



**OAKLEIGH
GRAMMAR**

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CRICOS Registration Number 03423G

July, 2025

To Whom It May Concern

Oakleigh Grammar has used the services of Spectrum and the team lead by Peter Buckingham on two occasions over the past six years to assist our strategic planning and management.

The presentation to our Executive Leadership, Marketing and Admissions teams was specific, tailored and informative, with the quality demographic data enabling us to develop strategies for future enrolment and marketing planning.

I have no hesitation in recommending Peter and his team at Spectrum to any organisation seeking an understanding of their demographics.

We look forward to a continuing relationship with Spectrum.

Yours sincerely

Mark Robertson

Principal

B Ed, M Ed St, FACEL, MACE, AFAIM, GAICD



11th July 2025

To whom it may concern,

The Industry School first commissioned Peter Buckingham and the team from Spectrum Analysis in early 2025 to provide demographic analyses and enrolment information for our current and future schools.

The information has been very detailed and easily digestible, assisting the Executive and Board to make strategic, data-informed decisions about enrolment potential, market share, and new campuses. As a result of the work by Spectrum Analysis, we have strengthened our enrolment targeting and reviewed our growth strategy for more sustainable outcomes.

What will be particularly helpful is access to the dynamic, live mapping tool – updated with the latest Census data and other information – for continued strategic planning and evaluation.

We highly recommend Peter and the team at Spectrum Analysis to anyone seeking trend analysis, demographic data, and market potential insights.

Regards,

Nicole de Vries
Director of Brand



9 July 2025

To Whom It May Concern,

We engaged Peter Buckingham and the team at Spectrum Analysis in 2021 to undertake a detailed demographic analysis of our School's catchment and enrolment patterns—both current and projected. As a small school operating in a highly competitive education market, we were seeking data-driven insights to help us target our marketing efforts more effectively within a limited budget.

The report and mapping tool delivered by Spectrum Analysis was comprehensive, informative, and highly valuable. It provided us with clear guidance on where to focus our marketing efforts and helped us better understand key enrolment trends and demographic shifts relevant to our School Community.

Since implementing their recommendations, we have been able to make more informed, strategic decisions across our marketing and enrolment initiatives. The depth of data and clarity of insights have made this a powerful tool for our planning. The analysis was not only extensive and insightful, but also presented in a way that was easy to understand and apply.

We would be pleased to recommend Peter and the team at Spectrum Analysis to any marketing or enrolments team seeking to strengthen their understanding of their market. Their expertise, professionalism, and commitment to delivering data-led outcomes have been exceptional.

Yours sincerely

A handwritten signature in blue ink, appearing to be 'm' followed by a long horizontal stroke.

Mary Marino
Marketing and Communications Manager



ORMISTON COLLEGE

10 September 2024

To whom it may concern

Ormiston College has engaged the services of Spectrum Analysis on several occasions undertaking detailed demographic studies in 2013 and again in 2023.

The high-quality data presented provides valuable insights to inform future enrolment marketing strategies. Ongoing updates to mapping also support operational plans for bus routes.

We have found the service from Spectrum Analysis staff to be of a high standard, professional and responsive.

Any business looking to further enhance their strategic operations would be well served by engaging Peter Buckingham and his team.

Yours faithfully

Sonvir Johal
Business Manager



SIENA
COLLEGE
CAMBERWELL

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Telephone: +613 9835 0200



8 August 2024

To Whom it May Concern

Siena College commenced working with Spectrum Analysis in 2023.

The mapping and demographic data tools provided by Spectrum have been invaluable to us in the analysis of our enrolment data, the planning of our targeted marketing campaigns, and even a review of our bus routes. Our Admissions and Development Teams have found these to be integral tools when shaping our strategies in an increasingly competitive landscape.

Peter, Van and their team bring extensive knowledge of the education sector and a deep understanding of the importance of data-driven decision making. I highly recommend Spectrum Analysis to any school seeking to enhance their understanding of their demographics.

Kind regards

Amy Stubbs

Head of Development



WHITEFRIARS
CATHOLIC COLLEGE FOR BOYS

30 July 2024

To whom it may concern,

Whitefriars College engaged Peter Buckingham and the team at Spectrum Analysis in 2023 to provide a demographic analysis of our enrolment catchment as part of a broader review of our marketing and engagement practices at Whitefriars.

The results of this analysis have greatly assisted us in developing a better understanding of our enrolment demographics and catchment areas which has aided us in moving towards a more targeted and strategic approach to our marketing and engagement plan.

We are excited at the prospect of continuing to work with Spectrum as we develop a broader understanding of enrolment and demographic patterns over time.

I am very pleased to recommend Peter and his team to schools who are wishing to define a more comprehensive and clear understanding of their local demographic supporting future enrolments.

Yours sincerely

Mark Murphy
Principal

July 2024

To Whom It May Concern,

Newcastle Grammar School has been a customer of Spectrum Analysis for several years. The detailed data and map-based demographic analysis is followed closely at both Board and Management levels to guide our strategy and key operational decisions. For example, mapping our major and minor catchment zones against other variables such as school bus routes. In addition, we appreciate the customer service that has enabled us to add additional elements relevant to our needs.

I have no hesitation in recommending Peter Buckingham and Spectrum Analysis who are interested in understanding their demographics and markets.

Regards,

Mr Matt Macoustra
Head of School

TINTERN GRAMMAR

EXCELLENCE & CONFIDENCE, SIDE BY SIDE.

Peter Buckingham
Spectrum Analysis
Suite 6, 407 Canterbury Road
Surry Hills VIC 3127

28 March 2024

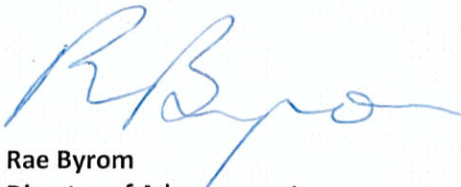
Dear Peter

Thank you for providing complete analysis of our current, future and past communities in 2023. The information was invaluable to help the School plan for future growth areas, target our marketing strategies, plan our bus routes and plan our future reunions.

The analysis provided was clear and easy to understand and the map and program are intuitive to use. The analysis provided the School actionable outcomes and your staff are a pleasure to deal with.

The School looks forward to continuing our relationship with Spectrum.

Yours sincerely



Rae Byrom
Director of Advancement

19 March 2024

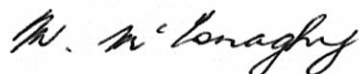
TO WHOM IT MAY CONCERN

Queenwood recently commissioned Peter Buckingham from Spectrum Analysis to undertake some work with us to provide a demographic analysis of our School.

In a highly competitive market, it was invaluable to have the detailed data and insightful analysis which was provided to the School from the work undertaken by Spectrum Analysis.

Peter and his team were easy to work with and very responsive as the School interrogated the data for a full understanding. I have no hesitation in recommending Peter and Spectrum Analysis to any School seeking a deeper understanding of the demographic of their business.

Yours sincerely



Mrs Marise McConaghy
Principal

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AUSTRALIA

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QUEENWOOD.NSW.EDU.AU

13 July 2023

To Whom It May Concern

Ivanhoe Grammar School engaged Peter Buckingham and the team at Spectrum Analysis in 2023 to provide a demographic analysis of our campuses.

The information provided was very detailed and has assisted management and the Board in making informed decisions regarding enrolment and marketing strategies into the future.

We look forward to receiving updates from Peter and his team into the future.

I have no hesitation in recommending Peter and Spectrum Analysis to support any school in understanding potential enrolment patterns into the future.

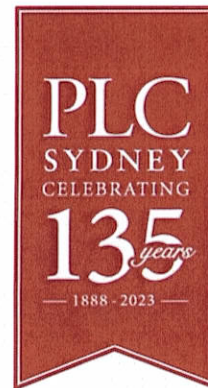
Yours sincerely



Gerard Foley
Principal



3 May 2023



TO WHOM IT MAY CONCERN

I write to recognise and commend the work of Peter Buckingham and Spectrum Analysis to all school leaders. PLC Sydney engaged Spectrum to undertake a study of our current and future enrolments. The work Peter did was superb.

As a result we have a very clear idea of the schools and suburbs in which our students currently reside, and where future enrolments are likely to come from. His analysis of the incomes of different areas is exceptionally helpful. We have details about the percentage of families within an income bracket that send their daughters to us.

These data help us plan bus runs, advertising and events. We are so grateful for his expertise.

Yours sincerely

A handwritten signature in black ink that reads 'Paul Burgis'.

Dr Paul Burgis
Principal



9 March 2023

TO WHOM IT MAY CONCERN

St Mary's College St Kilda East enlisted Spectrum Analysis in 2022 to support the proposed capital development and branding relaunch of the College.

The extensive and high-quality demographic data provided has been invaluable in informing the future enrolment marketing strategy of the College. The mapping tool has enabled us to establish a much deeper understanding of past and future enrolment trends and has been integral in informing the branding relaunch.

I am very happy to recommend Peter and his team to schools who are looking to better understand their demographics and markets.

Terry Blizzard





FROM THE DIRECTOR OF ADVANCEMENT

PO Box 2900, Toowoomba Qld 4350
24 Margaret Street, Toowoomba Qld 4350
Tel: 07 4687 2519 Fax: 07 4687 2554
Email: t.wilson@twgs.qld.edu.au
Website: www.twgs.qld.edu.au

July 2022

TO WHOM IT MAY CONCERN

Toowoomba Grammar School commenced working with Spectrum Analysis in 2021.

Their demographic data and mapping tools have assisted us in analysing data pertaining to our past, present and future enrolments.

Given the highly competitive nature of school enrolments and finite school marketing and enrolment budgets, this data is helping our decision making processes for enrolment and marketing strategies. Knowing that the Spectrum Analysis data is backed by ABS data gives us great decision making confidence.

Peter, Dorianne and the team are all knowledgeable about the education sector and the need for data driven decision making. They have also made setting up our TGS reporting very easy.

I highly recommend Spectrum Analysis to other organisations looking to further enhance their strategic operations.

Yours sincerely

Tammy Wilson
DIRECTOR OF ADVANCEMENT



Loreto
Normanhurst

June 27, 2022

Dear Peter,

A sincere thank you for the support you and your team have provided to Loreto Normanhurst.

The Spectrum Analysis tools have allowed us to approach our enrolments with greater focus. The mapping tool has informed the development and targeting of advertising campaigns, the location of events, and review of our bus routes. It has been a game changer to underpin our plans with the data-based insights that Spectrum Analysis has helped to unlock.

I am happy to recommend Spectrum Analysis to any school looking to step change their strategy and the return on investment for their precious people and financial resources.

Kind Regards,

Sarah Ryan
CHIEF MARKETING OFFICER

An independent Catholic
day and boarding school for
girls in Years 5-12

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Loreto Normanhurst Limited
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CRICOS Provider Code: 0:



ST JOSEPH'S COLLEGE

HUNTERS HILL

6 June 2022

TO WHOM IT MAY CONCERN

Dear Sir/Madam

Re: Peter Buckingham - Spectrum Analysis

St Joseph's College has been using the services of Peter Buckingham and the team at Spectrum Analysis for several years. I recommend their services to you.

They have always been responsive to our requests and have provided exceptionally good customer service with a quality demographic data analysis product. The reports and mapping tools enable us to critically look at our enrolment data and develop strategies for future planning in relation to our enrolments and marketing strategy.

The process of providing data and feedback from the team at Spectrum Analysis has been very efficient and they have responded positively to our requests for additional analysis and data.

I have no hesitation in recommending Spectrum Analysis to other schools and organisations interested in understanding their markets and demographics.

Yours sincerely

Matt Easdown
Director of Business Services



KNOX GRAMMAR SCHOOL

November 2021

TO WHOM IT MAY CONCERN

Knox Grammar School first commissioned Peter Buckingham and the team at Spectrum Analysis in 2016, to provide demographic and other information pertinent to the past, present and future enrolment communities at the School. Since that time, we have commissioned updates and further studies, most recently this year.

In a rapidly changing demographic landscape, and in a highly competitive education environment, it is crucial to understand where, and from whom, enrolments originate, and will originate, in order for informed decisions on planning and strategy, to take place. In that respect, we have found the reports, and the manner in which they are provided, extremely informative and helpful.

Peter and his team demonstrate an awareness of the education landscape, and the needs of our school, and exhibit this both in their reports, and in their personal interactions with us.

I have no hesitation in recommending Peter and Spectrum Analysis.

Yours sincerely

Martin Gooding

Head of Enrolments

Knox Grammar School



MALEK FAHD ISLAMIC SCHOOL

ABN: 41003 864 891

KNOWLEDGE IS LIGHT & WORK IS WORSHIP

www.mfis.nsw.edu.au

24 August 2021

TO WHOM IT MAY CONCERN

Malek Fahd Islamic School recently commissioned a demographic report from Peter Buckingham and Spectrum Analysis, and I would gladly recommend their service to any organisation.

Spectrum provided a very professional and efficient service. The report presented was detailed and extremely helpful in the development of the School's Strategic Plan.

I recommend them to any school interested in ensuring they plan effectively to cater for possible enrolment opportunities.

Yours sincerely

Mr Bruce Rixon
Principal

Greenacre Campus

405 Waterloo Road, GREENACRE NSW 2190

PO Box 5548

CHULLORA NSW, Australia 2190

Hoxton Park Campus

210 Pacific Palms Circuit,
HOXTON PARK NSW 2171

PO Box 283

HOXTON PARK NSW, Australia 2171

Beaumont Hills Campus

20 Mungerie Road, BEAUMONT HILLS NSW 2155

PO Box 6486

ROUSE HILL, NSW, Australia 2155

From: Jessica Apperley [mailto:japperley@tasc.nsw.edu.au]
Sent: Tuesday, 29 June 2021 3:49 PM
To: Peter Buckingham
Cc: Michael Newman; Scott Grant
Subject: Thank you - EIF Applications

Hi Peter,

Just a quick note to thank you and your team for providing the demographic reports to accompany our EIF applications.

These applications were successfully submitted to the AIS on Friday, so now we wait for what will hopefully be a positive outcome.

Please pass on my thanks to all those involved.

We have received your invoice and I have processed for payment.

Thanks again

Jessica



Jessica Apperley
Business Partner

 0418 961 783

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 02 8567 4048

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 www.tasc.nsw.edu.au

[Hurstville NSW 2220](#)

Unless explicitly attributed, this email does not necessarily represent the official view of The Anglican Schools Corporation.



OAKLEIGH GRAMMAR

EMPOWERING YOUNG MINDS

November 2019

TO WHOM IT MAY CONCERN

Recently Oakleigh Grammar commissioned the services of Spectrum and their team lead by Peter Buckingham.

Tracking and analysis tools are essential resources within the highly competitive market of Independent School enrolments.

Both our Executive Leadership and Admissions Teams have found the Spectrum Analysis data, specific and tailored to our School, to be integral to our strategic planning and management.

I have no hesitation in recommending the services of Peter and his team at Spectrum to any organisation seeking a deeper understanding of the demographics of their business.

Yours Sincerely

Mark Robertson

Principal

B Ed, M Ed St, AMACEL, MACE, AFAIM, MAICD



OAKLEIGH GRAMMAR

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CAMBERWELL

GRAMMAR SCHOOL

FROM THE HEADMASTER

4 April 2019

TO WHOM IT MAY CONCERN

We have recently commissioned a report from Peter Buckingham and Spectrum Analysis, and I am pleased to commend their work to you. In a competitive market, information is a vital tool. Spectrum were able to give us detailed data and insightful analysis, which we have been able to incorporate into our strategic planning.

We have found the service from Spectrum to be excellent – the data is presented in a variety of ways and their maps have been particularly helpful. They have been timely in the presentation of their reports and have followed up with face to face meetings characterised by frank and honest discussions.

I have no hesitation in recommending Peter and Spectrum to any organisation seeking deeper understanding of the demographics of their business.

Yours sincerely

Paul Hicks
Headmaster



24 April 2009

TO WHOM IT MAY CONCERN

Brighton Grammar School has made use of the services of Spectrum Analysis on a number of occasions. In a very competitive market place it is important to ensure that the school is able to plan strategically, using the most accurate information and advice possible.

The School has found Spectrum Analysis to provide personal, expert service in a most efficient manner. We have found their analysis of population trends and advice on the school's capacity to increase its enrolment base to be very useful.

I recommend them to any school interested in ensuring they plan effectively to cater for possible enrolment capture changes.

Michael S. Urwin
HEADMASTER
Email: msurwin@brightongrammar.vic.edu.au