

# “Hope is not a Strategy”

## Making data based decisions for the development of your school.



Presented by

**Peter Buckingham**  
Co-Founder and Managing Director  
Spectrum Analysis

# Peter Buckingham



**Peter Buckingham BSc GradDip MktMdl CFE CMC FIMC**

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

[peterb@spectrumanalysis.com.au](mailto: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 Franchise Executive of the Franchise Council of Australia (CFE)  
Certified Management Consultant (CMC)  
Fellow Institute of Management Consultants (FIMC)

# What does “Development” cover?

- Big Picture:
  - Greenfield sites
  - Major capital expenditure – expansion
  - ELC's
- Operations
  - Enrolments
  - Marketing
  - Buses
- Strategy – NOT “wet finger in the air”

# Topics to be covered

- What is happening in Australia in terms of students?
- What can we see from the latest ACARA data set
- What is happening with our Boys vs Girls schools? (especially Vic).
- What Quantitative components can we use?
- What information should a school consider?
- Why have a Strategic Plan?
- Why have a Marketing Plan?

# 2016 vs 2021 numbers – Go Figure!

<b>ACARA Data</b>	<b>Catholic</b>	<b>Government</b>	<b>Independent</b>	<b>Grand Total</b>
2016 (#)	713,889	2,504,434	590,916	3,809,239
2016 (%)	18.7%	65.7%	15.5%	100.0%
2021 (#)	738,265	2,667,399	669,673	4,075,337
2021 (%)	18.1%	65.5%	16.4%	100.0%

<b>Census Data</b>	<b>Catholic</b>	<b>Government</b>	<b>Independent</b>	<b>Grand Total</b>
2016 (#)	710,612	2,140,793	496,664	3,348,069
2016 (%)	21.2%	63.9%	14.8%	100.0%
2021 (#)	756,643	2,352,637	559,971	3,669,251
2021 (%)	20.6%	64.1%	15.3%	100.0%

## Summary

- 0.6%  
- 0.6%

- 0.2%  
+ 0.2%

+ 0.9%  
+ 0.5%

<b>AUSTRALIA</b>							
<b>Full Time Equivalent Enrolments</b>	<b>Year</b>				<b>2018 - 2021</b>	<b>2019 - 2021</b>	<b>2020 - 2021</b>
	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>			
<b>Catholic</b>	<b>713,654</b>	<b>717,503</b>	<b>727,912</b>	<b>738,094</b>	<b>3.42%</b>	<b>2.87%</b>	<b>1.40%</b>
Combined	102,019	104,714	110,878	118,004	<b>15.67%</b>	<b>12.69%</b>	<b>6.43%</b>
Primary	356,573	355,432	354,748	354,818	<b>-0.49%</b>	<b>-0.17%</b>	<b>0.02%</b>
Secondary	252,505	254,588	259,298	262,238	<b>3.85%</b>	<b>3.01%</b>	<b>1.13%</b>
Special	2,556	2,769	2,989	3,033	<b>18.68%</b>	<b>9.53%</b>	<b>1.48%</b>
<b>Government</b>	<b>2,565,024</b>	<b>2,604,588</b>	<b>2,643,301</b>	<b>2,637,137</b>	<b>2.81%</b>	<b>1.25%</b>	<b>-0.23%</b>
Combined	187,174	192,111	196,108	197,529	<b>5.53%</b>	<b>2.82%</b>	<b>0.72%</b>
Primary	1,484,902	1,498,264	1,500,215	1,487,459	<b>0.17%</b>	<b>-0.72%</b>	<b>-0.85%</b>
Secondary	860,652	881,181	913,679	918,517	<b>6.72%</b>	<b>4.24%</b>	<b>0.53%</b>
Special	32,297	33,032	33,299	33,632	<b>4.14%</b>	<b>1.82%</b>	<b>1.00%</b>
<b>Independent</b>	<b>614,503</b>	<b>629,370</b>	<b>645,446</b>	<b>669,202</b>	<b>8.90%</b>	<b>6.33%</b>	<b>3.68%</b>
Combined	536,555	548,681	562,162	582,691	<b>8.60%</b>	<b>6.20%</b>	<b>3.65%</b>
Primary	28,797	28,606	28,337	29,451	<b>2.27%</b>	<b>2.95%</b>	<b>3.93%</b>
Secondary	39,866	41,526	42,504	43,614	<b>9.40%</b>	<b>5.03%</b>	<b>2.61%</b>
Special	9,285	10,557	12,442	13,447	<b>44.82%</b>	<b>27.38%</b>	<b>8.08%</b>
<b>Grand Total</b>	<b>3,893,181</b>	<b>3,951,460</b>	<b>4,016,659</b>	<b>4,044,433</b>	<b>3.89%</b>	<b>2.35%</b>	<b>0.69%</b>

Full Time Equivalent Enrolments VIC	2018	2019	2020	2021	2018 - 2021	2019 - 2021	2020 - 2021
<b>Catholic</b>	<b>207,351</b>	<b>208,298</b>	<b>210,030</b>	<b>210,650</b>	<b>1.59%</b>	<b>1.13%</b>	<b>0.30%</b>
Combined	12,763	12,998	13,228	13,333	4.47%	2.58%	0.80%
Primary	108,053	108,110	107,883	107,046	-0.93%	-0.98%	-0.78%
Secondary	85,914	86,550	88,170	89,504	4.18%	3.41%	1.51%
Special	622	640	750	767	23.32%	19.75%	2.29%
<b>Government</b>	<b>615,569</b>	<b>628,808</b>	<b>643,103</b>	<b>644,238</b>	<b>4.66%</b>	<b>2.45%</b>	<b>0.18%</b>
Combined	52,786	55,550	57,632	59,334	12.40%	6.81%	2.95%
Primary	345,510	351,160	354,261	352,433	2.00%	0.36%	-0.52%
Secondary	202,403	206,813	216,233	218,199	7.80%	5.51%	0.91%
Special	14,870	15,285	14,976	14,273	-4.02%	-6.63%	-4.70%
<b>Independent</b>	<b>142,696</b>	<b>146,294</b>	<b>150,226</b>	<b>154,690</b>	<b>8.41%</b>	<b>5.74%</b>	<b>2.97%</b>
Combined	134,097	137,309	140,707	144,917	8.07%	5.54%	2.99%
Primary	3,751	3,888	4,018	4,260	13.57%	9.56%	6.01%
Secondary	3,266	3,310	3,445	3,125	-4.31%	-5.59%	-9.30%
Special	1,583	1,787	2,055	2,389	50.94%	33.70%	16.22%
<b>Victoria</b>	<b>965,616</b>	<b>983,400</b>	<b>1,003,359</b>	<b>1,009,578</b>	<b>4.55%</b>	<b>2.66%</b>	<b>0.62%</b>

**Table 1**

<b>Sum of Total Enrolments</b>	<b>Column Labels</b>	<b>Independent schools</b>		
<b>Row Labels</b>	<b>Boys</b>	<b>Girls</b>	<b>Co-Educational</b>	<b>Grand Total</b>
ACT	16.90%	8.12%	74.98%	100.00%
NSW	14.89%	14.25%	70.86%	100.00%
NT	0.00%	0.00%	100.00%	100.00%
QLD	7.32%	6.74%	85.94%	100.00%
SA	5.18%	5.63%	89.19%	100.00%
TAS	9.86%	10.83%	79.31%	100.00%
VIC	4.31%	9.19%	86.51%	100.00%
WA	6.76%	9.46%	83.78%	100.00%
<b>Grand Total</b>	<b>9.08%</b>	<b>10.04%</b>	<b>80.88%</b>	<b>100.00%</b>

(ACARA) School Profile Data 2020



# The Melbourne Issue

- 20 Boys schools in Melbourne in the 70's, now only eight remain
- These 20 schools have increased 2008 – 2020 from 33,890 students to 39,149 students
- The eight All Boys schools have risen by 8.9 % 2008 – 2020
- 12 Co-Ed schools have increased by 19.4%
- 11,787 girls now at the 12 Co-Ed schools (2020)
- Nine All Girls school sample dropped by 18 students 2008 – 2020 (0.2%)

# The Melbourne Issue

## 12 APS / AGS schools now

Haileybury	Mentone	Caulfield	Wesley	PEGS	Carey	Geelong College	Geelong Grammar	Assumption	Ivanhoe	Peninsula	Yarra V
4,304	1,658	3,148	3,118	2,790	2,434	1,372	1,335	1,263	2,195	1,188	1,359
1,881	654	1,447	1,395	1,358	1,198	576	614	598	961	481	550
2,423	1,004	1,701	1,723	1,432	1,236	796	721	665	1,234	707	809
			<b>Total</b>		<b>%</b>						
Total Enrolments			<b>26,164</b>		100.0%						
Girls Enrolments			<b>11,713</b>		44.8%						
Boys Enrolments			<b>14,451</b>		55.2%						

# Publically available data to understand

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

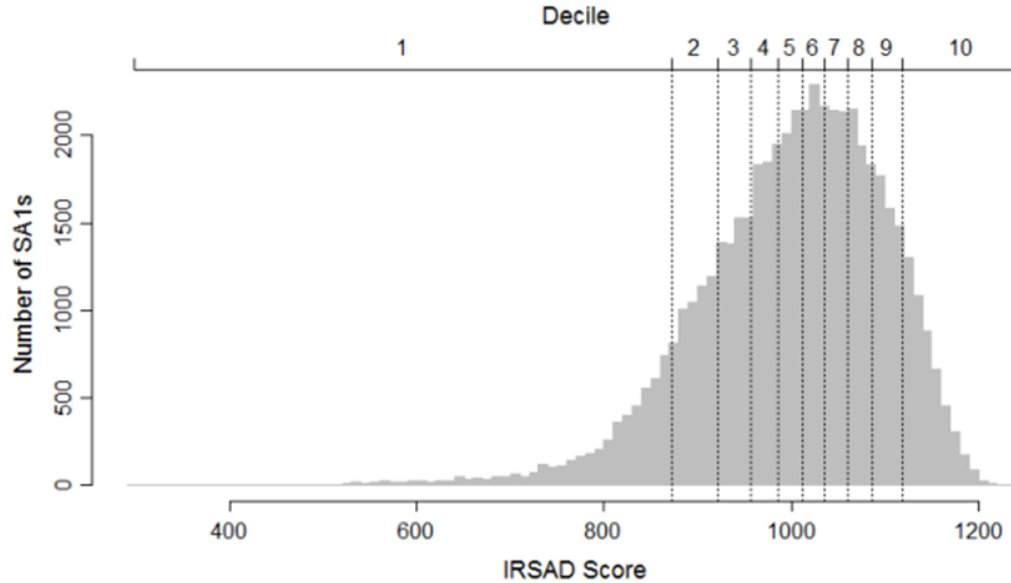
# Your information

- 2021 & 2022 students
  - DOB, address, feeder school, class year, use school buses?
- Future enrolments
  - DOB, address feeder school (if known), year of admission and class year
- Alumni
  - we normally suggest 2016 or 2021 (previous Census)
- Bus Lines and student users

# Examples of information and applications

# SEIFA

## ABS product - Socio Economic Index for Areas



# Demographics Data - Census 2021 (SA2)

Mount Waverley - North	
	#
Residential population	16,076
Average Household Income	\$128,771

Age		
	#	%
Population 0 - 5	788	4.9%
Population 6 - 12	1,410	8.8%
Population 13 - 18	1,327	8.3%
Population 19 - 24	1,350	8.5%
Population 25 - 34	1,873	11.7%
Population 35 - 44	2,155	13.5%
Population 45 - 54	2,165	13.6%
Population 55 - 64	1,945	12.2%
Population 65+	2,874	18%

# Demographics Data - Census 2021 (SA2)

## Mosman

Students by Sector and Gender

Students	Total		Government		Catholic		Independent	
	Male	Female	Male	Female	Male	Female	Male	Female
Pre-school students	152	124	-	-	-	-	-	-
Primary school students	589	615	255	270	123	139	204	186
Secondary School students	606	526	140	124	80	98	345	306

Student Number and Percentage by Sector

Students	Total		Government		Catholic		Independent	
	#	%	#	%	#	%	#	%
Pre-school students	301	100%	-	-	-	-	-	-
Primary school students	1,200	100%	523	43.5%	267	22.2%	413	34.3%
Secondary School students	1,162	100%	268	23.5%	232	20.3%	642	56.2%

## Campbelltown

Students by Sector and Gender

Students	Total		Government		Catholic		Independent	
	Male	Female	Male	Female	Male	Female	Male	Female
Pre-school students	210	205	-	-	-	-	-	-
Primary school students	882	840	573	541	126	143	140	150
Secondary School students	641	666	414	401	165	168	79	66

Student Number and Percentage by Sector

Students	Total		Government		Catholic		Independent	
	#	%	#	%	#	%	#	%
Pre-school students	414	100%	-	-	-	-	-	-
Primary school students	1,694	100%	1,129	66%	303	17.7%	279	16.3%
Secondary School students	1,364	100%	826	60.1%	369	26.9%	179	13%



# Ethnicity - two areas in Sydney metro

Language spoken at home		
	#	%
English Only	3,199	19%
Chinese	1,300	7.7%
Indo Aryan	1,658	9.9%
Arabic	3,473	20.7%
SE Asian & Austronesian	708	4.2%
Other Non-English	6,478	38.5%

Language spoken at home		
	#	%
English Only	9,263	88.4%
Chinese	85	0.8%
Indo Aryan	30	0.3%
Arabic	22	0.2%
SE Asian & Austronesian	413	3.9%
Other Non-English	664	6.3%

# Total Population Projections (SA2)

Area : Truganina  
State : VIC

Year	Total Persons
2022	43,494
2023	46,700
2024	49,894
2025	53,067
2026	56,218
2027	59,342
2028	62,469
2029	65,595
2030	68,712
2031	71,810
2032	74,888
Growth 22-32 (#)	+31,394 persons
Growth 22-32 (%)	+72.2%

Area : Rowville - South  
State : VIC

Year	Total Persons
2022	11,345
2023	11,409
2024	11,465
2025	11,520
2026	11,570
2027	11,611
2028	11,654
2029	11,696
2030	11,738
2031	11,774
2032	11,814
Growth 22-32 (#)	+469 persons
Growth 22-32 (%)	+4.1%

# Age 0-18 Population Projections (SA2)

SA2 Area : **Truganina**

State : **VIC**

## Age 0-18 Population Projections

Year	Age 0-4	Age 5-11	Age 12-18	Age 5-18
2022	5,568	5,898	3,269	9,167
2023	5,973	6,362	3,635	9,996
2024	6,352	6,825	4,018	10,843
2025	6,713	7,293	4,404	11,697
2026	7,043	7,762	4,803	12,564
2027	7,345	8,274	5,155	13,429
2028	7,625	8,768	5,538	14,306
2029	7,894	9,244	5,929	15,173
2030	8,145	9,713	6,316	16,029
2031	8,374	10,170	6,701	16,871
2032	8,590	10,625	7,090	17,715
Growth 22-32 (#)	+3,022 persons	+4,726 persons	+3,822 persons	+8,548 persons
Growth 22-32 (%)	+54.3%	+80.1%	+116.9%	+93.3%

SA2 Area : **Rowville - South**

State : **VIC**

## Age 0-18 Population Projections

Year	Age 0-4	Age 5-11	Age 12-18	Age 5-18
2022	588	917	1,070	1,986
2023	592	918	1,051	1,970
2024	594	919	1,042	1,962
2025	599	911	1,028	1,939
2026	599	914	1,031	1,945
2027	599	917	1,028	1,945
2028	602	922	1,018	1,940
2029	600	922	1,016	1,938
2030	602	923	1,011	1,933
2031	598	925	1,012	1,937
2032	600	928	1,008	1,936
Growth 22-32 (#)	+12 persons	+11 persons	-61 persons	-50 persons
Growth 22-32 (%)	+2%	+1.2%	-5.7%	-2.5%

# Comparison 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

School Name : **Pymble Ladies' College**  
 Website : <http://www.pymblelc.nsw.edu.au>  
 Campus Type : **School Single Entity**

School Sector : **Independent**  
 School Type : **Combined**

Full Time Equivalent Teaching Staff : **231**  
 Full Time Equivalent Non-Teaching Staff : **146.8**  
 Total Enrolments : **2265**  
 Girls Enrolments : **2265**  
 Boys Enrolments : **0**

Full-Time Equivalent Teaching Staff/Enrolment : **0.10**

#### Enrolments

Year	Enrolments	Change vs prev. year	Change vs 2008
2021 Enrolments	2,265	0.59%	10%
2020 Enrolments	2,252	-0.92%	9.97%
2019 Enrolments	2,279	3.19%	10.90%
2018 Enrolments	2,209	4.01%	6.99%
2017 Enrolments	2,119	-0.09%	2.97%
2016 Enrolments	2,120	-1.67%	2.96%
2015 Enrolments	2,156	1.22%	4.71%
2014 Enrolments	2,130	0.71%	3.45%
2013 Enrolments	2,115	0.62%	2.72%
2012 Enrolments	2,102	-1.04%	2.09%
2011 Enrolments	2,124	2.01%	3.16%
2010 Enrolments	2,064	3.15%	0.24%
2009 Enrolments	2,001	-2.92%	-2.92%
2008 Enrolments	2,059	Not Available	0%

#### Average Fee - 2020

\$ per Student	\$20,411
----------------	----------

(Source: ACARA data released March 2022)

School Name : **Ascham School**  
 Website : <http://www.ascham.nsw.edu.au>  
 Campus Type : **School Single Entity**

School Sector : **Independent**  
 School Type : **Combined**

Full Time Equivalent Teaching Staff : **130.4**  
 Full Time Equivalent Non-Teaching Staff : **88.2**  
 Total Enrolments : **1158**  
 Girls Enrolments : **1158**  
 Boys Enrolments : **0**

Full-Time Equivalent Teaching Staff/Enrolment : **0.11**

#### Enrolments

Year	Enrolments	Change vs prev. year	Change vs 2008
2021 Enrolments	1,159	-0.96%	19.99%
2020 Enrolments	1,169	-1.1%	20.91%
2019 Enrolments	1,191	2.79%	22.26%
2018 Enrolments	1,149	0.26%	19.94%
2017 Enrolments	1,146	0.97%	19.63%
2016 Enrolments	1,135	4.92%	17.40%
2015 Enrolments	1,099	2.93%	12.63%
2014 Enrolments	1,087	2.62%	9.42%
2013 Enrolments	1,090	0%	6.63%
2012 Enrolments	1,090	1.79%	6.63%
2011 Enrolments	1,012	2.64%	4.76%
2010 Enrolments	996	1.02%	2.07%
2009 Enrolments	976	1.04%	1.04%
2008 Enrolments	966	Not Available	0%

#### Average Fee - 2020

\$ per Student	\$36,752
----------------	----------

(Source: ACARA data released March 2022)

**A  
C  
A  
R  
A**

# Why have a Strategic Plan? Why have a Marketing Plan?

# 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

# Mapping Demo

- Imaginary Jells Park school on our website
- <http://map.spectrumanalysis.com.au/mapserver/DemoJellsCollege/Map.html>



# Thank you

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

**Google Reviews most welcome!**

This presentation will be added to the  
Spectrum Analysis website in the Blog section

# Next Online Webinar

## Geodemographic Analysis for Schools, Colleges and Universities

With Peter Buckingham

Wednesday 15 February 2023

12:00pm – 1:00pm AEDT (UTC +11)

**Register now** – everyone who registers will receive the slides and video recording link

**Eventbrite** <https://spectrumanalysis10.eventbrite.com.au> **or**

**LinkedIn** <https://www.linkedin.com/events/geodemographicanalysisforschool7001308785046695937>

(see who else has already registered)

# Keep Up to Date

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

[peterb@spectrumanalysis.com.au](mailto: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/spectrumanalysis>

<https://www.youtube.com/@spectrumanalysisaustralia>

Subscribe to Strategy News for Schools Monthly Email Newsletter <http://eepurl.com/gGinJT>



# Questions



<https://spectrumanalysis.com.au/contact-us>

Visit this link and click on the icons to Follow us online