



ALLIANCE FOR BETTER
CHILDCARE DEVELOPMENTS

18 SEPT 2025
4:30PM - 5:30PM



ABCD WEBINAR SERIES



By Peter Buckingham
Co-Founder and Managing Director
Spectrum Analysis Australia



The Data Behind Location Success

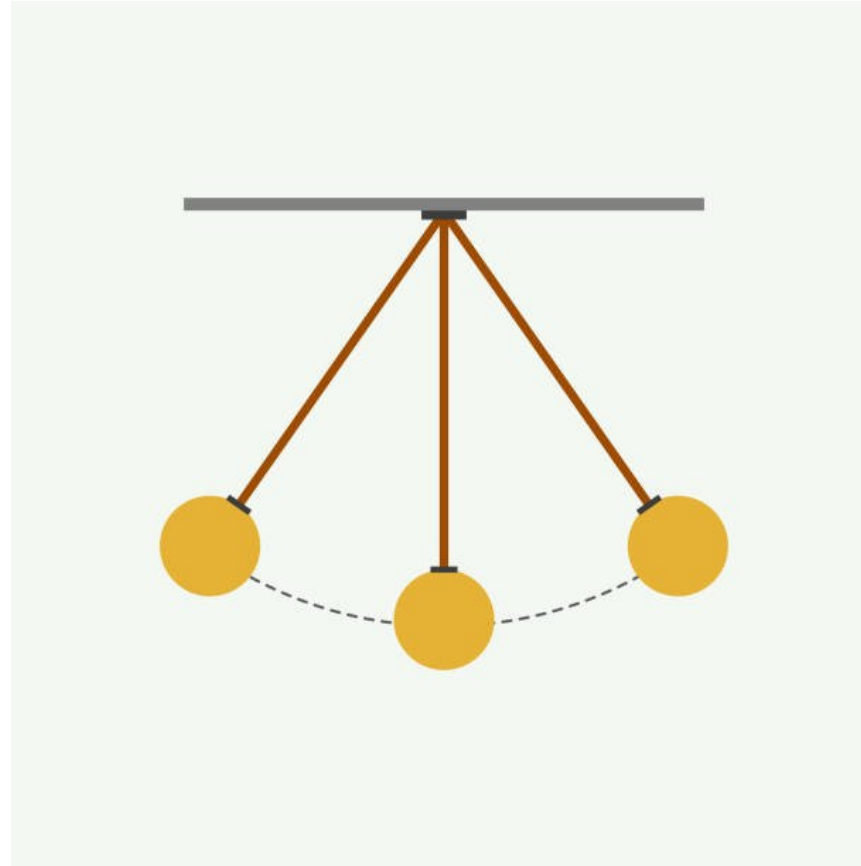
Making data-based
decisions for the
development of your
Childcare facility

Webinar 18 September 2025



Spectrum Analysis Australia Pty Ltd
Suite 6, 407 Canterbury Road, Surrey Hills
Melbourne, Victoria, Australia 3127
[+61 3 9830 0077](tel:+61398300077) spectrumanalysis.com.au

The Pendulum keeps moving



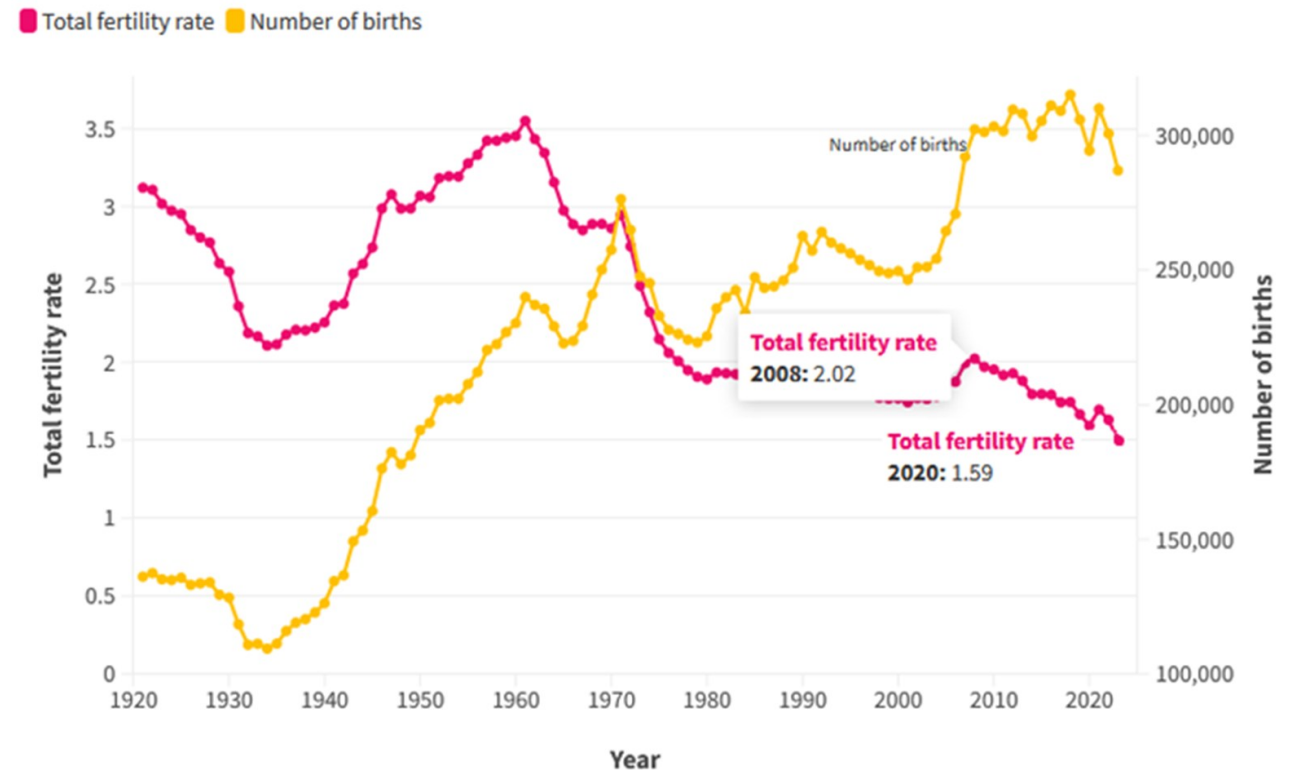
4 major demographic issues affecting the pendulum

- Births – numbers of children and which way this is heading over large areas.
- Migration
- Where the potential customers are living and socio economics.
- Appetite of the population to spend on childcare – affordability?

Overview of Student Population Growth in Australia

- Australia is now feeling the results of the baby boom initiated by Peter Costello in 2004;
- The Baby boom peaked in 2008 where Total Fertility Rate (TFR) reached 2.02 children per set of parents;
- This means that a 17 year old student now was born in the peak of the baby boom;
- The TFR has dropped ever since, down to 1.5 in 2023. This is the lowest rate ever recorded. The previous lowest rate was 1.59 recorded during the COVID-19 pandemic in 2020;

Number of births and total fertility rate



Overseas migration

Overseas migration - Australia – calendar year

Calendar Year	Migrant arrivals	Migrant departures	Net overseas migration
2014	458,760	276,410	182,350
2015	473,250	286,520	186,730
2016	519,650	275,820	243,830
2017	531,370	289,710	241,660
2018	534,400	282,180	252,220
2019	607,870	360,250	247,620
2020	235,350	240,320	-4,970
2021	216,110	209,240	6,870
2022	653,430	220,280	433,150
2023	740,900	205,910	534,990

Source: Australian Bureau of Statistics, Overseas Migration

Australia's stated position in the 2023 Intergenerational Report is for a long-term net migration of **235,000 persons pa.**

Statistical Areas - Australia wide

SA1's – 61,845

SA2's – 2,473

SA3's – 359

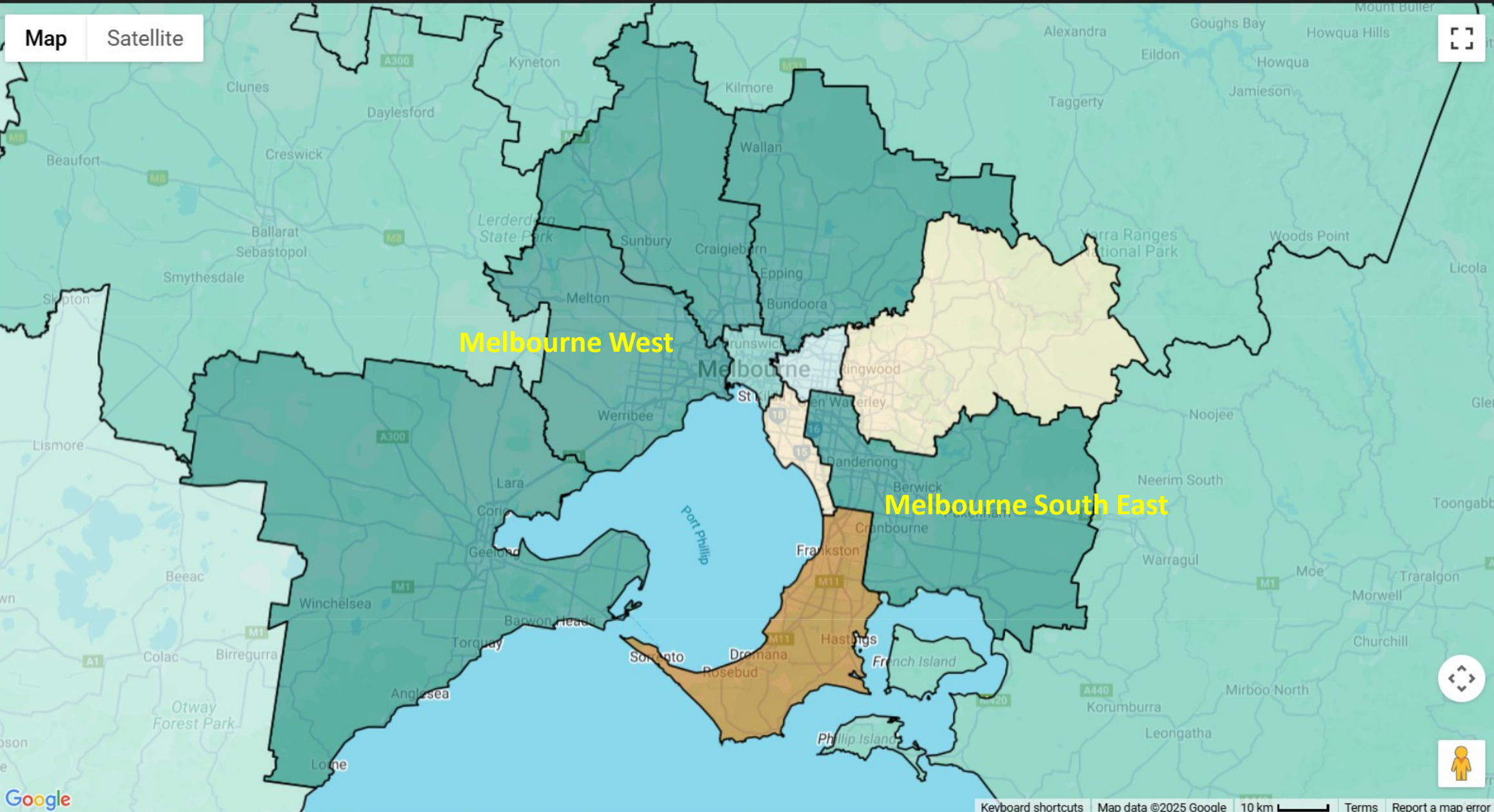
SA4's – 107

Suburbs - 15,760

Postcodes - 3,137

States and Territories – 6 + 2

Address Search...



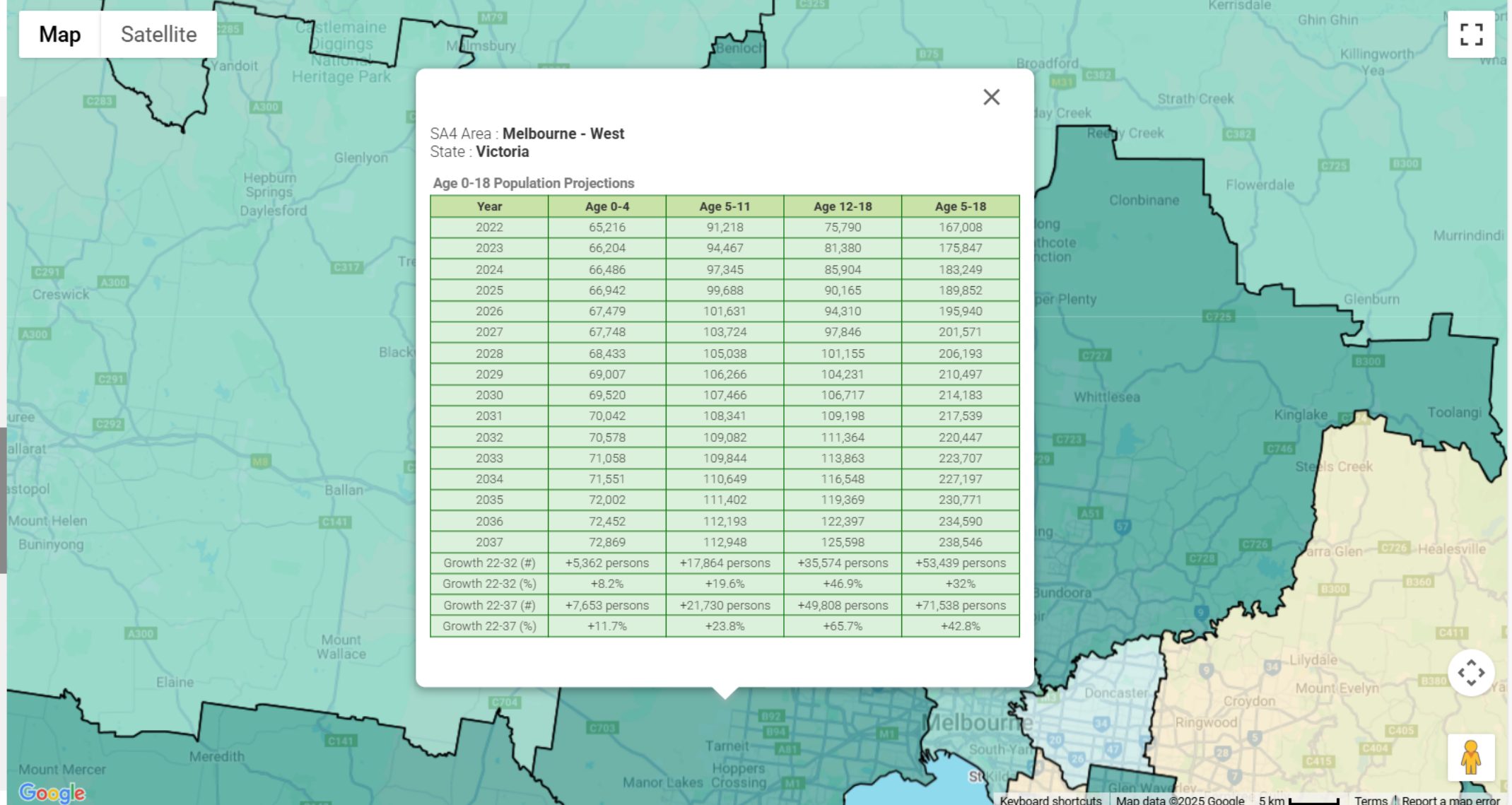
Population projections increase / decrease 2026 - 2032

SA4 Name	Total Population Increase	% Total Population Increase	Population Aged 0-4 Increase/Decrease	% Aged 0-4 Increase/Decrease
Melbourne - Inner (incl CBD)	71,912	10.11%	-63	-0.2%
Melbourne - Inner East	22,165	5.49%	-1,244	-8.3%
Melbourne - Inner South	19,705	4.39%	-2,018	-10.3%
Melbourne - North East	69,510	11.49%	113	0.3%
Melbourne - North West	46,703	9.89%	-1,024	-3.4%
Melbourne - Outer East	7,674	1.44%	-3,558	-13.3%
Melbourne - South East	123,042	12.54%	510	0.9%
Melbourne - West	169,930	16.89%	3,099	4.6%
Mornington Peninsula	5,237	1.64%	-2,314	-15.0%
Metro	535,878		-6,499	

Population projections increase / decrease 2026 - 2032

SA4 Name	Total Population Increase	% Total Population Increase	Population Aged 0-4 Increase/Decrease	% Aged 0-4 Increase/Decrease
Ballarat	20,217	10.92%	2,840	27.0%
Bendigo	19,397	10.89%	2,434	23.3%
Geelong	57,629	15.90%	6,553	29.0%
Hume	17,483	9.02%	2,478	23.5%
Latrobe - Gippsland	37,249	11.55%	4,354	23.9%
North West	7,516	4.79%	1,663	17.8%
Shepparton	10,917	7.65%	1,831	21.3%
Warrnambool and South West	5,405	4.17%	1,331	18.7%
Regional	175,813		23,484	

- Legend
- Layers
- Instructions
- Childcare - Census 2021 (SA4)
- Total Population Projections (SA2) - 2022-2032 (Old Version - 2016 based)
- Age 0-18 Population Projections (SA2) - 2022-2032 (Old Version - 2016 based)
- Total Population Projections (SA2) - 2022-2037 - Updated
- Age 0-18 Population Projections (SA2) - 2022-2037 - Updated
- Total Population Projections (SA3) - 2022-2037 - Updated
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Legend

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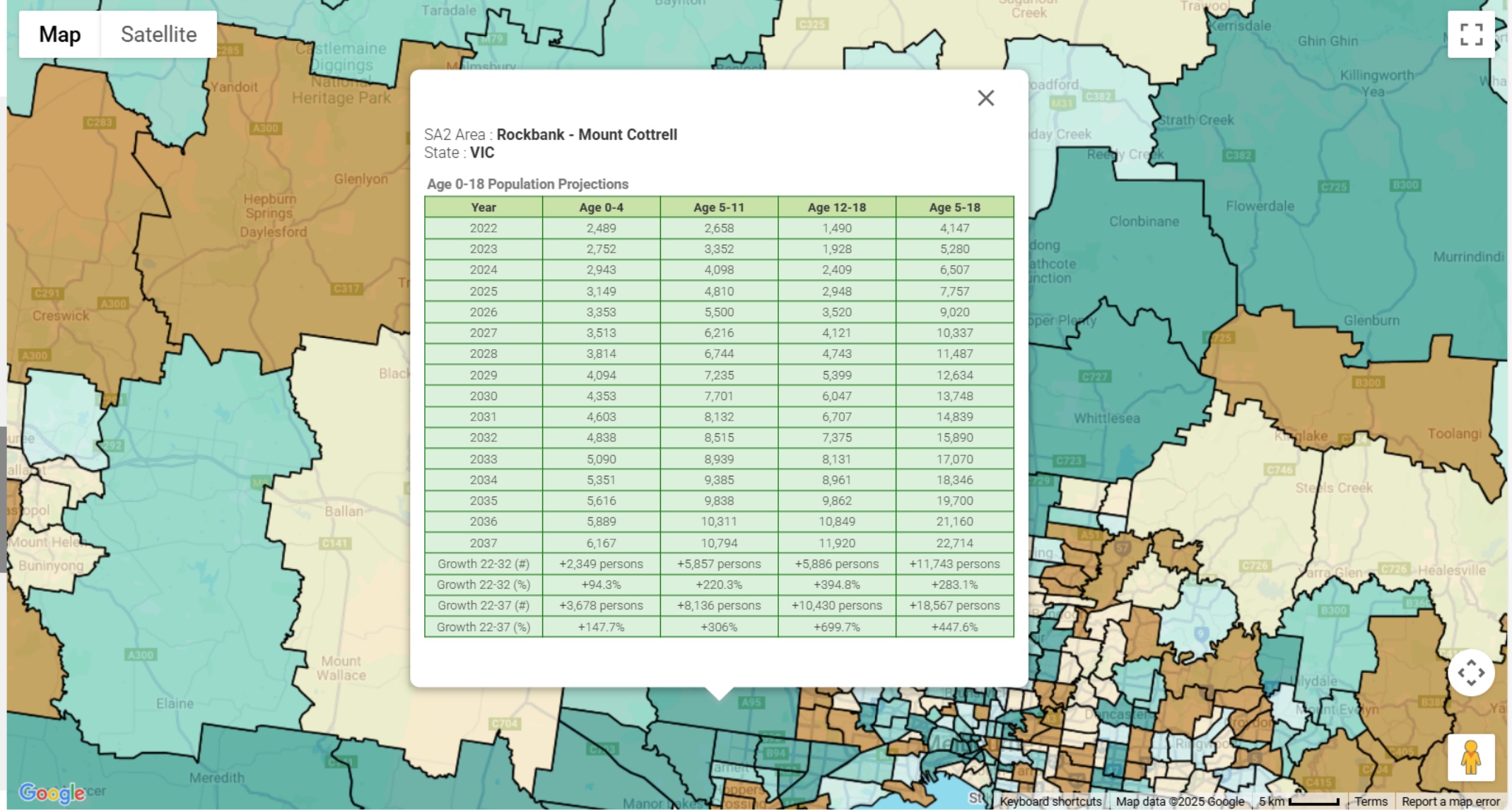
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Total Population Projections (SA4) - 2022-2037 - Updated

Age 0-18 Population Projections (SA4) - 2022-2037 - Updated



Legend

Layers

Instructions

Single symbol

Demographics Data - Census 2021 (SA2)

Single symbol

Demographics Data - Census 2021 (SA3)

Single symbol

Students to Primary/Secondary School Change

Highest

2nd Highest

Middle

2nd Lowest

Lowest

Australian Catholic Diocese

Single symbol

Population growth

Highest

2nd Highest

Middle

2nd Lowest

Lowest

Population growth

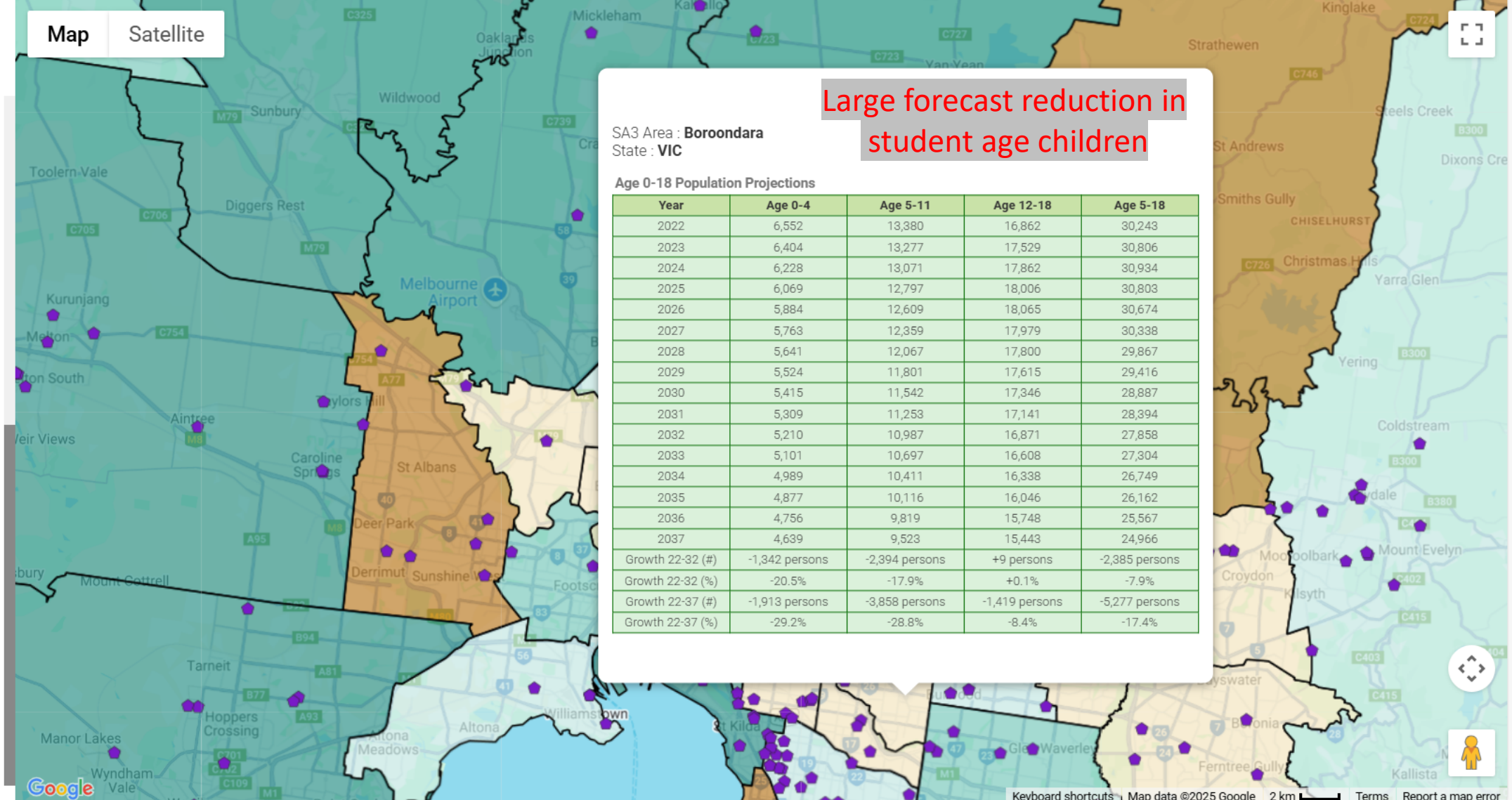
Highest

2nd Highest

Middle

2nd Lowest

Lowest



ACECQA data

17,000+ Early Learning / Childcare centres across Australia

Service Name : Complete Kids on Barkly

Provider Legal Name : Just Kids (Aust) Pty Ltd

Service Type : Centre-Based Care

Service Address : 70-72 Barkly St

Suburb : SUNBURY

State : VIC

Postcode : 3429

Phone : 03 9740 2111

Number Of Approved Places : 122

Overall Rating : Meeting NQS

Long Day Care : Yes

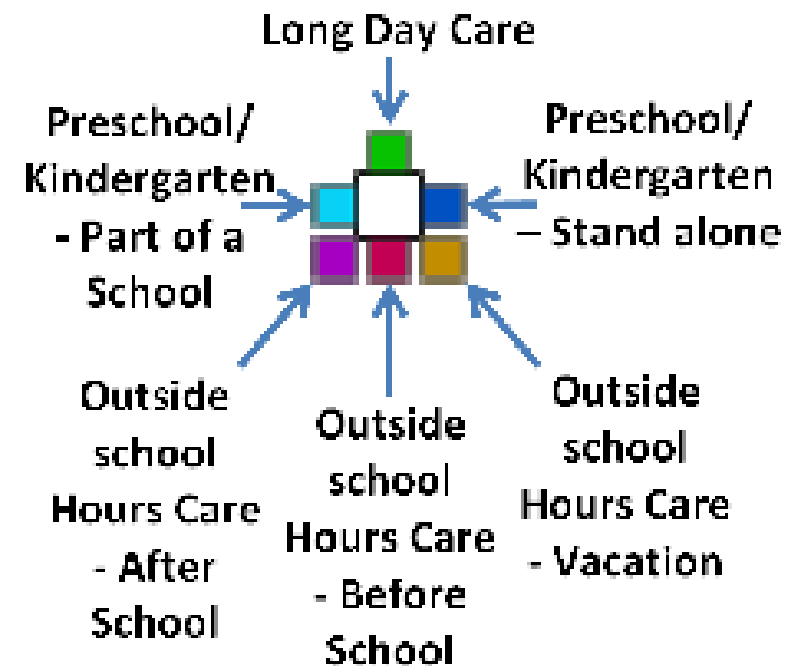
Preschool/Kindergarten - Part of a School : No

Preschool/Kindergarten - Stand alone : No

Outside school Hours Care - After School : No

Outside school Hours Care - Before School : No

Outside school Hours Care - Vacation Care : No



Legend Layers

Instructions

ACECQA - All Approved Education and Care services

Long Day Care

Preschool/ Kindergarten - Part of a School

Preschool/ Kindergarten - Stand alone

Outside school Hours Care - After School

Outside school Hours Care - Before School

Outside school Hours Care - Vacation

SEIFA (SA2)

Highest

2nd Highest

Middle

2nd Lowest

Lowest

SEIFA (SA4)

Highest

2nd Highest

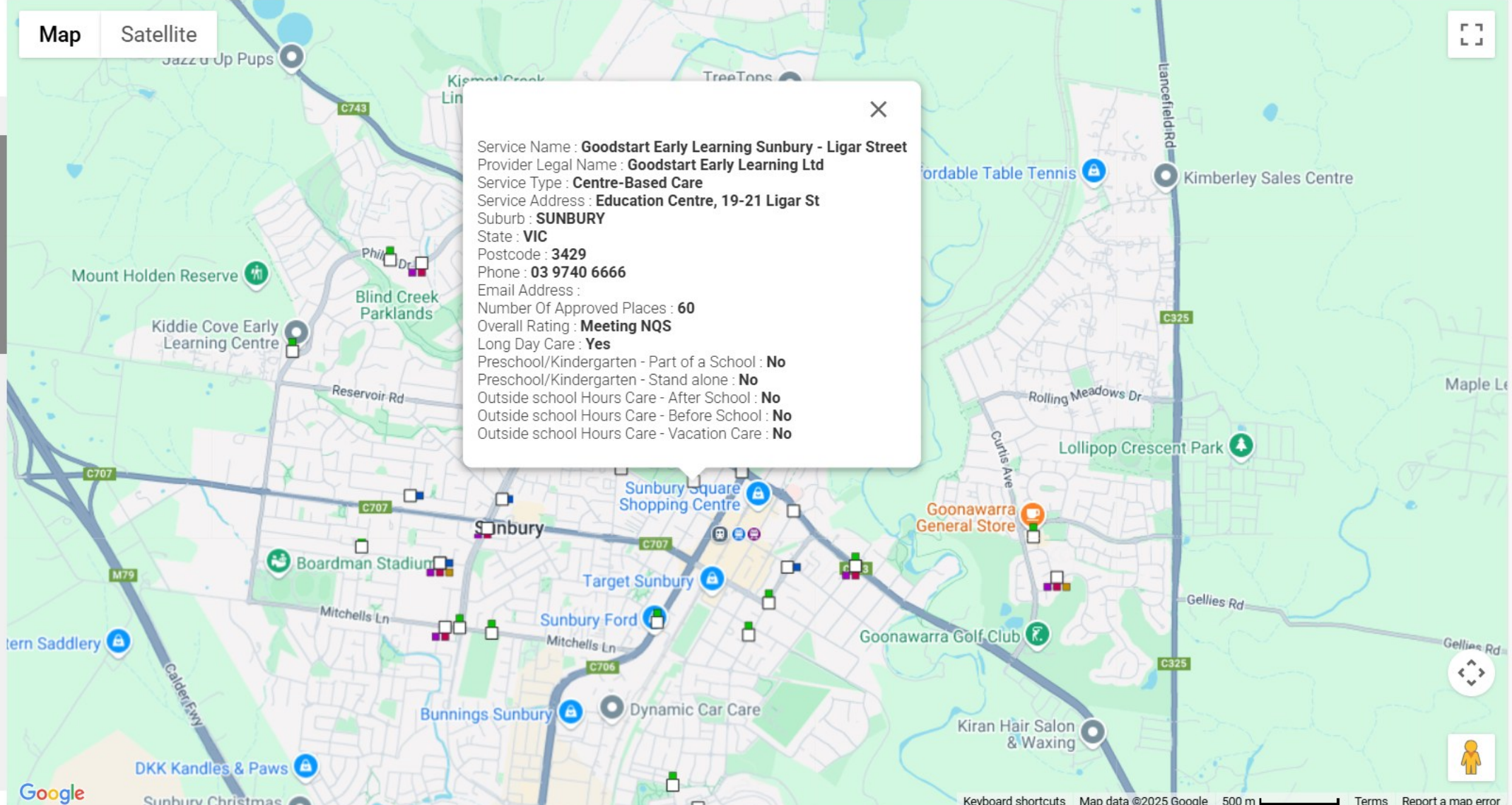
Middle

2nd Lowest

Lowest

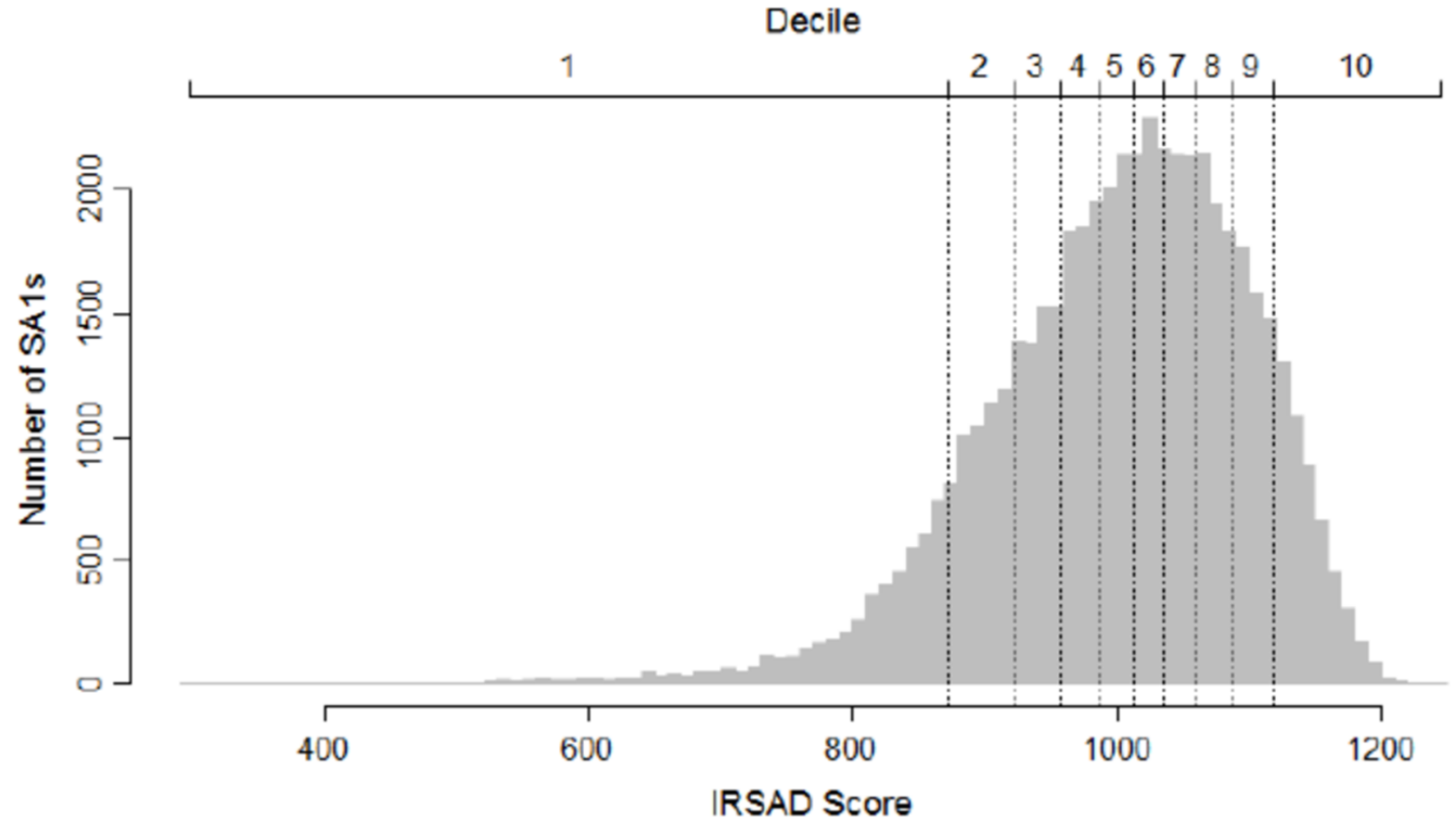
Demographics Data - Census 2016 (SA2)

Single symbol



SEIFA - Socio-Economic Index for Areas

- Highest
- 2nd Highest
- Middle
- 2nd Lowest
- Lowest



Legend

Instructions

Stand alone

ACECQA - Outside school Hours Care - After School

ACECQA - Outside school Hours Care - Before School

ACECQA - Outside school Hours Care - Vacation Care

SEIFA (SA2)

SEIFA (SA4)

Demographics Data - Census 2016 (SA2)

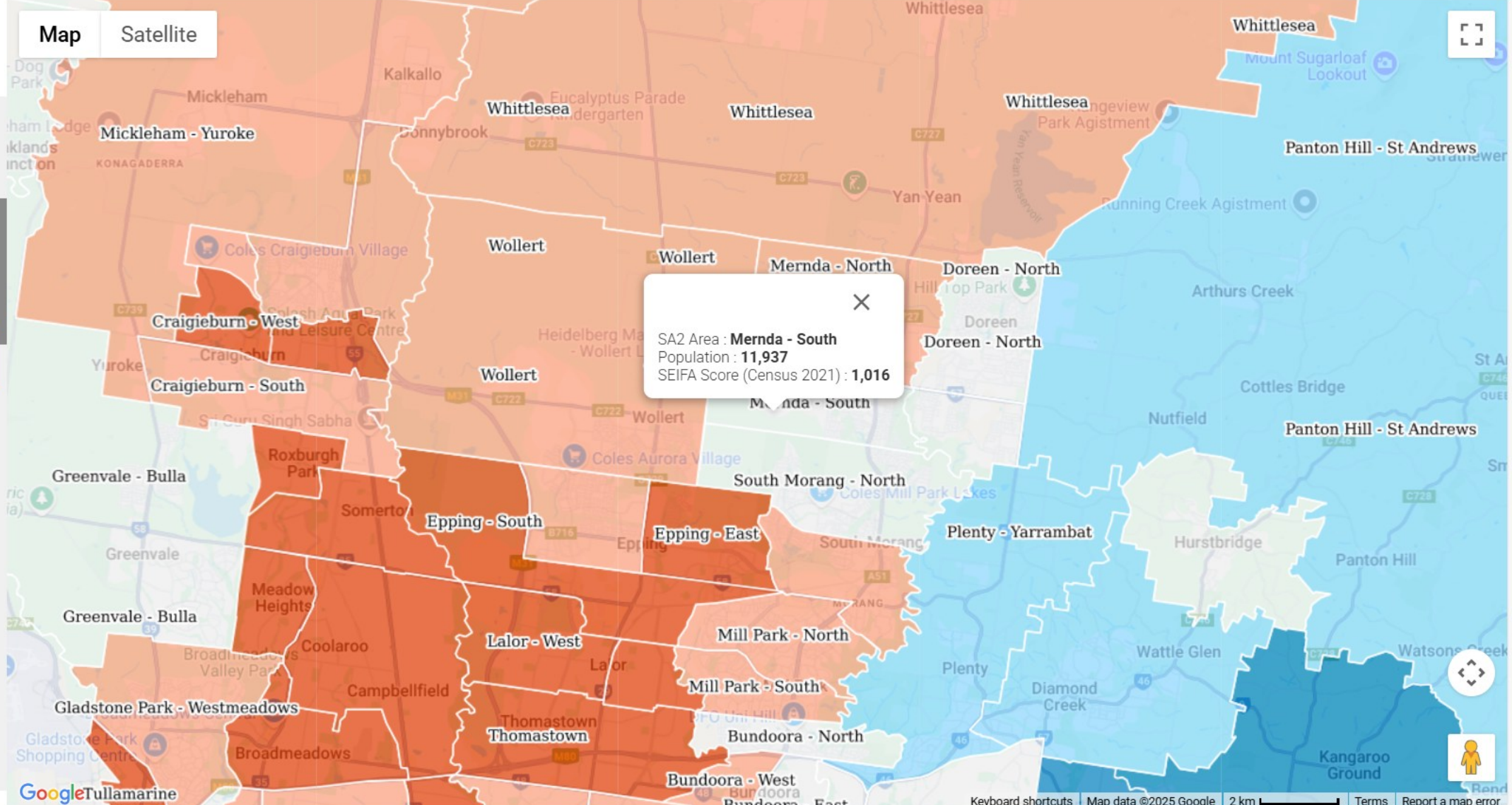
Demographics Data - Census 2021 (SA2)

Demographics Data - Census 2021 (SA3)

Demographics Data - Census 2021 (SA4)

Long Day Care - Supply and Demand

Pre-school as a part of a school - Supply and



The Volcano theory



- Your highest concentration of customers come from close to the Centre. Our research shows.
- In 100 children at a Centre, you could expect:
- about 12 to come from within a 0.5 km radius.
- 31 to come from within a 1 km radius
- 66 to come from within a 2 km radius
- 77 to come from within a 3 km radius
- If digital marketing is done on suburbs, household numbers etc – spend the most money near your Centre.

Radius	Number	Progressive
<0.5	12	12
0.5 - 1	19	31
1 - 2	35	66
2 - 3	11	77
> 3	23	100

Legend

Layers

Instructions

ACARA School

- Government
- Catholic
- Independent

ACECQA - All Approved Education and Care services

Long Day Care

Preschool/ Kindergarten - Part of a School

Preschool/ Kindergarten - Stand alone

Outside school Hours Care - After School

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Outside school Hours Care - Vacation

SEIFA (SA2)

- Highest
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SEIFA (SA4)

- Highest
- 2nd Highest
- Middle

Map

Satellite

Address Search...

Reset Layers

Zoom Out

Zoom In

Log out

8°C Sunny

Search

Taskbar icons: File Explorer, Edge, Word, PowerPoint, etc.

Keyboard shortcuts

Map data ©2025 Google

1 km

Terms

Report a map error

ENG US

10:19 AM

30/07/2025

- SA2 Area: **Hawthorn - North**
- Region Classification: **Inner**
- Radius: **3km**
- Ratio **Greater Melbourne** Demand / Supply: **1.34**

Demand Data	
Age	Population
Age 0	735
Age 1	656
Age 2	685
Age 3	712
Age 4	725
Age 5	770
Total	4,283

Supply Data	
Data	Total
Total - Number of Approved Places	5,177

Demand/Supply Ratio	
Data	#
Demand	4,283
Supply	5,177
Ratio	0.83
Greater Melbourne Average	1.34
Over/Under	-0.52
Recommendation	Very Low demand

(Source: Census 2021)

- SA2 Area: **Campbellfield - Coolaroo**
- Region Classification: **Middle**
- Radius: **3km**
- Ratio **Greater Melbourne** Demand / Supply: **2.43**

Demand Data	
Age	Population
Age 0	327
Age 1	353
Age 2	374
Age 3	360
Age 4	434
Age 5	345
Total	2,193

Supply Data	
Data	Total
Long Day Care - Number of Approved Places	441

Demand/Supply Ratio	
Data	#
Demand	2,193
Supply	441
Ratio	4.96
Greater Melbourne Average	2.43
Over/Under	2.53
Recommendation	Very High demand

(Source: Census 2021)

Legend

Layers

Instructions

Long Day Care – Supply and Demand

Pre-school as a part of a school – Supply and Demand

Pre-school standalone – Supply and Demand

Total LDC & Preschool – Supply and Demand

Total Outside School Hours Care – Supply and Demand

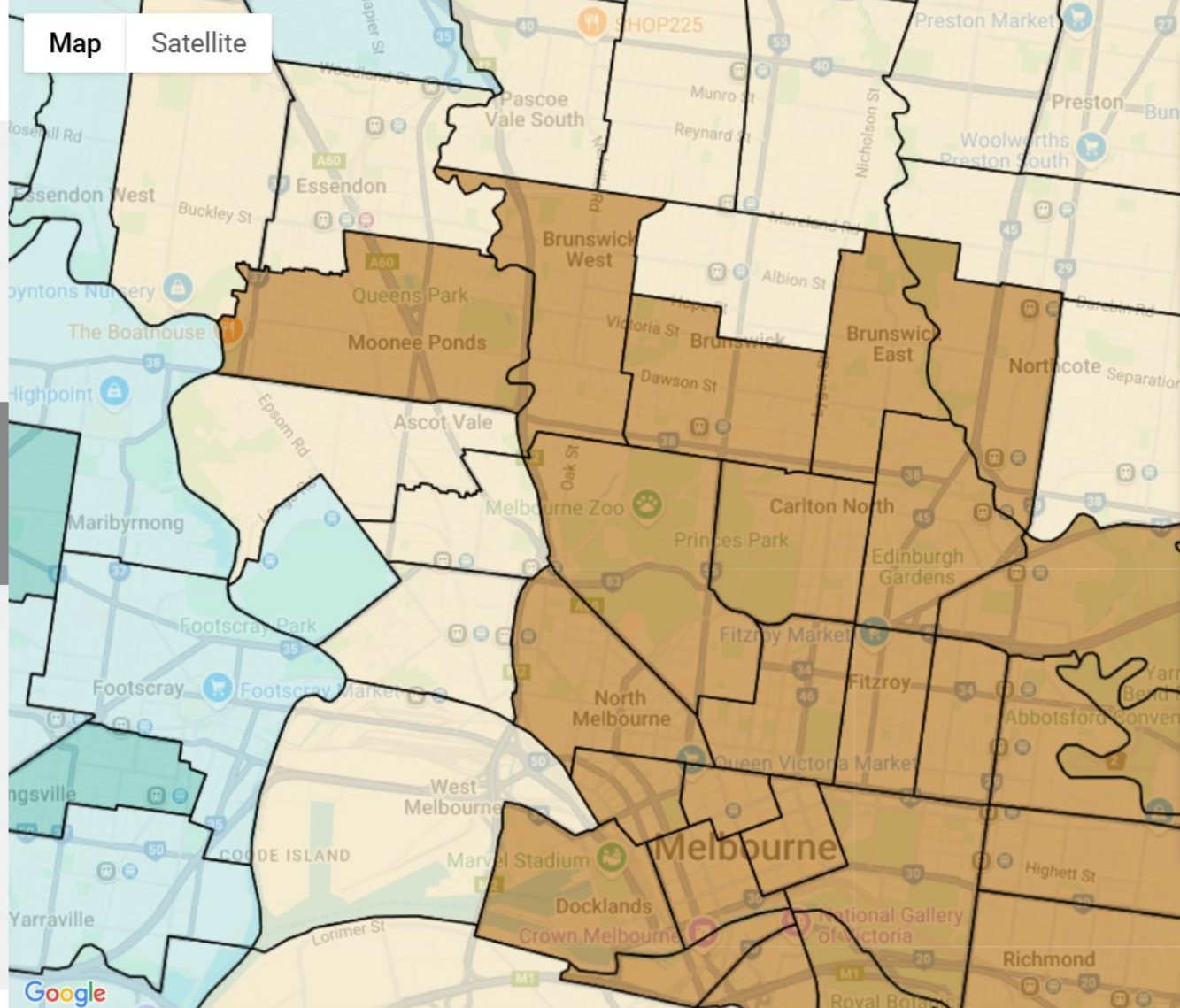
Total ACECQA – Supply and Demand

Demographics For Childcare - Census 2021 (SA3)

Demographics For Childcare - Census 2021 (SA4)

Total Population Projections (SA2) - 2022-2032 (Old Version - 2016 based)

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SA2 Area: Hawthorn - North

Region Classification: Inner

Radius: 3km

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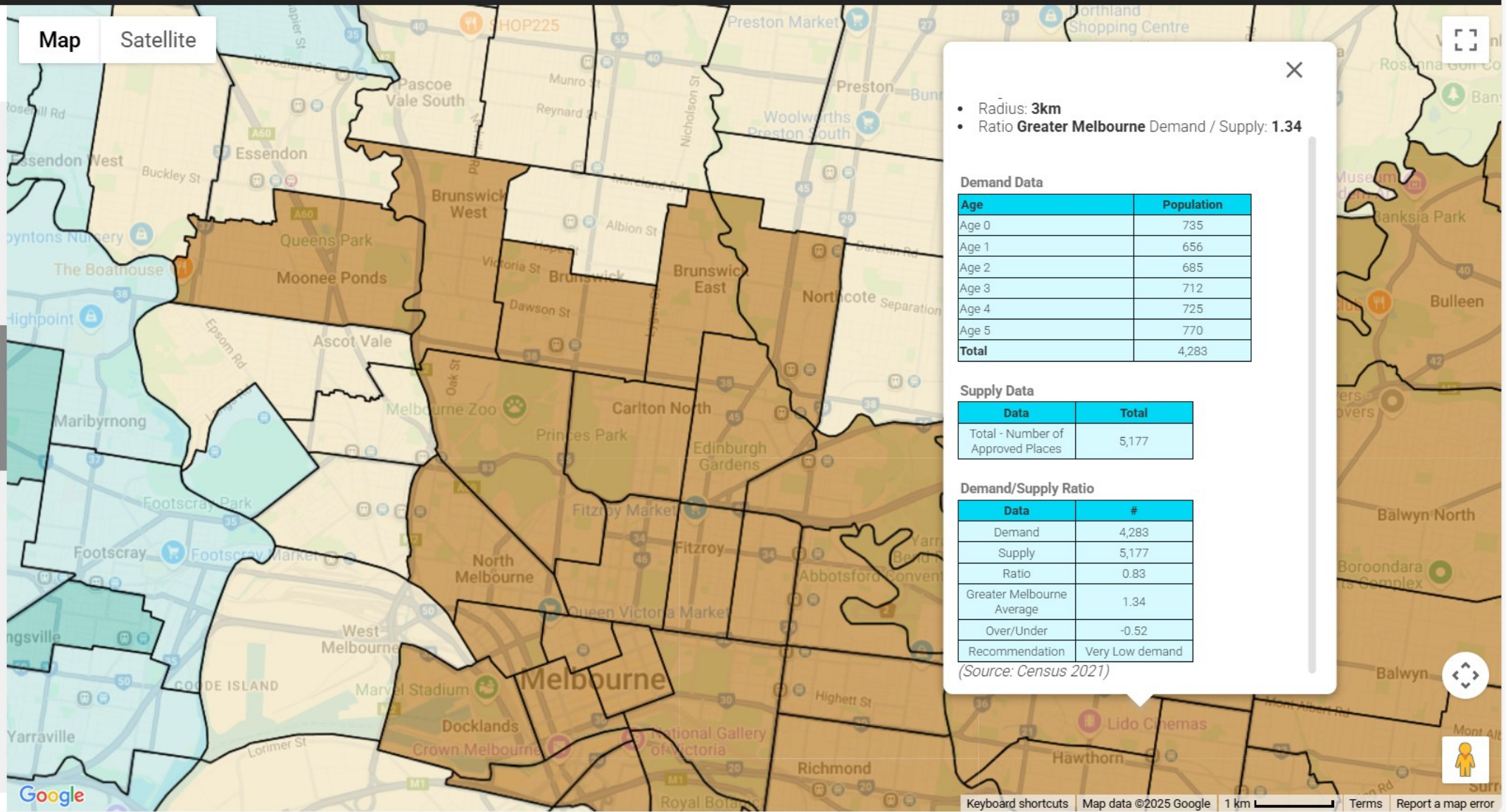
Legend

Layers

- Long Day Care – Supply and Demand
- Pre-school as a part of a school – Supply and Demand
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Map

Satellite



Radius: 3km
Ratio **Greater Melbourne** Demand / Supply: 1.34

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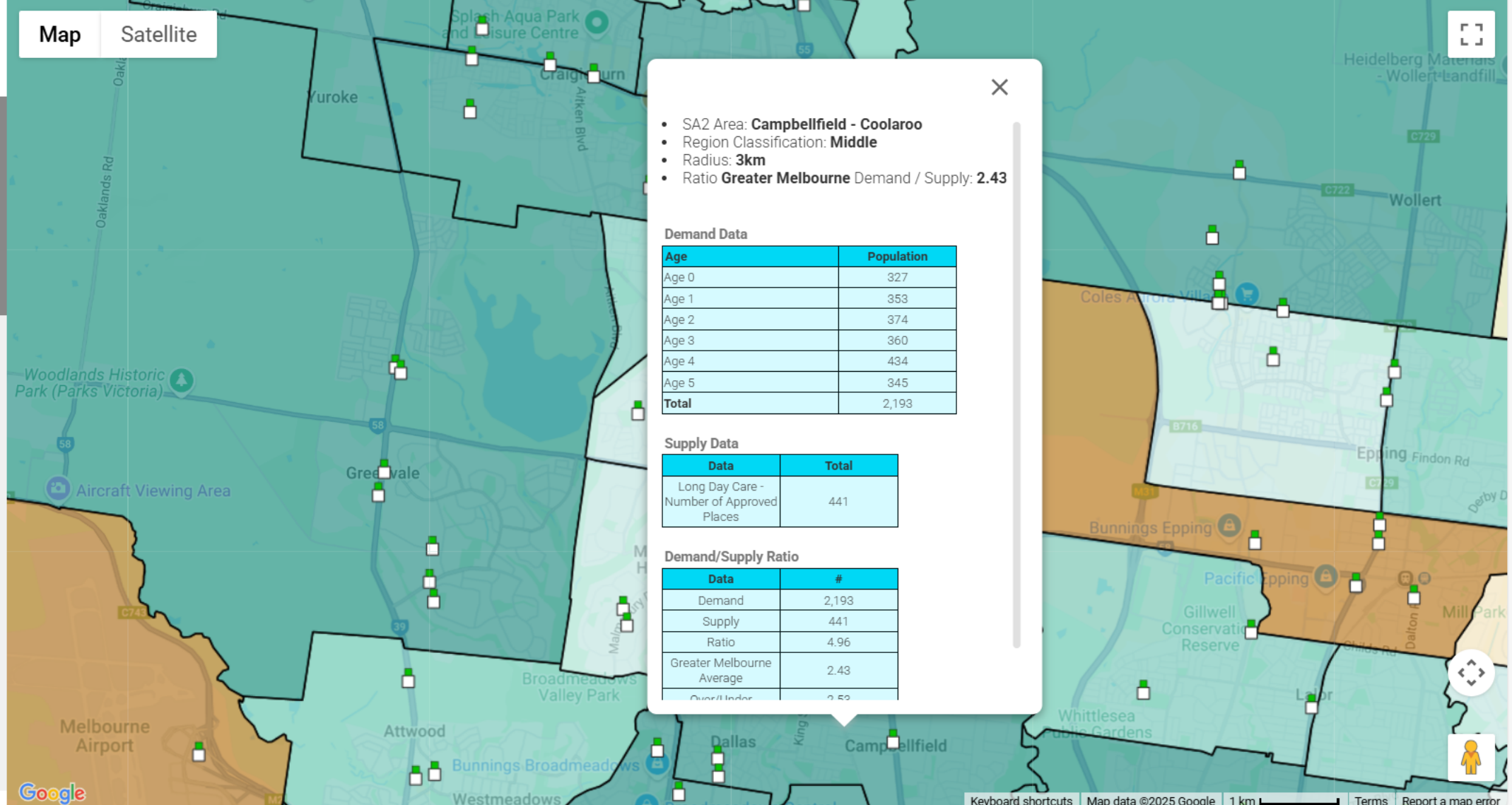
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SEIFA (SA2)

- Highest
- 2nd Highest
- Middle
- 2nd Lowest
- Lowest

SEIFA (SA4)

- Highest
- 2nd Highest
- Middle



×

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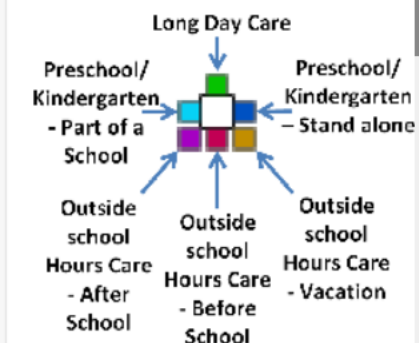
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Wed 11:23 AM (Local time)

Examples

Information we can use to make the right
business decisions.

Publicly available data to understand

- Socio Economic Index for Areas (SEIFA)
- ABS Census 2021
- ABS Census data related to type of school attended
- ABS Population Projections 2022 – 2032 by sex and age and extrapolated to 2037.
- ACECQA data

Using Demographic Data for Site Selection

- Understand the area you are looking to open in, taking into account:
 - Current population
 - Future population estimates (by age)
 - Current supply of childcare services
- High demand regions:
 - Urban growth corridors, especially in NSW and VIC.
 - Areas with high proportions of 0–5 year olds and working families.
- Under-served populations:

Questions?



Peter Buckingham



**Peter Buckingham BSc, GradDip (Mkt Mdl),
CMC, CFE, FFCA, MEdPlus, WFA, ACAVic**

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

<https://spectrumanalysis.com.au/about-us/team/peter-buckingham>

peterb@spectrumanalysis.com.au

[+61 411 604 921](tel:+61411604921)

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.

Bachelor of Science

Graduate Diploma in Market Modelling

Certified Management Consultant

Certified Franchise Executive

Fellow, Franchise Council of Australia

Member, Educate Plus

Australian Affiliate, World Franchise Associates

Member, Australian Childcare Alliance (Victoria)