Data, Demographics and Mapping for Schools, Colleges and Universities

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Please ask questions in the chat

Link to video recording of this webinar will be emailed to you

Google Reviews welcome at

https://g.page/spectrum-analysis-aus/review

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Learning Outcomes

- how to identify school, college and university age populations around your educational facility

- how to find out what percentage of children attend Independent schools in your area

- understand the demographic attributes of local populations including socio-economic status and religious affiliations

- understand population forecasts by gender and age groups from 2021 to 2032

- other data available for making data-based strategic decisions for your school, college or university in the areas of marketing, enrolments, alumni and community development

- see how these data sources can assist a school, college or university make data-based decisions

Discussion points

- **Why have a Strategic Plan?**

- **Why have a Marketing Plan?**

- **Should it be Quantitative and Qualitative?**

- **What Quantitative components can we use?**

- **What information should a school consider?**

- **Password protected mapping**

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Publically available Data to understand

- **Census 2016 & 2021 upcoming census and dates**
- **Census data related to type of school attended**
- **ABS population projections 2017 – 2032**
- **Socio Economic Index for Areas (SEIFA)**
- **MySchools + ACARA data**

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Your information

- **2021 (or 2022) students**

  - DOB, address, feeder school, class year, use school buses?

- **Past students**

  - we normally suggest 2016 (previous Census)

- **Future enrolments**

  - DOB, address feeder school (if known), year of admission and class year

- **Alumni**

  - Year left school, current contact details if available

- **Bus Lines and student users**

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Examples of information and applications

Suburb : Mosman	Suburb : Campbelltown (NSW)
State : New South Wales	State : New South Wales
Population : 28,475	Population : 12,548
SEIFA : 1,165	SEIFA : 937
Pre-school Males : 217	Pre-school Males : 79
Pre-school Females : 259	Pre-school Females : 76
Infants-Primary Government Males : 523	Infants-Primary Government Males : 306
Infants-Primary Government Females : 524	Infants-Primary Government Females : 280
Infants-Primary Catholic Males : 146	Infants-Primary Catholic Males : 91
Infants-Primary Catholic Females : 198	Infants-Primary Catholic Females : 114
Infants-Primary Other Independent Schools Males : 480	Infants-Primary Other Independent Schools Males : 48
Infants-Primary Other Independent Schools Females : 319	Infants-Primary Other Independent Schools Females : 62
Infants-Primary Total Males : 1,223	Infants-Primary Total Males : 448
Infants-Primary Total Females : 1,105	Infants-Primary Total Females : 464
Secondary Government Males : 182	Secondary Government Males : 234
Secondary Government Females : 227	Secondary Government Females : 221
Secondary Catholic Males : 167	Secondary Catholic Males : 47
Secondary Catholic Females : 213	Secondary Catholic Females : 50
Secondary Other Independent Schools Males : 546	Secondary Other Independent Schools Males : 18
Secondary Other Independent Schools Females : 548	Secondary Other Independent Schools Females : 26
Secondary Total Males : 912	Secondary Total Males : 311
Secondary Total Females : 958	Secondary Total Females : 316

Infants-Primary:	% Government:	48 %		Infants-Primary:	% Government:	65 %
	% Catholic:	16 %			% Catholic:	23 %
	% Independent:	36 %			% Independent:	12 %
Secondary:	% Government	22 %		Secondary:	% Government	76 %
	% Catholic:	20 %			% Catholic:	16 %
	% Independent:	58 %			% Independent:	7 %

SA2 Area: Nelson Bay Peninsula

Total Population Projected (2017) : **21,844**
Total Population Projected (2022) : **23,064**
Total Population Projected (2027) : **24,048**
Total Population Projected (2032) : **24,770**

Total Population Change 2017-2032 proj. (pct) : **13 %**
Total Population Change 2017-2032 proj. : **2,926 persons**

SA2 Area : Nelson Bay Peninsula

Age 0-4 Projected (2017) : **877**
Age 5-9 Projected (2017) : **1,173**
Age 10-14 Projected (2017) : **1,241**
Age 15-19 Projected (2017) : **1,126**

Age 0-4 Projected (2022) : **824**
Age 5-9 Projected (2022) : **1,032**
Age 10-14 Projected (2022) : **1,331**
Age 15-19 Projected (2022) : **1,202**

Age 0-4 Projected (2027) : **815**
Age 5-9 Projected (2027) : **997**
Age 10-14 Projected (2027) : **1,224**
Age 15-19 Projected (2027) : **1,280**

Age 0-4 Projected (2032) : **807**
Age 5-9 Projected (2032) : **991**
Age 10-14 Projected (2032) : **1,198**
Age 15-19 Projected (2032) : **1,199**

Age 5-19 Projected (2017) : **3,540**
Age 5-19 Projected (2022) : **3,565**
Age 5-19 Projected (2027) : **3,501**
Age 5-19 Projected (2032) : **3,388**

Age 5-19 Change 2017-2032 proj. (pct): -4 %
Age 5-19 Change 2017-2032 proj. : -152 persons

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SA2 Area : Truganina

Age 0-4 Projected (2017) : **3,704**
Age 5-9 Projected (2017) : **2,590**
Age 10-14 Projected (2017) : **1,532**
Age 15-19 Projected (2017) : **1,119**

Age 0-4 Projected (2022) : **5,568**
Age 5-9 Projected (2022) : **4,509**
Age 10-14 Projected (2022) : **3,043**
Age 15-19 Projected (2022) : **2,050**

Age 0-4 Projected (2027) : **7,345**
Age 5-9 Projected (2027) : **6,155**
Age 10-14 Projected (2027) : **4,642**
Age 15-19 Projected (2027) : **3,342**

Age 0-4 Projected (2032) : **8,590**
Age 5-9 Projected (2032) : **7,817**
Age 10-14 Projected (2032) : **6,150**
Age 15-19 Projected (2032) : **4,758**

Age 5-19 Projected (2017) : **5,241**
Age 5-19 Projected (2022) : **9,602**
Age 5-19 Projected (2027) : **14,139**
Age 5-19 Projected (2032) : **18,725**

Age 5-19 Change 2017-2032 proj. (pct): 257 %
Age 5-19 Change 2017-2032 proj. : 13,484 persons

SA2 Area : Rowville - South

Age 0-4 Projected (2017) : **568**
Age 5-9 Projected (2017) : **688**
Age 10-14 Projected (2017) : **769**
Age 15-19 Projected (2017) : **850**

Age 0-4 Projected (2022) : **588**
Age 5-9 Projected (2022) : **633**
Age 10-14 Projected (2022) : **732**
Age 15-19 Projected (2022) : **802**

Age 0-4 Projected (2027) : **599**
Age 5-9 Projected (2027) : **649**
Age 10-14 Projected (2027) : **691**
Age 15-19 Projected (2027) : **781**

Age 0-4 Projected (2032) : **600**
Age 5-9 Projected (2032) : **657**
Age 10-14 Projected (2032) : **699**
Age 15-19 Projected (2032) : **749**

Age 5-19 Projected (2017) : **2,307**
Age 5-19 Projected (2022) : **2,167**
Age 5-19 Projected (2027) : **2,121**
Age 5-19 Projected (2032) : **2,105**

Age 5-19 Change 2017-2032 proj. (pct): -9 %
Age 5-19 Change 2017-2032 proj. : -202 persons

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Prince Alfred College		KENT TOWN	
		SA	
School Sector	Independent		
Year Range	R-12		
		annual	08 - 20
	Enrolments	change	change
2020 Enrolments	1116	-0.98%	16.74%
2019 Enrolments	1127	0.71%	17.89%
2018 Enrolments	1119	1.91%	17.05%
2017 Enrolments	1098	-0.36%	14.85%
2016 Enrolments	1102	2.61%	15.27%
2015 Enrolments	1074	0.09%	12.34%
2014 Enrolments	1073	2.09%	12.24%
2013 Enrolments	1051	-2.41%	9.94%
2012 Enrolments	1077	4.87%	12.66%
2011 Enrolments	1027	-0.68%	7.43%
2010 Enrolments	1034	3.50%	8.16%
2009 Enrolments	999	4.50%	4.50%
2008 Enrolments	956		0.00%
Full Time Equivalent Teaching Staff	116		
Full Time Equivalent Non-Teaching Staff	93.7		
	Girls	Boys	% girls
2020 Enrolments	0	1116	0.00%
Source - 2020 ACARA data			

		annual	08 - 20
School Sector			
Year Range	Prep-12		
		annual	08 - 20
	Enrolments	change	change
2020 Enrolments	935	0.75%	-15.84%
2019 Enrolments	928	-3.93%	-16.47%
2018 Enrolments	966	-5.85%	-13.05%
2017 Enrolments	1026	-4.91%	-7.65%
2016 Enrolments	1079	-0.83%	-2.88%
2015 Enrolments	1088	-0.64%	-2.07%
2014 Enrolments	1095	-1.71%	-1.44%
2013 Enrolments	1114	9.00%	0.27%
2012 Enrolments	1022	-8.50%	-8.01%
2011 Enrolments	1117	-0.09%	0.54%
2010 Enrolments	1118	0.36%	0.63%
2009 Enrolments	1114	0.27%	0.27%
2008 Enrolments	1111		0.00%
Full Time Equivalent Teaching Staff	96.2		
Full Time Equivalent Non-Teaching Staff	62.6		
	Girls	Boys	% girls
2020 Enrolments	935	0	100.00%
Source - 2020 ACARA data			

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Comparisons Demographics

Description	Major Catchment Area	Minor Catchment Area	Greater Sydney	NSW	Australia
Population	533,049	273,107	5,621,676	7,467,659	23,349,292
Population 5 – 18 year olds	79,175	29,166	944,792	1,261,630	3,980,960
% 5 – 18 year olds	14.85%	10.68%	16.81%	16.89%	17.05%
Growth total population % 2017 – 2032 (ABS)	26.28%	25.57%	27.93%	23.52%	24.78%
Growth 5 – 18 year old % 2017 – 2032 (ABS)	28.40%	31.44%	26.81%	20.79%	22.32%
Average SEIFA Score	1,127	1,129	1,032	1,012	1,004
Average Household Income	$135,376	$136,969	$107,640	$99,175	$94,806
Average Age	38.5	38.2	37.9	38.9	38.6

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What value can we achieve?

- **Understanding and mapping where current students come from**

- **Understanding where future students are coming from**

- **Identify the future growth areas and where to market**

- **Review bus routes and make sure they are effective**

- **Understanding available information = informed decisions**

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Mapping for schools

Shows you all the data described above in a way you can easily interrogate it for all areas (Australia wide).

We have some similar mapping set up for New Zealand.

https://spectrumanalysis.com.au/services/education-analysis

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Prize Draw

One lucky live attendee will win a 12 month subscription to the Spectrum Analysis Online GeoMapping Level 3 Annual Subscription (value $700).

https://spectrumanalysis.com.au/wp-content/uploads/20211028-demographics-and-mapping-for-schools-colleges-and-universities-peter-buckingham.pdf (page 36)

And the winner is…

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Questions

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3) Contact me directly peterb@spectrumanalysis.com.au +61 411 604 921

4) Informative Google Reviews welcome at https://g.page/spectrum-analysis-aus/review

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