“Geodemographic analysis for schools” Making data based decisions for the development of your school

Presented by

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What does “Analysis” cover?

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

SPECTRUM ANALYSIS

Publically available data to understand

- Socio Economic Index for Areas (SEIFA)
- Census 2016 & 2021 (including ethnicity and religion)
- Census 2021 data related to type of school attended
- ABS pop projections 2017 – 2032 (Total and School Age)
- MySchools + ACARA data
- ACECQA ELC etc

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Your information

- 2021 & 2023 student data (also 2016 if available?)
  - DOB, address, feeder school, class year, use school buses?
- Future enrolments
  - DOB, address feeder school (if known), year of admission and class year
- Alumni
  - whatever data is available
- Private Bus Routes and student users
- Boarders past, current and future (if a boarding school)

SPECTRUM ANALYSIS

Mapping makes data easy to find

Imaginary Jells Park school on our website

https://map.spectrumanalysis.com.au/mapserver/DemoJellsCollege/Map.html

SPECTRUM ANALYSIS

Analysis

Using data to make better business decisions

SPECTRUM ANALYSIS

Exerts from our Demo Jells College Analysis

https://spectrumanalysis.com.au/wp-content/uploads/spectrum-analysis-australia-jells-college-sample-geodemographic-analysis-report.pdf

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Project Instructions

- Map out Jells College's current 2023, 2021 & 2016 students
- Map out all future enrollments and alumni
- Penetration analysis based on Non-Government (Incl. Catholic) Students from the census 2021
- To compare various demographic trends across 2021 Census data with student Penetrations
- Define Primary & Secondary Catchment Areas
- Provide possible new areas for Marketing based on demographics and low penetrations
- Map out the current Bus Routes and make recommendations for any new possible Bus Routes

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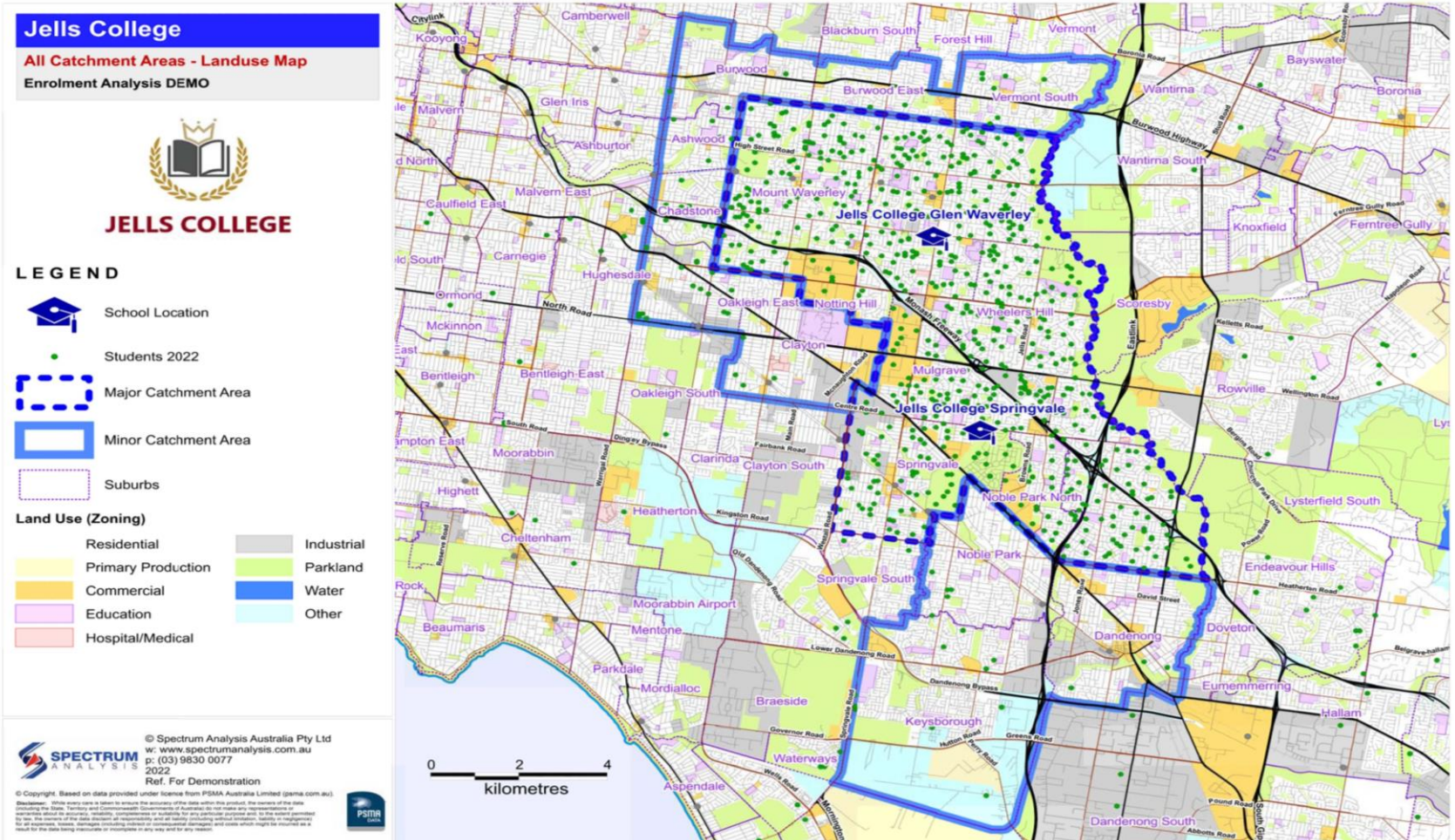
Catchment Areas



Comparisons Demographics

Census 2021

Description	Major Catchment Area	Minor Catchment Area	Greater Melbourne	VIC	Australia
Population	168,610	172,886	4,673,395	5,917,769	23,349,292
Population 5 – 18 year olds	27,144	21,618	764,461	978,085	3,980,960
% 5 – 18 year olds	16.10%	12.50%	16.36%	16.53%	17.05%
Growth total population % 2017 – 2032 (ABS)	14.79%	39.08%	35.67%	31.15%	24.78%
Growth 5 – 18 year old % 2017 – 2032 (ABS)	15.42%	40.07%	38.01%	31.85%	22.32%
Average SEIFA Score	1,023	980	1,024	1,010	1,004
Average Household Income	$93,948	$83,621	$98,335	$92,909	$94,806
Average Age	40	37	38	38	39
% Islamic	4.6%	8.7%	4.0%	3.3%	2.6%
% Catholic	19.6%	19.1%	23.5%	23.2%	22.6%

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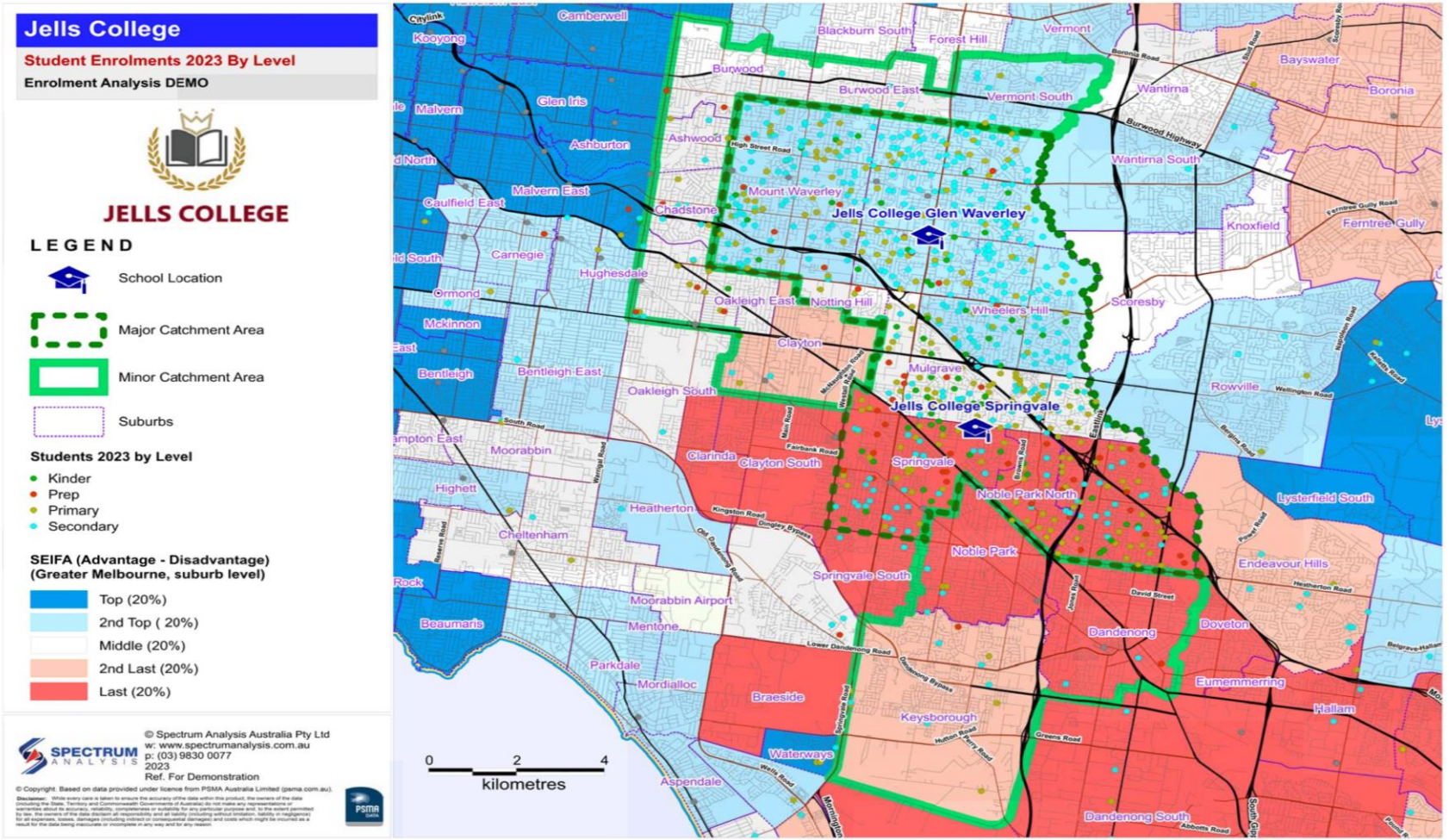
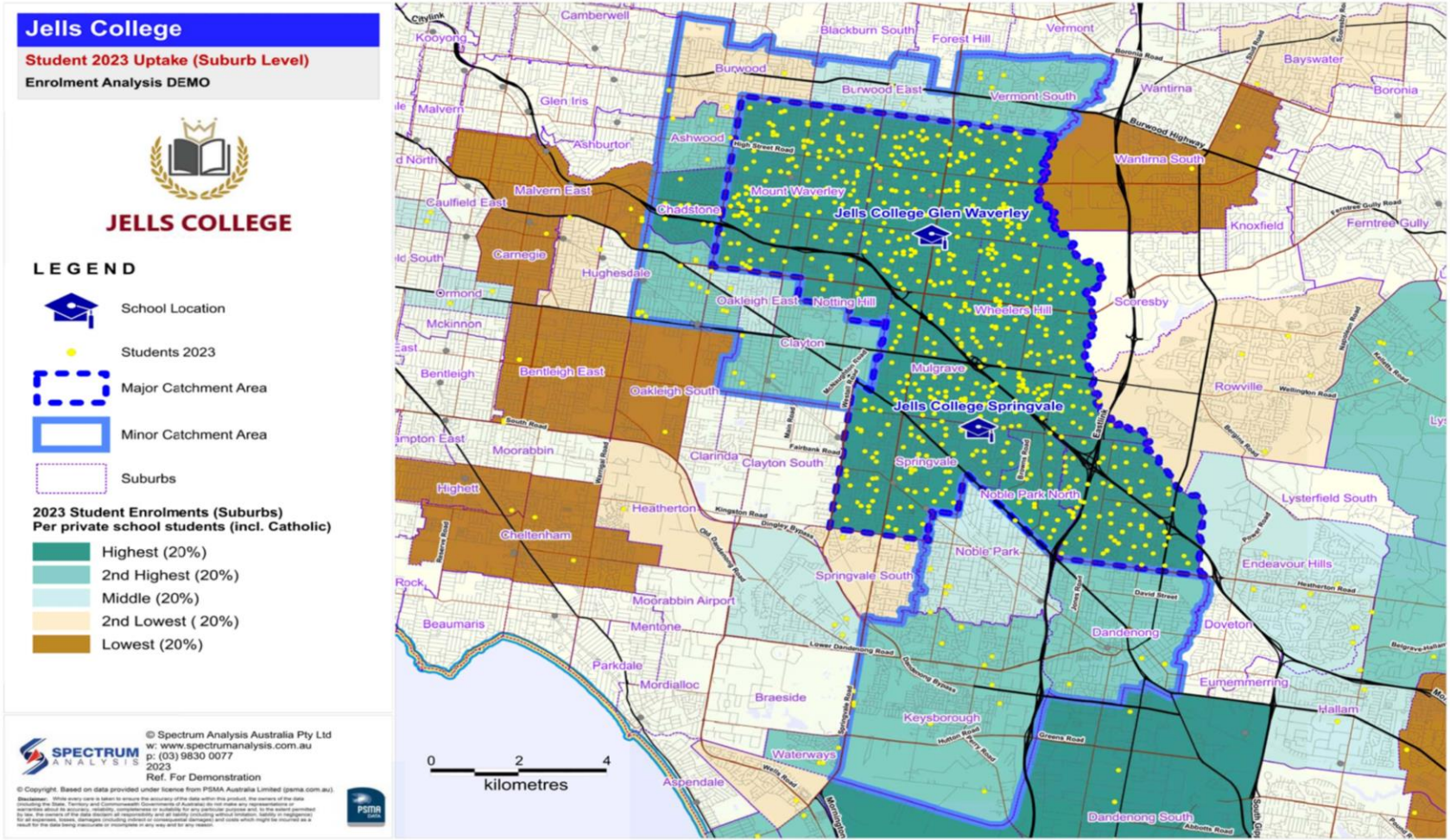
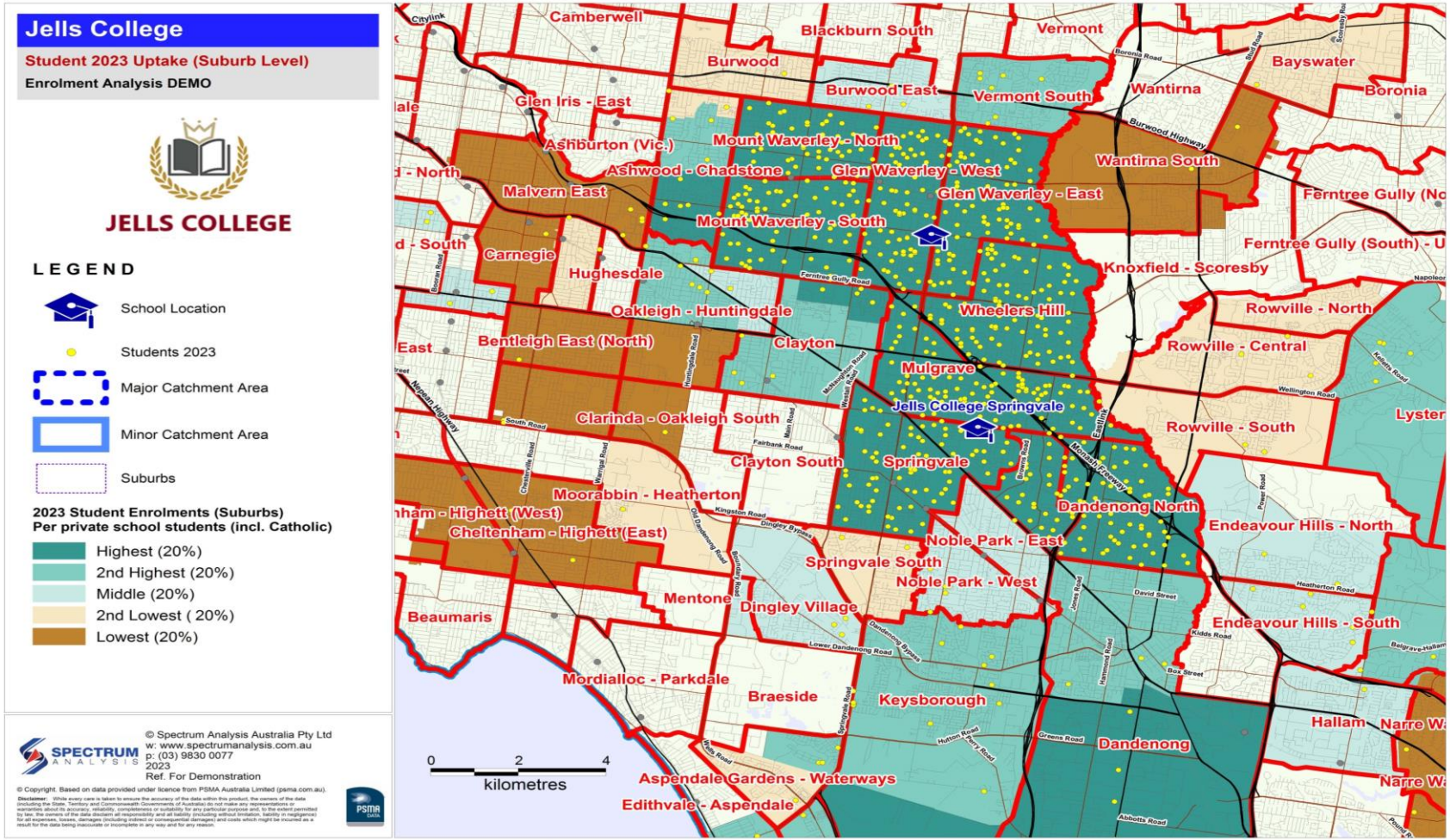
Student Enrolment 2023 vs. SEIFA



Student Uptake 2023

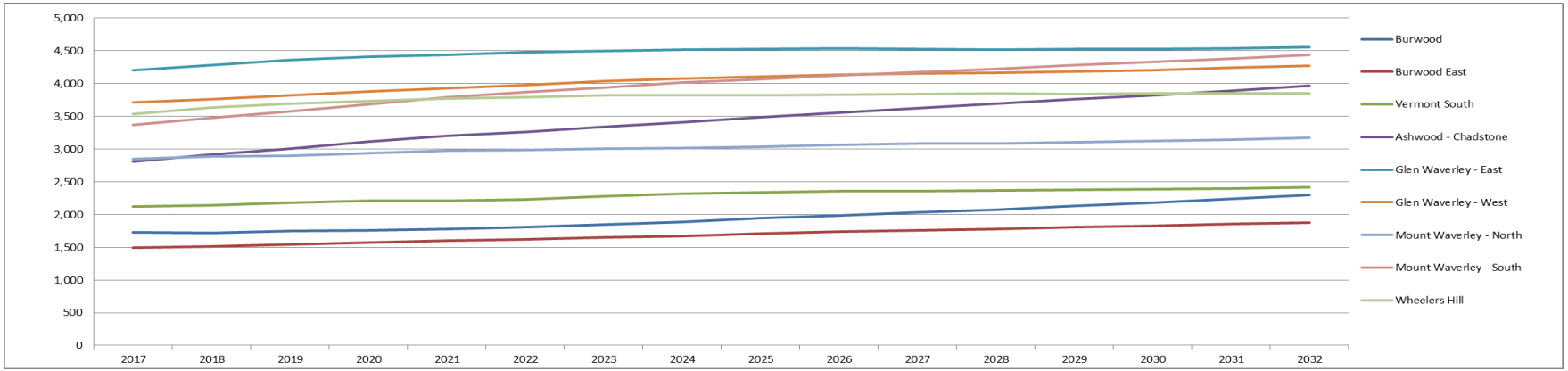


Areas 2 (SA2s) Map



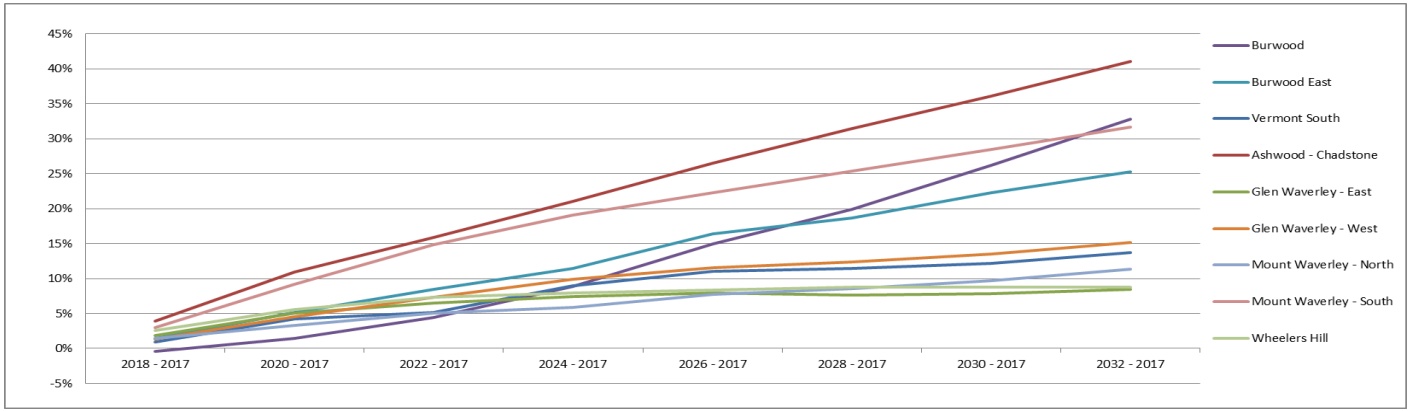
Growth of areas (SA2) 2017– 2032
Aged 5-18

SA2s	Census 2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032
Burwood	1,642	1,730	1,723	1,744	1,755	1,781	1,807	1,841	1,883	1,941	1,988	2,037	2,074	2,128	2,182	2,239	2,298
Burwood East	1,381	1,494	1,515	1,541	1,570	1,596	1,619	1,645	1,665	1,706	1,739	1,754	1,773	1,803	1,826	1,851	1,871
Vermont South	1,992	2,122	2,142	2,175	2,211	2,207	2,232	2,278	2,313	2,342	2,355	2,355	2,365	2,373	2,381	2,398	2,413
Ashwood - Chadstone	2,653	2,810	2,920	3,008	3,117	3,201	3,258	3,334	3,403	3,487	3,556	3,622	3,694	3,760	3,825	3,892	3,963
Glen Waverley - East	3,917	4,200	4,280	4,363	4,412	4,443	4,475	4,498	4,513	4,529	4,533	4,529	4,522	4,527	4,531	4,538	4,556
Glen Waverley - West	3,527	3,707	3,758	3,818	3,875	3,931	3,980	4,031	4,075	4,107	4,134	4,152	4,166	4,187	4,206	4,240	4,271
Mount Waverley - North	2,720	2,845	2,885	2,900	2,940	2,974	2,988	3,001	3,013	3,035	3,065	3,079	3,088	3,108	3,120	3,145	3,168
Mount Waverley - South	3,041	3,371	3,472	3,572	3,679	3,790	3,870	3,939	4,014	4,066	4,123	4,174	4,225	4,284	4,331	4,381	4,439
Wheelers Hill	3,191	3,537	3,629	3,692	3,733	3,767	3,795	3,819	3,819	3,817	3,833	3,838	3,845	3,844	3,846	3,852	3,848
TOTAL Trade Area	**24,064**	**25,815**	**26,323**	**26,813**	**27,292**	**27,690**	**28,024**	**28,386**	**28,698**	**29,029**	**29,325**	**29,541**	**29,753**	**30,014**	**30,249**	**30,535**	**30,827**
Greater Melbourne	**769,085**	**827,027**	**851,012**	**873,786**	**896,674**	**919,981**	**939,107**	**960,294**	**981,633**	**1,003,197**	**1,023,736**	**1,042,911**	**1,062,195**	**1,082,332**	**1,101,678**	**1,121,365**	**1,141,418**

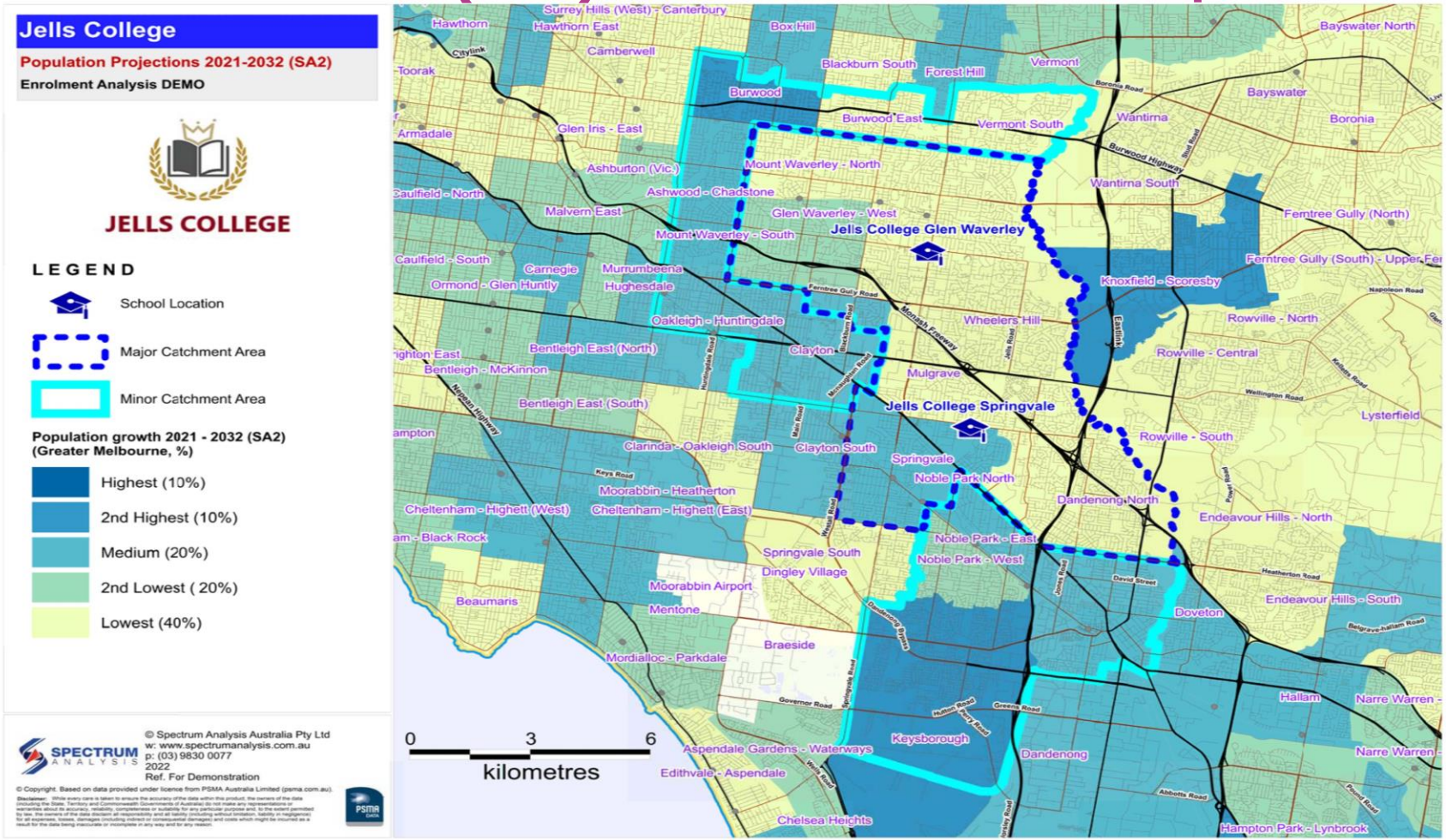


Growth of areas (SA2) 2017– 2032
Aged 5-18 (2)

SA2s	2018 - 2017	2020 - 2017	2022 - 2017	2024 - 2017	2026 - 2017	2028 - 2017	2030 - 2017	2032 - 2017
Burwood	-0.42%	1.47%	4.45%	8.88%	14.95%	19.91%	26.17%	32.85%
Burwood East	1.44%	5.14%	8.42%	11.48%	16.40%	18.71%	22.25%	25.29%
Vermont South	0.96%	4.20%	5.20%	9.02%	11.01%	11.48%	12.22%	13.73%
Ashwood - Chadstone	3.90%	10.91%	15.94%	21.09%	26.53%	31.47%	36.10%	41.01%
Glen Waverley - East	1.90%	5.04%	6.53%	7.44%	7.93%	7.65%	7.88%	8.47%
Glen Waverley - West	1.36%	4.52%	7.36%	9.92%	11.52%	12.38%	13.47%	15.21%
Mount Waverley - North	1.41%	3.32%	5.03%	5.89%	7.72%	8.53%	9.67%	11.34%
Mount Waverley - South	2.99%	9.15%	14.81%	19.09%	22.30%	25.33%	28.48%	31.67%
Wheelers Hill	2.62%	5.55%	7.31%	7.98%	8.37%	8.74%	8.76%	8.80%
TOTAL Trade Area	**1.97%**	**5.72%**	**8.56%**	**11.17%**	**13.60%**	**15.25%**	**17.18%**	**19.41%**
Greater Melbourne	**2.90%**	**8.42%**	**13.55%**	**18.69%**	**23.79%**	**28.44%**	**33.21%**	**38.01%**

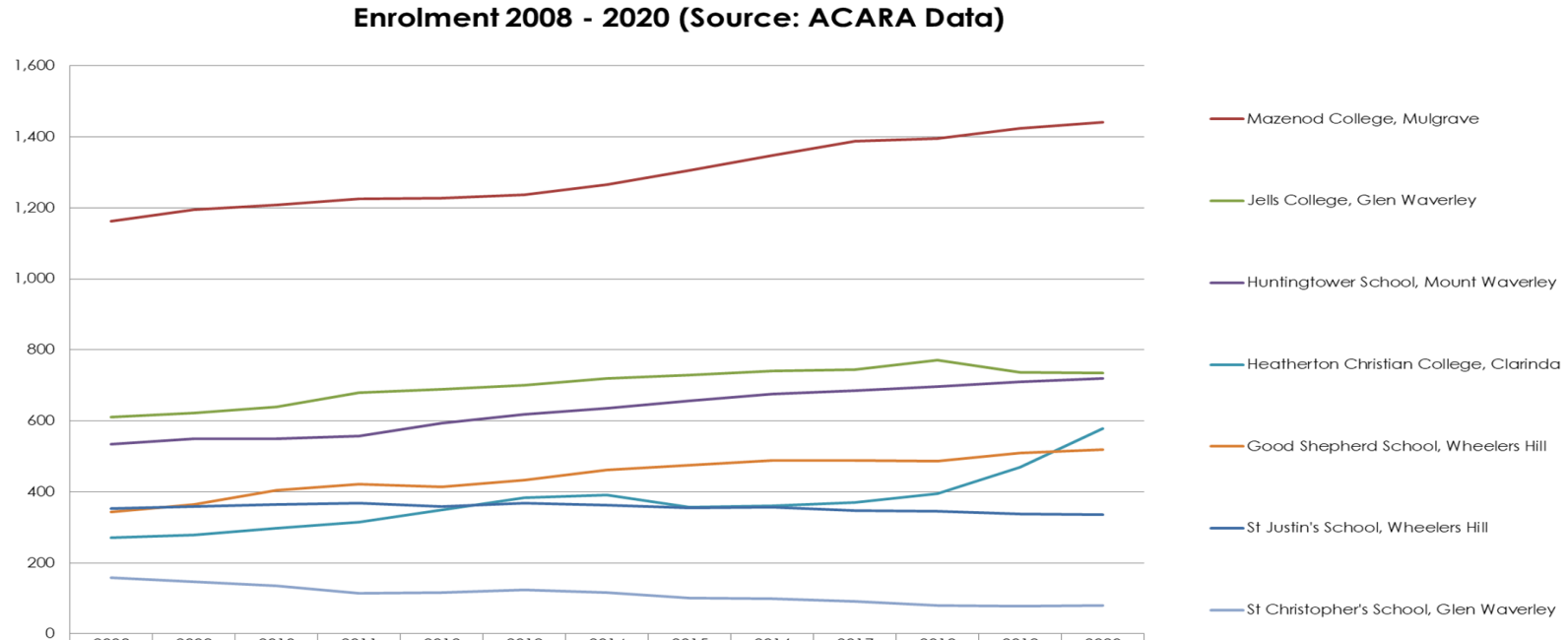


Growth of areas (SA2) 2021– 2032 – Total Population



Competition Info (2) - Enrolment 2008-2020

*data from ACARA



	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Mazenod College, Mulgrave	1,162	1,195	1,209	1,225	1,227	1,238	1,266	1,306	1,348	1,387	1,395	1,425	1,442
Jells College, Glen Waverley	610	622	640	680	690	700	720	730	740	745	771	736	735
Huntingtower School, Mount Waverley	535	549	549	557	593	619	636	657	675	686	697	711	720
Heatherton Christian College, Clarinda	271	279	297	315	350	384	391	356	360	370	396	469	579
Good Shepherd School, Wheelers Hill	344	365	405	422	415	433	462	475	488	488	487	510	519
St Justin's School, Wheelers Hill	354	358	364	369	359	368	362	355	357	347	345	338	336
St Christopher's School, Glen Waverley	159	146	135	115	116	124	116	102	99	91	81	79	80

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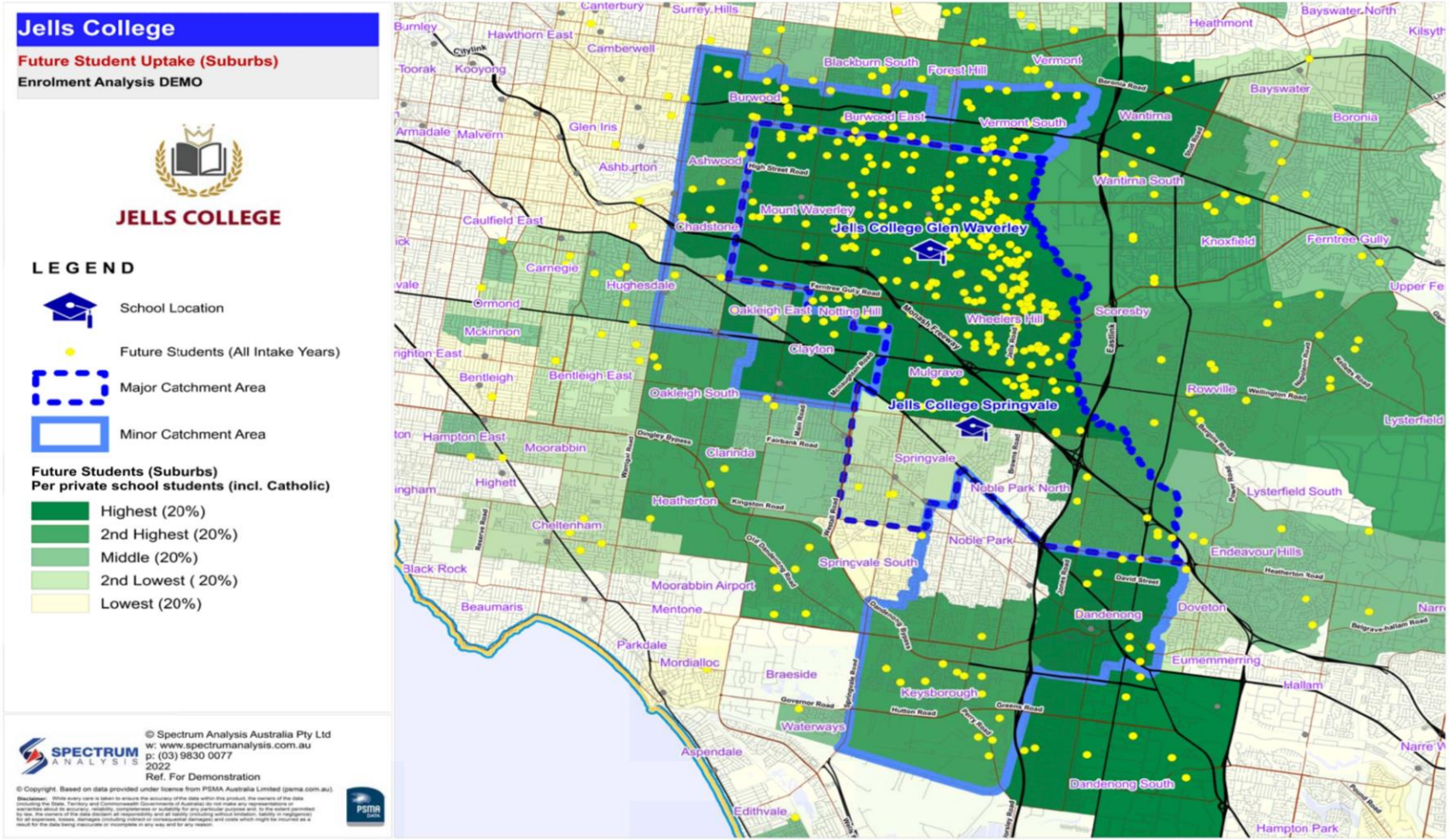
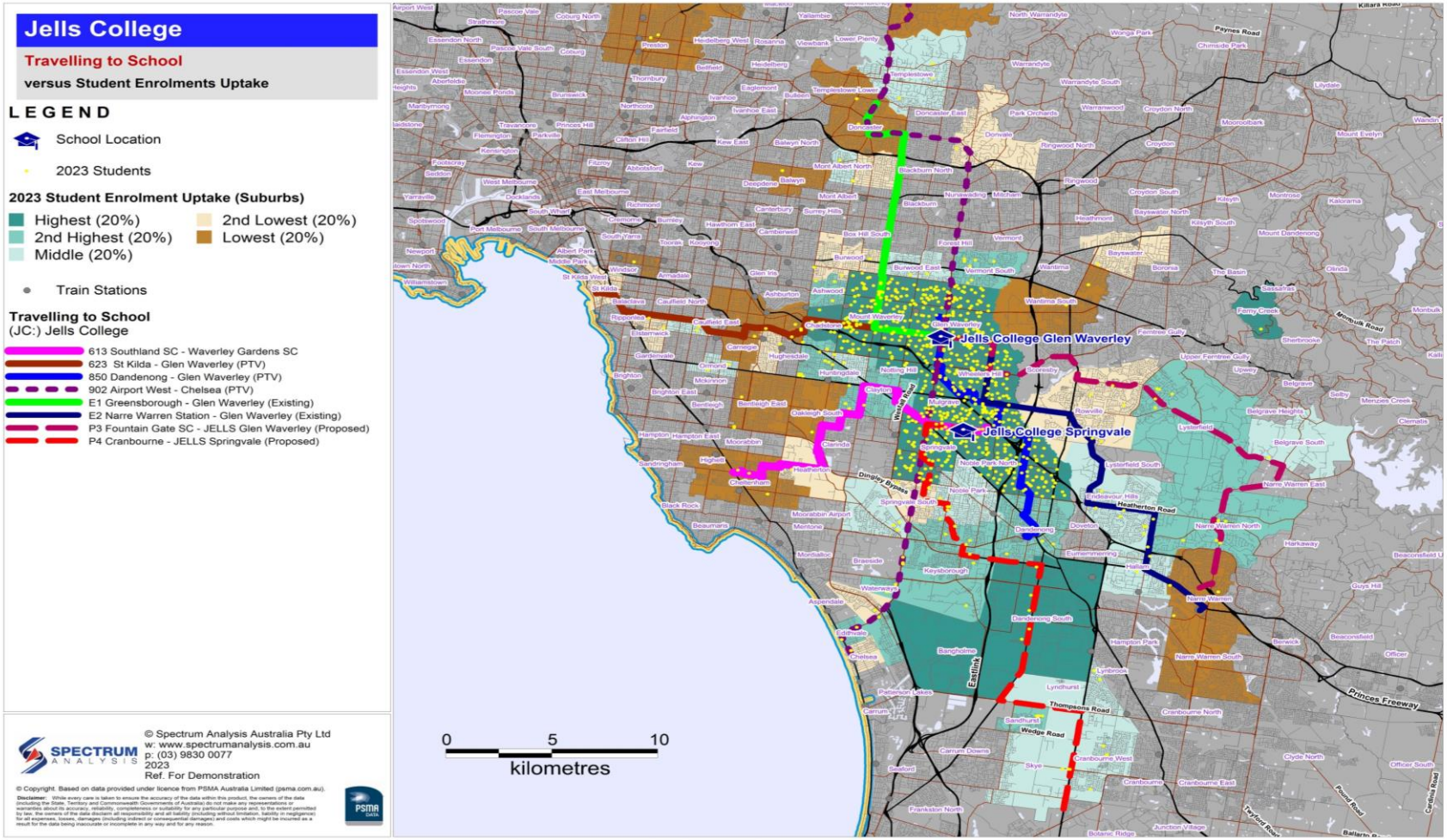
Future Enrolment Uptake



Transport vs. current enrolment



5, 10 and 15 minute drive times from school

Jells College

Drive time from School

versus Student Enrolment Uptake

JELLS COLLEGE

LEGEND

School Location

2023 Students

2023 Student Enrolment Uptake (Suburbs)

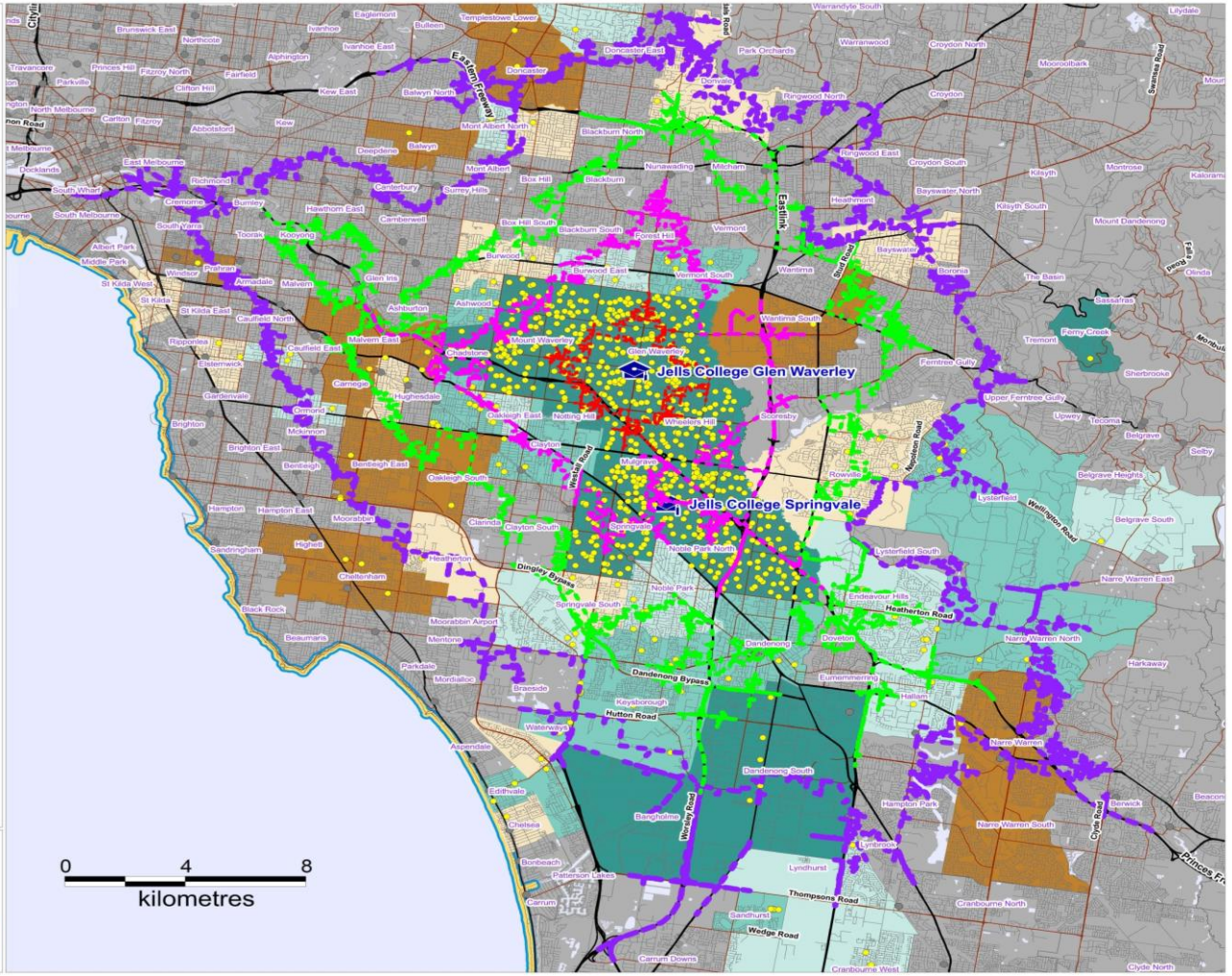
- Highest (20%)
- 2nd Highest (20%)
- Middle (20%)
- 2nd Lowest (20%)
- Lowest (20%)

Within 5min drive from Main Campus

Within 10min drive from Main Campus

Within 15min drive from Main Campus

Within 20min drive from Main Campus



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PSMA DATA

Boarders

	Boarders 2023	Boarders 2016
Total	**49**	**25**
Victoria	**10**	**9**
Warragul	4	0
Woodend	3	0
Merbein	0	3
Inverloch	0	2
Indigo Valley	0	1
Other	3	3
New South Wales	**0**	**10**
Albury - Wodonga	0	4
Griffith	0	3
Other	0	3
South Australia	**0**	**3**
Adelaide	0	3
Northern Territory	**23**	**0**
Darwin	8	0
Katherine	7	0
Alice Springs	3	0
Other	5	0
Overseas	**16**	**3**
Hong Kong	5	0
China	3	0
Germany	1	0
Singapore	1	0
Other	6	3

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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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Questions

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Keep Up to Date

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

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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.

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Examples of information and applications

SPECTRUM ANALYSIS

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%

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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%

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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%

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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%

SPECTRUM ANALYSIS

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%

SPECTRUM ANALYSIS

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

SPECTRUM ANALYSIS

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	0.58%	10%
2020 Enrolments	2,252	-0.92%	9.37%
2019 Enrolments	2,273	3.19%	10.39%
2018 Enrolments	2,203	4.01%	6.99%
2017 Enrolments	2,119	-0.09%	2.87%
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	2.91%	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	$29,411

(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	1,158	-0.86%	19.89%
2020 Enrolments	1,168	-1.1%	20.91%
2019 Enrolments	1,181	2.79%	22.26%
2018 Enrolments	1,149	0.26%	19.04%
2017 Enrolments	1,146	0.97%	18.63%
2016 Enrolments	1,135	4.32%	17.49%
2015 Enrolments	1,088	2.99%	12.63%
2014 Enrolments	1,057	2.62%	9.42%
2013 Enrolments	1,030	0%	6.63%
2012 Enrolments	1,030	1.78%	6.63%
2011 Enrolments	1,012	2.64%	4.76%
2010 Enrolments	986	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)

ACARA

SPECTRUM ANALYSIS