Data, Demographics and Mapping for Schools, Colleges and Universities

Peter Buckingham

Managing Director
Spectrum Analysis

Wednesday 6 April 2022

Speaker

Peter Buckingham

https://www.linkedin.com/in/peterbuckingham1

https://spectrumanalysis.com.au

peterb@spectrumanalysis.com.au

+61 411 604 921

Peter Buckingham

Peter Buckingham BSc GradDip MktMdl CFE CMC FIMC

https://www.linkedin.com/in/peterbuckingham1

peterb@spectrumanalysis.com.au

+61 411 604 921

Co-Founder and Managing Director of Spectrum Analysis Australia Pty Ltd, a boutique provider of quantitative geodemographic modelling, facts, data and analysis services based in Surrey Hills, Melbourne, Victoria Australia.

Specialises in working with Independent Schools.

Bachelor of Science, Graduate Diploma in Market Modelling

Certified Management Consultant (CMC) and Fellow (FIMC) Institute of Management Consultants

Certified Franchise Executive (CFE) of the Franchise Council of Australia.

SPECTRUM ANALYSIS

Chat Manager

Sue Ellson

Marketing Consultant – Spectrum Analysis

https://spectrumanalysis.com.au/about-us/team/sue-ellson

Please ask questions in the chat

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

Questions Welcome

1) Please add to chat or

2) Unmute and be ready to chat when your name is called

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

SPECTRUM
ANALYSIS

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.

SPECTRUM ANALYSIS

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**

SPECTRUM
A N A L Y S I S

Publically available Data to understand

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

SPECTRUM
A N A L Y S I S

Your information

- **2022 students**

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

- **Past students**

  - we normally suggest 2016 or 2021 (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**

SPECTRUM
A N A L Y S I S

Examples of information and applications

SEIFA

ABS product - Socio Economic Index for Areas
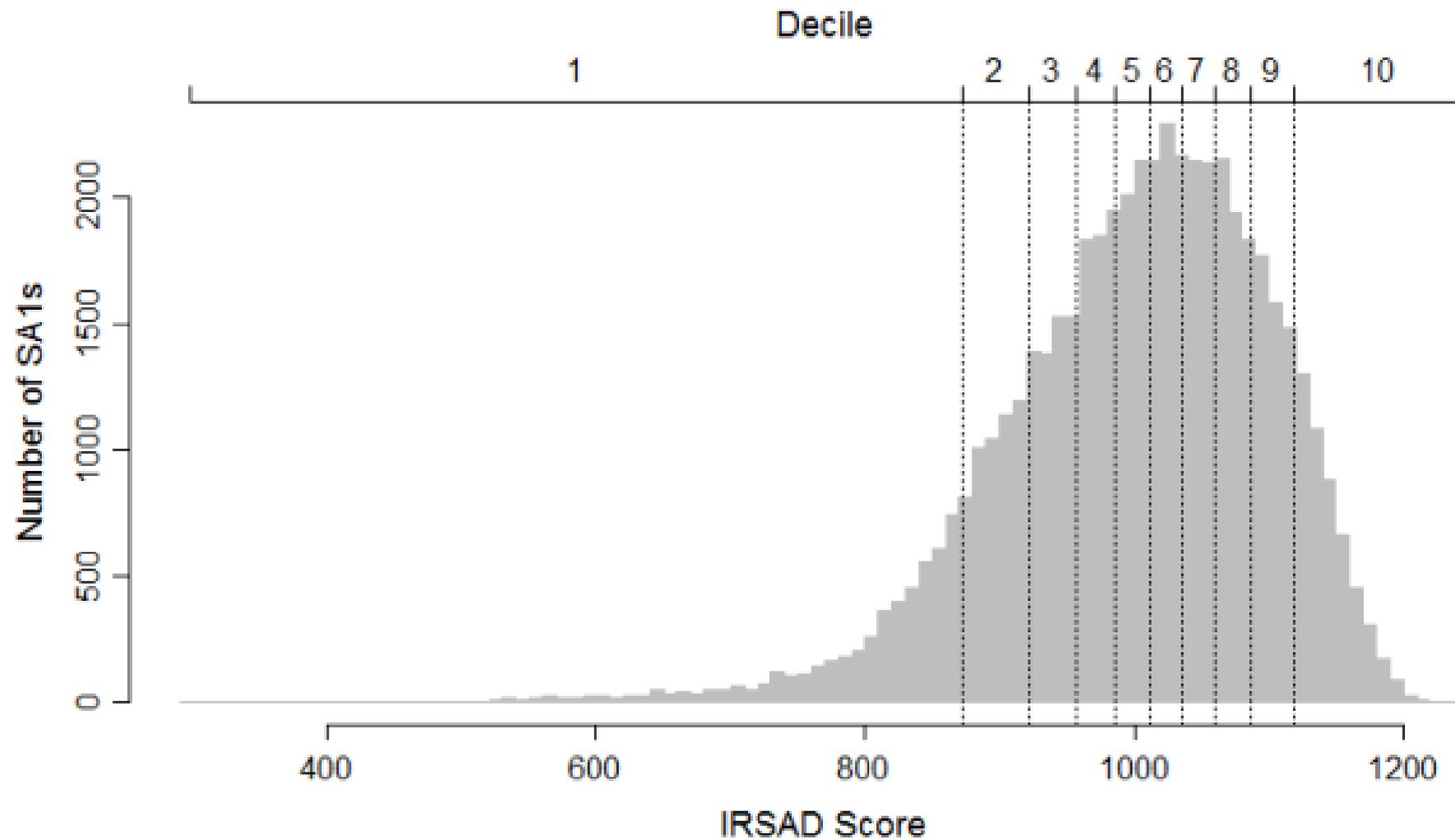
Suburb : Mosman	Suburb : Campbelltown (NSW)
State : New South Wales	State : New South Wales
Population : 28,475	Population : 12,548
SEIFA : 1,165	SEIFA : 937
Pre-school Males : 217	Pre-school Males : 79
Pre-school Females : 259	Pre-school Females : 76
Infants-Primary Government Males : 523	Infants-Primary 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

SPECTRUM
A N A L Y S I S

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

SPECTRUM
ANALYSIS

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			

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

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**

SPECTRUM
ANALYSIS

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

SPECTRUM ANALYSIS

Geo Coding Software

- Products exist that are the equivalent of dropping pins on a map electronically

- Allows you to put all your customers on an online map

- Measure Penetration – customers / 1,000 persons in each postcode

- Allows us to see where the customers come from

SPECTRUM
ANALYSIS

Generic Club
Membership Distribution
Sutherland Shire Local Government Area (LGA)

0   2   4

Kilometers
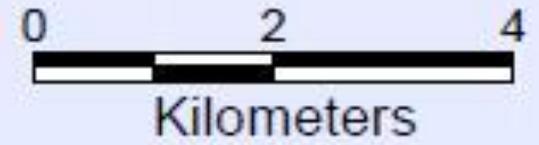
Predominant Land Use
Census Mesh Blocks

- Agricultural
- Commercial
- Education
- Hospital/Medical
- Industrial
- Other
- Parkland
- Residential
- Water

•   Members

Generic Club

Membership Penetration

Sutherland Shire Local Government Area (LGA)

Kilometers

0   2   4

Membership Penetration
% Members (to Persons Aged 18+)

- 20 to 100
- 10 to 20
- 5 to 10
- 2 to   5
- 0 to   2
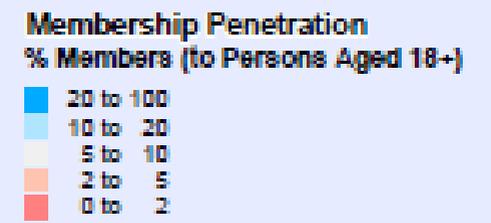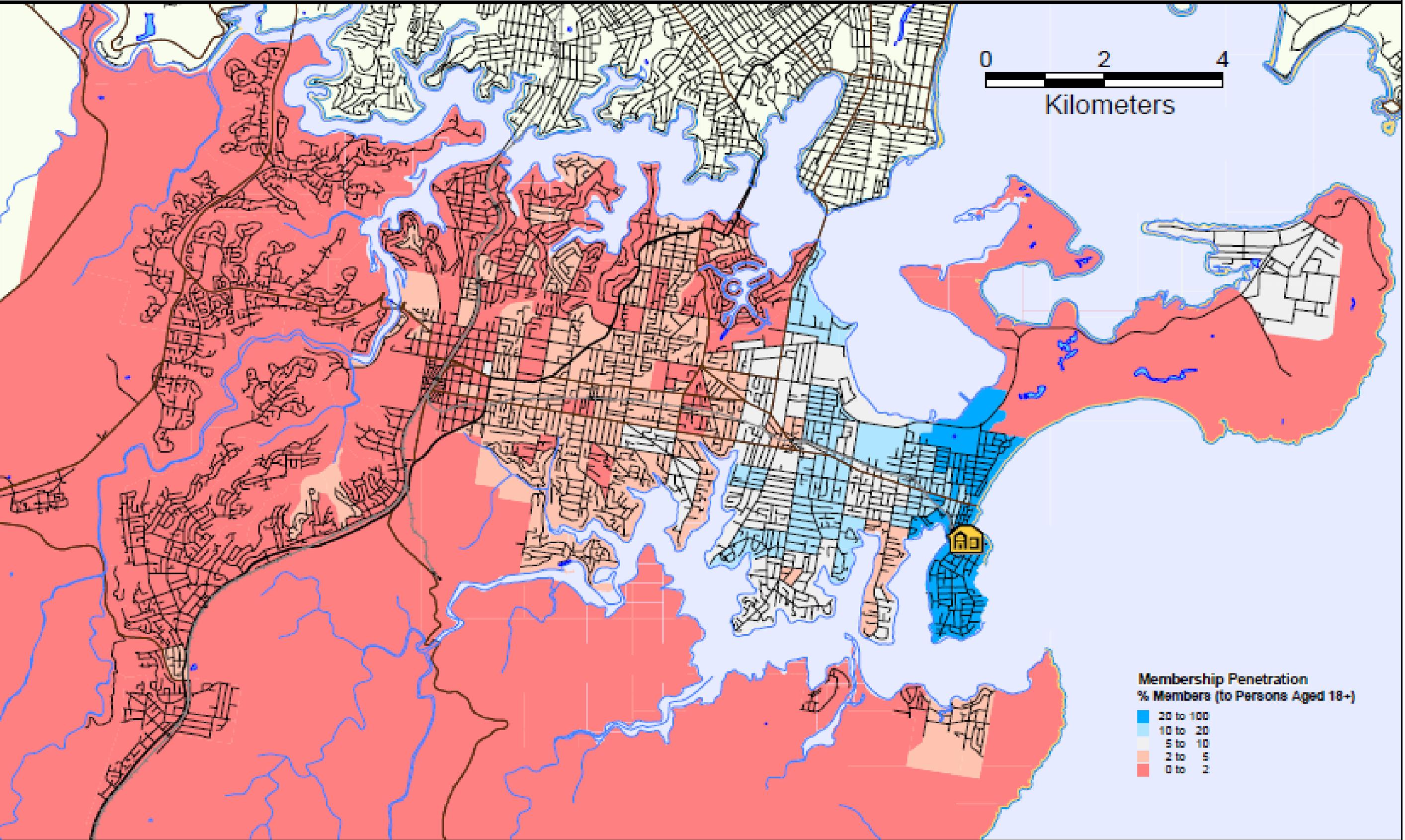
Prize Draw

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…

SPECTRUM
A N A L Y S I S

Questions

1) Please add to chat or

2) Unmute and be ready to chat when your name is called

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

SPECTRUM
A N A L Y S I S

Keep Up to Date

Connect with us online and we will show you what we can do for you!

peterb@spectrumanalysis.com.au
https://spectrumanalysis.com.au
https://www.linkedin.com/in/peterbuckingham1
https://www.linkedin.com/company/spectrum-analysis-australia-pty-ltd
https://www.facebook.com/spectrumanalysisaustralia
https://twitter.com/spectrumanlysis
https://www.youtube.com/channel/UCMer7ZAqj2cf8fL15eiCkXQ

Subscribe to Strategy News for Schools Email Newsletter

SPECTRUM ANALYSIS