

Jells College 2023 Student Analysis

Prepared for: **Demonstration Only**

Executive Summary

- Continue marketing strongly in the suburbs surrounding the school (Glen Waverley, include Burwood East, Vermont South, Wheelers Hill and Mount Waverley).
- Recognise the Primary feeder schools that are the strongest and ensure continual marketing / exposure for the school is done.
- Check bus route analysis for possible improvements on current routes to match where students are.
- Consider new bus route into Bayswater / Croydon area.
- Look at adding some bus shelters / advertising into the Bayswater / Croydon area.



Introduction

- Jells College is a co-ed school with two campuses based in Glen Waverley (Senior campus) and Springvale (Junior campus), which are suburbs of Melbourne.
- Jells College has 1,121 attending in 2023, ranging from K Y12.
- The total number of students has increased over the last decade and the school's executive wish to retain these numbers into the future.
- The Glen Waverley campus is in a moderate socio economic area, showing families of moderate to high value incomes and assets. The Springvale campus is in a low socio economic area, in which Jells College would need to be mindful being in a low income area.
- The areas of and are showing a reduction in school age students forecast for the next 15 years.

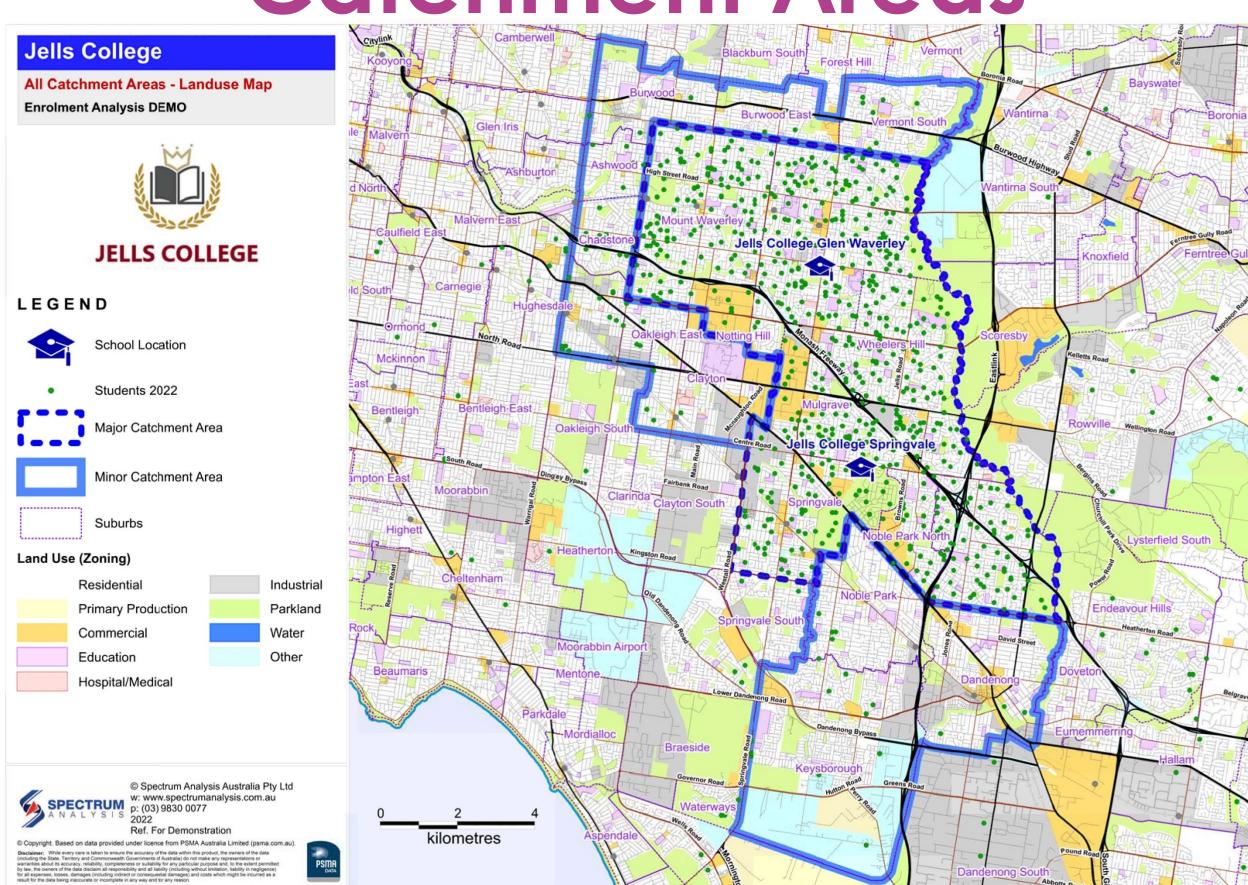


Project Instructions

- 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.



Catchment Areas



Dandenong South

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%

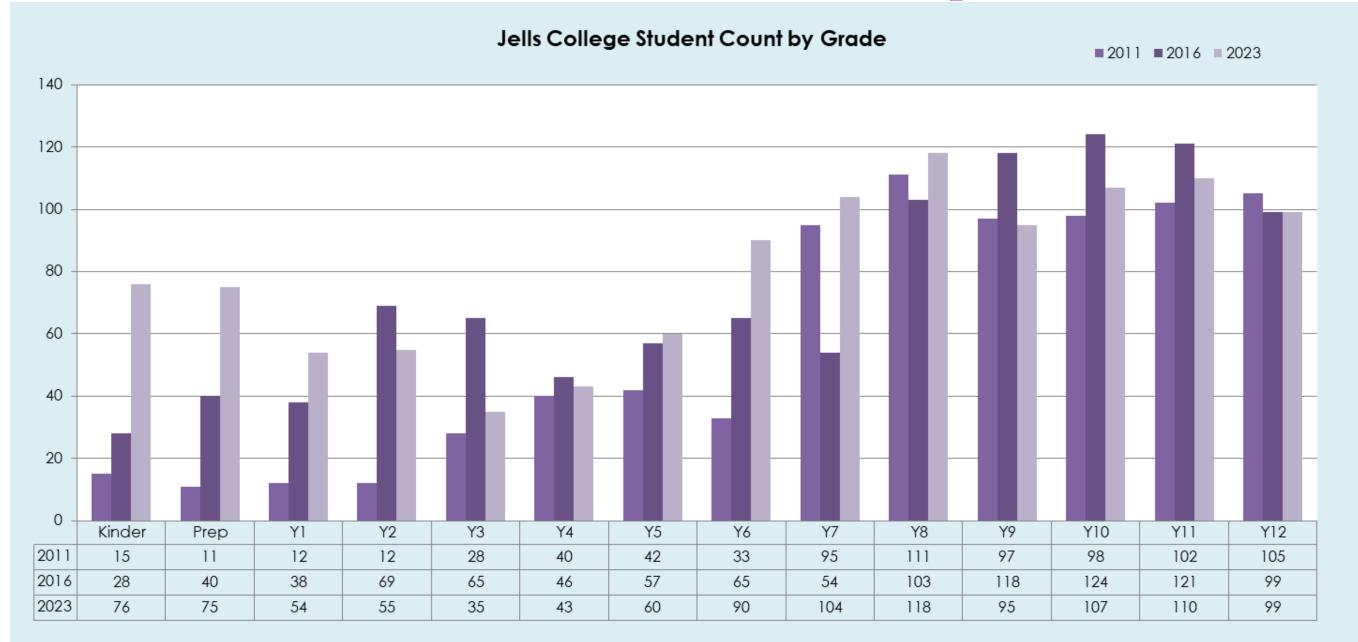


Comparisons School Sector

School Level	Description 2021	Major	Minor	Greater	VIC	Australia
	% Primary at Government Schools	72.6%	Catchment Area 68.2%	Melbourne 66.9%	67.0%	68.2%
la farada	% Primary at Catholic Schools	19.1%	20.8%	21.0%	21.7%	19.6%
Infants - Primary	% Primary at Independent Schools	8.2%	11.1%	12.1%	11.3%	12.2%
	% Primary at Catholic + Independent Schools	27.4%	31.8%	33.1%	33.0%	31.8%
	% Secondary at Government Schools	62.7%	60.4%	54.4%	55.2%	57.2%
	% Secondary at Catholic Schools	18.7%	22.5%	23.2%	24.1%	23.1%
Secondary	% Secondary at Independent Schools	18.6%	17.1%	22.4%	20.7%	19.7%
	% Secondary at Catholic + Independent Schools	37.3%	39.6%	45.6%	44.8%	42.8%

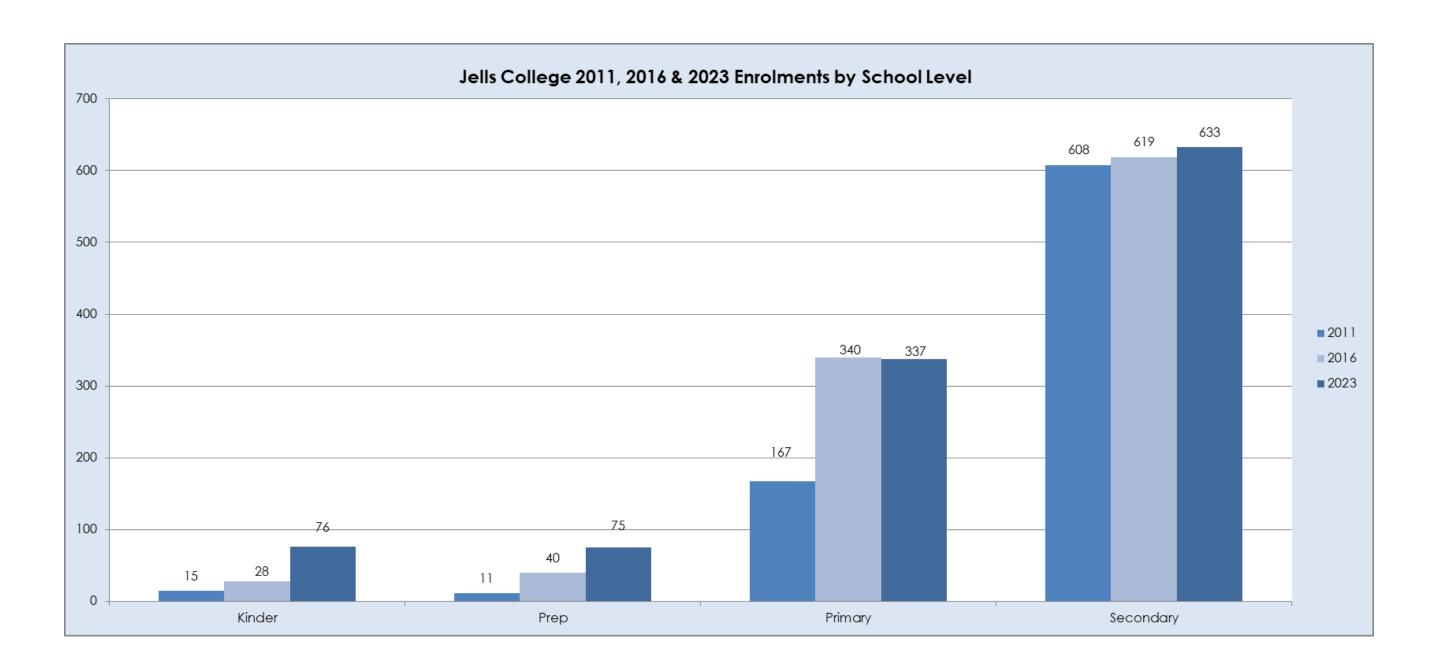


Total Enrolments by Year



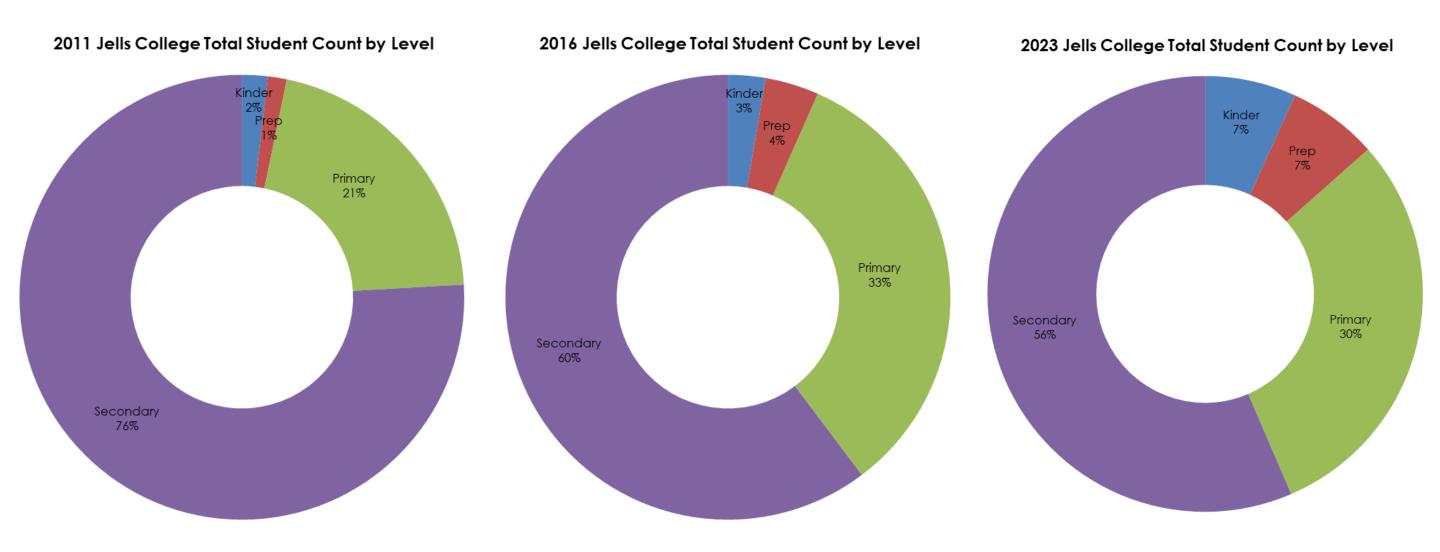


Enrolments by Year & Level



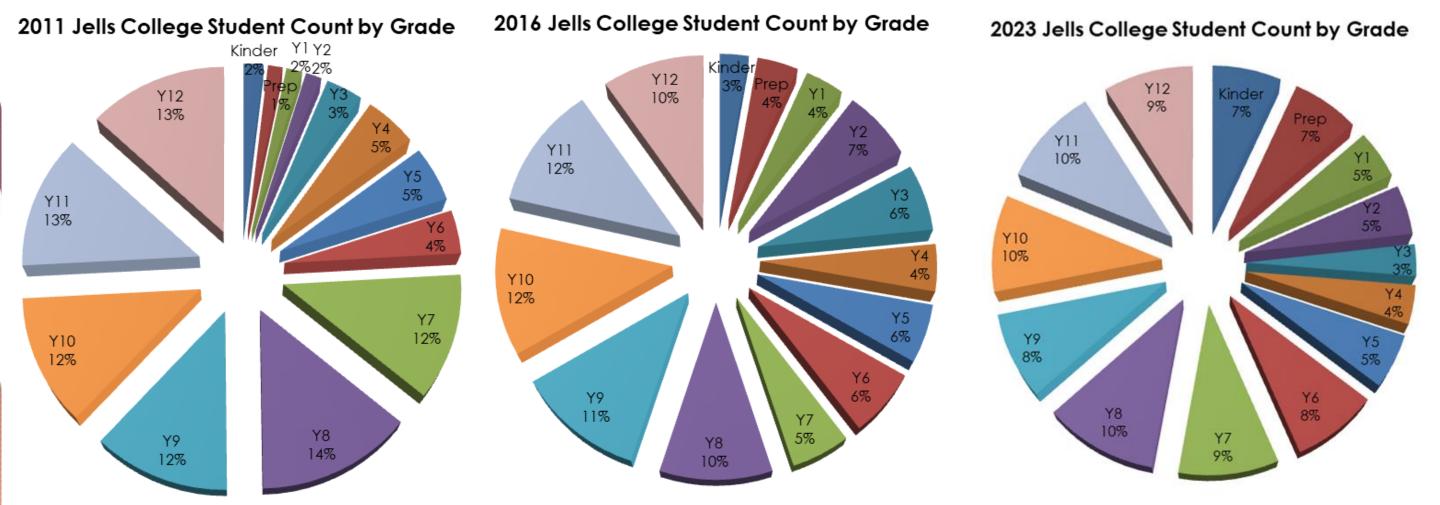


Enrolment Statistics 2011, 2016 & 2023 Total





Enrolment Statistics (2011,2016 & 2023)





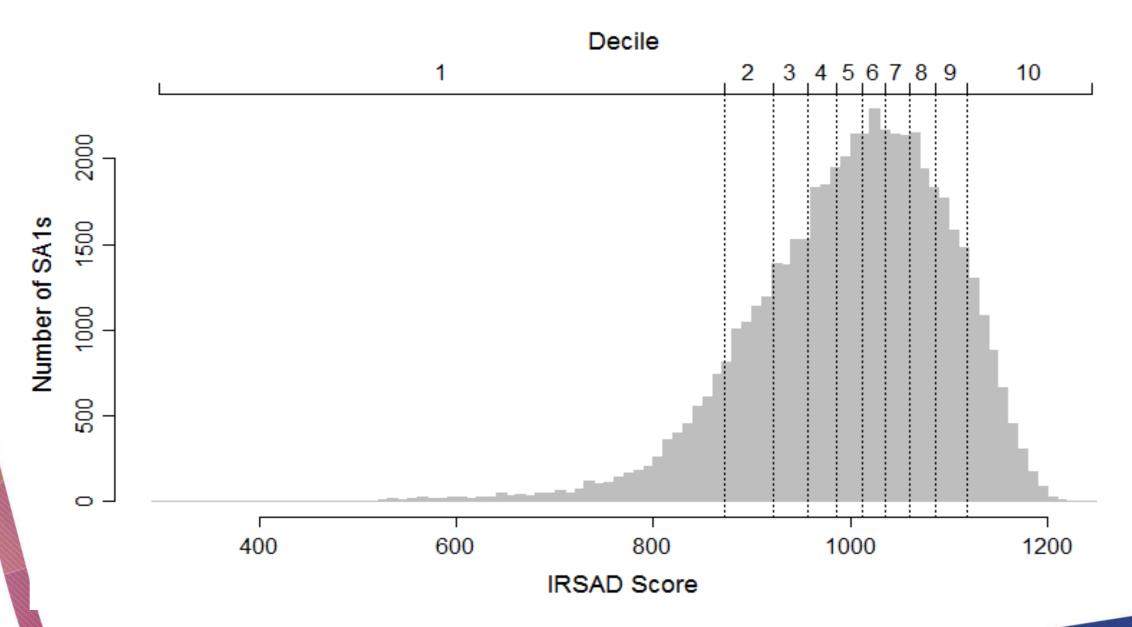
SEIFA Definition

- Socio-Economic Indexes for Areas (SEIFA) is a product developed by the Australian Bureau of Statistics (ABS) that ranks areas in Australia according to relative socio-economic advantage and disadvantage.
- The indexes are based on information from the five-yearly Census and take into consideration demographics relating to income, education, occupation, and employment.
- This score is standardised against a mean of 1,000 with a standard deviation of 100. This means that the average SEIFA score will be 1,000 and the middle two-thirds of SEIFA scores will fall approximately between 900 and 1,100.
- Areas with a SEIFA score below 1,000 would have higher levels of disadvantage. Areas with
 a score above 1,000 would have a higher level of advantage, and would be attributed to
 higher income, education, employment, etc.

Please note: 2021 Census data was released from June 2022.



SEIFA diagram



IRSAD = Index of Relative Socio-economic Advantage and Disadvantage



SEIFA

 Suburb of Glen Waverley: 	1,075
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• LGA of Monash (C): 1,060

SLA of Monash (C) - Waverley West: 1,068

Major Catchment Area: 1,023

Minor Catchment Area: 980

• Greater Melbourne: 1,024

SEIFA

Within km radius of Glen Waverley School location:

- 2km	1,070	- 7km	1,046
- ZKIII	1,0/0	- / KIII	1,040

- 3km 1,077 - 10km 1,041

- 5km 1,064



Student Enrolment 2023 vs. SEIFA

Jells College

Student Enrolments 2023 By Level

Enrolment Analysis DEMO



JELLS COLLEGE

LEGEND



School Location



Major Catchment Area



Minor Catchment Area



Suburbs

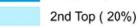
Students 2023 by Level

- Kinder
- Prep
- Primary
- Secondary

SEIFA (Advantage - Disadvantage) (Greater Melbourne, suburb level)



Top (20%)







2nd Last (20%)



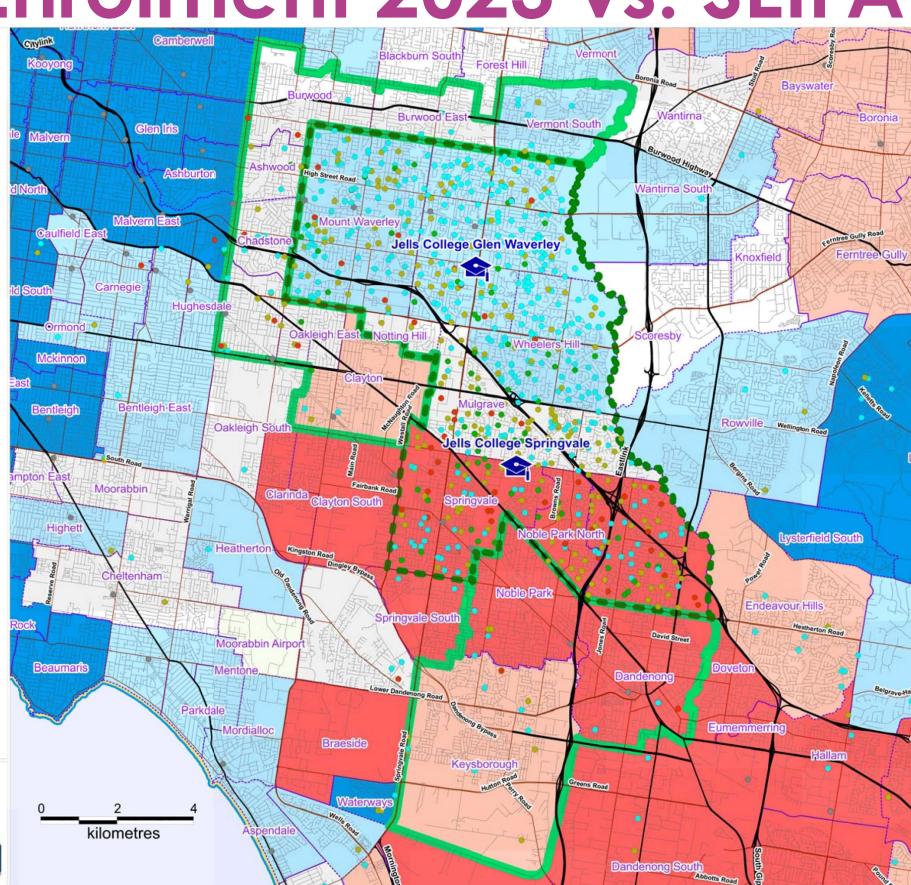


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Student Enrolment 2016 vs. SEIFA

Jells College Student Enrolments 2016 By Level **Enrolment Analysis DEMO JELLS COLLEGE** LEGEND School Location Major Catchment Area Minor Catchment Area Suburbs Students 2016 by Level Kinder Prep Primary Secondary SEIFA (Advantage - Disadvantage) (Greater Melbourne, suburb level) Top (20%) 2nd Top (20%) Middle (20%) 2nd Last (20%) Last (20%)

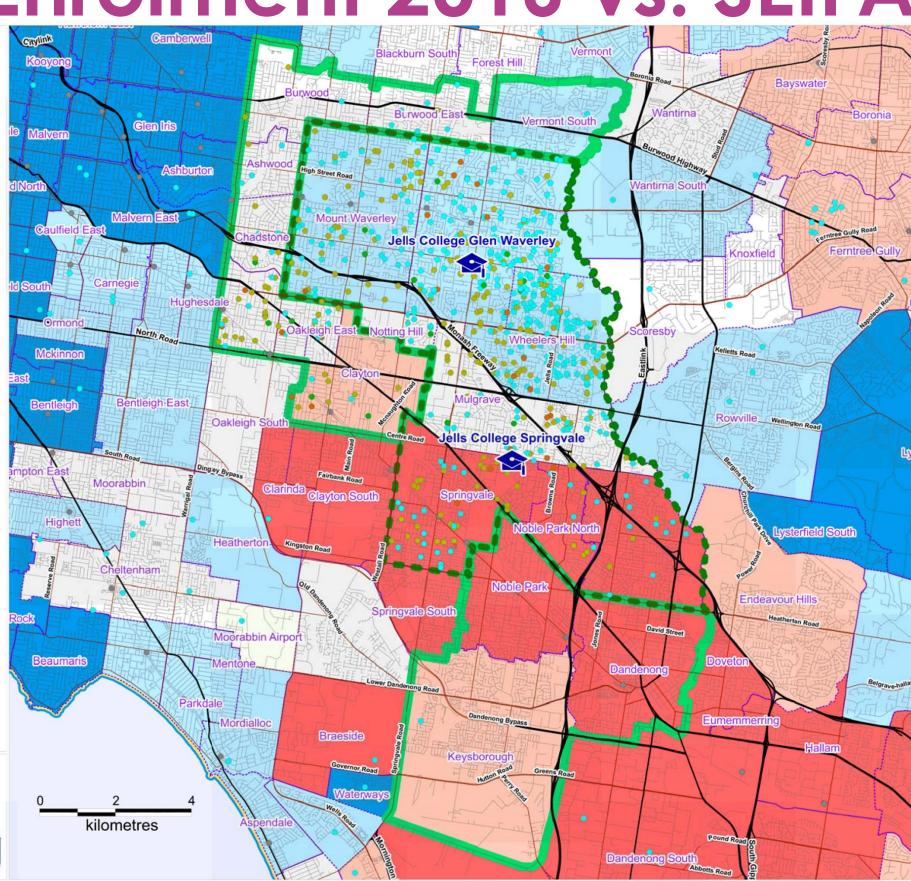


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Student Enrolment 2011 vs. SEIFA

Jells College

Student Enrolments 2011 By Level

Enrolment Analysis DEMO



JELLS COLLEGE

LEGEND



School Location



Major Catchment Area



Minor Catchment Area



Suburbs

Students 2011 by Level

- Kinder
- Prep
- Primary
- Secondary

SEIFA (Advantage - Disadvantage) (Greater Melbourne, suburb level)



Top (20%)



2nd Top (20%)



Middle (20%) 2nd Last (20%)



Last (20%)



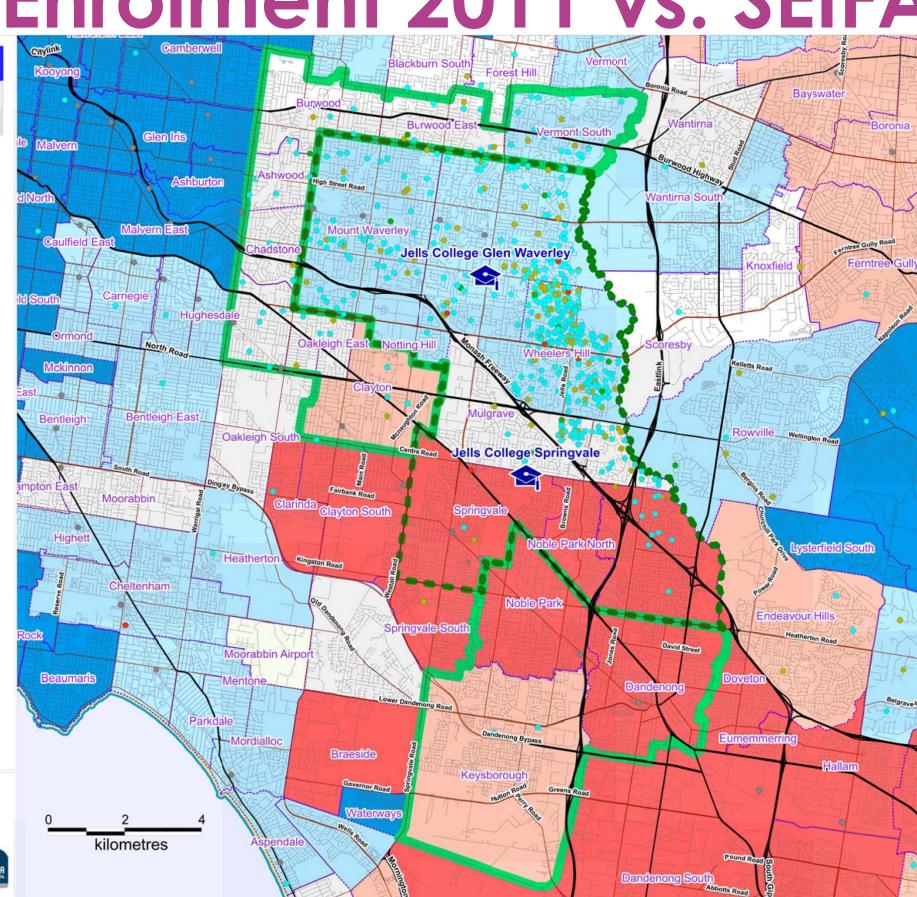
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Major Catchment



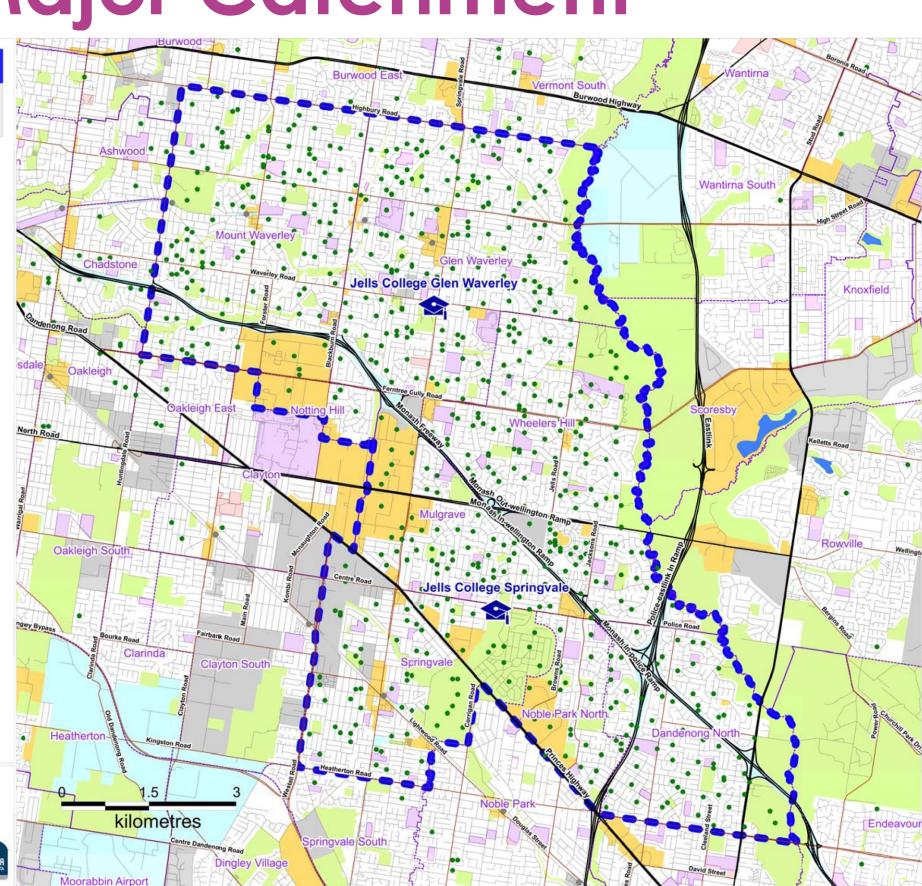


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Major Catchment 2023

Level	Inside Major Catchment Area	Outside Major Catchment Area	Total	% Inside Major Catchment Area	% Outside Major Catchment Area
All Students	796	325	1,121	71.0%	29.0%
Kinder	68	8	76	89.5%	10.5%
Prep	55	20	75	73.3%	26.7%
Primary	250	87	337	74.2%	25.8%
Secondary	423	210	633	66.8%	33.2%



Major Catchment Census 2021

2021 Demographic Summary



Jells College

	Major Catchment Area													
Category	Trade Area	Metro VIC	Category	Trade Area	Metro VIC	Category	Trade Area	Metro VIC						
Residential Population	173,698		Occupied Dwellings	59,360	(240) (240)	Core Activity Need for Assis	stance:							
						Need for Assistance	6.6%	5.9%						
Age:			Building Type:											
Persons Aged 0-9	10.4%	12.2%	Separate House	77.8%	68.7%	Profession:								
Persons Aged 10-14	6.0%	6.0%	Semi-Detached	11.3%	16.0%	Managers	10.7%	14.0%						
Persons Aged 15-19	5.9%	5.6%	Flat / Unit / Apartment	10.8%	15.0%	Professionals	24.5%	27.2%						
Persons Aged 20-24	6.9%	6.7%	Other	0.2%	0.3%	Clerical/Admin	12.4%	12.4%						
Persons Aged 25-34	13.5%	16.0%				Community/Services	10.8%	10.8%						
Persons Aged 35-44	13.5%	14.9%	Occupancy:			Sales	11.9%	13.1%						
Persons Aged 45-54	12.8%	12.8%	Owns Dwelling	41.0%	30.8%	Technicians & Trades	8.6%	8.5%						
Persons Aged 55-64	11.2%	10.8%	Buying Dwelling	31.7%	38.1%	Drivers/Machine Operators	8.4%	5.9%						
Persons Aged 65+	19.8%	15.0%	Renting Dwelling	27.3%	31.1%	Labourers	12.6%	8.1%						
Average Age (est):	41.1	38.3	Household Vehicles:											
	2.55		Households with 0 Vehicles	5.9%	8.4%	Birthplace:								
Marital Status:			Households with 1 Vehicle	34.5%	37.2%	Australia	45.3%	64.6%						
Married	53.6%	46.9%	Households with 2 Vehicles	40.5%	37.1%	England	1.7%	2.9%						
Separated	2.3%	2.9%	H'holds with 3 plus Vehicles	19.2%	17.3%	New Zealand	1.1%	1.8%						
Divorced	6.3%	7.7%	Timelae wan e plae vernolee	10.270	11 .0 ,0	China	10.9%	3.5%						
Widowed	5.9%	4.5%	Household Type:			India	6.8%	5.1%						
Never Married	31.9%	38.0%	Two Parent Family	38.2%	34.0%	Philippines	0.9%	1.2%						
Never Married	01.070	00.070	One Parent Family	11.5%	10.7%	Vietnam	4.7%	1.9%						
			Couple without Children	26.0%	25.4%	South Africa	0.4%	0.5%						
Household Income:			Other Family Type	1.4%	1.1%	Other	28.1%	18.6%						
\$0 - \$399 p/w	7.2%	5.7%	Non-Family Household	23.0%	28.7%	Other	20.170	10.070						
\$400 - \$799 p/w	15.9%	14.1%	Non-i aniliy Household	25.070	20.1 70	Religious Affiliation:								
			Language Chaken of Hames				44 20/	42 00/						
\$800 - \$1,249 p/w	13.4%	12.8%	Language Spoken at Home:	40.00/	65 O%	Christian	41.2%	43.0%						
\$1,250 - \$1,999 p/w	18.7%	19.7%	English Only	40.8%	65.0%	Islam	5.6%	5.4%						
\$2,000 - \$2,999 p/w	19.2%	20.8%	Chinese	20.3%	6.4%	Buddhism	10.8%	4.0%						
\$3,000 - \$3,999 p/w	11.4%	11.9%	Indo Aryan	9.4%	6.6%	Hinduism	6.9%	4.3%						
\$4,000+ p/w	14.2%	15.0%	Arabic	1.2%	1.8%	Judaism	0.1%	0.9%						
			SE Asian & Austronesian	4.9%	3.9%	All Other Religions	2.0%	2.2%						
Avg H'hold Income (pa):	\$113,489	\$118,622	Other Non-English	23.3%	16.4%	No Religion / Spiritual	33.3%	40.1%						

Minor Catchment



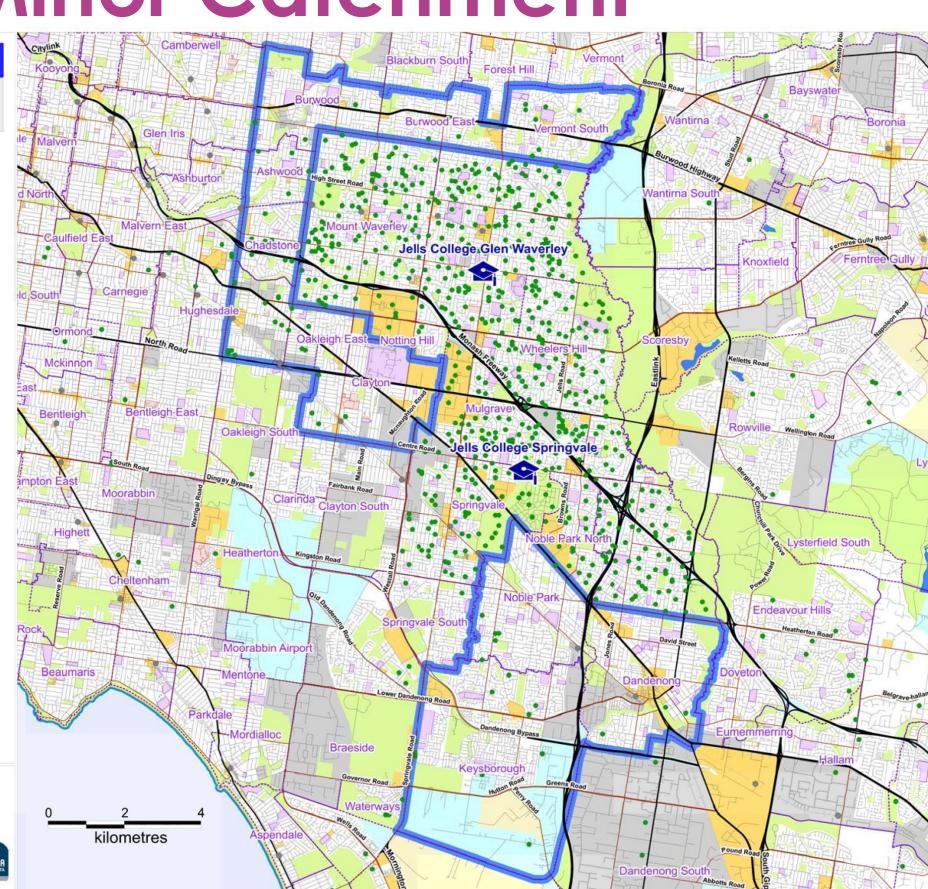


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Major & Minor Catchment 2023

Level	Inside Major & Minor Catchment Area	Outside Major & Minor Catchment Area	Total	% Inside Major & Minor Catchment Area	% Outside Major & Minor Catchment Area
All Students	907	214	1,121	80.9%	19.1%
Kinder	71	5	76	93.4%	6.6%
Prep	65	10	75	86.7%	13.3%
Primary	288	49	337	85.5%	14.5%
Secondary	483	150	633	76.3%	23.7%



Minor Catchment Census 2021

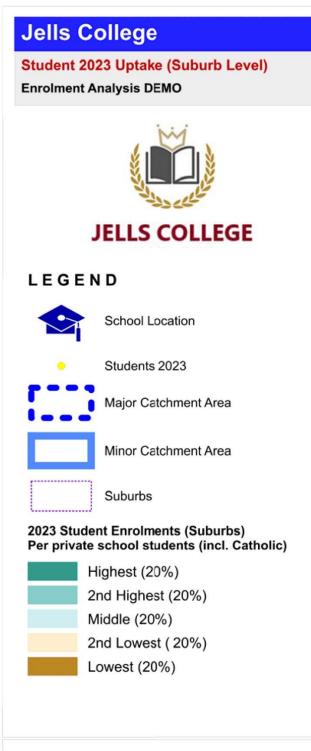
2021 Demographic Summary



Jells College

			Minor Catc	hment Area				
Category	Trade Area	Metro VIC	Category	Trade Area	Metro VIC	Category	Trade Area	Metro VIC
Residential Population	183,116	-	Occupied Dwellings	62,513	2	Core Activity Need for Assis	stance:	
						Need for Assistance	6.8%	5.9%
Age:			Building Type:					
Persons Aged 0-9	10.8%	12.2%	Separate House	62.7%	68.7%	Profession:		
Persons Aged 10-14	5.0%	6.0%	Semi-Detached	22.3%	16.0%	Managers	10.7%	14.0%
Persons Aged 15-19	5.5%	5.6%	Flat / Unit / Apartment	15.0%	15.0%	Professionals	24.5%	27.2%
Persons Aged 20-24	9.4%	6.7%	Other	0.0%	0.3%	Clerical/Admin	12.4%	12.4%
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Persons Aged 55-64	9.7%	10.8%	Buying Dwelling	31.4%	38.1%	Drivers/Machine Operators	8.4%	5.9%
Persons Aged 65+	15.2%	15.0%	Renting Dwelling	38.9%	31.1%	Labourers	12.6%	8.1%
Average Age (est):	38.1	38.3	Household Vehicles:					
/	99.1	33.3	Households with 0 Vehicles	9.2%	8.4%	Birthplace:		
Marital Status:			Households with 1 Vehicle	38.6%	37.2%	Australia	43.7%	64.6%
Married	46.0%	46.9%	Households with 2 Vehicles	35.8%	37.1%	England	1.3%	2.9%
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			Couple without Children	23.9%	25.4%	South Africa	0.4%	0.5%
Household Income:			Other Family Type	1.8%	1.1%	Other	30.5%	18.6%
\$0 - \$399 p/w	7.9%	5.7%	Non-Family Household	29.6%	28.7%			13.330
\$400 - \$799 p/w	16.6%	14.1%	Treff Family Fredeeries	20.070	20.1 70	Religious Affiliation:		
\$800 - \$1,249 p/w	14.3%	12.8%	Language Spoken at Home:			Christian	37.6%	43.0%
\$1,250 - \$1,999 p/w	20.3%	19.7%	English Only	39.4%	65.0%	Islam	10.8%	5.4%
\$2,000 - \$2,999 p/w	19.4%	20.8%	Chinese	13.7%	6.4%	Buddhism	11.0%	4.0%
\$3,000 - \$3,999 p/w	10.4%	11.9%	Indo Aryan	10.4%	6.6%	Hinduism	6.9%	4.3%
\$4,000 - \$5,999 p/\(\varphi\)	11.1%	15.0%	Arabic	1.1%	1.8%	Judaism	0.2%	0.9%
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Avg Triloid income (pa).	Ψ104,300	Ψ110,022	Other Non-English	23.070	10.470	140 Religion / Opintual	50.070	40. I 70

Student Uptake 2023

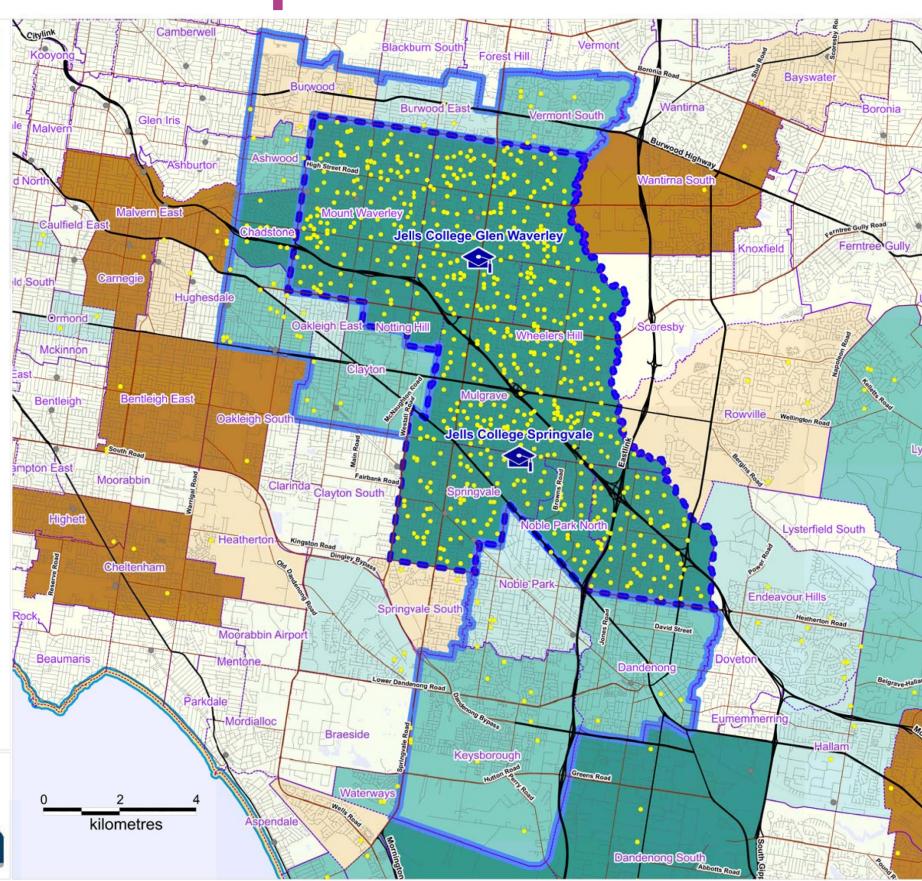




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Student Uptake 2016

Jells College

Student 2016 Uptake (Suburb Level)

Enrolment Analysis DEMO



LEGEND



School Location



Students 2016



Major Catchment Area



Minor Catchment Area



Suburbs

2016 Student Enrolments (Suburbs) Per private school students (incl. Catholic)



Highest (20%)



2nd Highest (20%)



Middle (20%)



2nd Lowest (20%)



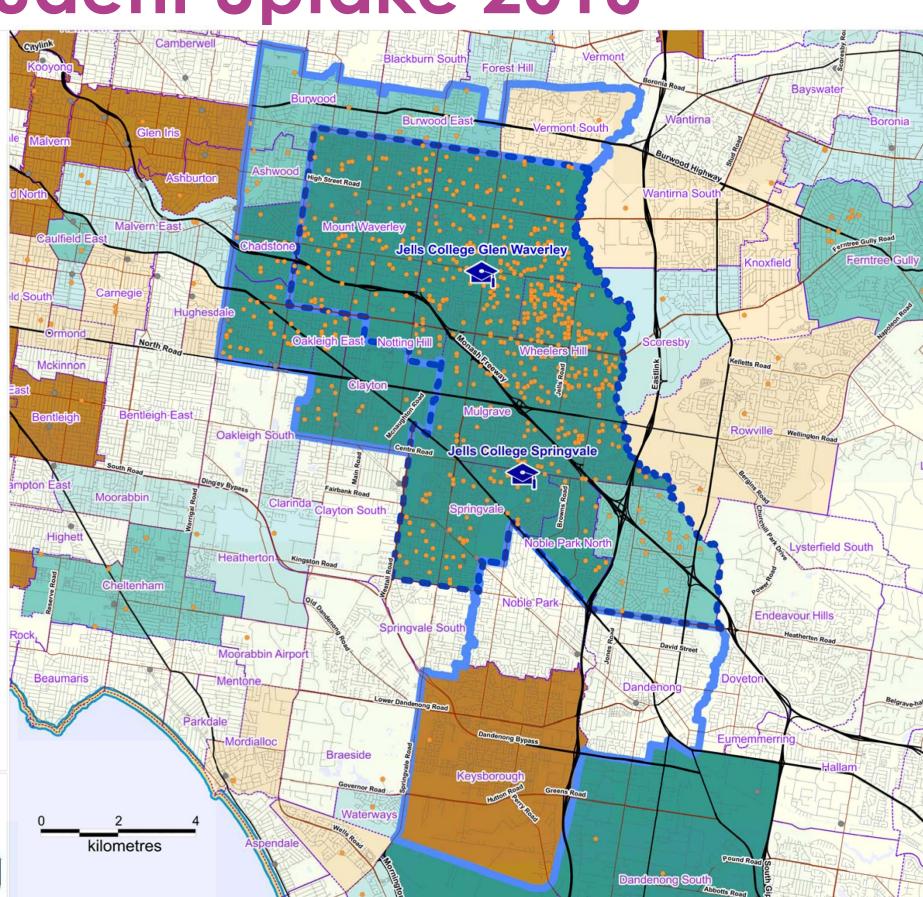
Lowest (20%)



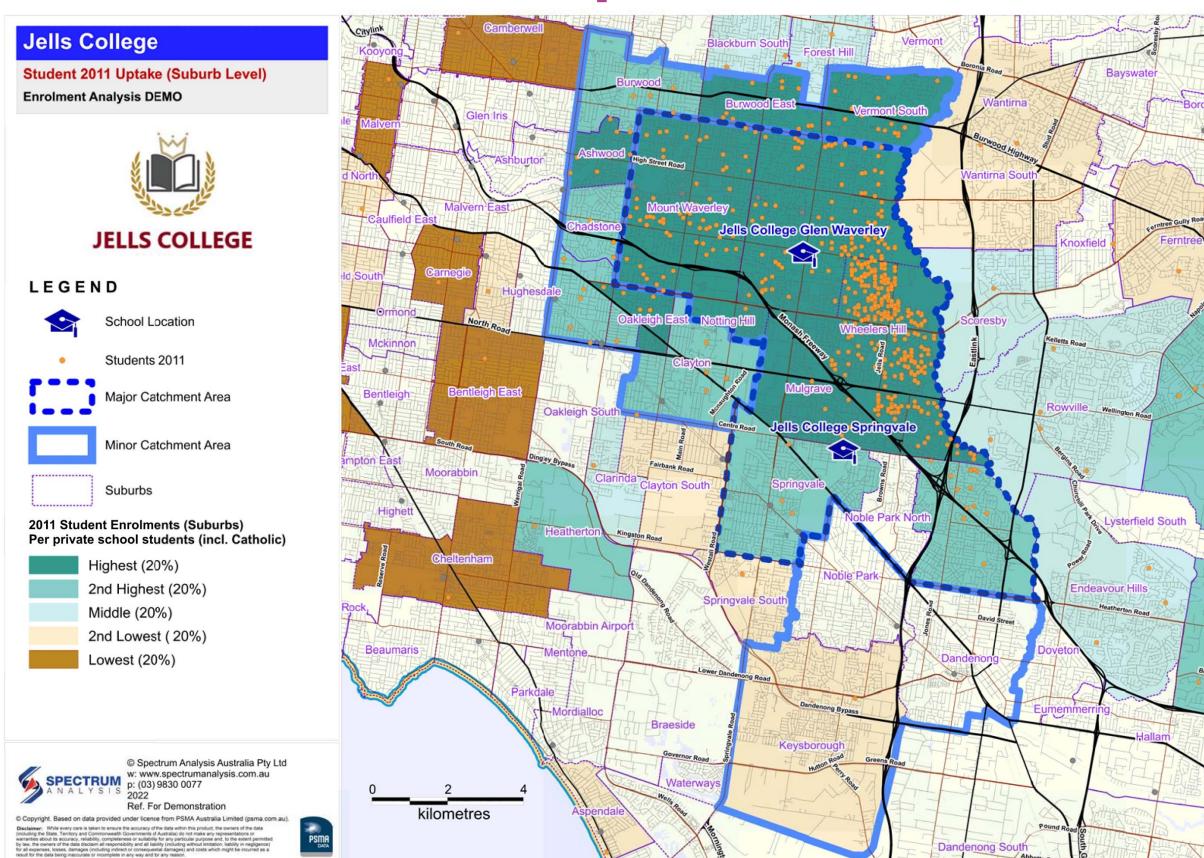
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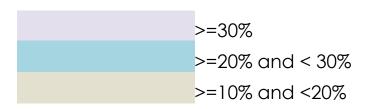
Student Uptake 2011



Dandenong South

Student Uptake 2011, 2016 & 2023 in Major Catchment

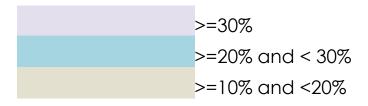
					2011	2011	2016	2016	2023	2023
Suburb	Postcode	SEIFA	Private schools' students (C2011)	Private schools' students (C2021)	2011 Enrolment Count	2011 Uptake	2016 Enrolment Count	2016 Uptake	2023 Enrolment Count	2023 Uptake
*** Uptake Denominat	or is the nu	mber of	students attending Nor	-Government					*** Data is sorted	•
(Incl. Catholic) school									2023enrolment co	ount
<u>Total In Major Ca</u>	tchment A	<u>rea</u>	9,886	10,063	626	40.2%	753	7.5%	796	7.9 %
1. Glen Waverley	3150	1,075	2,100	2,168	130	6.2%	195	9.0%	194	8.9%
2. Mount Waverley	3149	1,081	2,207	2,235	76	3.4%	117	5.2%	151	6.8%
3. Mulgrave	3170	1,041	1,217	1,382	70	5.8%	86	6.2%	125	9.0%
4. Wheelers Hill	3150	1,079	1,598	1,599	325	20.3%	246	15.4%	119	7.4%
5. Springvale	3171	888	1,103	1,127	7	0.6%	66	5.9%	96	8.5%
6. Dandenong North	3175	933	1,128	1,057	16	1.4%	16	1.5%	72	6.8%
7. Noble Park North	3174	942	451	388	0	0.0%	17	4.4%	32	8.2%
8. Notting Hill	3168	1,058	82	107	2	2.4%	10	9.3%	7	6.5%





Student Uptake 2011, 2016 & 2023 in Minor Catchment

					2011	2011	2016	2016	2023	2023
Suburb	Postcode	SEIFA	Private schools' students (C2011)	Private schools' students (C2021)	2011 Enrolment Count	2011 Uptake	2016 Enrolment Count	2016 Uptake	2023 Enrolment Count	2023 Uptake
*** Uptake Denominator	is the numbe	er of stud	lents attending Non	-Government (Incl.					*** Data is sorted	by 2023
Catholic) schools							enrolment count			
Total In Minor Catcl	<u>hment Area</u>		8,872	9,373	90	16.1%	111	1.2%	111	1.2%
9. Keysborough	3173	996	1,666	2,248	2	0.1%	1	0.0%	34	1.5%
10. Oakleigh	3166	1,047	630	658	5	0.8%	32	4.9%	13	2.0%
11. Chadstone	3148	1,042	438	529	6	1.4%	15	2.8%	12	2.3%
12. Ashwood	3147	1,043	447	522	8	1.8%	4	0.8%	9	1.7%
13. Noble Park	3174	901	1,302	1,357	0	0.0%	0	0.0%	9	0.7%
14. Dandenong	3175	864	1,003	935	0	0.0%	0	0.0%	9	1.0%
15. Vermont South	3133	1,075	758	681	28	3.7%	1	0.1%	8	1.2%
16. Clayton	3168	1,017	555	476	5	0.9%	20	4.2%	5	1.1%
17. Burwood East	3151	1,036	584	543	17	2.9%	8	1.5%	4	0.7%
18. Burwood	3125	1,050	1,011	938	10	1.0%	6	0.6%	3	0.3%
19. Oakleigh East	3166	1,044	345	340	7	2.0%	17	5.0%	3	0.9%
20. Huntingdale	3166	1,035	133	146	2	1.5%	7	4.8%	2	1.4%





Numbers of Geographic Areas across Australia

- SA1's 57,523
- SA2's 2,310
- SA3's 360
- Suburbs 15,725
- Postcodes 2,630

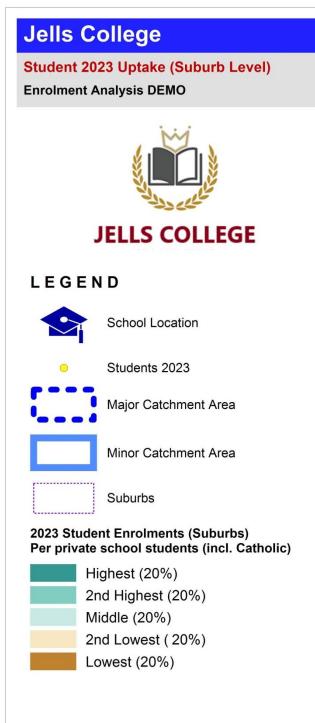


Definition of SA2 data

- The Australian Statistical Geography Standard (ASGS) provides a framework of statistical areas used by the Australian Bureau of Statistics (ABS) and other organisations to enable the publication of statistics that are comparable and spatially integrated.
- Statistical Areas 2 (SA2) are the smallest area for the release of many ABS statistics.
- SA2s are designed to reflect functional areas that represent a community. They
 consider Suburb and Locality boundaries. SA2s often reflect one or more related
 suburb.
- SA2s generally have a population range of 3,000 to 25,000 persons, and have an average population of about 10,000 persons.
- There are 2,310 SA2s in Australia, of which around 317 are in Greater Melbourne.



Areas 2 (SA2s) Map





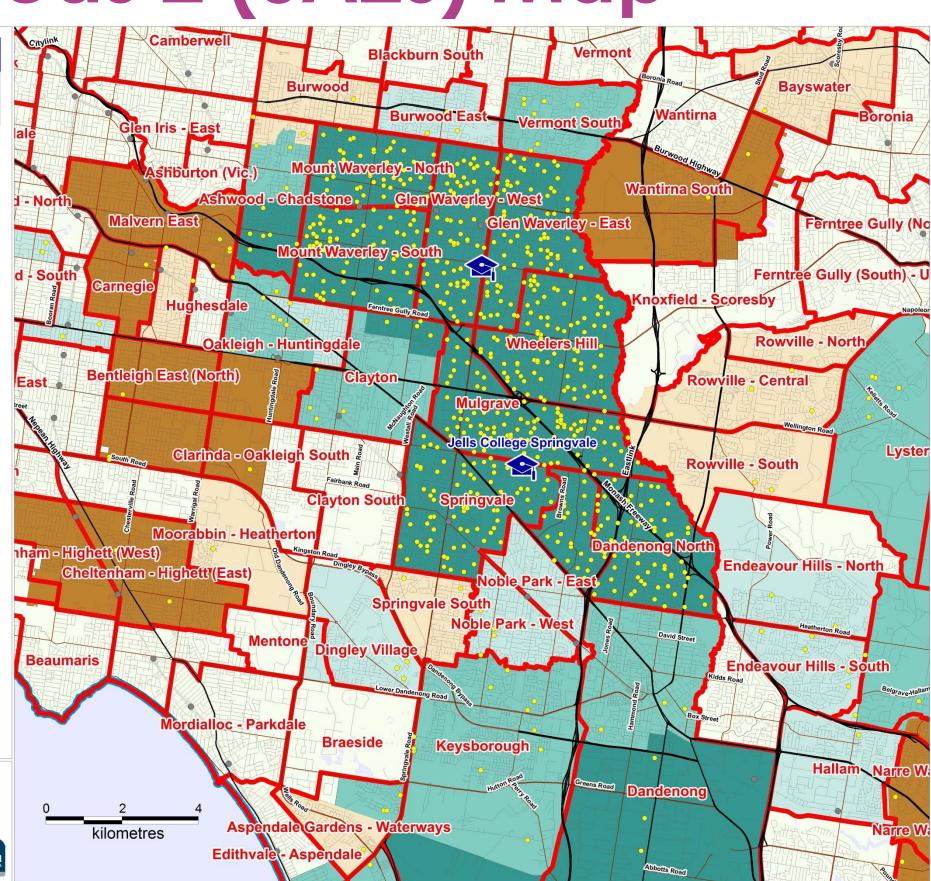
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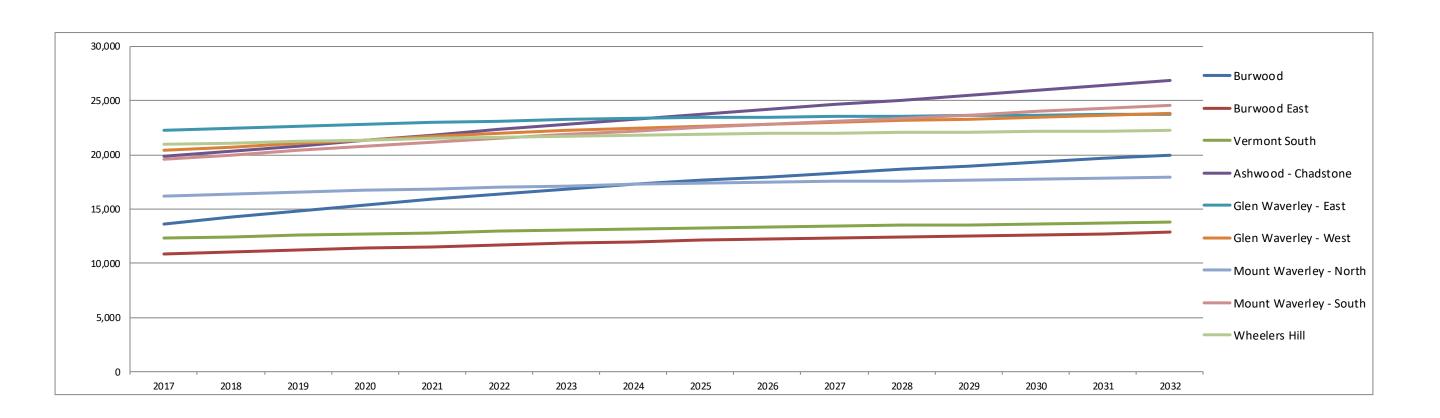




Growth of areas (SA2) 2017–2032 Total Population



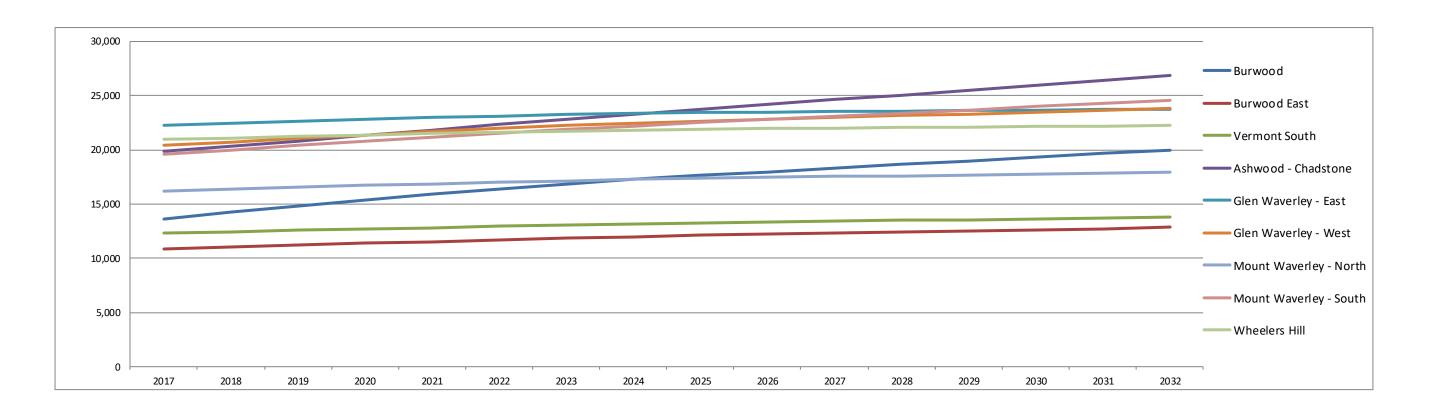
SA2s	Census 2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032
Burwood	12,238	13,635	14,239	14,841	15,401	15,918	16,401	16,846	17,260	17,640	17,994	18,316	18,643	18,981	19,320	19,663	20,008
Burwood East	10,268	10,868	11,034	11,211	11,384	11,550	11,706	11,852	11,990	12,110	12,216	12,311	12,409	12,511	12,616	12,726	12,840
Vermont South	11,706	12,346	12,466	12,590	12,713	12,832	12,949	13,058	13,161	13,252	13,337	13,413	13,488	13,562	13,637	13,709	13,781
Ashwood - Chadstone	18,311	19,869	20,340	20,841	21,345	21,847	22,345	22,832	23,308	23,771	24,218	24,648	25,081	25,519	25,958	26,396	26,835
Glen Waverley - East	21,067	22,287	22,446	22,632	22,816	22,983	23,138	23,268	23,377	23,456	23,513	23,542	23,577	23,621	23,669	23,726	23,791
Glen Waverley - West	19,236	20,434	20,724	21,052	21,375	21,681	21,969	22,230	22,465	22,672	22,854	23,003	23,160	23,323	23,495	23,670	23,852
Mount Waverley - North	15,288	16,215	16,373	16,547	16,721	16,882	17,034	17,166	17,285	17,386	17,471	17,536	17,603	17,674	17,752	17,831	17,918
Mount Waverley - South	18,334	19,634	20,000	20,390	20,776	21,152	21,522	21,873	22,209	22,529	22,836	23,122	23,409	23,697	23,989	24,284	24,580
Wheelers Hill	19,756	20,974	21,102	21,240	21,372	21,498	21,613	21,720	21,812	21,891	21,960	22,011	22,061	22,115	22,166	22,219	22,271
TOTAL Trade Area	146,204	156,262	158,724	161,344	163,903	166,343	168,677	170,845	172,867	174,707	176,399	177,902	179,431	181,003	182,602	184,224	185,876
Greater Melbourne	4,673,395	5,041,328	5,170,874	5,304,196	5,436,300	5,566,221	5,694,076	5,818,808	5,940,593	6,058,994	6,174,077	6,285,372	6,396,694	6,507,896	6,618,851	6,729,450	6,839,530



Growth of areas (SA2) 2017– 2032 Total Population (2)



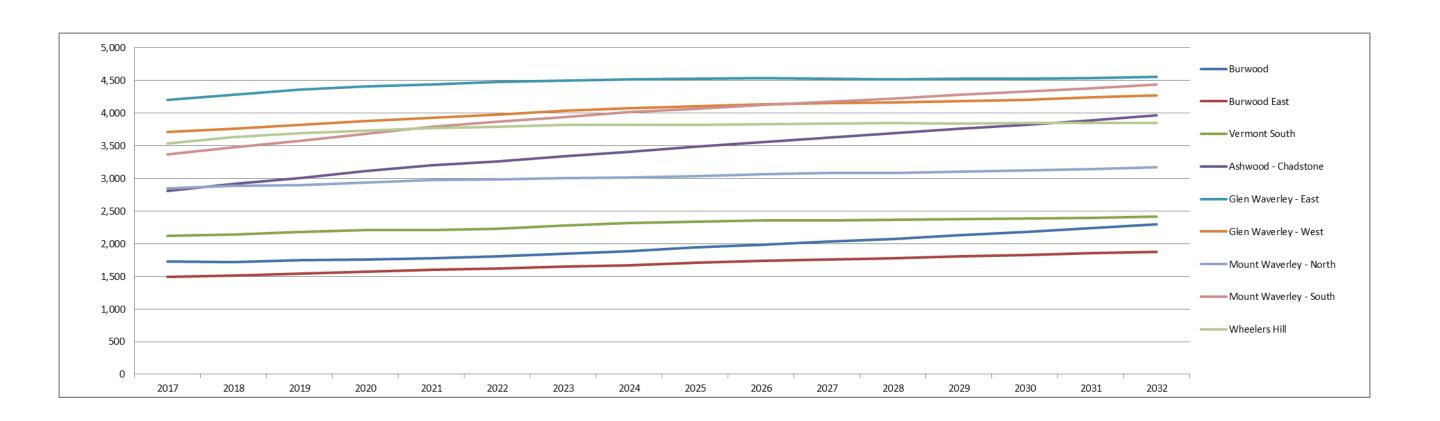
SA2s	Census 2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032
Burwood	12,238	13,635	14,239	14,841	15,401	15,918	16,401	16,846	17,260	17,640	17,994	18,316	18,643	18,981	19,320	19,663	20,008
Burwood East	10,268	10,868	11,034	11,211	11,384	11,550	11,706	11,852	11,990	12,110	12,216	12,311	12,409	12,511	12,616	12,726	12,840
Vermont South	11,706	12,346	12,466	12,590	12,713	12,832	12,949	13,058	13,161	13,252	13,337	13,413	13,488	13,562	13,637	13,709	13,781
Ashwood - Chadstone	18,311	19,869	20,340	20,841	21,345	21,847	22,345	22,832	23,308	23,771	24,218	24,648	25,081	25,519	25,958	26,396	26,835
Glen Waverley - East	21,067	22,287	22,446	22,632	22,816	22,983	23,138	23,268	23,377	23,456	23,513	23,542	23,577	23,621	23,669	23,726	23,791
Glen Waverley - West	19,236	20,434	20,724	21,052	21,375	21,681	21,969	22,230	22,465	22,672	22,854	23,003	23,160	23,323	23,495	23,670	23,852
Mount Waverley - North	15,288	16,215	16,373	16,547	16,721	16,882	17,034	17,166	17,285	17,386	17,471	17,536	17,603	17,674	17,752	17,831	17,918
Mount Waverley - South	18,334	19,634	20,000	20,390	20,776	21,152	21,522	21,873	22,209	22,529	22,836	23,122	23,409	23,697	23,989	24,284	24,580
Wheelers Hill	19,756	20,974	21,102	21,240	21,372	21,498	21,613	21,720	21,812	21,891	21,960	22,011	22,061	22,115	22,166	22,219	22,271
TOTAL Trade Area	146,204	156,262	158,724	161,344	163,903	166,343	168,677	170,845	172,867	174,707	176,399	177,902	179,431	181,003	182,602	184,224	185,876
Greater Melbourne	4,673,395	5,041,328	5,170,874	5,304,196	5,436,300	5,566,221	5,694,076	5,818,808	5,940,593	6,058,994	6,174,077	6,285,372	6,396,694	6,507,896	6,618,851	6,729,450	6,839,530



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



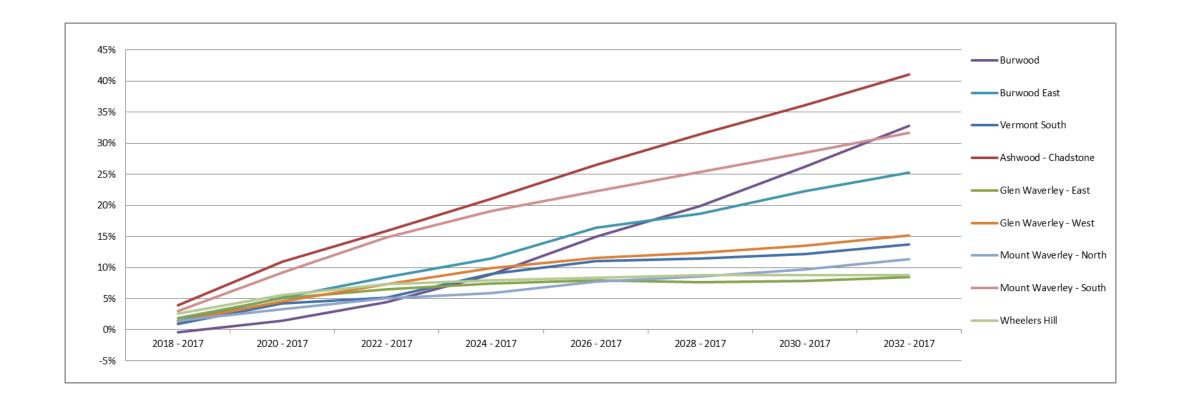
SA2s	Census 2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032
Burwood	1,642	1,730	1,723	1,744	1,755	1,781	1,807	1,841	1,883	1,941	1,988	2,037	2,074	2,128	2,182	2,239	2,298
Burwood East	1,381	1,494	1,515	1,541	1,570	1,596	1,619	1,645	1,665	1,706	1,739	1,754	1,773	1,803	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) 2021–2024 – Total Population

Jells College Population Projections 2021-2024 (SA2) **Enrolment Analysis DEMO JELLS COLLEGE** LEGEND School Location Major Catchment Area Minor Catchment Area Population growth 2021 - 2024 (SA2) (Greater Melbourne, %) Highest (10%) 2nd Highest (10%) Medium (20%) 2nd Lowest (20%) Lowest (40%)



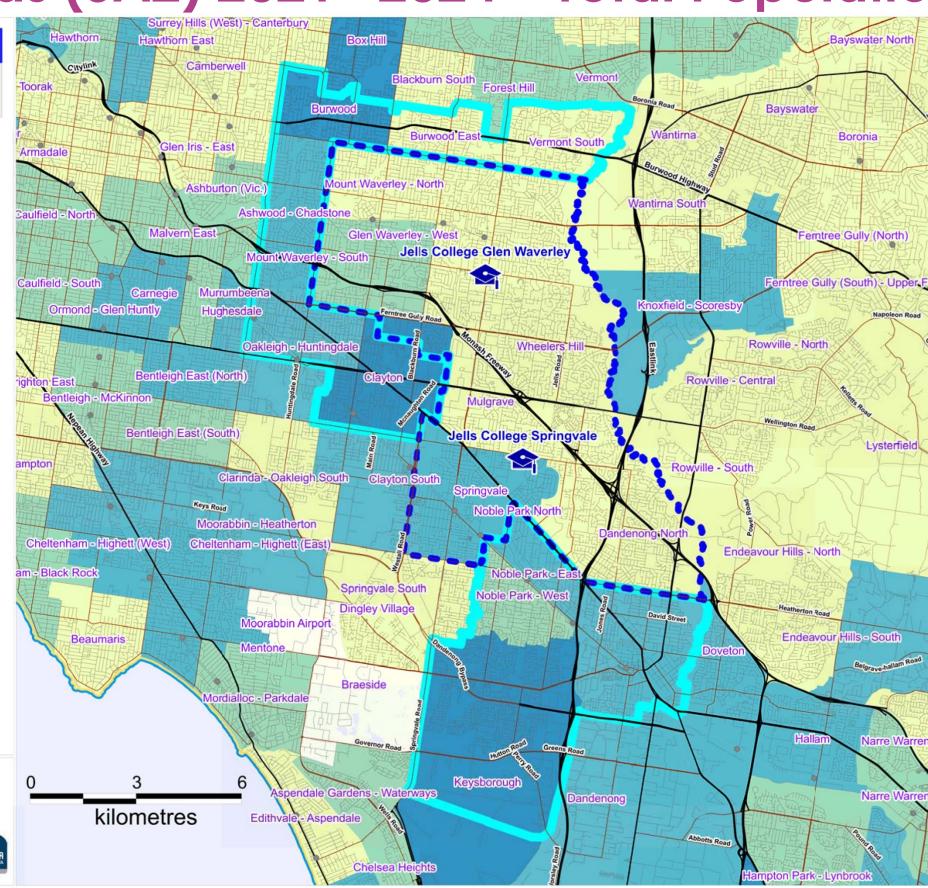
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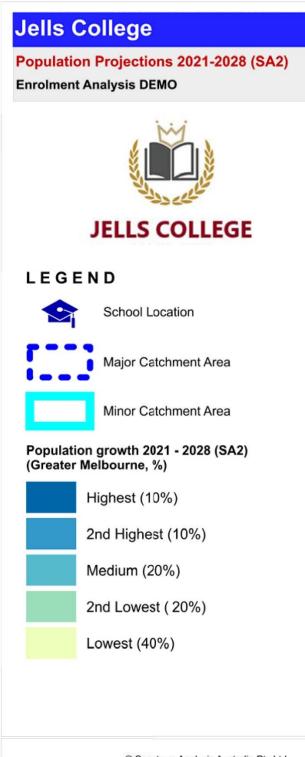
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Growth of areas (SA2) 2021–2028 – Total Population



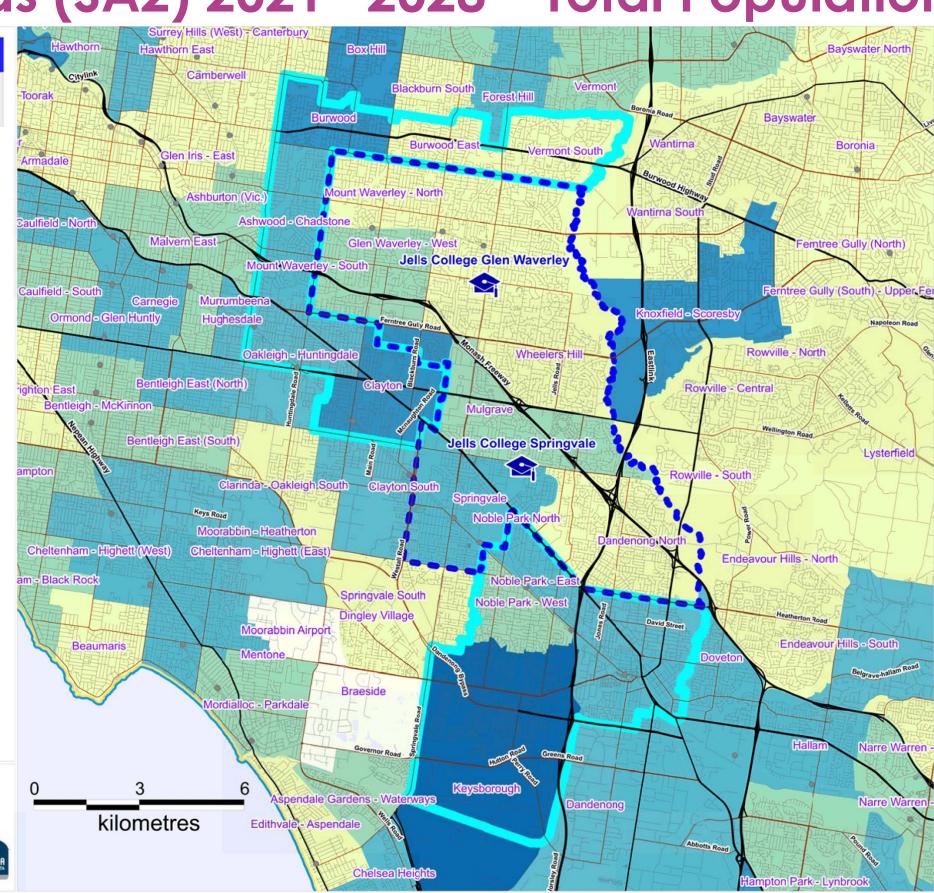


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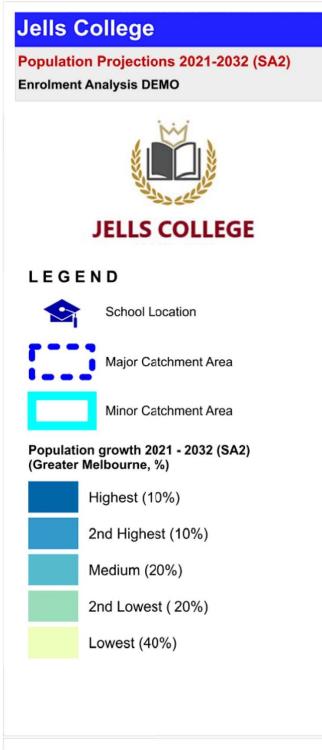
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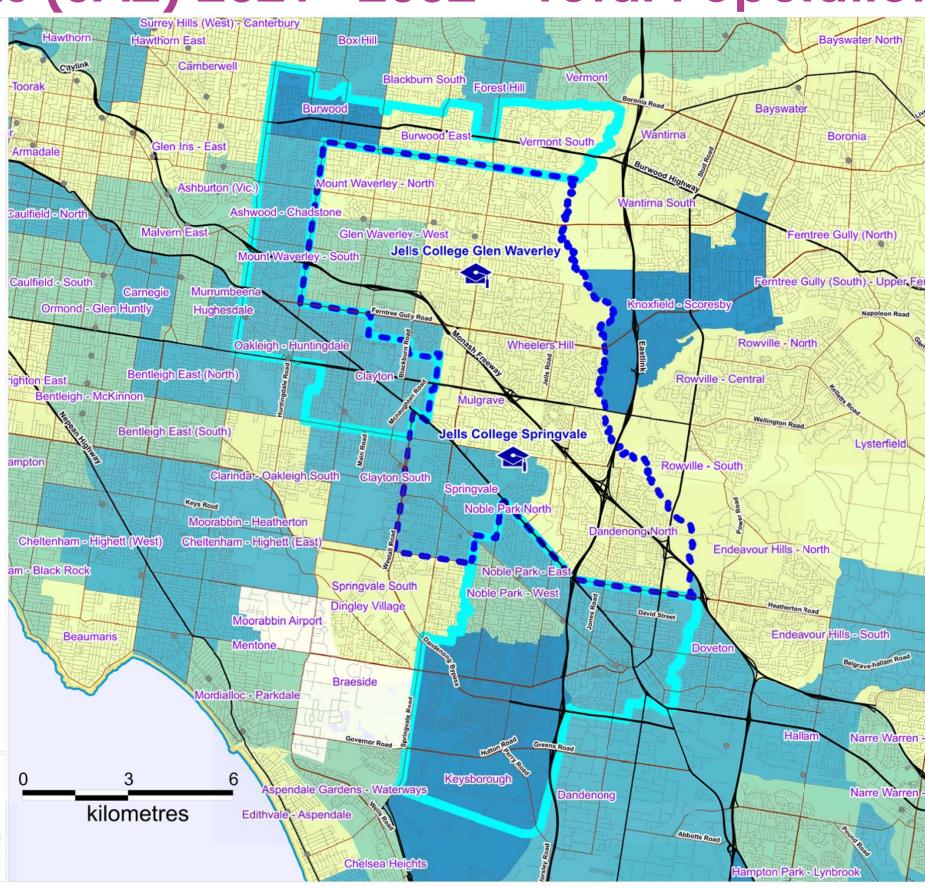




Growth of areas (SA2) 2021–2032 – Total Population

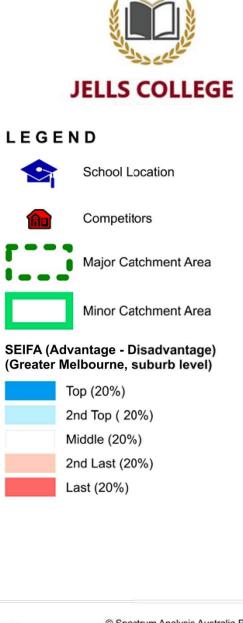






Competition

Jells College Competitors **Enrolment Analysis DEMO JELLS COLLEGE** LEGEND School Location Competitors Major Catchment Area Minor Catchment Area





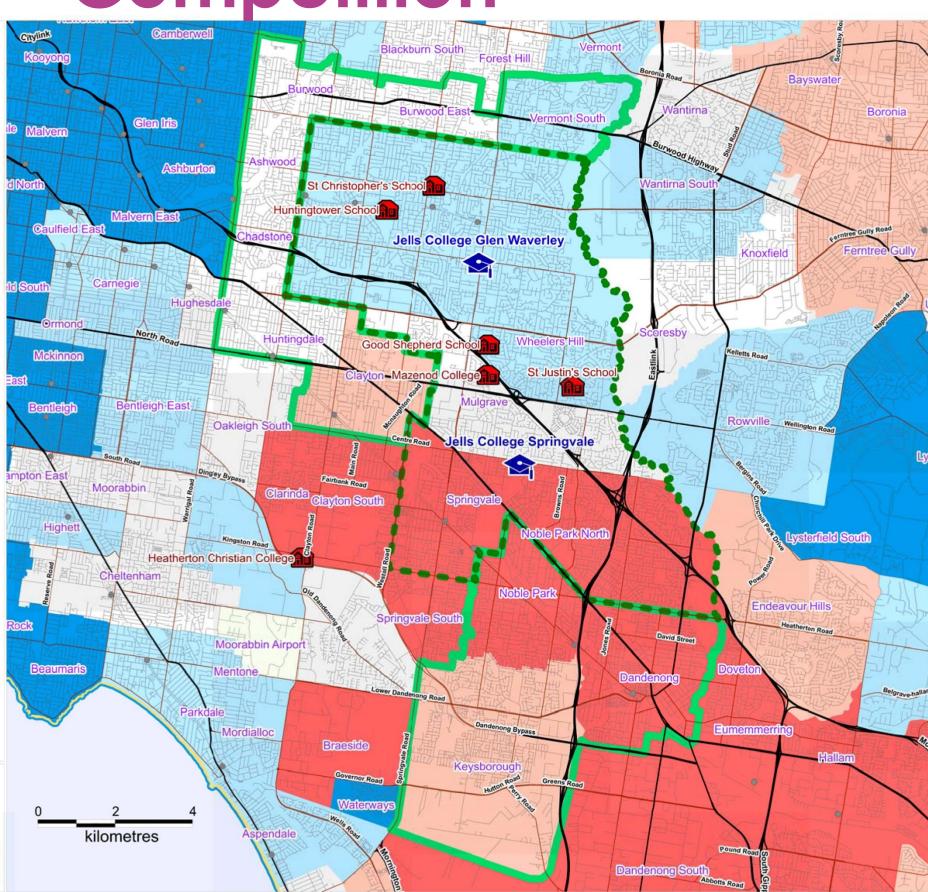
Top (20%)

2nd Top (20%) Middle (20%)

2nd Last (20%)

Last (20%)





Competition

No.	School Name	Suburb	State	Education Level	School Sector	Catchment Area	Distance to the Main Campus (km)
1.	Good Shepherd School	Wheelers Hill	VIC	Primary	Catholic	Major	2.1
2.	St Christopher's School	Glen Waverley	VIC	Primary	Catholic	Major	2.4
3.	Huntingtower School	Mount Waverley	VIC	Combined	Independent	Major	2.8
4.	Mazenod College	Mulgrave	VIC	Secondary	Catholic	Major	2.9
5.	St Justin's School	Wheelers Hill	VIC	Primary	Catholic	Major	4.0
6.	Heatherton Christian College	Clarinda	VIC	Combined	Independent	<u> </u>	8.9



Competition Info (1a)

*data from ACARA (Australian Curriculum Assessment and Reporting Authority) Website: https://www.acara.edu.au/

	VIC Major Cities Non-Government Schools' Average	Good Shepherd School	Heatherton Christian College	Huntingtower School	Jells College	
Suburb		Wheelers Hill	Clarinda	Mount Waverley	Glen Waverley	
State		VIC	VIC	VIC	VIC	
Postcode		3150	3169	3149	3150	
School Sector		Catholic	Independent	Independent	Independent	
School Type		Primary	Combined	Combined	Combined	
Campus Type		School Single Entity	School Head Campus	School Single Entity	School Head Campus	
Rolled Reporting Description		Individual Reporting	Rolled Reporting	Individual Reporting	Individual Reporting	
School URL		http://www.goodshep.vic.edu.au	http://www.hcc.vic.edu.au	http://www.huntingtower.vic.edu.a u	http://www.Jells.vic.edu.au	
Governing Body		Catholic Education Commission of Victoria	Independent Schools Victoria	Independent Schools Victoria	Independent Schools Victoria	
Governing Body URL		https://www.cecv.catholic.edu.au /	https://www.is.vic.edu.au	https://www.is.vic.edu.au	https://www.is.vic.edu.au	
Year Range		Prep-6	Prep-12	Prep-12	Prep-12	
Geolocation		Major Cities	Major Cities	Major Cities	Major Cities	
ICSEA	1,079	1129	1118	1175	1150	
ICSEA Percentile	76	92	90	98	96	
Bottom SEA Quarter (%)	13	2	4	1	2	
Lower Middle SEA Quarter (%)	20	10	14	3	11	
Upper Middle SEA Quarter (%)	29	32	29	18	22	
Top SEA Quarter (%)	37	56	53	79	64	
Teaching Staff	58	40	62	83	24	
Full Time Equivalent Teaching Staff	50	31	47	73	18	
Non-Teaching Staff	34	21	32	35	12	
Full Time Equivalent Non-Teaching Staff	24	13	23	31	6	
Total Enrolments	588	519	579	720	266	
Girls Enrolments	297	253	271	352	116	
Boys Enrolments	291	266	308	368	150	
Full Time Equivalent Enrolments	588	519	579	720	266	
Indigenous Enrolments (%)	1	0	0	1	0	
Language Background Other Than English (%)	36	72	61	51	55	



Competition Info (1b)

*data from ACARA (Australian Curriculum Assessment and Reporting Authority)

Website: https://www.acara.edu.au/

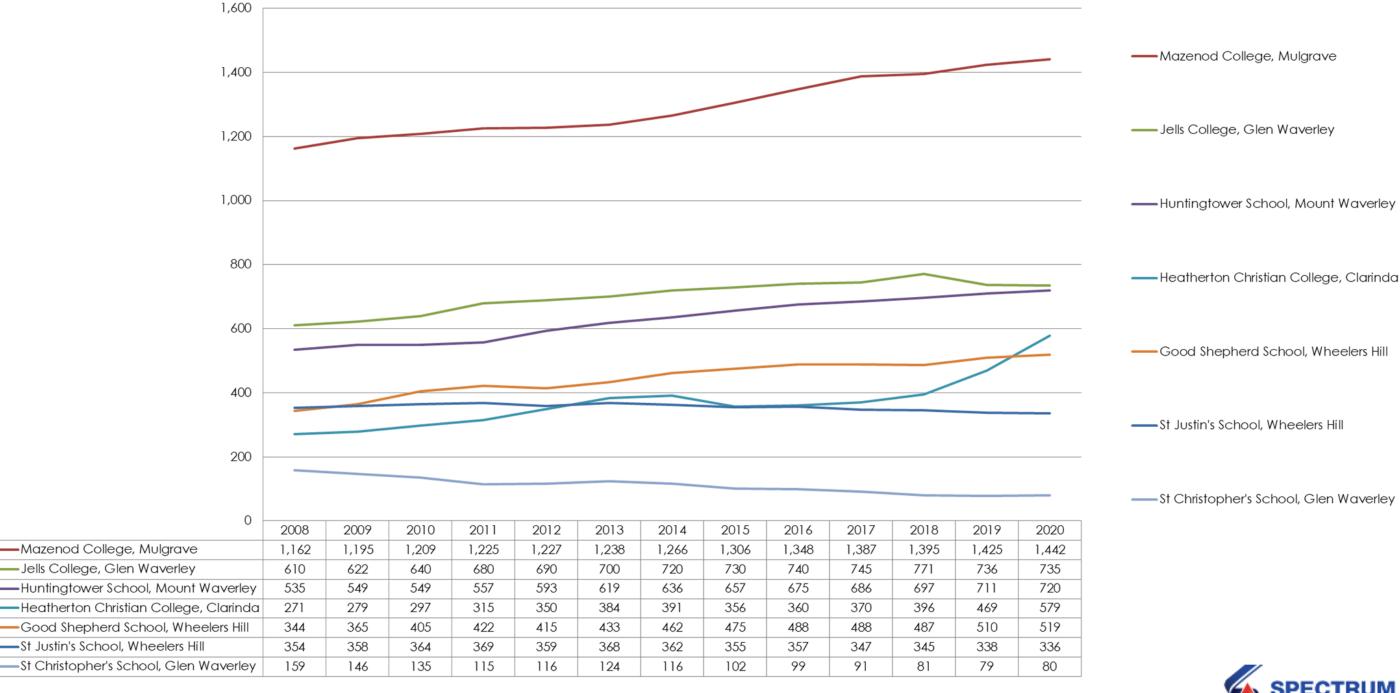
	VIC Major Cities Non-Government Schools' Average	Mazenod College	St Christopher's School	St Justin's School
Suburb		Mulgrave	Glen Waverley	Wheelers Hill
State		VIC	VIC	VIC
Postcode		3170	3150	3150
School Sector		Catholic	Catholic	Catholic
School Type		Secondary	Primary	Primary
Campus Type		School Single Entity	School Single Entity	School Single Entity
Rolled Reporting Description		Individual Reporting	Individual Reporting	Individual Reporting
School URL		http://www.mazenod.vic.edu.au	http://www.scsyndal.catholic.edu. au	http://www.sjwheelershill.catholic.e du.au
Governing Body		Catholic Education Commission of Victoria	Catholic Education Commission of Victoria	Catholic Education Commission of Victoria
Governing Body URL		https://www.cecv.catholic.edu.au /	https://www.cecv.catholic.edu.au /	https://www.cecv.catholic.edu.au /
Year Range		Yr7-Yr12	Prep-6	Prep-6
Geolocation		Major Cities	Major Cities	Major Cities
ICSEA	1,079	1076	1143	1093
ICSEA Percentile	76	79	94	84
Bottom SEA Quarter (%)	13	11	4	5
Lower Middle SEA Quarter (%)	20	21	7	23
Upper Middle SEA Quarter (%)	29	35	31	36
Top SEA Quarter (%)	37	33	59	36
Teaching Staff	58	129	12	29
Full Time Equivalent Teaching Staff	50	114	8	22
Non-Teaching Staff	34	74	5	9
Full Time Equivalent Non-Teaching Staff	24	54	2	5
Total Enrolments	588	1,442	80	336
Girls Enrolments	297	0	48	166
Boys Enrolments	291	1,442	32	170
Full Time Equivalent Enrolments	588	1,442	80	336
Indigenous Enrolments (%)	1	0	0	0
Language Background Other Than English (%)	36	50	68	16



Competition Info (2) - Enrolment 2008-2020

*data from ACARA

Enrolment 2008 - 2020 (Source: ACARA Data)





Competition Info (3a) - Finance

Good Shepherd School, Wheelers Hill

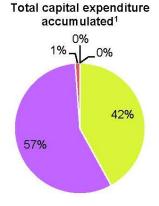
*data from My School Website: <u>myschool.edu.au</u>

Jells College Glen Waverley

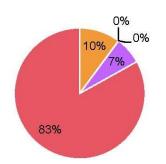
SCHOOL FINANCE 2019	Good Snepnera S	cnool, wheelers Hill	Heatnerton Christ	lan College, Claringa	Huntingtower Sch	ooi, Mount Waveriey	Jells College, Glen waverley		
Full-time equivalent enrolments relating to recurrent income and capital expenditure:	5	10.0	,2	69.0	7	47.0	7	77.0	
Net recurrent income	\$ Total	\$ per student	\$ Total	\$ per student	\$ Total	\$ per student	\$ Total	\$ per student	
Australian government recurrent funding	3,685,047	7,226	4,144,473	8,837	3,881,598	5,196	6,837,566	8,800	
State / territory government recurring funding	899,254	1,763	1,057,426	2,255	615,052	823	2,042,088	2,628	
Fees, charges and parent contributions	798,069	1,565	3,277,576	6,988	14,567,566	19,501	10,189,545	13,114	
Other private sources	106,651	209	313,208	668	1,262,166	1,690	1,164,873	1,499	
Total gross income	5,489,021	10,763	8,792,683	18,748	20,326,382	27,211	20,234,072	26,041	
Less deductions	289,657	568	313,208	668	2,561,611	3,429	1,201,143	1,546	
Total net recurrent income	5,199,364	10,195	8,479,475	18,080	17,764,771	23,781	19,032,929	24,495	
Capital expenditure	\$ Total	\$ Accumulated ¹	\$ Total	\$ Accumulated ¹	\$ Total	\$ Accumulated ¹	\$ Total	\$ Accumulated ¹	
Australian government capital expenditure	0	0	466,313	467,824	1,130	3,861	5,496	76,364	
State / territory government capital expenditure	0	0	376	1,391	570	2,403	999	3,250	
New school loans	294,500	294,500	0	0	0	4,000,000	0	976,193	
Income allocated to current capital projects	119,210	399,260	313,208	313,208	232,398	4,821,496	359,365	2,157,252	
Other	1,149	7,870	2,832,140	3,844,828	519,027	4,568,514	28,081	728,544	
Total capital expenditure	414,859	701,630	3,612,037	4,627,250	753,125	13,396,274	393,941	3,941,603	

Heatherton Christian College Clarinda

SCHOOL FINANCE 2019

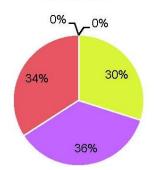


Total capital expenditure accumulated1

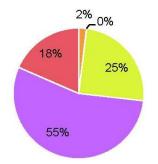


Total capital expenditure accumulated¹

Huntingtower School, Mount Waverley



Total capital expenditure accumulated¹





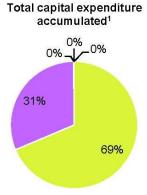
¹ Accumulated capital expenditure is the sum of three consecutive years.

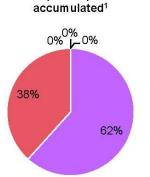
Competition Info (3b) – Finance Cont...

*data from My School Website: <u>myschool.edu.au</u>

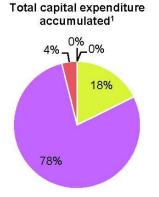
SCHOOL FINANCE 2019	Mazenod Co	llege, Mulgrave	St Christopher's S	School, Glen Waverley	St Justin's Sch	ool, Wheelers Hill	Average of Jell's Nominated Schools		
Full-time equivalent enrolments relating to recurrent income and capital expenditure:	1,	425.0 		79.0	3	38.0	<u>620.7</u>		
Net recurrent income	\$ Total	\$ per student	\$ Total	\$ per student	\$ Total	\$ per student	\$ Total	\$ per student	
Australian government recurrent funding	12,880,772	9,039	1,010,152	12,787	2,742,772	8,115	5,026,054	8,571	
State / territory government recurring funding	3,333,624	2,339	214,499	2,715	670,336	1,983	1,261,754	2,072	
Fees, charges and parent contributions	10,351,177	7,264	180,377	2,283	730,551	2,161	5,727,837	7,554	
Other private sources	329,063	231	48,522	614	80,312	238	472,114	736	
Total gross income	26,894,636	18,873	1,453,550	18,399	4,223,971	12,497	12,487,759	18,933	
Less deductions	3,390,169	2,379	70,167	888	208,039	616	1,147,713	1,442	
Total net recurrent income	23,504,467	16,494	1,383,383	17,511	4,015,932	11,881	11,340,046	17,491	
Capital expenditure	\$ Total	\$ Accumulated ¹	\$ Total	\$ Accumulated ¹	\$ Total	\$ Accumulated ¹	\$ Total	\$ Accumulated ¹	
Australian government capital expenditure	0	0	0	0	0	0	67,563	78,293	
State / territory government capital expenditure	0	0	0	0	0	0	278	1,006	
New school loans	0	13,000,000	0	0	0	53,696	42,071	2,617,770	
Income allocated to current capital projects	2,192,390	5,913,493	1,078	37,465	47,278	238,422	466,418	1,982,942	
Other 3,194 23,020		23,020	20,822	23,270	760	11,736	486,453	1,315,397	
Total capital expenditure	2,195,584	18,936,513	21,900	60,735	48,038	303,854	1,062,783	5,995,408	

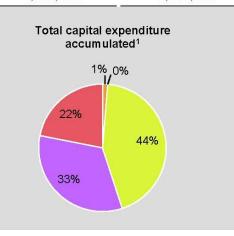
¹ Accumulated capital expenditure is the sum of three consecutive years.





Total capital expenditure







Feeder Schools on SEIFA

Jells College

Feeder School Locations

Enrolment Analysis DEMO



LEGEND



School Location



Feeder Schools 2023



Major Catchment Area



Minor Catchment Area

SEIFA (Advantage - Disadvantage) (Greater Melbourne, suburb level)

Top (20%)



2nd Top (20%)



Middle (20%) 2nd Last (20%)



Last (20%)

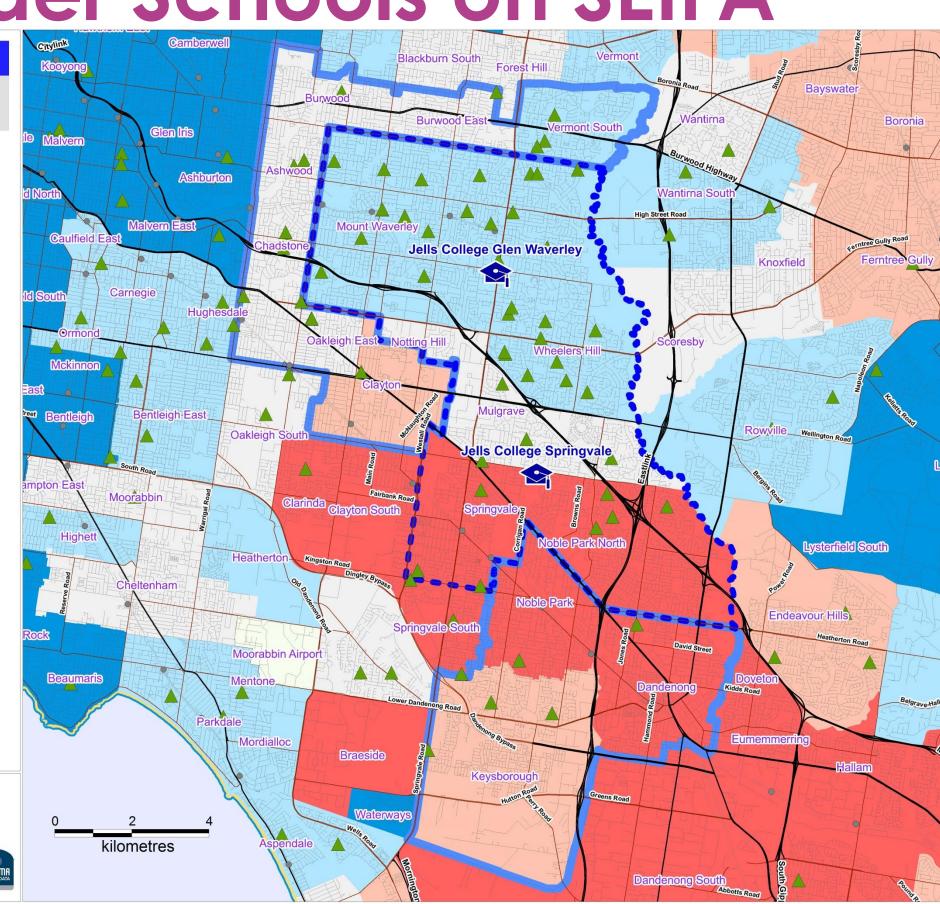


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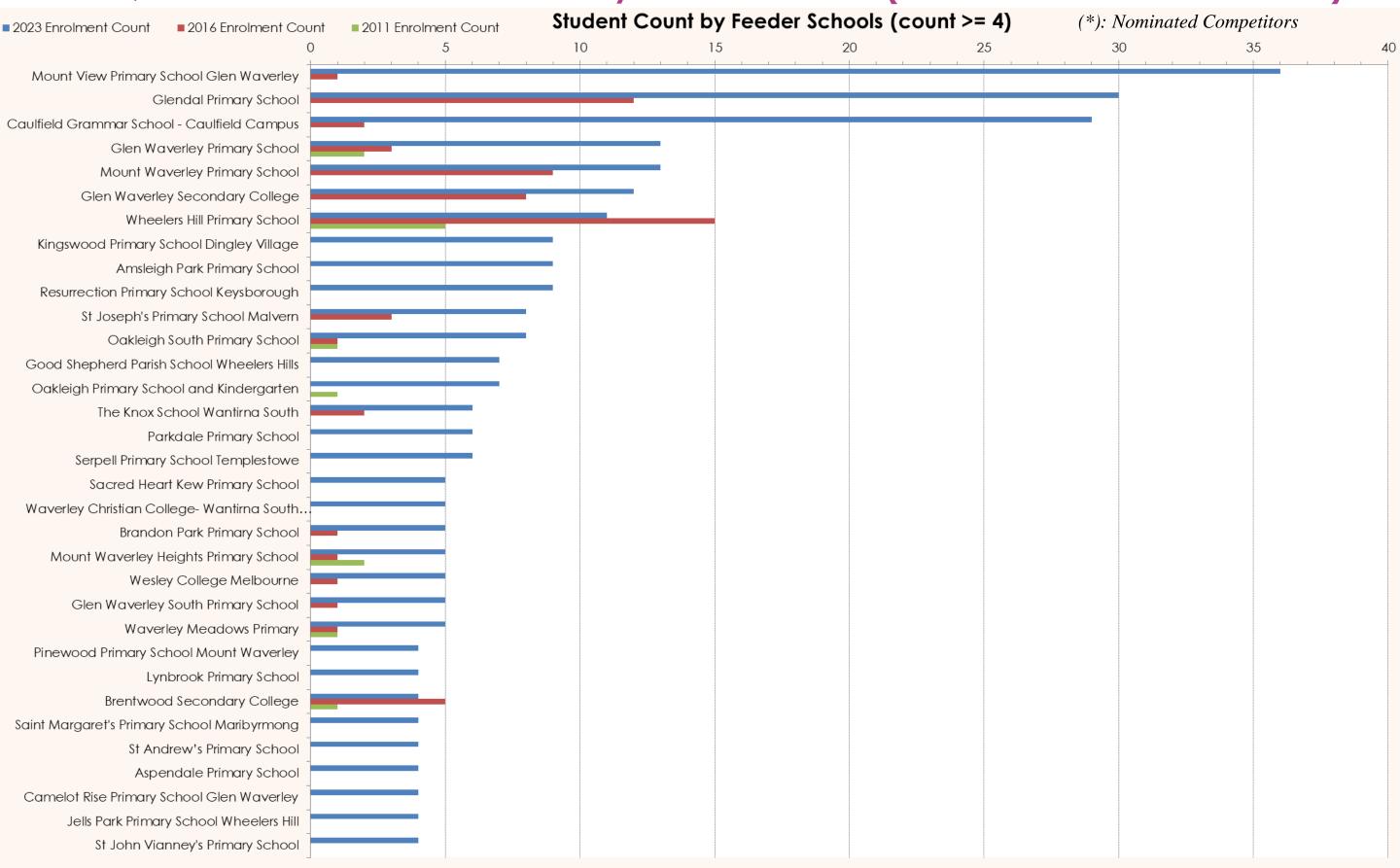
Ref. For Demonstration

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2023, 2016 & 2011 Student Count by Feeder School (2023 enrolment count >= 4)



2023, 2016 & 2011 Student Count by Feeder School (2021 enrolment count >= 3)

(*): Nominated Competitors

					*** Data is :	sorted by 2023 enrol	lment count		Percentage CHANG		
No.	Feeder School	2011 Enrolment Count	% 2011 Total Enrolment	2016 Enrolment Count	% 2016 Total Enrolment	2023 Enrolment Count	% 2023 Total Enrolment	No	<u> </u>		2016-2023 (%)
1	Mount View Primary School Glen Waverley	0	0.0%	1	0.1%	36	3.2%	1	Mount View Primary School Glen Waverley		3500%
2	Glendal Primary School	0	0.0%	12	1.2%	30	2.7%	2	Glendal Primary School		150%
	Caulfield Grammar School - Caulfield								Caulfield Grammar School - Caulfield		
3	Campus	0	0.0%	2	0.2%	29	2.6%	3	Campus		1350%
	Glen Waverley Primary School	2	0.2%	3	0.3%	13	1.2%	4		50%	333%
	Mount Waverley Primary School	0	0.0%	9	0.9%	13	1.2%	5			44%
6	Glen Waverley Secondary College	0	0.0%	8	0.8%	12	1.1%	6			50%
	Wheelers Hill Primary School	5	0.6%	15	1.5%	11	1.0%	7	Wheelers Hill Primary School	200%	-27%
	Kingswood Primary School Dingley Village	0	0.0%	0	0.0%	9	0.8%	8	0-1-1-1-1-1-1-1-1-1-1-1-1-1-1-1-1-1-1-1		
	Amsleigh Park Primary School	0	0.0%	0	0.0%	9	0.8%	9	, and girl and minding		
10	Resurrection Primary School Keysborough	0	0.0%	0	0.0%	9	0.8%	10			
	St Joseph's Primary School Malvern	0	0.0%	3	0.3%	8	0.7%	11			167%
	Oakleigh South Primary School	1	0.1%	1	0.1%	8	0.7%		2 Oakleigh South Primary School	0%	700%
	Good Shepherd Parish School Wheelers Hills	0	0.0%	0	0.0%	7	0.6%	13			
	Oakleigh Primary School and Kindergarten	1	0.1%	0	0.0%	7	0.6%		4 Oakleigh Primary School and Kindergarter	-100%	
	The Knox School Wantirna South	0	0.0%	2	0.2%	6	0.5%		The Knox School Wantirna South		200%
	Parkdale Primary School	0	0.0%	0	0.0%	6	0.5%	16	6 Parkdale Primary School		
	Serpell Primary School Templestowe	0	0.0%	0	0.0%	6	0.5%	17	7 Serpell Primary School Templestowe		
18	Sacred Heart Kew Primary School	0	0.0%	0	0.0%	5	0.4%	18	3 Sacred Heart Kew Primary School		
	Waverley Christian College-Wantirna South								Waverley Christian College- Wantirna Sout	h	
	Campus	0	0.0%	0	0.0%	5	0.4%	19	7 Campus		
	Brandon Park Primary School	0	0.0%	1	0.1%	5	0.4%	20	Brandon Park Primary School		400%
21	Mount Waverley Heights Primary School	2	0.2%	1	0.1%	5	0.4%	21		-50%	400%
22	Wesley College Melbourne	0	0.0%	1	0.1%	5	0.4%	22	2 Wesley College Melbourne		400%
23	Glen Waverley South Primary School	0	0.0%	1	0.1%	5	0.4%	23	3 Glen Waverley South Primary School		400%
24	Waverley Meadows Primary	1	0.1%	1	0.1%	5	0.4%	24	4 Waverley Meadows Primary	0%	400%
25	Pinewood Primary School Mount Waverley	0	0.0%	0	0.0%	4	0.4%	25	5 Pinewood Primary School Mount Waverley		
26	Lynbrook Primary School	0	0.0%	0	0.0%	4	0.4%	26	6 Lynbrook Primary School		
27	Brentwood Secondary College	1	0.1%	5	0.5%	4	0.4%	27	7 Brentwood Secondary College	400%	-20%
28	Saint Margaret's Primary School Maribyrmong	0	0.0%	0	0.0%	4	0.4%	28	8 Saint Margaret's Primary School Maribyrmo	ng	
29	St Andrew's Primary School	0	0.0%	0	0.0%	4	0.4%	29	9 St Andrew's Primary School		
	Aspendale Primary School	0	0.0%	0	0.0%	4	0.4%	30	O Aspendale Primary School		
31	Camelot Rise Primary School Glen Waverley	0	0.0%	0	0.0%	4	0.4%	31	Camelot Rise Primary School Glen Waverle	ey .	
	Jells Park Primary School Wheelers Hill	0	0.0%	0	0.0%	4	0.4%	32	2 Jells Park Primary School Wheelers Hill		
33	St John Vianney's Primary School	0	0.0%	0	0.0%	4	0.4%	33	3 St John Vianney's Primary School		
	Sirius College - Meadow Fair Campus (Years								Sirius College - Meadow Fair Campus (Yea	rs	
34	7-12 Boys) Broadmeadows	0	0.0%	0	0.0%	3	0.3%	34	4 7-12 Boys) Broadmeadows		
35	St Andrews Christian College Wantirna South	0	0.0%	0	0.0%	3	0.3%		5 St Andrews Christian College Wantirna Sou	th	
	Mary MacKillop Primary School Narre Warren								Mary MacKillop Primary School Narre Warr		
36	North	0	0.0%	0	0.0%	3	0.3%	36	6 North		
37	McKinnon Primary School Ormond	0	0.0%	1	0.1%	3	0.3%	37	7 McKinnon Primary School Ormond		200%
	Ferny Creek Primary School	1	0.1%	0	0.0%	3	0.3%		B Ferny Creek Primary School	-1	
	Preston West Primary School	0	0.0%	0	0.0%	3	0.3%	39	· · · · · · · · · · · · · · · · · · ·		
	Wallarano Primary School Noble Park	0	0.0%	1	0.1%	3	0.3%	40	•		200%
	Edithvale Primary School	0	0.0%	0	0.0%	3	0.3%	41	•		
	Mazenod College, Victoria Mulgrave	0	0.0%	0	0.0%	3	0.3%	42	2 Mazenod College, Victoria Mulgrave		
	Geelong Grammar School Corio	0	0.0%	1	0.1%	3	0.3%		3 Geelong Grammar School Corio		200%
	Brentwood Secondary College Glen				,				Brentwood Secondary College Glen		
44	Waverley	0	0.0%	0	0.0%	3	0.3%	44	4 Waverley		
	From other feeder schools	57	7.1%	107	10.4%	228	20.3%		5 From other feeder schools	0.877192982	113%
	Total students were provided with Feeder	<u> </u>	, 0		, 0						
	school information	71	9 %	176	17%	551	49%				
	Students Feeder School is Unknown	730	91%	851	83%	570	51%				
	Total	901	100%	1 027	100%	1 121	100%			6 00	PECTRUM

<u>Total</u>

<u>801</u>

<u>100%</u>

1,027

<u>100%</u>

<u>1,121</u>

<u>100%</u>



Future Enrolment Uptake

Jells College

Future Student Uptake (Suburbs)

Enrolment Analysis DEMO



LEGEND



School Location

Future Students (All Intake Years)



Major Catchment Area

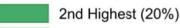


Minor Catchment Area

Future Students (Suburbs) Per private school students (incl. Catholic)



Highest (20%)





Middle (20%)



2nd Lowest (20%)



Lowest (20%)

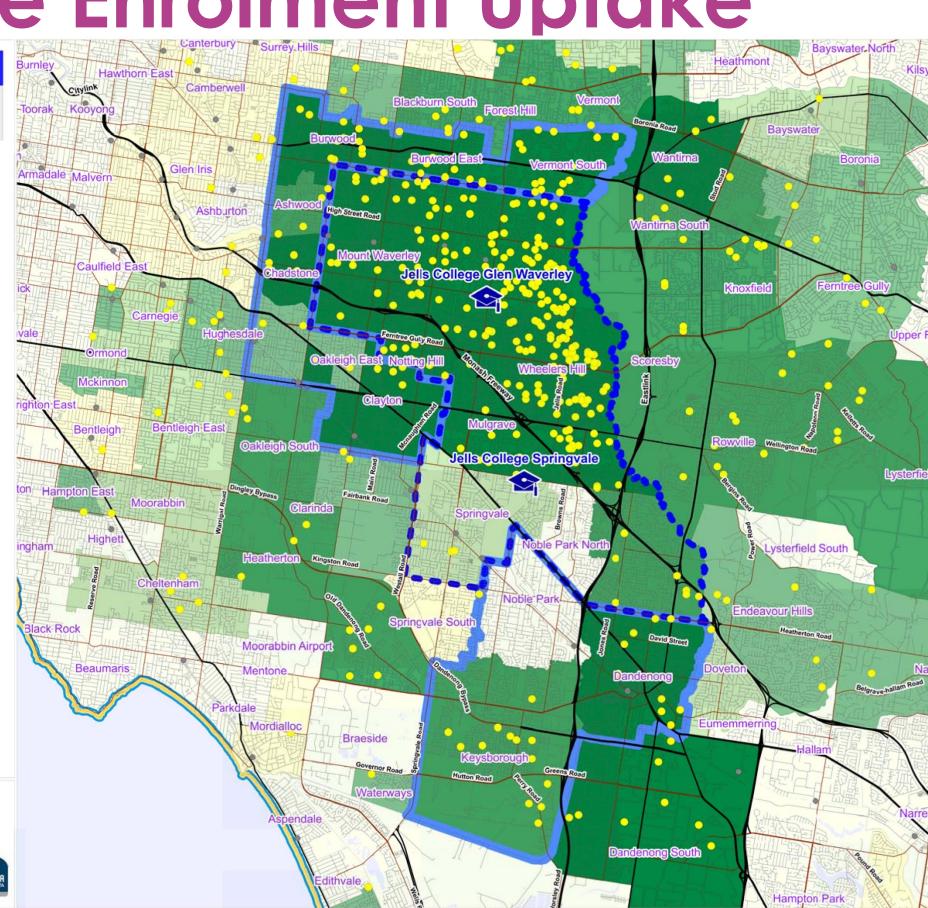


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Future Students vs 2016 & 2023 Students

Future Future 2023 2023 2016 2016

*** Data is sorted by total future enrolment count

				Catchment	Private schools'	Future (2024 - 2037)	Future Students				
	Suburb	Postcode	SEIFA	Area	students (C2021)	Enrolment Count	Uptake	Enrolment 2023	Uptake 2023	Enrolment 2016	Uptake 2016
1.	Glen Waverley	3150	1,075	Major	2,168	85	3.9%	194	8.9%	195	9.0%
2.	Wheelers Hill	3150	1,079	Major	1,599	77	4.8%	119	7.4%	246	15.4%
3.	Mount Waverley	3149	1,081	Major	2,235	41	1.8%	151	6.8%	117	5.2%
4.	Mulgrave	3170	1,041	Major	1,382	27	2.0%	125	9.0%	86	6.2%
5.	Vermont South	3133	1,075	Minor	681	16	2.3%	8	1.2%	1	0.1%
6.	Keysborough	3173	996	Minor	2,248	15	0.7%	34	1.5%	1	0.0%
7.	Dandenong	3175	864	Minor	935	14	1.5%	9	1.0%	0	0.0%
8.	Burwood East	3151	1,036	Minor	543	12	2.2%	4	0.7%	8	1.5%
9.	Rowville	3178	1,063		2,560	12	0.5%	8	0.3%	4	0.2%
10.	Burwood	3125	1,050	Minor	938	12	1.3%	3	0.3%	6	0.6%
11.	Wantirna South	3152	1,061		1,395	12	0.9%	3	0.2%	3	0.2%
12.	Dandenong South	3175	950		78	8	10.3%	4	5.1%	2	2.6%
13.	Nunawading	3131	1,049		795	7	0.9%	0	0.0%	0	0.0%
14.	Dandenong North	3175	933	Major	1,057	7	0.7%	72	6.8%	16	1.5%
15.	Wantirna	3152	1,045		778	7	0.9%	0	0.0%	0	0.0%
16.	Notting Hill	3168	1,058	Major	107	7	6.5%	7	6.5%	10	9.3%
17.	Dingley Village	3172	1,051		798	6	0.8%	5	0.6%	0	0.0%
18.	Lysterfield	3156	1,095		701	6	0.9%	7	1.0%	0	0.0%
19.	Blackburn South	3130	1,049		765	6	0.8%	0	0.0%	0	0.0%
20.	Endeavour Hills	3802	993		1,442	5	0.3%	13	0.9%	0	0.0%
21.	Bentleigh East	3165	1,072		2,264	5	0.2%	4	0.2%	0	0.0%
22.	Vermont	3133	1,069		673	5	0.7%	0	0.0%	0	0.0%
23.	Ferntree Gully	3156	1,009		1,476	5	0.3%	0	0.0%	12	0.8%
24.	Berwick	3806	1,047		4,961	5	0.1%	0	0.0%	0	0.0%
25.	Clayton	3168	1,017	Minor	476	5	1.1%	5	1.1%	20	4.2%
26.	<u>Chadstone</u>	3148	1,042	Minor	529	5	0.9%	12	2.3%	15	2.8%
27.	Forest Hill	3131	1,033		667	4	0.6%	0	0.0%	2	0.3%
28.	Cheltenham	3192	1,053		1,499	4	0.3%	3	0.2%	8	0.5%
29.	Oakleigh South	3167	1,027		625	4	0.6%	1	0.2%	0	0.0%
30.	Cranbourne South	3977	1,022		142	4	2.8%	0	0.0%	0	0.0%
31.	Clyde North	3978	1,058		790	4	0.5%	0	0.0%	0	0.0%
32.	Doncaster East	3109	1,064		1,517	4	0.3%	0	0.0%	3	0.2%
33.	Ashwood	3147	1,043	Minor	522	4	0.8%	9	1.7%	4	0.8%
34.	<u>Scoresby</u>	3179	1,027		417	3	0.7%	0	0.0%	1	0.2%
35.	Lyndhurst	3975	1,074		680	3	0.4%	6	0.9%	0	0.0%
36.	Box Hill South	3128	1,072		684	3	0.4%	0	0.0%	0	0.0%
37.	Boronia	3155	991		857	3	0.4%	0	0.0%	3	0.4%
38.	Springvale	3171	888	Major	1,127	3	0.3%	96	8.5%	66	5.9%
39.	Mount Eliza	3930	1,121		2,204	3	0.1%	0	0.0%	0	0.0%
40.	Camberwell	3124	1,137		2,228	3	0.1%	0	0.0%	0	0.0%
41.	Other Suburbs / Loca	alities				108		219		198	
	<u>Total</u>					569		1,121		1,027	

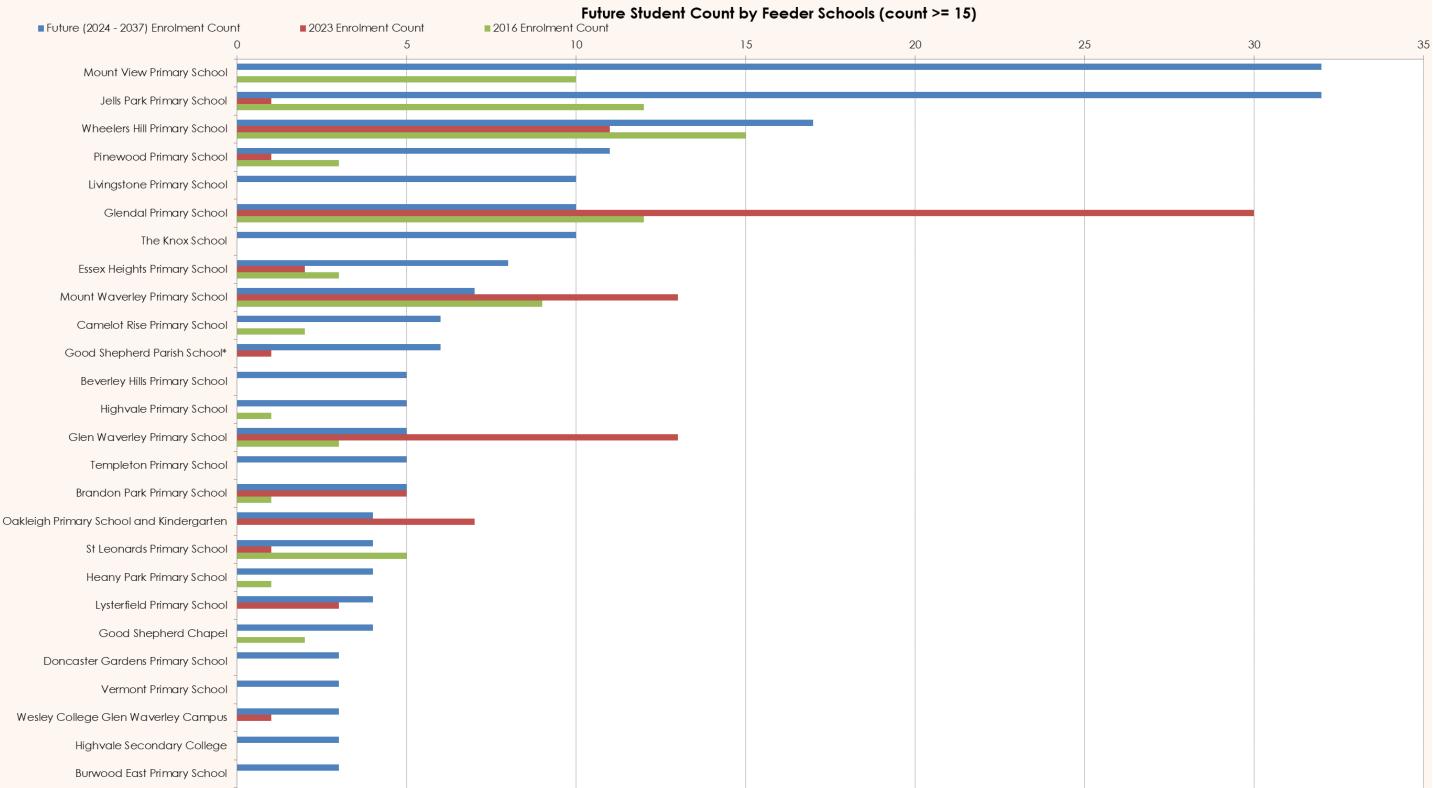


Future Students by Feeder Schools

Future	students (2024 - 2037) by Feeder Schools		Future	Future	2023	2023	2016	2016
			*** Data is sorted by total	. 0.0.0				20.0
			future enrolment count					
No.	Feeder School	Suburb	Future (2024 - 2037) Enrolment Count	% Total Future (2024 - 2037) Enrolments	2023 Enrolment Count	% 2023 Total Enrolment	2016 Enrolment Count	% 2016 Total Enrolment
1	Mount View Primary School	Glen Waverley	32	5.6%	0	0.0%	10	1.0%
2	Jells Park Primary School	Wheelers Hill '	32	5.6%	1	0.1%	12	1.2%
3	Wheelers Hill Primary School	Wheelers Hill	17	3.0%	11	1.0%	15	1.5%
4	Pinewood Primary School	Mount Waverley	11	1.9%	1	0.1%	3	0.3%
5	Livingstone Primary School	Vermont South	10	1.8%	0	0.0%	0	0.0%
6	Glendal Primary School	Glen Waverley	10	1.8%	30	2.7%	12	1.2%
7	The Knox School	Wantirna South	10	1.8%	0	0.0%	0	0.0%
8	Essex Heights Primary School	Mount Waverley	8	1.4%	2	0.2%	3	0.3%
9	Mount Waverley Primary School	Mount Waverley	7	1.2%	13	1.2%	9	0.9%
10	Camelot Rise Primary School	Glen Waverley	6	1.1%	0	0.0%	2	0.2%
11	Good Shepherd Parish School*	Wheelers Hill	6	1.1%	1	0.1%	0	0.0%
12	Beverley Hills Primary School	Doncaster East	5	0.9%	0	0.0%	0	0.0%
13	Highvale Primary School	Glen Waverley	5	0.9%	0	0.0%	1	0.1%
14	Glen Waverley Primary School	Glen Waverley	5	0.9%	13	1.2%	3	0.3%
15	Templeton Primary School	Wantirna	5	0.9%	0	0.0%	0	0.0%
16	Brandon Park Primary School	Wheelers Hill	5	0.9%	5	0.4%	1	0.1%
17	Oakleigh Primary School and Kindergarten	Oakleigh	4	0.7%	7	0.6%	0	0.0%
18	St Leonards Primary School	Glen Waverley	4	0.7%	1	0.1%	5	0.5%
19	Heany Park Primary School	Rowville	4	0.7%	0	0.0%	1	0.1%
20	Lysterfield Primary School	Lysterfield	4	0.7%	3	0.3%	0	0.0%
21	Good Shepherd Chapel	Abbotsford	4	0.7%	0	0.0%	2	0.2%
22	Doncaster Gardens Primary School	Doncaster East	3	0.5%	0	0.0%	0	0.0%
23	Vermont Primary School	Vermont	3	0.5%	0	0.0%	0	0.0%
24	Wesley College Glen Waverley Campus	Glen Waverley	3	0.5%	1	0.1%	0	0.0%
25	Highvale Secondary College	Glen Waverley	3	0.5%	0	0.0%	0	0.0%
26	Burwood East Primary School	Burwood East	3	0.5%	0	0.0%	0	0.0%
27	St Andrews Christian College	Wantirna South	3	0.5%	0	0.0%	1	0.1%
28	Waverley Meadows Primary	Wheelers Hill	2	0.4%	5	0.4%	1	0.1%
29	Waverley Christian College-Wantirna South Campus	Wantirna South	2	0.4%	5	0.4%	0	0.0%
30	Serpell Primary School	Templestowe	2	0.4%	0	0.0%	1	0.1%
31	Mount Waverley Secondary College Junior Campus	Mount Waverley	2	0.4%	2	0.2%	1	0.1%
32	Heathdale Christian College	Werribee	2	0.4%	0	0.0%	0	0.0%
33	Doncaster Primary School	Doncaster	2	0.4%	0	0.0%	0	0.0%
34	Narre Warren North Primary School	Narre Warren North	2	0.4%	1	0.1%	0	0.0%
35	Regency Park Primary School	Wantirna	2	0.4%	0	0.0%	0	0.0%
36	Weeden Heights Primary School	Vermont South	2	0.4%	0	0.0%	0	0.0%
37	St Thomas the Apostle Catholic Church	Blackburn	2	0.4%	0	0.0%	0	0.0%
38	Huntingtower School*	Mount Waverley	2	0.4%	1	0.1%	0	0.0%
39	Tintern Grammar (admin entrance only)	Ringwood East ´	2	0.4%	0	0.0%	0	0.0%
40	Hughesdale Primary School	Hughesdale	2	0.4%	1	0.1%	0	0.0%
41	Blackburn Lake Primary School	Blackburn	2	0.4%	0	0.0%	0	0.0%
42	Glen Huntly Primary School	Carnegie	2	0.4%	0	0.0%	0	0.0%
43	Hartwell Primary School	Camberwell	2	0.4%	0	0.0%	0	0.0%
44	Rowville Secondary College	Rowville	2	0.4%	0	0.0%	0	0.0%
45	From other feeder schools		57	10.0%	447	39.9%	93	9.1%
	Total students were provided with Feeder school information	on	303	53.3%	551	49.2%	176	17.1%
	Students Feeder School is Unknown		266	46.7%	570	50.8%	851	82.9%
	<u>Total</u>		<u>569</u>	<u>100%</u>	<u>1,121</u>	<u>100%</u>	<u>1,027</u>	<u>100%</u>



Future Students by Feeder Schools (2)





Transport vs. current enrolment

Jells College

Travelling to School

versus Student Enrolments Uptake

LEGEND



School Location

2023 Students

2023 Student Enrolment Uptake (Suburbs)

Highest (20%)

2nd Lowest (20%)

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

Train Stations

Travelling to School

(JC:) Jells College

613 Southland SC - Waverley Gardens SC
623 St Kilda - Glen Waverley (PTV)
850 Dandenong - Glen Waverley (PTV)
902 Airport West - Chelsea (PTV)

E1 Greensborough - Glen Waverley (Existing)
 E2 Narre Warren Station - Glen Waverley (Existing)

P3 Fountain Gate SC - JELLS Glen Waverley (Proposed)
P4 Cranbourne - JELLS Springvale (Proposed)

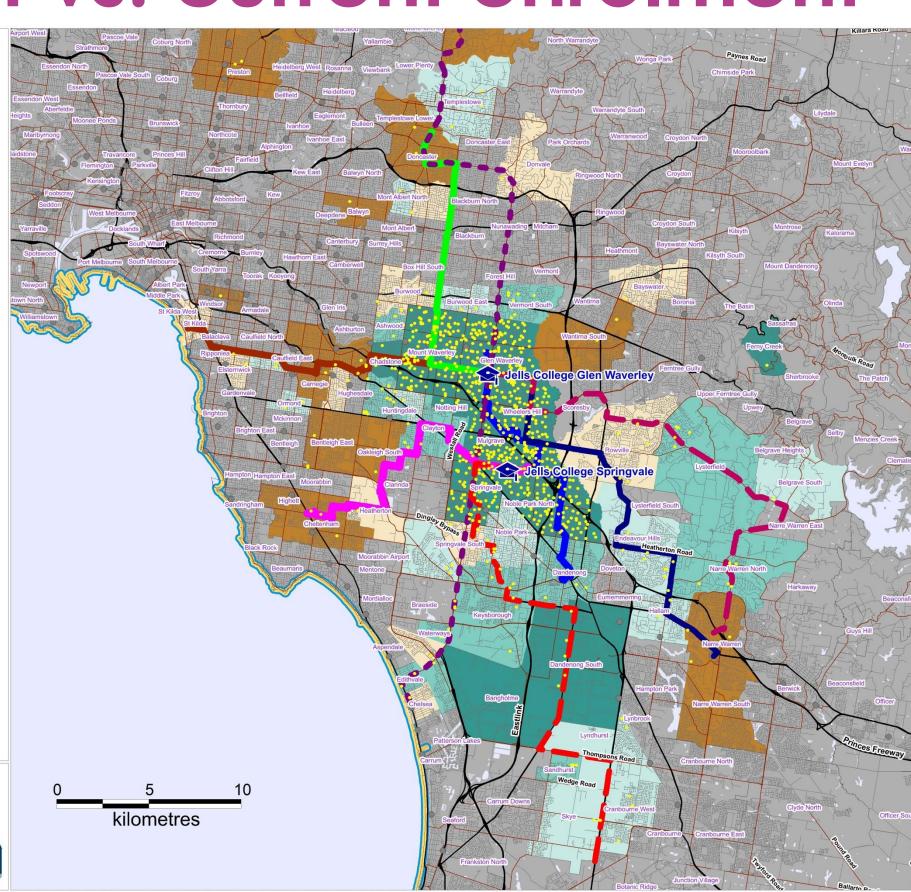


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Transport vs. Pop Forecast (2021-2032)

Jells College

Travelling to School

versus Population Projections (2021-2032)

LEGEND



School Location

2023 Students

Population growth 2021 - 2032 (SA2) (Greater Melbourne, %)

Highest (10%)

2nd Lowest (20%)

2nd Highest (10%)

Lowest (40%)

Medium (20%)

Train Stations

Travelling to School

(JC:) Jells College

613 Southland SC - Waverley Gardens SC

623 St Kilda - Glen Waverley (PTV)

902 Airport West - Chelsea (PTV)



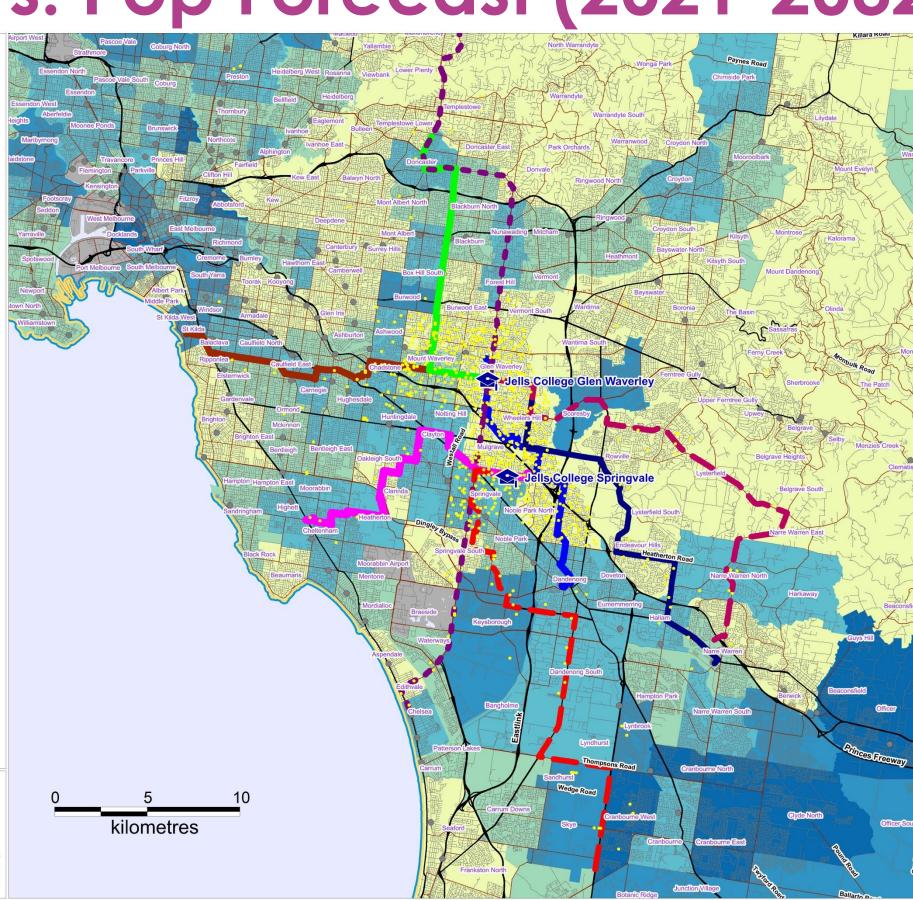


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Students Transport vs. SEIFA

Jells College

Travelling to School

versus Student Enrolments Uptake

LEGEND



School Location

2023 Students

SEIFA (Advantage - Disadvantage) (Greater Melbourne, suburb level)

Top (20%) 2nd Top (20%) 2nd Last (20%)

Last (20%)

Middle (20%)

Train Stations

Travelling to School

(JC:) Jells College

● 613 Southland SC - Waverley Gardens SC

623 St Kilda - Glen Waverley (PTV)

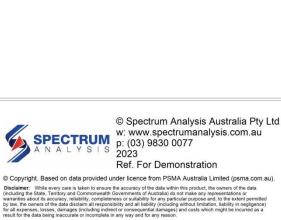
■ 850 Dandenong - Glen Waverley (PTV) 902 Airport West - Chelsea (PTV)

E1 Greensborough - Glen Waverley (Existing)

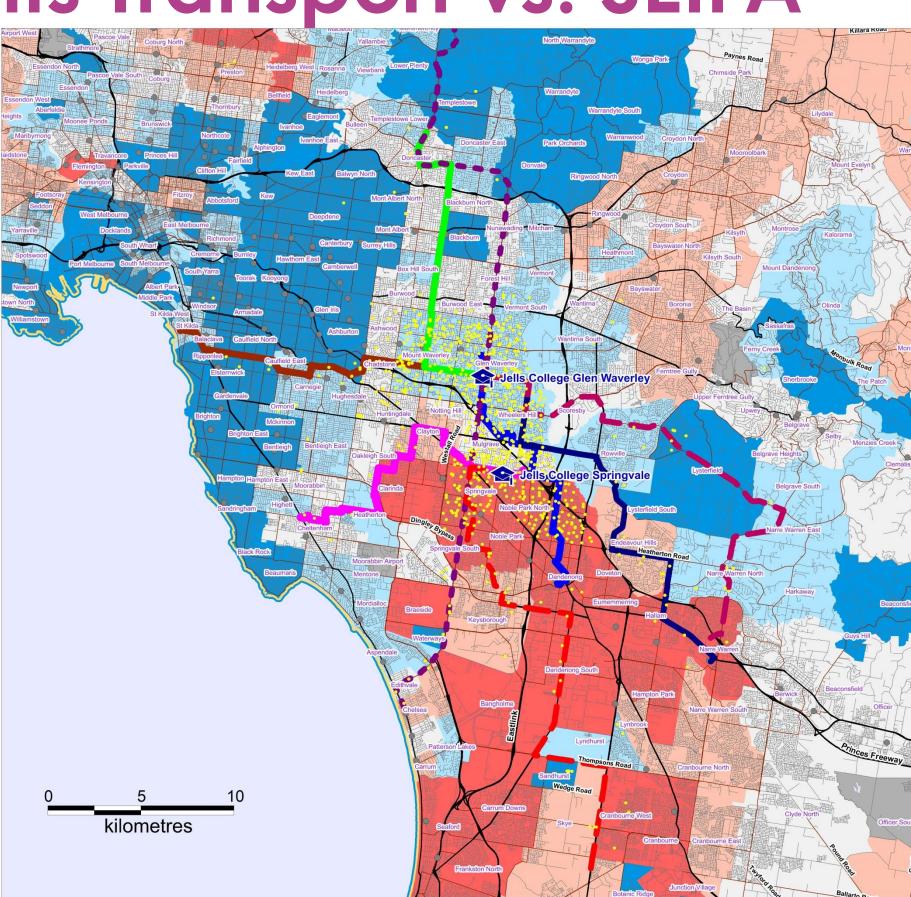
E2 Narre Warren Station - Glen Waverley (Existing)

P3 Fountain Gate SC - JELLS Glen Waverley (Proposed)

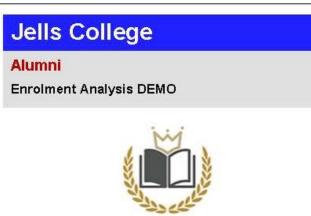
P4 Cranbourne - JELLS Springvale (Proposed)







Alumni and SEIFA



JELLS COLLEGE

LEGEND



School Location



Alumni

SEIFA (Advantage - Disadvantage) (Greater Melbourne, suburb level)



Top (20%)



2nd Top (20%)



Middle (20%) 2nd Last (20%)



Last (20%)



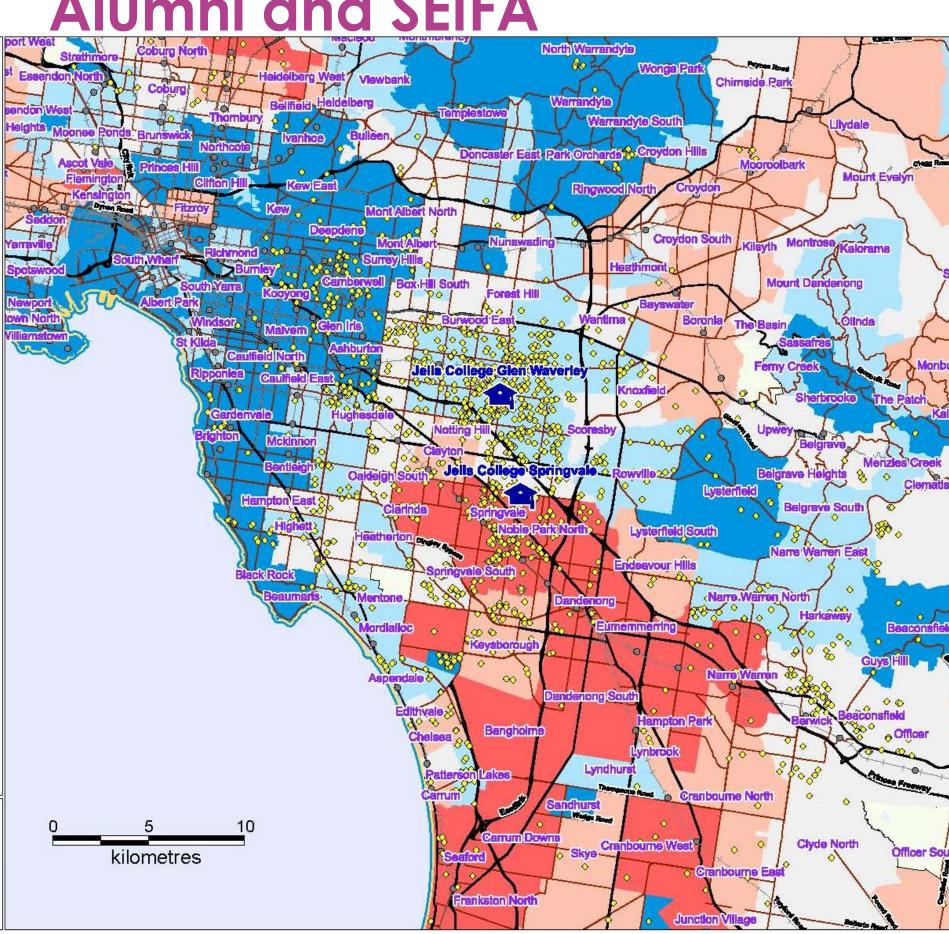
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Alumni Counts

Jells College

Alumni

Enrolment Analysis DEMO



LEGEND

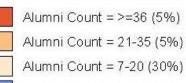


School Location

Alumni Count By suburbs (Greater Melbourne)

Alumni Count = 1-2 (30%)

Alumni Count = 3-6 (30%)





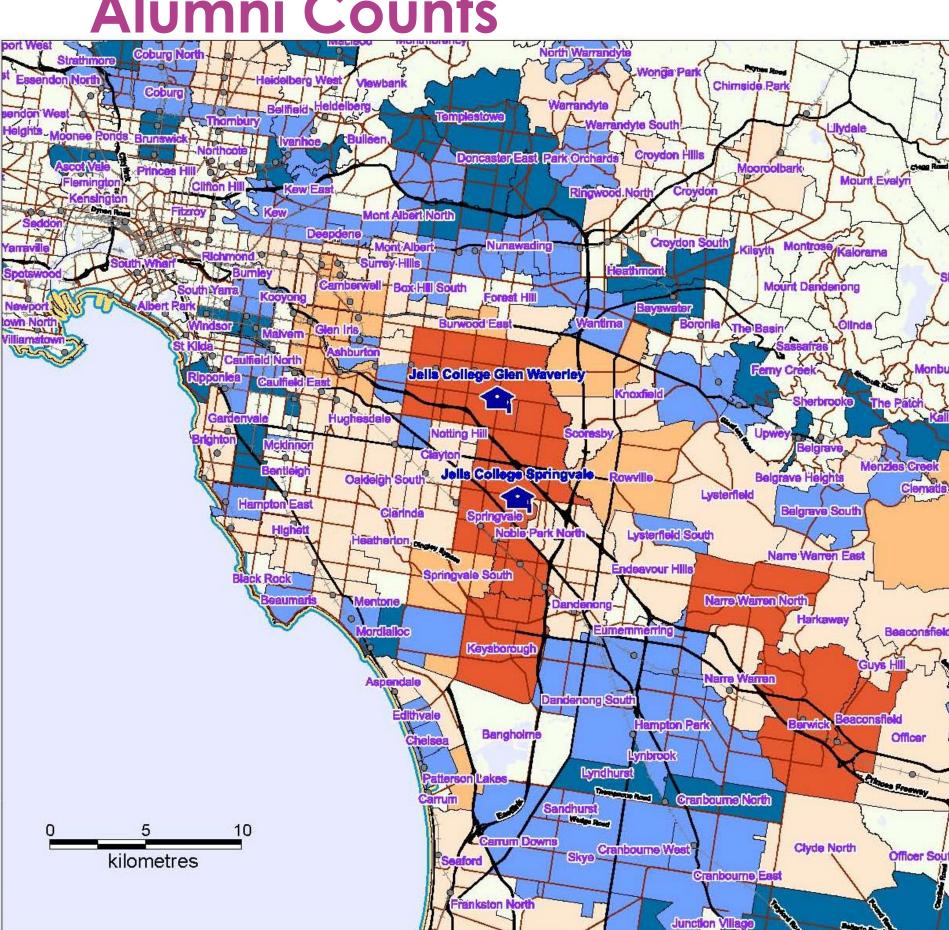
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5, 10 and 15 minute drive times from school

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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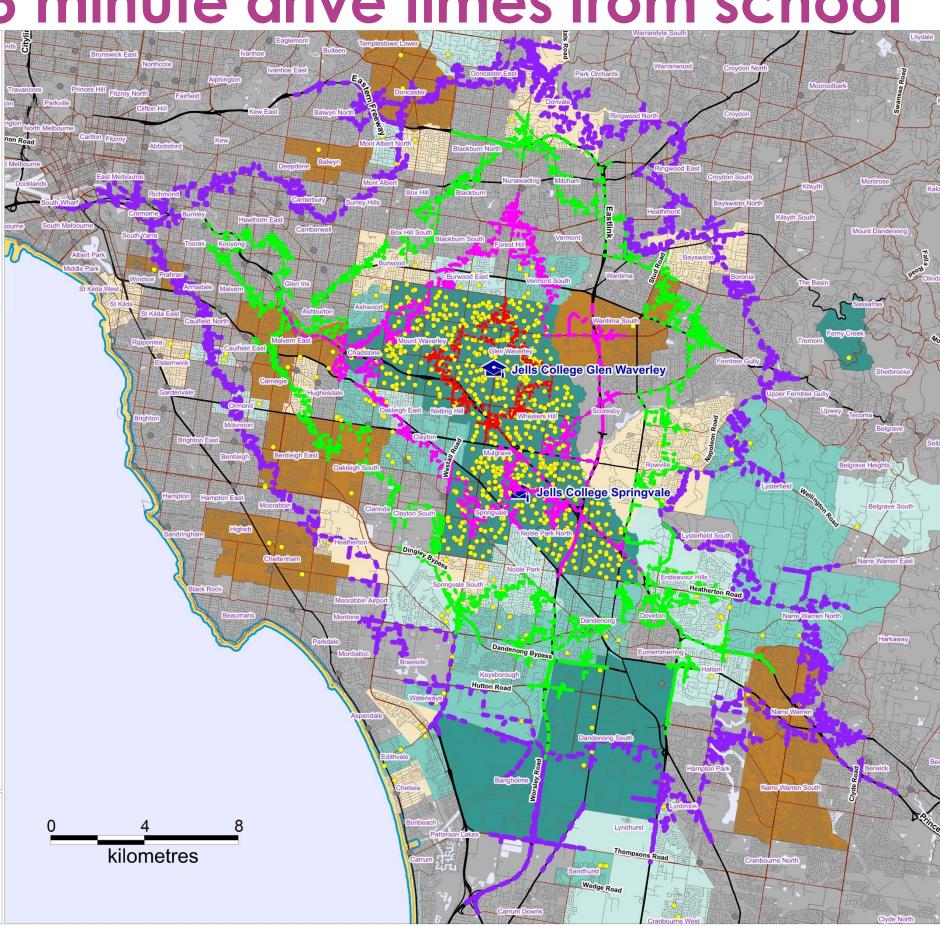
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30 minute drive times from school

Jells College

30m 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 30min drive from Main Campus



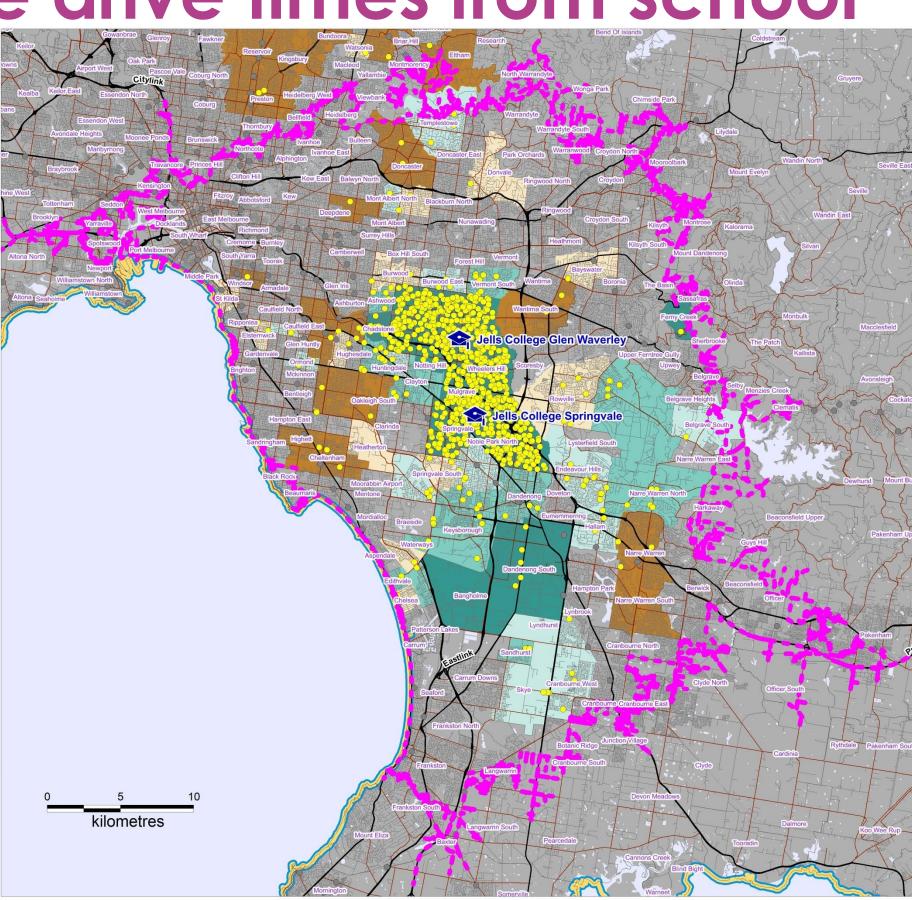
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Boarders

	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



Boarders 2023 by Urban Centre Locality

Jells College Boarding Students 2023 (in Australia) Enrolment Analysis DEMO JELLS COLLEGE LEGEND 2023 Boarding Students 1 students 2 students 3 students 4 students 5 students 6 - 10 students 11 - 20 students 21 - 30 students 31 - 40 students 41 - 50 students >= 51 students © Spectrum Analysis Australia Pty Ltd w: www.spectrumanalysis.com.au **SPECTRUM**



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Boarders 2023 International

Jells College

Boarding Students 2023 (International)

Enrolment Analysis DEMO



JELLS COLLEGE

LEGEND

2023 Boarding Students



1 students



2 students



3 students



4 students



5 students





6 - 10 students



11 - 20 students



21 - 30 students



31 - 40 students



41 - 50 students



>= 51 students

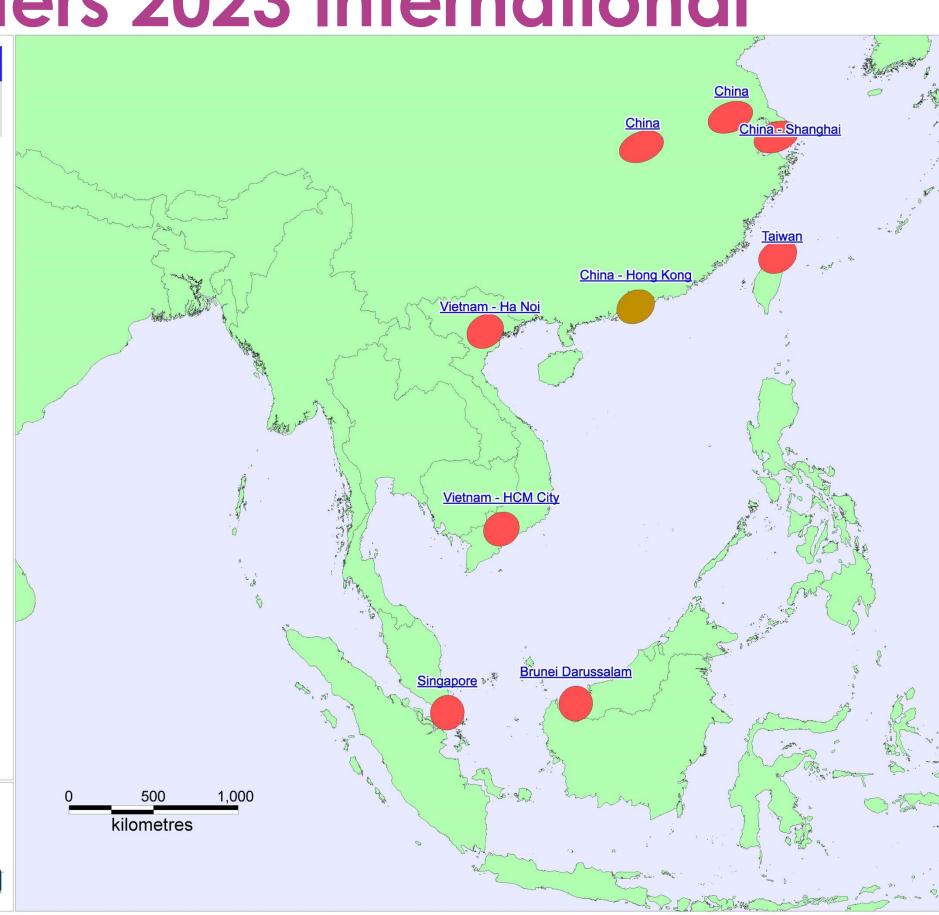


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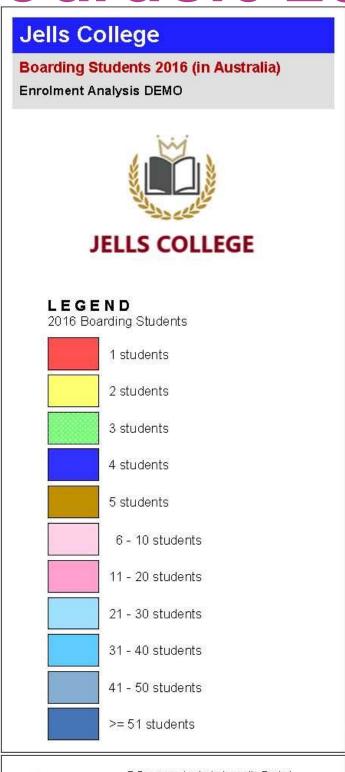
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Boarders 2016 by Urban Centre Locality



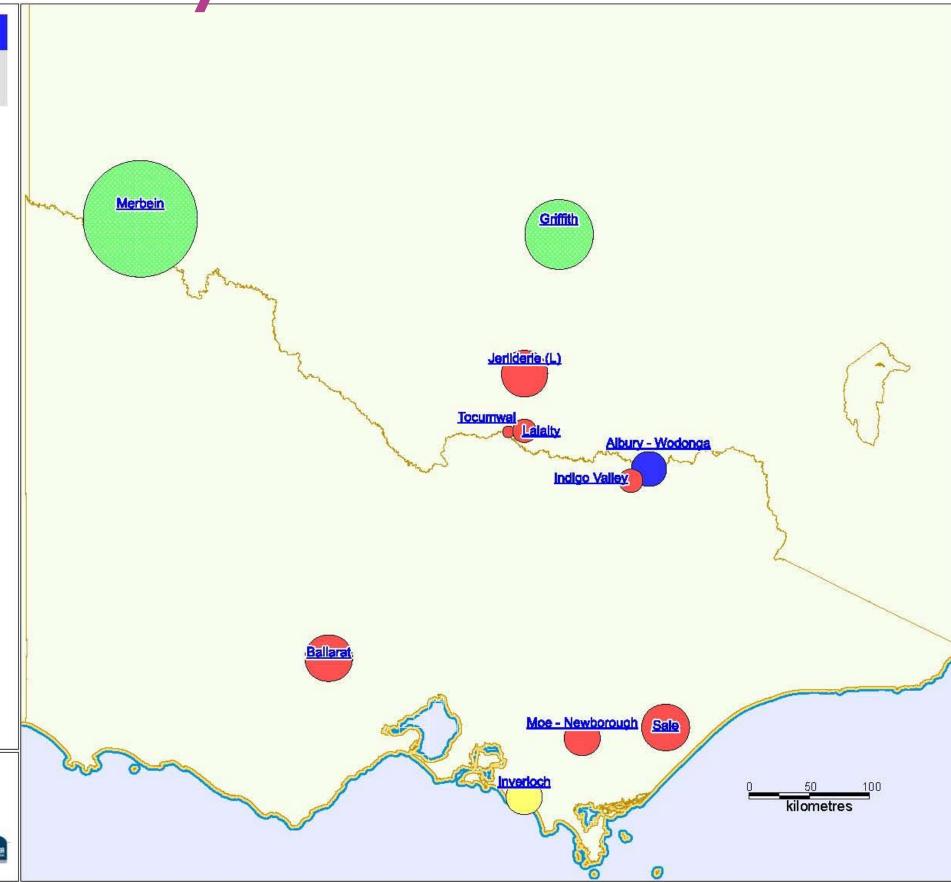


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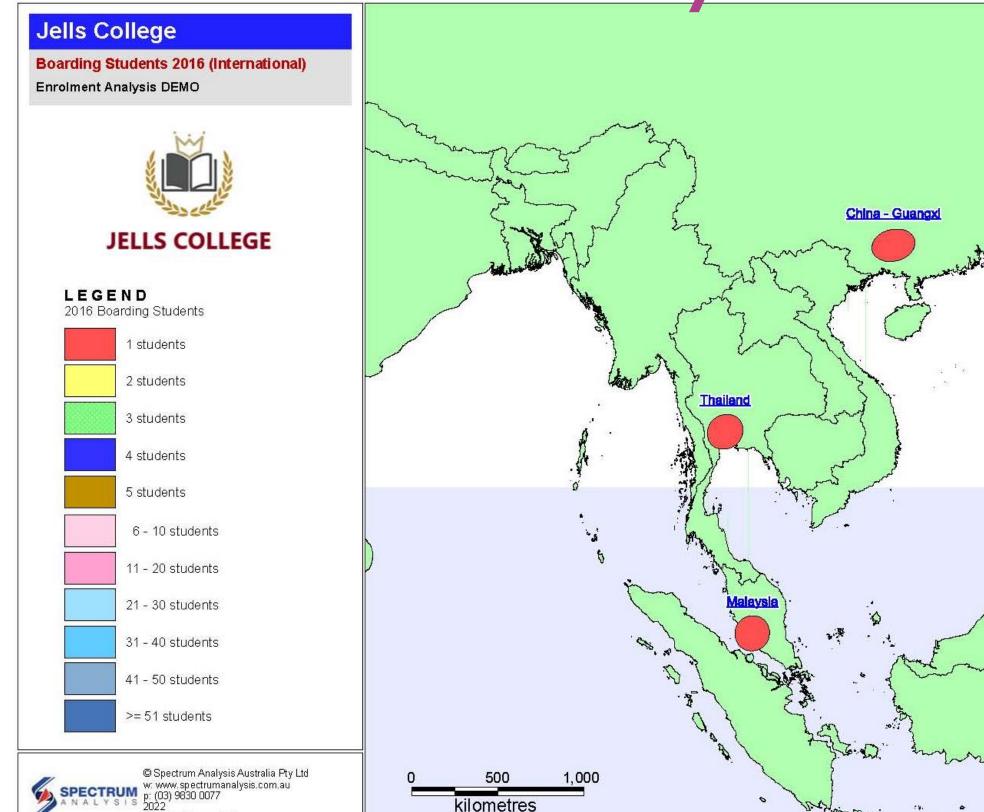
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Boarders 2016 by International

China - Shanghai





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Statistical Areas (SA4s) Map



Boarders by Statistical Areas 4 (SA4s)

Statistical Area 4 (SA4)	State	2011 Total Boarders	2016 Total s Boarders	2023 Total s Boarders	% Total Boarders 2023 vs. Pop 12- s 18		n Dwellings	SEIFA	Pop Aged 12-18	% Pop Aged 12-18	HH Income 80,000+	%HH Income 80,000+	HH Income 100,000+	%HH Income 100,000+	works full time - all	Family w/ h children Both parents works full time, HI 100,000+
Northern Territory - Outback	NT	0	0	15	0.16%	89,448	22,036	851	9,145	10.2%	9,377	52.6%	6,793	38.1%	1,897	1,189
Darwin	NT	0	0	8	0.07%	136,878	43,066	1,049		7.8%	25,984	69.5%	21,083	56.4%	5,054	4,021
Latrobe - Gippsland	VIC	7	4	4	0.02%	271,356	103,390	945	21,807	8.0%	30,402	33.3%	19,678	21.5%	4,357	1,764
Bendigo	VIC	0	0	3	0.02%	153,126	57,525	969	13,027	8.5%	19,172	37.4%	12,534	24.4%	2,765	1,427
Murray	NSW	0	6	0	0.00%	115,800	43,860	952	9,735	8.4%	13,753	35.7%	9,051	23.5%	2,541	1,166
Riverina	NSW	0	3	0	0.00%	156,022	55,493	954	14,031	9.0%	19,654	40.5%	13,254	27.3%	3,963	2,238
North West	VIC	0	3	0	0.00%	149,964	56,894	933	12,639	8.4%	15,563	31.3%	9,574	19.2%	2,908	1,108
Adelaide - Central and Hills	SA	0	3	0	0.00%	289,597	110,741	1,053	23,424	8.1%	49,028	49.4%	36,954	37.3%	6,902	4,535
Hume	VIC	6	2	0	0.00%	170,078	64,129	963	14,388	8.5%	20,108	35.8%	12,929	23.0%	3,547	1,654
Ballarat	VIC	0	1	0	0.00%	157,446	59,742	961	13,273	8.4%	18,676	35.2%	12,160	22.9%	2,813	1,511
Melbourne - North East	VIC	2	0	0	0.00%	495,444	168,647	1,015	38,807	7.8%	76,814	51.1%	55,506	36.9%	12,217	7,928
Melbourne - West	VIC	2	0	0	0.00%	727,417	236,487	982	58,583	8.1%	104,926	49.8%	74,319	35.3%	19,809	13,160
Melbourne - North West	VIC	1	0	0	0.00%	363,363	118,617	978	31,792	8.7%	49,914	47.5%	35,276	33.6%	8,586	5,344
Total		18	22	30												



International enrolments in Non-GOV Sector

Source: Independent Schools Australia, https://isa.edu.au/about-independent-schools/international-students/

- In 2019 total international student enrolments reached their highest point ever with 956,773 enrolments, growing by 9.7 per cent over 2018.
- School sector enrolments decreased by 4.3 per cent over the same period to 25,564 enrolments

The non-government sector enrolments decreased over this period by 4.7 per cent.

- Non-government schools enroll just over 36 per cent of international students in the school sector
- The majority of international students in Independent schools

 83 per cent are in the secondary years, with senior
 secondary accounting for the majority of enrolments. The remaining 17 per cent are in primary schools.

International enrolments in Non-GOV Sector – Top 10 countries

Source: Independent Schools Australia, https://isa.edu.au/about-independent-schools/about-independent-schools/international-students/

Nationality	Number of enrolments	Percentage of total enrolments
China	5,301	57.5%
Hong Kong	779	8.5%
Vietnam	673	7.3%
South Korea	396	4.3%
Japan	266	2.9%
Papua New Guinea	253	2.7%
Thailand	163	1.8%
India	150	1.6%
Malaysia	148	1.6%
Taiwan	140	1.5%

Source: Austrade PRISM data 2019

Note: This data covers student visa holders only.



Summary

- Jells College is strong in the suburbs that surround each campus Glen Waverley, Burwood East, Vermont South, Wheelers Hill and Mount Waverley. We would recommend continued marketing in these areas as this is still where the majority of students come from and has the geographical advantage to attract students as their local option.
- Glen Waverley, Mount Waverley and Mulgrave all demonstrate high student uptake.
- Jells College could improve marketing to low uptake areas, which include Oakleigh East, Burwood East and Noble Park.
- Mount View Primary School Glen Waverley provides the largest intake of students, and act as Major Feeder Schools for Jells in 2023 followed by Glendal Primary School and Caulfield Grammar School –Caulfield campus.
- Population projections by the ABS show that the Ashwood Chadstone SA2 will see moderate increases in population over the next 10 years.



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