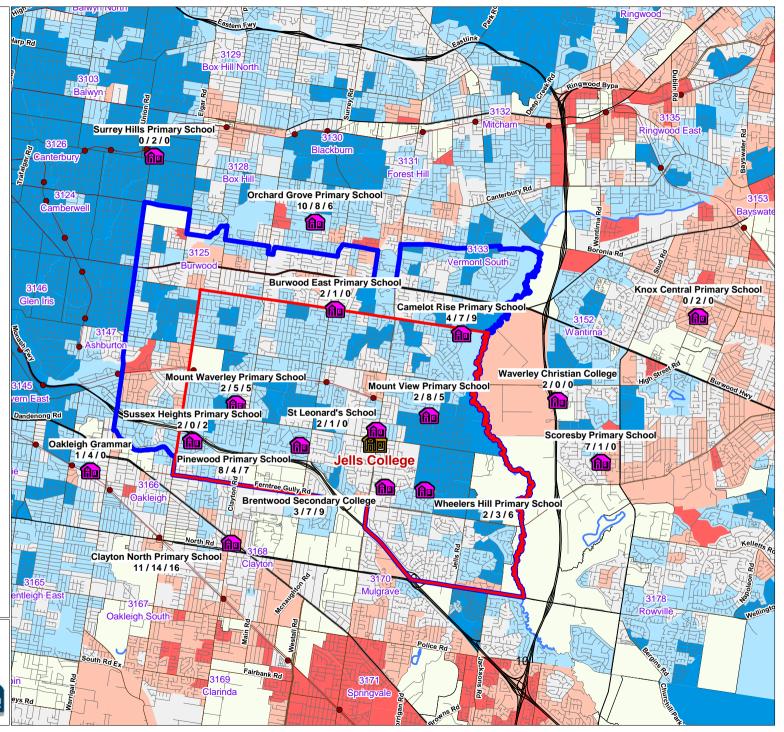
- Top 20%
- Next 20%
- Next 20%
- Next 20%
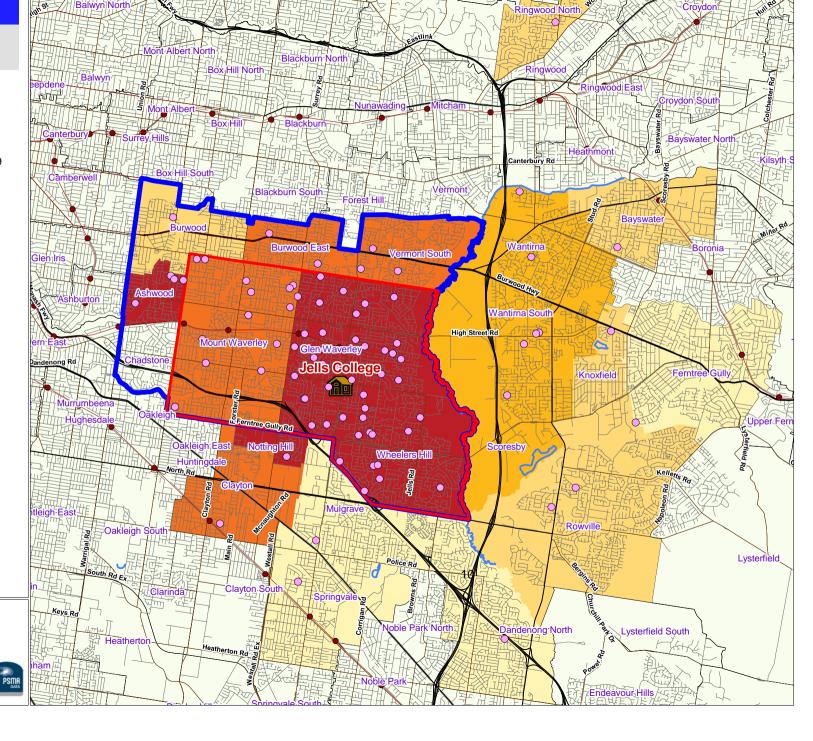- Last 20%

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SPECTRUM ANALYSIS

PSMA DATA

Map Labels

Surrey Hills Primary School
0 / 2 / 0

Orchard Grove Primary School
10 / 8 / 6

Burwood East Primary School
2 / 1 / 0

Camelot Rise Primary School
4 / 7 / 9

Knox Central Primary School
0 / 2 / 0

Mount Waverley Primary School
2 / 5 / 5

Mount View Primary School
2 / 8 / 5

Waverley Christian College
2 / 0 / 0

Sussex Heights Primary School
2 / 0 / 2

St Leonard's School
2 / 1 / 0

Scoresby Primary School
7 / 1 / 0

Oakleigh Grammar
1 / 4 / 0

Pinewood Primary School
8 / 4 / 7

Jells College

Brentwood Secondary College
3 / 7 / 9

Wheelers Hill Primary School
2 / 3 / 6

Clayton North Primary School
11 / 14 / 16

Suburbs / Postcodes

3103 Balwyn
Balwyn North
3129 Box Hill North
3130 Blackburn
3131 Forest Hill
3132 Mitcham
3135 Ringwood East
Ringwood
3126 Canterbury
3124 Camberwell
3128 Box Hill
3125 Burwood
3133 Vermont South
3153 Bayswater
3146 Glen Iris
3147 Ashburton
3145
Malvern East
3152 Wantirna
3166 Oakleigh
3165 Bentleigh East
3167 Oakleigh South
3168 Clayton
3170 Mulgrave
3178 Rowville
3169 Clarinda
3171 Springvale

Roads

High St, Harp Rd, Eastern Fwy, Eastlink, Park Rd, Ringwood Bypa, Dublin Rd, Bayswater Rd, Union Rd, Elgar Rd, Surrey Rd, Deep Creek Rd, Wantirna Rd, Boronia Rd, Stud Rd, Trafalgar Rd, Canterbury Rd, High Street Rd, Burwood Hwy, Monash Fwy, Dandenong Rd, Clayton Rd, Ferntree Gully Rd, Jells Rd, Kelletts Rd, North Rd, Mcnaughton Rd, Main Rd, Westall Rd, Police Rd, Jacksons Rd, Browns Rd, Napoleon Rd, Churchill Park, Wellington, Bergins Rd, South Rd Ex, Warrigal Rd, Fairbank Rd, Corrigan Rd

Jells College

Glen Waverley Campus

Feeder Schools Year 7 Students 2019

L E G E N D

🏠 Jells College

● Students From Feeder Schools 2019

Primary Catchment Area
[red rectangle]

Secondary Catchment Area
[blue rectangle]

Feeder School Students 2019
(Per 1,000 13-Year-old Children)

[dark red]	Highest 20%
[orange]	2nd Highest 20%
[amber]	Middle 20%
[light orange]	2nd Lowest 20%
[pale yellow]	Lowest 20%

Jells College

Glen Waverley Campus

Feeder Schools Year 7 Students 2016

L E G E N D

🏠 Jells College

● Students From Feeder Schools 2016

Primary Catchment Area
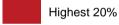
Secondary Catchment Area

Feeder School Students 2016
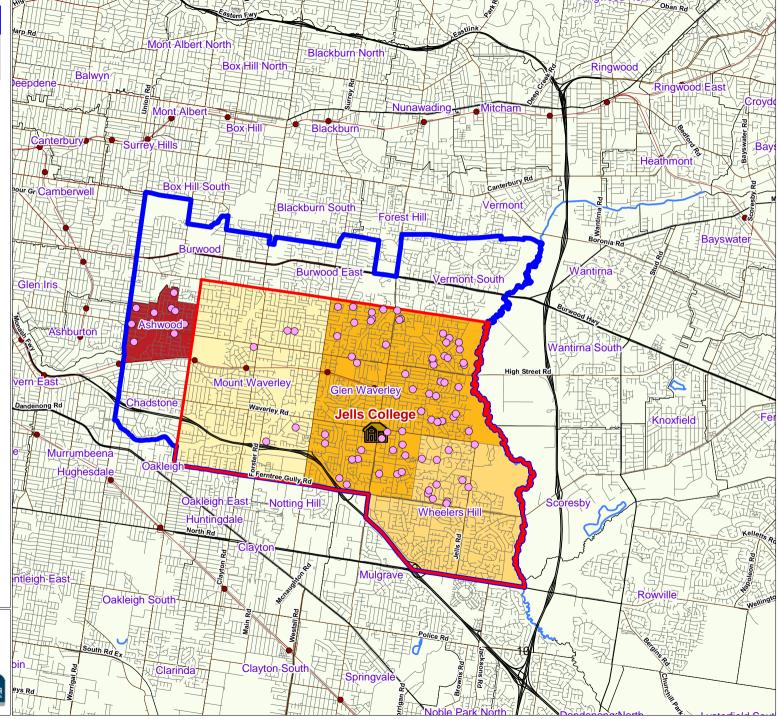### (per 1,000 13-Year-Old Children)

Highest 20%

2nd Highest 20%

Middle 20%

2nd Lowest 20%
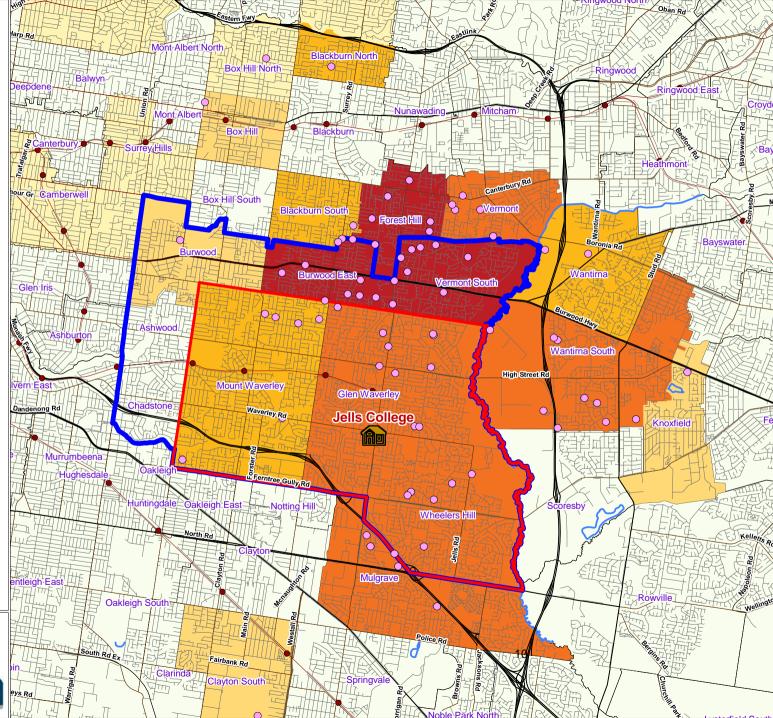
Lowest 20%

Jells College

Jells College

Glen Waverley Campus

Feeder Schools Year 7 Students 2011

L E G E N D

🏠 Jells College

● Students From Feeder Schools 2011

Primary Catchment Area
[red box]

Secondary Catchment Area
[blue box]

**Feeder School Students 2011
(per 1,000 13-year-old children)**

- Highest 25%
- 2nd Highest 25%
- 2nd Lowest 25%
- Lowest 25%