



EARLY YEARS EDUCATION
Geodemographic Modelling and Analysis

Identify, Target and Maximise your Centre's performance!

Understand your demographics with our analysis, visualise key data with our customised online mapping tools, open great locations and maximise enrolment numbers for the future.

Our analysis and mapping covers all types of Early Years Education Centres, whether it is a Child Care Centre, Kindergarten, Preschool or Early Learning Centre (ELC) as part of an established school.



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What our software does for you!

01

Location mapping

Childcare Centres, Kindergartens, Preschool and Early Learning Centres (ELC).

02

Visualise your presence

Current and future enrolments, staff and competitors.

03

Identify marketing areas

Major and Minor Catchment areas.

04

Examine Census and ABS data

Understand the market share you have at various socio-economic levels.

05

Review population forecast

ABS population projections data for next 5 to 15 years by age groups.

06

Identify local opportunities

Specifically parents who work locally and transport options.

07

Strategic network planning

Look for future locations to expand your footprint.

08

Prediction modelling

Analyse data to provide accurate prediction modelling for good decision making.

What our Clients **have to say**



"We have been using Spectrum for years to develop demographic reports which assist us in making informed decisions around prospective new locations.

Beyond the accuracy of their data and details of their reports; they are fast, reliable and proactive. Spectrum's guidance and assistance with due diligence has laid the foundation for many successful ELC services within our brand over a number of years."

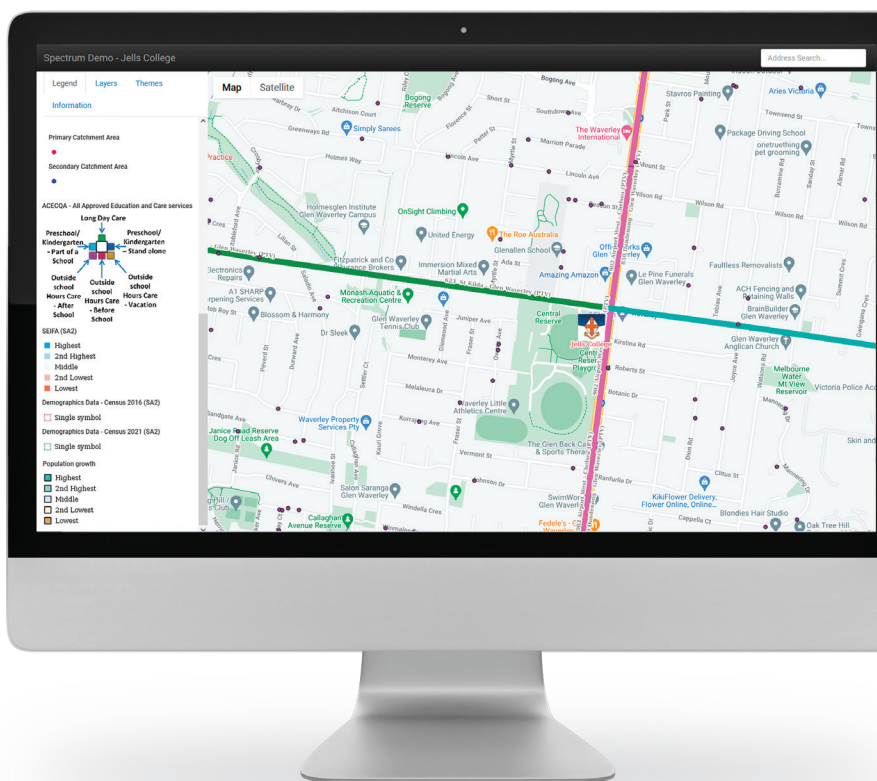
- Mr Zachary Hortis, Chief Operating Officer

Giving you the ability to view the most **important information instantly**

The ultimate success of any strategic plan should be underpinned by facts and data. At Spectrum Analysis, we can give you the breakdown needed to truly understand your Centre's area for you to plan strategically. You can easily visualise your customised map in a secure online setting.

We will help you and your leadership team see at a glance your potential locations, marketing options, transport efficiencies, growth corridors, future risks and much more. Stay ahead of your competition by knowing exactly how to increase your options for your Centre, based on facts and data.

- ✔ Identify areas for new locations
- ✔ Analysis tools and reports to support your investments
- ✔ Understand potential opportunities
- ✔ Target your marketing
- ✔ Interactive secure display
- ✔ Visualise Census and ABS data
- ✔ Manage risk



Some of the centres and schools that have **benefited from our services**



Why choose Spectrum Analysis?



Established in 1996, we have been providing facts, data, analysis and reports to clients across Australia and the world in multiple industries and sectors.

We know that the future of an Early Years Education Centre depends on their effective planning and decision-making right now.

We work with all decision makers and help our clients develop strategic plans and make effective decisions based on verifiable information, and we do it well.

You need facts and data. You need expert analysis. You need to understand the risks and opportunities.

At Spectrum Analysis, our team of expert data scientists and analysts can help you:

- ensure that your decisions provide accountability and due diligence to the stakeholders and your Centre's community
- improve your marketing, enrolments, community development and engagement results
- provide evidence-based suggestions for your Centre
- secure the evidence you need for multi-million dollar investments or grants
- understand your Centre's demographics
- answer your questions.

Connect with our team and we will show you what **we can do for you!**



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