

Local Area Datapaks

(Using Census 2021)

Be Informed!

Toorak Marketing Area

Turning Data into Solutions



Datapaks

Introduction

Spectrum Analysis has developed a high value information package to assist franchisors and/or franchisees to understand the areas in which their business operates. Major data sources include the latest Australian Census of Population & Housing, and ABS Counts of Australian Businesses, which provide insights into where potential customers live and work, respectively. The data from these and other sources is presented as tables and also graphically in maps.

A Data Pack consists of any combination of the following sections described below (additional custom sections can be included by arrangement):

1. Local Area Fact Sheet

This page provides a snapshot of the local area highlighting key features with respect to your business, such as population counts or population growth estimates, important demographic indicators, and the addresses of competitors and generators. Where applicable, this section also outlines the suburbs and postcodes that comprise the marketing area (or territory or operating area) assigned to the given franchise.

2. Demographic Summary

This section is derived from ABS Census data, looking at major demographic segments of the community. The demographics for the local area are compared with the averages across the state or capital city. These comparisons highlight where the local area has relative 'strengths', which can assist in guiding marketing strategies or in determining the suitability of an area for a given business or product.

A Demographic Summary can be drawn for a radius, postcode, group of postcodes, or a defined territory if required.

3. Business & Employment Summary

The Business & Employment Summary is derived from ABS Counts of Australian Businesses. It details the number of businesses in an area, categorised by their size in terms of numbers of employees, and also by the industry in which they

operate. Some values in the local area are compared with the averages across the state or capital city. The target area can therefore be analysed in terms of the sheer number of businesses and employees, the proportion of businesses that are white or blue collar, the proportion of employees in a given field, and even whether the area has a lot of big business or is predominantly small business. This information is particularly useful for business-to-business operators, but also has applications for services or products that a customer might find more convenient to access from their place of employment rather than their home.

A Business & Employment Summary can be drawn for a radius, postcode, group of postcodes, or a defined territory if required.

4. Map of Local Area

This map shows only geographic features of the local area including the roads, road names, postcode and/or suburb boundaries and labels, train lines, rivers, and other features as agreed. Where applicable, this map shows the boundaries of the marketing area (or territory or operating area) assigned to the given franchise.

5. Land Use/Zoning Map

This map utilises Mesh Blocks, which are the smallest geographic unit used by the ABS. Each Mesh Block has been encoded with the land use or zoning that predominates within its boundary, making it easy to visually identify the industrial and commercial precincts, as well as schools, hospitals, parks, and residential areas.

6. Map of Household Density

This map presents the geographic features of the local area over the top of a graphic indicator of household density. The number of households per square kilometre has been calculated for each Census Collection District (or CCD) in Australia. The areas with the highest household density are rendered in red, the second highest in orange, then yellow, then green.

7. Map of Target Market Index

This map retains the geographic information while also presenting other data in graphical form. In this case, the data

presented is a Target Market Index (or TMI). A TMI combines one or more demographic variables that are related in some way to the success of your business to produce a single indicator of relative market potential. This index can usually be calculated for CCDs, so the map will show a high level of detail and allow the identification of hotspots.

8. Customer Heat Map

Customer concentration and distribution becomes crystal clear with this map, which draws upon the addresses in your customer database and displays them on the map in the form of graduations of colour from blue (indicating no customers) through green (indicating medium customer concentration) up to red (indicating high concentrations). This map, particularly when used in combination with the TMI map, will help focus Local Area Marketing to areas where it will do your business the most good. [NOTE: The process that creates the Heat Map also changes the projection of the map slightly.]

9. Business Distribution Map & Business Hit List

Spectrum Analysis has entered into a partnership with Impact Lists, who hold and maintain a database of approximately 600,000 businesses in Australia. Spectrum has geocoded the entire list, so Business Hit Lists can be produced for any size or shape of area, not just postcodes or suburbs. Each record in the list contains the Company Name, Address, Phone Number, ANZSIC Classification Title, and Business Type.

The geocoded business records can also be represented on a Business Distribution Map. All the business points are colour coded based on their ANZSIC Division title. This map can provide guidance on where to find concentrations of potential customers, suppliers, competitors, or generators within a given area, which has applications in site selection, distribution chains, and targeted marketing.

More detailed briefs on the Business Distribution Map and Business Hit List are available on request.

Contact Us

To discuss costs and options, please contact Spectrum Analysis Australia on 61 3 9830 0077. Alternatively, e-mail spectrum@spectrumanalysis.com.au.

DISCLAIMER:

Impact Lists verify that the business listing is current as of November 2015. They are engaged in continually updating and improving the business listing (by ringing and verifying details where possible) and Spectrum will incorporate these updates periodically. Unfortunately, NO list is perfect at any point in time, as businesses are always opening, closing and moving, and some can slip through the verification process.

Geocoding can also introduce imperfections where the coordinates for some businesses cannot be placed at the precise street address.

Though great care has been taken to ensure the accuracy of the list, both in the details of each business and its geographic location, some degree of error is inevitable. Spectrum Analysis acknowledges no responsibility for the misapplication of this data.

Please note the following maps and tables demonstrate the various options that are available to you.

A standard data pack consists of:

1. Residential Demographic Summary
2. Business and Employment Summary
3. Map of Local Area
4. Business Hit List (restricted to 1,500 records)

Any other combination is available by request.

2021 Demographic Summary



Demo

Toorak Marketing Area

Category	Trade Area	Metro VIC	Category	Trade Area	Metro VIC
Residential Population	112,755	-	Occupied Dwellings	51,952	-
Age:			Building Type:		
Persons Aged 0-9	7.8%	12.2%	Separate House	21.6%	68.7%
Persons Aged 10-14	3.8%	6.0%	Semi-Detached	18.6%	16.0%
Persons Aged 15-19	3.9%	5.6%	Flat / Unit / Apartment	59.4%	15.0%
Persons Aged 20-24	7.6%	6.7%	Other	0.5%	0.3%
Persons Aged 25-34	24.7%	16.0%	Occupancy:		
Persons Aged 35-44	15.0%	14.9%	Owns Dwelling	26.5%	30.8%
Persons Aged 45-54	11.4%	12.8%	Buying Dwelling	24.2%	38.1%
Persons Aged 55-64	9.6%	10.8%	Renting Dwelling	49.4%	31.1%
Persons Aged 65+	16.2%	15.0%	Core Activity Need for Assistance:		
Average Age (est):	39.8	38.3	Need for Assistance	3.9%	5.9%
Marital Status:			Birthplace:		
Married	34.4%	46.9%	Australia	67.0%	64.6%
Separated	2.0%	2.9%	England	4.2%	2.9%
Divorced	7.5%	7.7%	New Zealand	2.5%	1.8%
Widowed	3.9%	4.5%	China	3.5%	3.5%
Never Married	52.1%	38.0%	India	2.2%	5.1%
Household Type:			Philippines	0.6%	1.2%
Two Parent Family	17.1%	34.0%	Vietnam	0.5%	1.9%
One Parent Family	5.6%	10.7%	South Africa	1.5%	0.5%
Couple without Children	27.3%	25.4%	Other	18.0%	18.6%
Other Family Type	1.3%	1.1%	Language Spoken at Home:		
Non-Family Household	48.7%	28.7%	English Only	76.9%	65.0%
Household Income:			Chinese	5.5%	6.4%
\$0 - \$399 p/w	5.6%	5.7%	Indo Aryan	1.9%	6.6%
\$400 - \$799 p/w	10.2%	14.1%	Arabic	0.3%	1.8%
\$800 - \$1,249 p/w	10.7%	12.8%	SE Asian & Austronesian	3.2%	3.9%
\$1,250 - \$1,999 p/w	19.0%	19.7%	Other Non-English	12.2%	16.4%
\$2,000 - \$2,999 p/w	18.8%	20.8%	Religious Affiliation:		
\$3,000 - \$3,999 p/w	10.9%	11.9%	Christian	32.5%	43.0%
\$4,000+ p/w	24.8%	15.0%	Islam	1.1%	5.4%
Avg H'hold Income (pa):	\$138,973	\$118,622	Buddhism	2.0%	4.0%
Household Vehicles:			Hinduism	2.2%	4.3%
Households with 0 Vehicles	18.0%	8.4%	Judaism	14.0%	0.9%
Households with 1 Vehicle	50.6%	37.2%	All Other Religions	0.3%	2.2%
Households with 2 Vehicles	24.3%	37.1%	No Religion / Spiritual	47.9%	40.1%
H'holds with 3 plus Vehicles	7.1%	17.3%			

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

Business & Employment Summary (2020)

Demo

Toorak

Marketing Area



ANZSIC Category	Total Businesses	Non-Employing Businesses	Businesses with 1-4 Employees	Businesses with 5-19 Employees	Businesses with 20-199 Employees	Businesses with 200+ Employees	^ Estimated Total Employees	Total Employing Businesses		Average % Employing Businesses Metro VIC
								#	%	
A Agriculture, Forestry and Fishing	208	160	39	9	0	0	288	48	0.8%	1.0%
B Mining	31	25	6	0	0	0	31	6	0.1%	0.1%
C Manufacturing	350	213	97	33	6	0	1,393	136	2.3%	6.0%
D Electricity, Gas, Water, Waste	36	16	10	9	0	0	124	20	0.3%	0.4%
E Construction	1,593	1,243	271	73	5	0	2,758	350	6.0%	17.7%
F Wholesale Trade	645	376	192	59	15	3	4,375	269	4.6%	6.1%
G Retail Trade	1,127	549	346	183	43	6	10,168	578	9.9%	8.5%
H Accommodation, Hospitality	820	196	293	235	93	3	14,206	624	10.7%	8.6%
I Transport, Postal, Warehousing	489	435	42	12	0	0	530	54	0.9%	4.2%
J Information, Media, Telecoms	341	224	77	25	6	10	5,323	117	2.0%	1.1%
K Financial and Insurance	2,894	2,551	283	59	1	0	3,181	344	5.9%	4.2%
L Rental, Hiring, Real Estate	3,857	3,500	272	59	20	6	8,591	357	6.1%	3.8%
M Professional, Scientific, Technical	3,641	2,335	973	248	80	5	16,952	1,307	22.4%	16.3%
N Administrative and Support	751	418	197	95	33	7	8,286	333	5.7%	4.8%
O Public Administration and Safety	36	22	9	6	0	0	91	14	0.2%	0.4%
P Education and Training	294	172	68	33	21	0	2,828	122	2.1%	2.0%
Q Health Care and Social Assistance	1,887	1,194	505	166	19	3	7,126	694	11.9%	7.1%
R Arts and Recreation	382	262	80	28	12	0	1,869	119	2.0%	1.4%
S Other Services	620	274	236	96	14	0	3,118	346	5.9%	6.2%
X Not Stated/Unknown	43	37	3	3	0	0	62	6	0.1%	0.1%
GT Total All Industries	20,045	14,201	4,000	1,431	370	43	91,298	5,844	100%	100%

Source: Australian Bureau of Statistics Publication, "8165.0 - Jun 2016 to Jun 2020 Counts of Australian Businesses, including Entries and Exits"; Released 16 Feb 2021

^ Employment numbers are estimated based on the the counts of businesses in the published size categories. They must be viewed as guides only.

NB: Highlighting indicates that the trade area is higher than the respective average by at least two percentage points in terms of Total Employing Businesses for that ANZSIC Category

Produced By: Spectrum Analysis Australia PTY LTD (03 9830 0077)

Disclaimer: All care has been taken to ensure the greatest possible degree of accuracy, but some inaccuracy is inevitable. Spectrum Analysis recommends care in the interpretation of this data, and acknowledges no responsibility for its misapplication.

Data Pack Demo

Local Area Map

Toorak Marketing Area

Location of Store/Office



Cnr Malvern Rd & Orrong Rd

Marketing Area Boundary



Map Features

- Highways
- Main Roads
- Street
- Train Line
- Train Station
- Major River



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Data Pack Demo

Land Use / Zoning Map

Toorak Marketing Area

Location of Store/Office

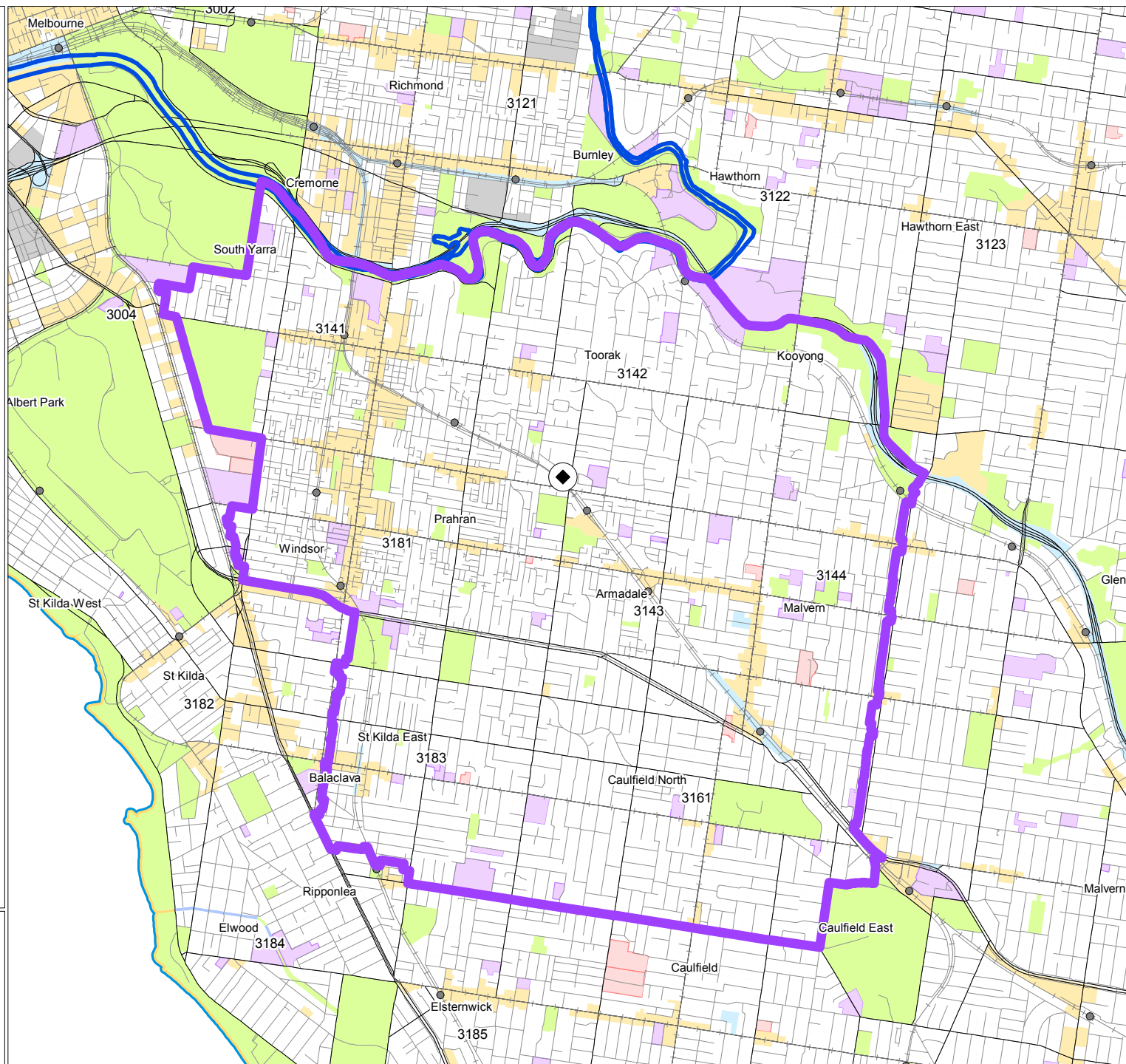
◆ Cnr Malvern Rd & Orrong Rd

Marketing Area Boundary



Land Use/Zoning

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



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Data Pack Demo

Household Density Map

Toorak Marketing Area

Location of Store/Office



Cnr Malvern Rd & Orrong Rd

Marketing Area Boundary

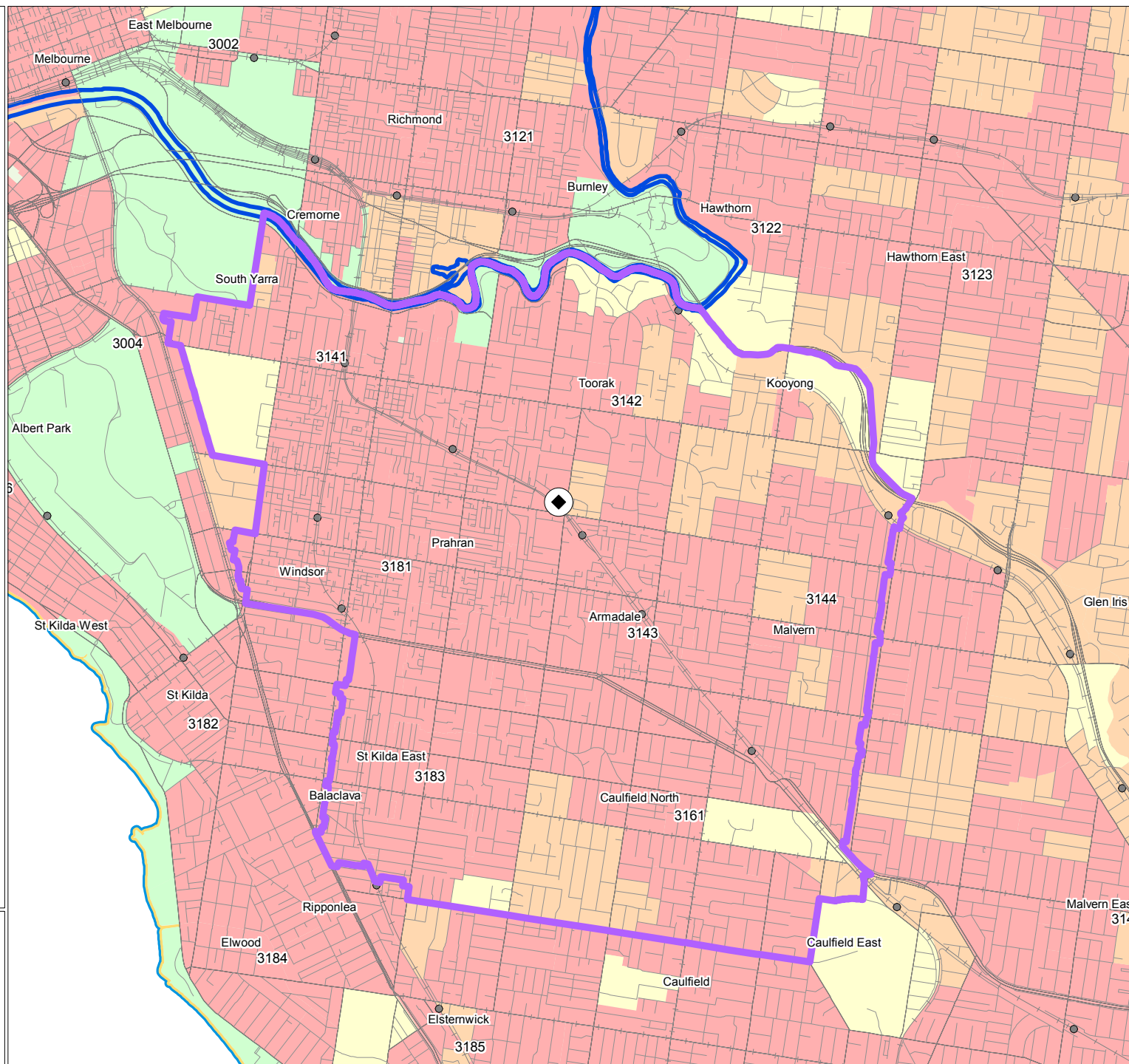


Map Features

- Highway
- Major Road
- Street
- Train Line
- Train Station
- Major River

Household Density Per Sq Km

- Less Than 100
- 100 to 500
- 500 to 1,000
- More Than 1,000



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Data Pack Demo

Target Market Index Map

Toorak Marketing Area

Location of Store/Office



Cnr Malvern Rd & Orrong Rd

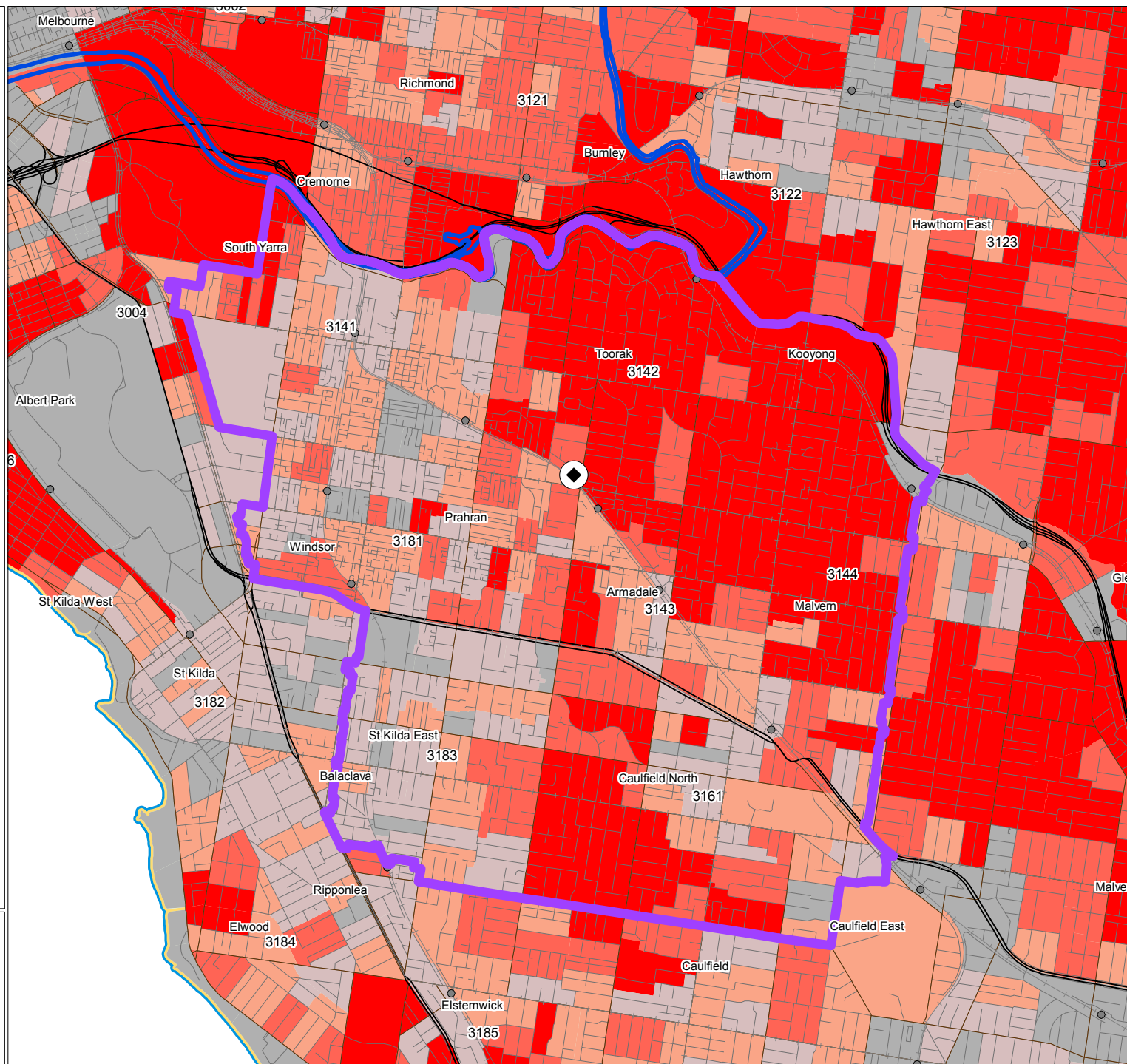
Marketing Area Boundary



Business Potential

Target Market Index

- Highest Potential
- 2nd Highest Potential
- 3rd Highest Potential
- 4th Highest Potential
- Least Potential



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Data Pack Demo

Customer Heat Map

Toorak Marketing Area

Location of Store / Office

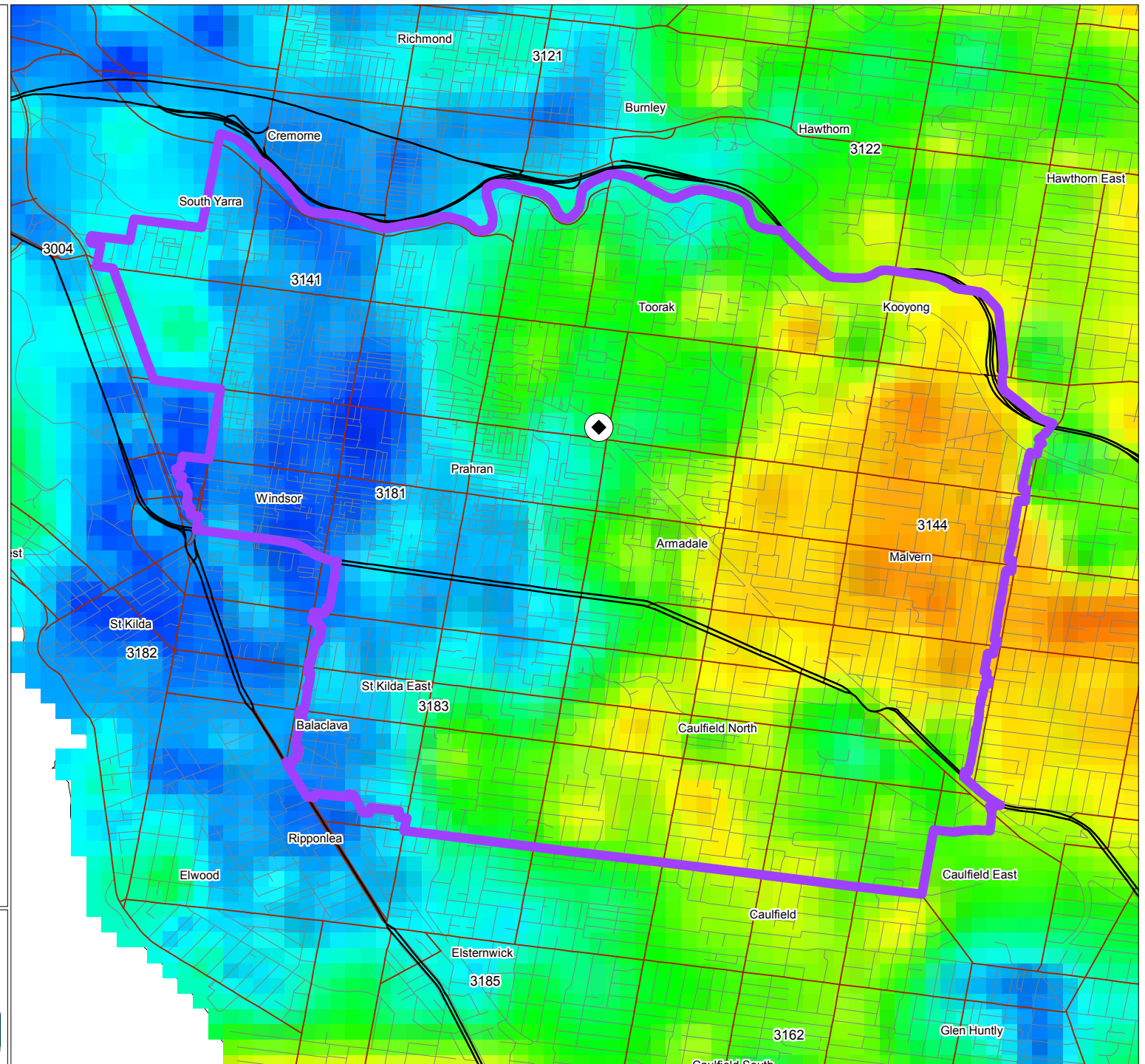
◆ Cnr Malvern Rd & Orrong Rd

Marketing Area Boundary



Customer Density

- Very High
- High
- Low
- Very Low
- Nil



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Datapak Demo

Business Development Map

Toorak Marketing Area

Location of Store/Office



Marketing Area Boundary

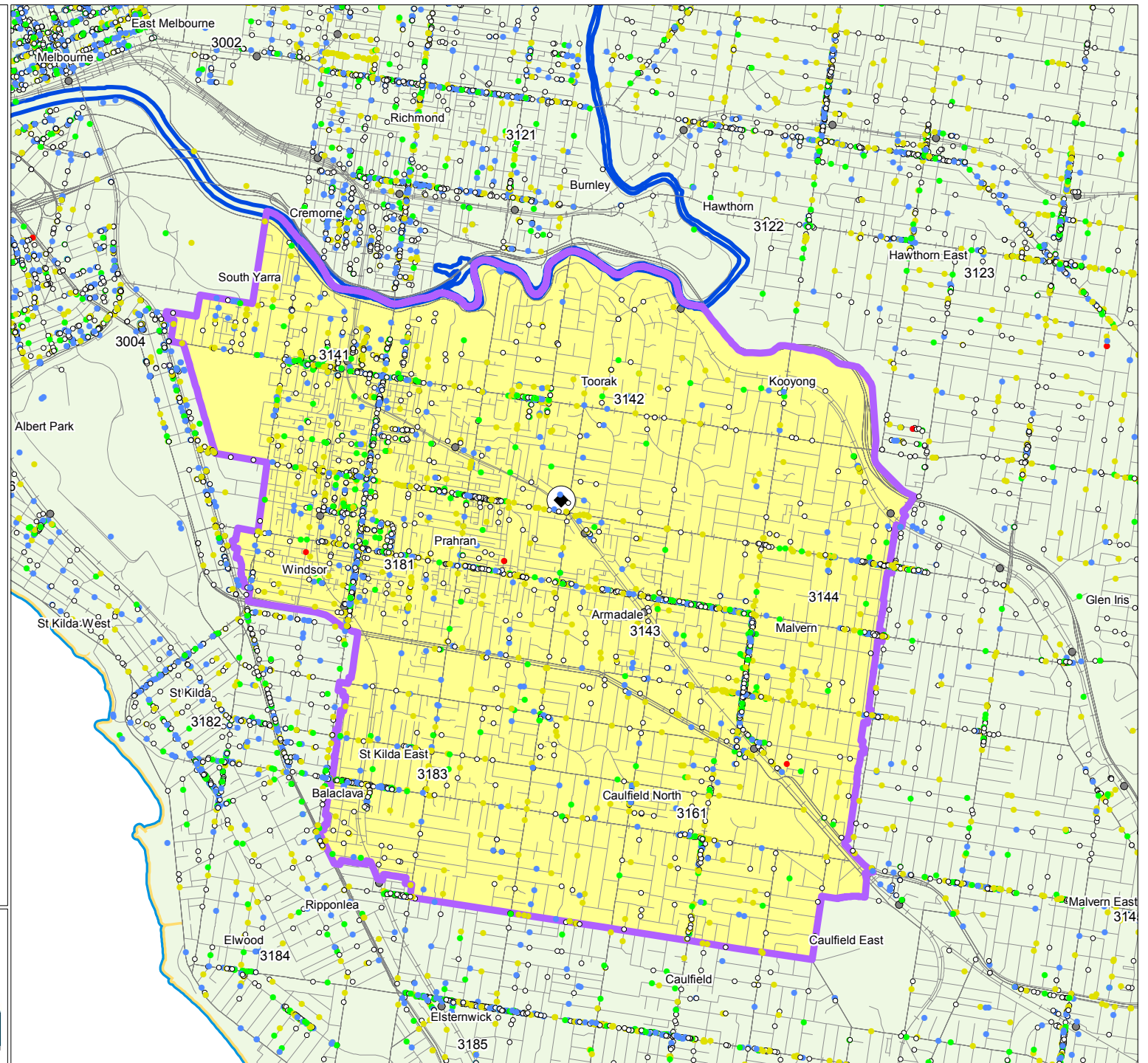


Map Features

-  Highway
-  Major Road
-  Street
-  Train Line
-  Train Station
-  Major River

Business Classifications

-  Blue Collar
-  Retail & Hospitality
-  White Collar
-  Services
-  Health, Community & Government



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Toorak Marketing Area Business Hit List



Produced By: Spectrum Analysis Australia PTY LTD

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Sample

COMPANY	ADDRESS	SUBURB	PC	PHONE	TYPE	ANZSIC Description
Vietnamese Bar & Restaurant	120 Chapel St	WINDSOR	3181	395291888	Restaurants & Bistros	H - Accommodation, Cafes and Restaurants
St Martins Garage	25 Regent St	PRAHRAN	3181	395297769	Car Servicing Centres	G - Retail Trade
The Picture Market	125 Wattletree Rd	MALVERN	3144	395093253	Pictures & Prints Retail	G - Retail Trade
The House of Golf	1339 High St	MALVERN	3144	398220355	Golf Equipment & Supplies New & Used	G - Retail Trade
Kate Silas	2 Ravens Gr	ST KILDA EAST	3183	404284572	Mobile Disc Jockeys	P - Cultural and Recreational Services
Video Ezy	1412 High St	MALVERN	3144	395092184	Video Libraries	G - Retail Trade
MECWA Opportunity Shops	136 Wattletree Rd	MALVERN	3144	395092408	Clothing~Recycled	G - Retail Trade
Gusto Clothing	30 Claremont St	SOUTH YARRA	3141	398262884	Men Clothing M/Facrs &/Or W/Salers	C - Manufacturing
Michael Ramsay Property	Suite L/450-460 Chapel St	SOUTH YARRA	3141	398266366	Real Estate~Buyer'S Agents	L - Property and Business Services
Wayne Cardiology Group	Cabrini Hospital, Suite 46/183 Wattletree	MALVERN	3144	395000744	Non-Classified	Non-Classified
Les Frazier Film Lighting	39 Northcote Ave	CAULFIELD NORTH	3161	395327761	Film~Production Services	P - Cultural and Recreational Services
Aya Teppanyaki	1193 High St	ARMADALE	3143	398226686	Restaurants & Bistros	H - Accommodation, Cafes and Restaurants
Point 3	PO Box 472	PRAHRAN	3181	395213311	Graphic Designers	L - Property and Business Services
Devcos International Pty Ltd	716-718 High St	ARMADALE	3143	395094511	Cosmetics M/Facrs &/Or W/Salers	C - Manufacturing
Mac Suds Autocare	500 Chapel St	SOUTH YARRA	3141	398240939	Car & Truck Cleaning Services	G - Retail Trade
Orrong Barber Shop	336 Orrong Rd	CAULFIELD NORTH	3161	395272713	Hairdressers	Q - Personal and Other Services
Yarra Osteopathy	L 1 71 Davis Ave	SOUTH YARRA	3141	398045588	Osteopaths	O - Health and Community Services
Hearne Scientific Software Pty Ltd	SE 3 200 Toorak Rd	SOUTH YARRA	3141	390205730	Computer Services~Software/Packages	L - Property and Business Services
Mark Wieselmann Salon	481 Malvern Rd	SOUTH YARRA	3141	398277345	Hairdressers	Q - Personal and Other Services
Cement Concrete & Aggregates Australia	L 2 1 Hobson St	SOUTH YARRA	3141	398250200	Organisations~Professional & Business	Q - Personal and Other Services
Victorian Exporters	61 Irving Rd	TOORAK	3142	398244441	Bottle Collectors &/Or Recyclers	Q - Personal and Other Services
Millennium Optical	60 Hawthorn Rd	CAULFIELD NORTH	3161	395099933	Optometrists	O - Health and Community Services
Bondi Tan	PO Box 2259	PRAHRAN	3181	415917245	Tanning Centres	Q - Personal and Other Services
The Anti-Depression Insitute of Victoria	U 7 223 Balaclava Rd	CAULFIELD NORTH	3161	395236245	Psychotherapists	O - Health and Community Services
Music Logic Pty Ltd	PO Box 61	MALVERN	3144	395001588	Music Teachers	N - Education
Trellidor Australia	4 Testar Gr	CAULFIELD NORTH	3161	1300888302	Security Doors & Windows & Installation	E - Construction
Hanmar The Carpet Tile People	PO Box 681	SOUTH YARRA	3141	398279022	Carpet Tiles & Carpets~Retail	G - Retail Trade
Darren Sanicki Lawyers	71A Grosvenor St	SOUTH YARRA	3141	398242244	Solicitors	L - Property and Business Services
The Melbourne Heart Group	Cabrini Hospital, Suite 12/183 Wattletree	MALVERN	3144	395000296	Non-Classified	Non-Classified
Barbas	Shop 12/402 Chapel St	SOUTH YARRA	3141	398274100	Mens Clothing Retail	G - Retail Trade
Gillards Pty Ltd	1349-1353 High St	MALVERN	3144	395095666	Accountants	L - Property and Business Services
High Street Travel Pty Ltd	1242 High St	ARMADALE	3143	395094833	Travel Agents &/Or Consultants	I - Transport and Storage
Rotman L	U1/ 23 Wanda Rd	CAULFIELD NORTH	3161	395091130	Chiropractors	O - Health and Community Services
Glenloch Homes For The Elderly Inc	16 Sutherland Rd	ARMADALE	3143	395095289	Retirement Villages & Homes	O - Health and Community Services
Runway Secret	Shop 5/104 Hawthorn Rd	CAULFIELD NORTH	3161	395329995	Ladies' Clothing Retail	G - Retail Trade
Just Partys	159 Glenferrie Rd	MALVERN	3144	395000155	Party Supplies & Hire	G - Retail Trade
Active Solutions Australia Pty Ltd	PO Box 4092	DANDENONG SOUTH	3164	397066949	Earth Moving &/Or Excavating Equipment &	E - Construction
Doctor Decorator	20 Hampden Rd	ARMADALE	3143	395002614	Interior Designers &/Or Decorators	L - Property and Business Services
Carlisle Accessories	147A Carlisle St	BALACLAVA	3183	395311965	Mens Clothing Retail	G - Retail Trade
World Wine	U 2/20-22 Marne St	SOUTH YARRA	3141	1300288115	Wine & Spirit Merchants	F - Wholesale Trade
Cotterville Homestay Bed & Breakfast	204 Williams Rd	TOORAK	3142	398269105	Accommodation~Bed & Breakfast	H - Accommodation, Cafes and Restaurants
D & C Design	17 Yarra St	SOUTH YARRA	3141	398265133	Blinds & Shades	G - Retail Trade
Corporate Fire Services Pty Ltd	PO Box 4479	DANDENONG SOUTH	3164	397922198	Fire Prevention Consultants	L - Property and Business Services
Fredric March Jewellers Pty Ltd	33A Toorak Rd	SOUTH YARRA	3141	398673282	Jewellers	G - Retail Trade
Phillip Brown Agencies	17 May Gr	SOUTH YARRA	3141	418323252	Hotel Restaurant & Club Supplies	F - Wholesale Trade