

Jells

Early Learning Centre

(Using Census 2021)

Be Informed!

Demographic Report

Turning Data into Solutions

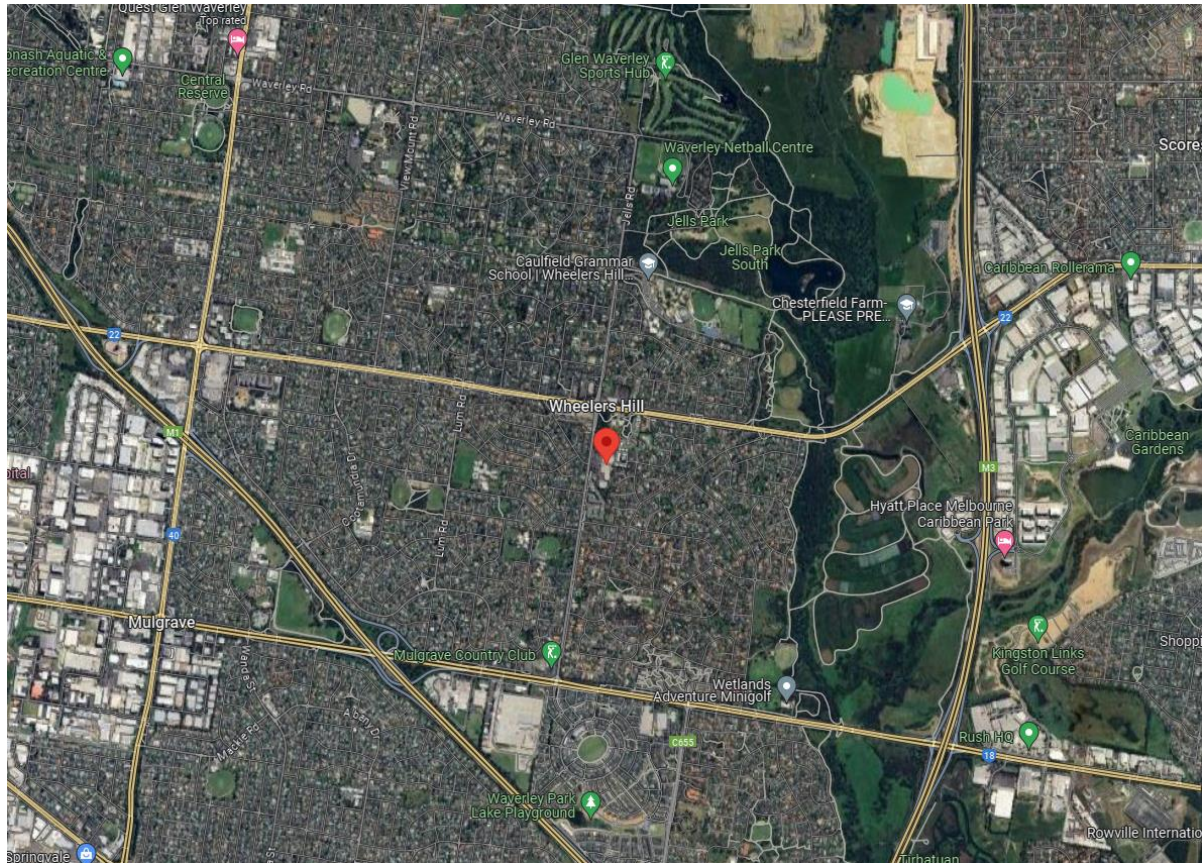


Jells Early Learning Centre Demographic Report

Site Location

Site Address: Wheelers Hill VIC 3150

The Jells ELC site is located within the Monash City Council next to neighbouring suburbs such as Mulgrave, Glen Waverley and Scoresby.



Monash City Council

The City of Monash is located in Melbourne's south-eastern suburbs, between 13 and 24 kilometres south-east of the Melbourne CBD. The City of Monash is bounded by the City of Whitehorse in the north, the City of Knox in the east, the City of Greater Dandenong and the City of Kingston in the south, and the City of Glen Eira, the City of Stonnington and the City of Boroondara in the west. The City of Monash is a predominantly residential area, with substantial industrial, commercial and recreational areas. The City encompasses a total land area of 81 square kilometres.

Analysis of the service age groups of City of Monash in 2021 compared to Greater Melbourne shows that there was a lower proportion of people in the younger age groups (0 to 17 years) and a higher proportion of people in the older age groups (60+ years). Overall, 18.8% of the population was aged between 0 and 17, and 23.2% were aged 60 years and over, compared with 21.5% and 20.2% respectively for Greater Melbourne.

Overall, 43.9% of the population spoke English only, and 52.0% spoke a non-English language, compared with 61.1% and 34.1% respectively for Greater Melbourne. The dominant language spoken at home, other than English, in City of Monash was Mandarin, with 15.2% of the population, or 29,014 people speaking this language at home.

Between 2016 and 2021, the number of people who spoke a language other than English at home increased by 7,568 or 8.3%, and the number of people who spoke English only increased by 604 or 0.7%.

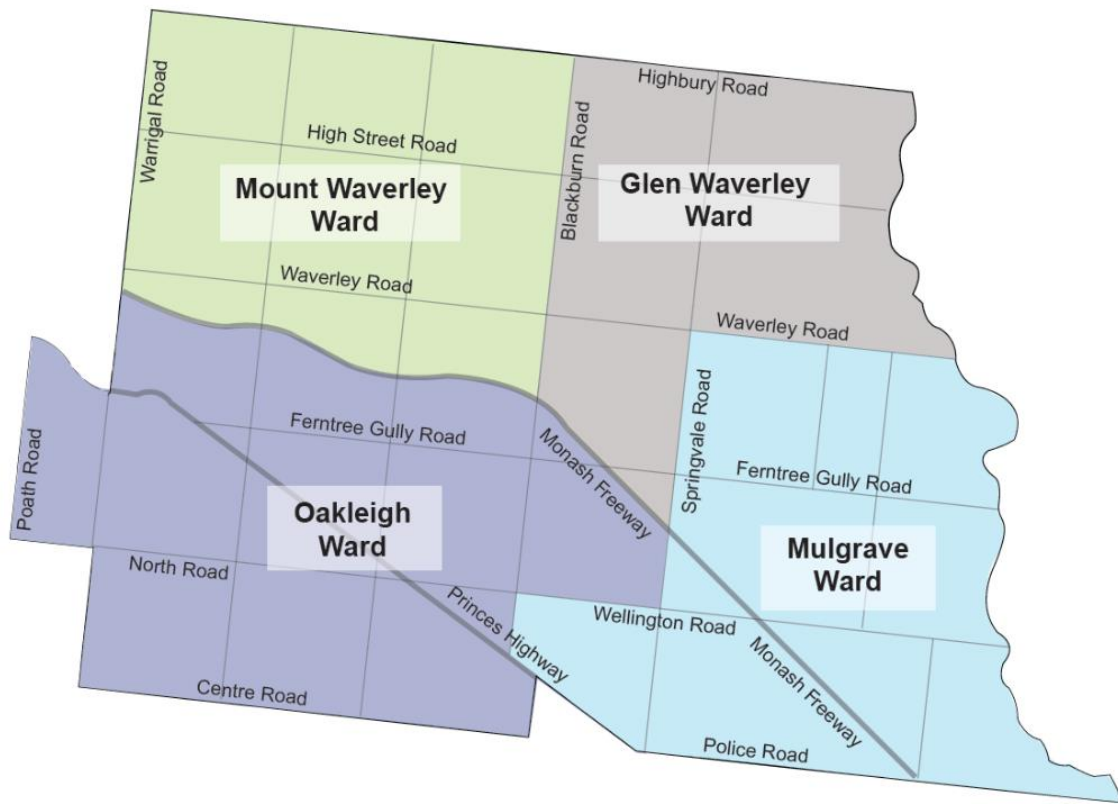
The largest single religion in City of Monash was Western (Roman) Catholic, with 17.1% of the population or 32,517 people as adherents. The major differences between the religious affiliation for the population of City of Monash and Greater Melbourne were a larger percentage who nominated Greek Orthodox (6.8% compared to 3.3%), followed by Hinduism (7.5% compared to 4.1%) and Buddhism (7.2% compared to 3.9%). The largest change in the religious affiliation of the population in City of Monash between 2016 and 2021 was Hinduism with an extra 4,666 persons.

92,077 people living in City of Monash in 2021 were employed, of which 59% worked full-time and 35% part-time. Between 2016 and 2021, the number of people employed in City of Monash showed an increase of 11,702, and the number unemployed showed a decrease of 1,276. In the same period, the number of people in the labour force showed an increase of 10,426 or 11.9%.

Analysis of the household/family types in City of Monash in 2021 compared to Greater Melbourne shows that there was a higher proportion of couple families with child(ren) as well as a similar proportion of one-parent families. Overall, 35.2% of total families were couple families with child(ren), and 9.8% were one-parent families, compared with 33.1% and 10.2% respectively for Greater Melbourne.

Overall, 18.0% of total households with children were couple with young children, and 13.0% were couples with older children, compared with 18.3% and 10.5% respectively for Greater Melbourne. Between 2016 and 2021, the number of households with children increased by 1,632 households or 5.5%.

Ward Map



(Source: [Monash City Council](#))

Jells ELC Area Demographics

Jells ELC is located in Wheelers Hill VIC 3150. We have compiled a range of relevant maps and statistics for this location. These are shown in the subsequent pages.

The childcare service is located in the City of Monash. The population of the City of Monash has grown from 182,614 to 190,435 between 2016 and 2021. This is a 4.28% increase over a 5-year period. The assumption is that this area will continue to grow into the future.

There are 1,702 children aged between 0-4 years within 3 kms of the location. Approx. 2% of these children were born overseas. The average household income within a 3 km radius (i.e., \$120,654) is 1.7% higher than the Melbourne average (i.e., \$118,622). There are a total of 751 long day care places in childcares that are within a 3 km radius.

Conclusion

Overall, the location presents a good opportunity for hosting Jells ELC.

Demographic Statistics

The following statistics provide a breakdown on the surrounding suburbs, covering off on numbers of children, background and income levels. These statistics are compiled from the most recent available census information.

2021 Demographic Summary



Wheelers Hill

Suburb

Category	Trade Area	Metro VIC	Category	Trade Area	Metro VIC
Residential Population	20,675	-	Occupied Dwellings	7,277	-
Age:			Building Type:		
Persons Aged 0-9	8.7%	12.2%	Separate House	85.2%	68.7%
Persons Aged 10-14	6.0%	6.0%	Semi-Detached	5.3%	16.0%
Persons Aged 15-19	6.0%	5.6%	Flat / Unit / Apartment	9.5%	15.0%
Persons Aged 20-24	5.5%	6.7%	Other	0.0%	0.3%
Persons Aged 25-34	8.6%	16.0%	Occupancy:		
Persons Aged 35-44	11.2%	14.9%	Owns Dwelling	52.5%	30.8%
Persons Aged 45-54	13.2%	12.8%	Buying Dwelling	33.2%	38.1%
Persons Aged 55-64	11.6%	10.8%	Renting Dwelling	14.3%	31.1%
Persons Aged 65+	29.1%	15.0%	Household Vehicles:		
Average Age (est):	46.2	38.3	Households with 0 Vehicles	6.4%	8.4%
Marital Status:			Households with 1 Vehicle	27.7%	37.2%
Married	59.4%	46.9%	Households with 2 Vehicles	43.6%	37.1%
Separated	1.7%	2.9%	H'holds with 3 plus Vehicles	22.3%	17.3%
Divorced	5.1%	7.7%	Core Activity Need for Assistance:		
Widowed	8.2%	4.5%	Need for Assistance	7.5%	5.9%
Never Married	25.7%	38.0%	Birthplace:		
Household Type:			Australia	52.7%	64.6%
Two Parent Family	37.8%	34.0%	England	2.2%	2.9%
One Parent Family	9.3%	10.7%	New Zealand	1.0%	1.8%
Couple without Children	31.0%	25.4%	China	12.5%	3.5%
Other Family Type	0.9%	1.1%	India	4.2%	5.1%
Non-Family Household	21.0%	28.7%	Philippines	0.7%	1.2%
Household Income:			Vietnam	1.2%	1.9%
\$0 - \$399 p/w	6.8%	5.7%	South Africa	0.6%	0.5%
\$400 - \$799 p/w	16.7%	14.1%	Other	24.9%	18.6%
\$800 - \$1,249 p/w	13.3%	12.8%	Language Spoken at Home:		
\$1,250 - \$1,999 p/w	16.3%	19.7%	English Only	52.0%	65.0%
\$2,000 - \$2,999 p/w	17.5%	20.8%	Chinese	22.0%	6.4%
\$3,000 - \$3,999 p/w	11.4%	11.9%	Indo Aryan	5.6%	6.6%
\$4,000+ p/w	17.9%	15.0%	Arabic	0.9%	1.8%
Avg H'hold Income (pa):	\$120,140	\$118,622	SE Asian & Austronesian	3.1%	3.9%
Profession:			Other Non-English	16.4%	16.4%
Managers	16.7%	14.0%	Religious Affiliation:		
Professionals	32.0%	27.2%	Christian	50.3%	43.0%
Clerical/Admin	10.0%	12.4%	Islam	2.0%	5.4%
Community/Services	8.2%	10.8%	Buddhism	6.4%	4.0%
Sales	14.7%	13.1%	Hinduism	4.6%	4.3%
Technicians & Trades	9.5%	8.5%	Judaism	0.1%	0.9%
Drivers/Machine Operators	3.1%	5.9%	All Other Religions	1.2%	2.2%
Labourers	6.0%	8.1%	No Religion / Spiritual	35.2%	40.1%

Indicates Trade Area value is 10-20% greater than the relevant average
 Indicates Trade Area value is over 20% greater than the relevant average

Source: ABS Census of Population and Housing 2021
 Produced by Spectrum Analysis Australia Pty. Ltd. - (03) 9830 0077
 Disclaimer: All care is taken to ensure correctness, but no responsibility is accepted for inaccuracies.

2021 Demographic Summary



Jells ELC

2km Radius

Category	Trade Area	Metro VIC	Category	Trade Area	Metro VIC
Residential Population	23,218	-	Occupied Dwellings	8,111	-
Age:			Building Type:		
Persons Aged 0-9	9.7%	12.2%	Separate House	84.5%	68.7%
Persons Aged 10-14	6.3%	6.0%	Semi-Detached	9.5%	16.0%
Persons Aged 15-19	6.1%	5.6%	Flat / Unit / Apartment	6.0%	15.0%
Persons Aged 20-24	5.6%	6.7%	Other	0.0%	0.3%
Persons Aged 25-34	9.4%	16.0%	Occupancy:		
Persons Aged 35-44	12.3%	14.9%	Owns Dwelling	48.8%	30.8%
Persons Aged 45-54	13.8%	12.8%	Buying Dwelling	35.8%	38.1%
Persons Aged 55-64	11.7%	10.8%	Renting Dwelling	15.4%	31.1%
Persons Aged 65+	25.0%	15.0%	Household Vehicles:		
Average Age (est):	44.0	38.3	Households with 0 Vehicles	5.2%	8.4%
Marital Status:			Households with 1 Vehicle	26.6%	37.2%
Married	59.8%	46.9%	Households with 2 Vehicles	45.8%	37.1%
Separated	1.7%	2.9%	H'holds with 3 plus Vehicles	22.5%	17.3%
Divorced	5.3%	7.7%	Core Activity Need for Assistance:		
Widowed	6.8%	4.5%	Need for Assistance	6.3%	5.9%
Never Married	26.4%	38.0%	Birthplace:		
Household Type:			Australia	52.3%	64.6%
Two Parent Family	40.2%	34.0%	England	2.0%	2.9%
One Parent Family	9.7%	10.7%	New Zealand	1.0%	1.8%
Couple without Children	29.9%	25.4%	China	12.2%	3.5%
Other Family Type	0.8%	1.1%	India	4.2%	5.1%
Non-Family Household	19.3%	28.7%	Philippines	0.6%	1.2%
Household Income:			Vietnam	1.3%	1.9%
\$0 - \$399 p/w	6.4%	5.7%	South Africa	0.5%	0.5%
\$400 - \$799 p/w	15.1%	14.1%	Other	25.8%	18.6%
\$800 - \$1,249 p/w	12.6%	12.8%	Language Spoken at Home:		
\$1,250 - \$1,999 p/w	16.4%	19.7%	English Only	50.7%	65.0%
\$2,000 - \$2,999 p/w	18.5%	20.8%	Chinese	22.4%	6.4%
\$3,000 - \$3,999 p/w	12.0%	11.9%	Indo Aryan	5.8%	6.6%
\$4,000+ p/w	19.0%	15.0%	Arabic	0.9%	1.8%
Avg H'hold Income (pa):	\$124,693	\$118,622	SE Asian & Austronesian	3.2%	3.9%
Profession:			Other Non-English	16.9%	16.4%
Managers	16.7%	14.0%	Religious Affiliation:		
Professionals	32.0%	27.2%	Christian	49.5%	43.0%
Clerical/Admin	10.0%	12.4%	Islam	2.3%	5.4%
Community/Services	8.2%	10.8%	Buddhism	6.9%	4.0%
Sales	14.7%	13.1%	Hinduism	4.7%	4.3%
Technicians & Trades	9.5%	8.5%	Judaism	0.1%	0.9%
Drivers/Machine Operators	3.0%	5.9%	All Other Religions	1.1%	2.2%
Labourers	5.8%	8.1%	No Religion / Spiritual	35.3%	40.1%

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2021 Demographic Summary



Jells ELC

3km Radius

Category	Trade Area	Metro VIC	Category	Trade Area	Metro VIC
Residential Population	43,531	-	Occupied Dwellings	15,163	-
Age:			Building Type:		
Persons Aged 0-9	10.0%	12.2%	Separate House	85.3%	68.7%
Persons Aged 10-14	6.1%	6.0%	Semi-Detached	9.7%	16.0%
Persons Aged 15-19	5.8%	5.6%	Flat / Unit / Apartment	5.0%	15.0%
Persons Aged 20-24	5.8%	6.7%	Other	0.0%	0.3%
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Persons Aged 55-64	11.2%	10.8%	Renting Dwelling	17.8%	31.1%
Persons Aged 65+	24.6%	15.0%	Household Vehicles:		
Average Age (est):	43.6	38.3	Households with 0 Vehicles	5.3%	8.4%
Marital Status:			Households with 1 Vehicle	29.2%	37.2%
Married	58.2%	46.9%	Households with 2 Vehicles	44.3%	37.1%
Separated	1.8%	2.9%	H'holds with 3 plus Vehicles	21.2%	17.3%
Divorced	5.3%	7.7%	Core Activity Need for Assistance:		
Widowed	7.0%	4.5%	Need for Assistance	6.7%	5.9%
Never Married	27.7%	38.0%	Birthplace:		
Household Type:			Australia	51.3%	64.6%
Two Parent Family	39.1%	34.0%	England	1.9%	2.9%
One Parent Family	10.0%	10.7%	New Zealand	1.0%	1.8%
Couple without Children	29.4%	25.4%	China	11.3%	3.5%
Other Family Type	0.9%	1.1%	India	5.1%	5.1%
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Business & Employment Summary (2023)

Jells ELC

Wheelers Hill VIC 3150

2km Radius



ANZSIC Category	Total Businesses	Non-Employing Businesses	Businesses with 1-4 Employees	Businesses with 5-19 Employees	Businesses with 20-199 Employees	Businesses with 200+ Employees	^ Estimated Total Employees	Total Employing Businesses		Average % Employing Businesses
								#	%	Metro VIC
A Agriculture, Forestry and Fishing	12	9	3	0	0	0	13	3	0.4%	0.8%
B Mining	0	0	0	0	0	0	0	0	0.0%	0.1%
C Manufacturing	42	21	16	4	1	0	397	21	3.0%	4.9%
D Electricity, Gas, Water, Waste	3	3	0	0	0	0	2	0	0.0%	0.4%
E Construction	294	197	83	14	1	0	534	97	14.0%	17.5%
F Wholesale Trade	121	70	43	6	2	0	384	51	7.3%	4.9%
G Retail Trade	137	79	45	12	1	0	349	58	8.3%	9.4%
H Accommodation, Hospitality	65	17	28	16	5	0	694	48	6.9%	8.6%
I Transport, Postal, Warehousing	106	87	16	3	0	0	138	19	2.7%	4.3%
J Information, Media, Telecoms	13	10	3	0	0	0	30	3	0.4%	1.1%
K Financial and Insurance	143	111	27	5	0	0	206	32	4.6%	4.0%
L Rental, Hiring, Real Estate	320	291	26	3	0	0	310	29	4.2%	3.7%
M Professional, Scientific, Technical	314	188	108	13	5	0	1,042	126	18.1%	16.4%
N Administrative and Support	136	80	39	9	8	0	1,166	56	8.1%	5.0%
O Public Administration and Safety	5	2	3	0	0	0	24	3	0.4%	0.4%
P Education and Training	65	46	11	6	3	0	380	19	2.7%	2.2%
Q Health Care and Social Assistance	204	120	63	16	5	0	948	84	12.1%	7.8%
R Arts and Recreation	23	13	5	4	0	0	79	10	1.4%	1.6%
S Other Services	77	40	26	5	3	3	1,842	37	5.3%	6.8%
X Not Stated/Unknown	3	3	0	0	0	0	2	0	0.0%	0.0%
GT Total All Industries	2,083	1,388	544	113	34	4	8,537	695	100%	100%

Source: Australian Bureau of Statistics Publication, "8165.0 - Jul 2019 to Jun 2023 Counts of Australian Businesses, including Entries and Exits"; Released December 2023

^ Employment numbers are estimated based on the the counts of businesses in the published size categories. They must be viewed as guides only.

NB: Highlighting indicates that the trade area is higher than the respective average by at least two percentage points in terms of Total Employing Businesses for that ANZSIC Category

Produced By: Spectrum Analysis Australia PTY LTD (03 9830 0077)

Disclaimer: All care has been taken to ensure the greatest possible degree of accuracy, but some inaccuracy is inevitable. Spectrum Analysis recommends care in the interpretation of this data, and acknowledges no responsibility for its misapplication.

Jells ELC

Wheeler's Hill VIC 3150

Kids 0-4 Years Change 2021-2031

Legend

★ Location of Interest

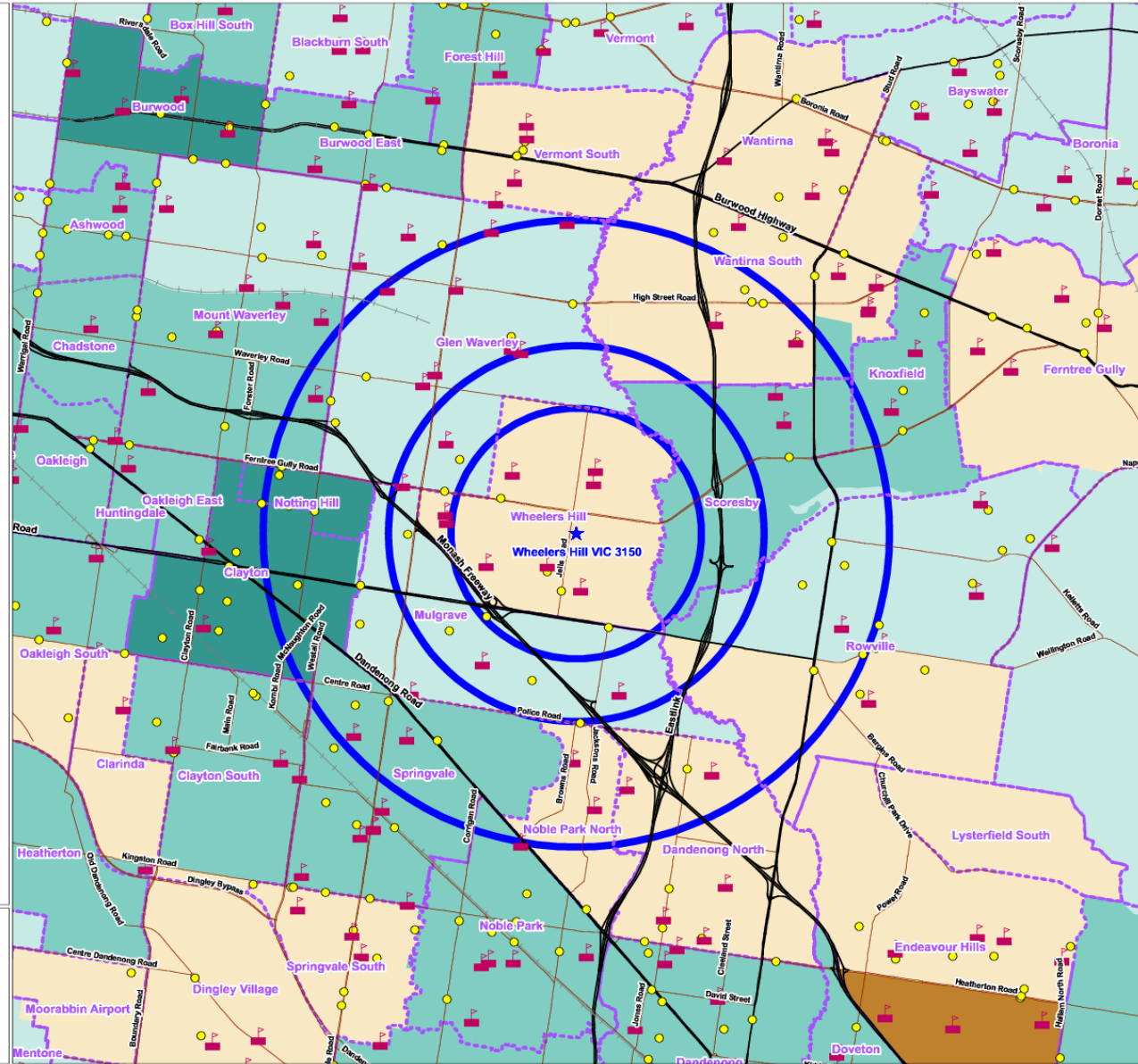
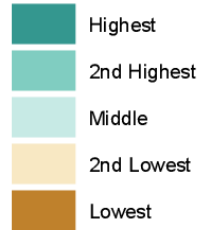
Suburb

Primary School

Long Day Care

2, 3, 5km Radius

Kids 0-4 Years (SA2) Change 2021-2031 (%)

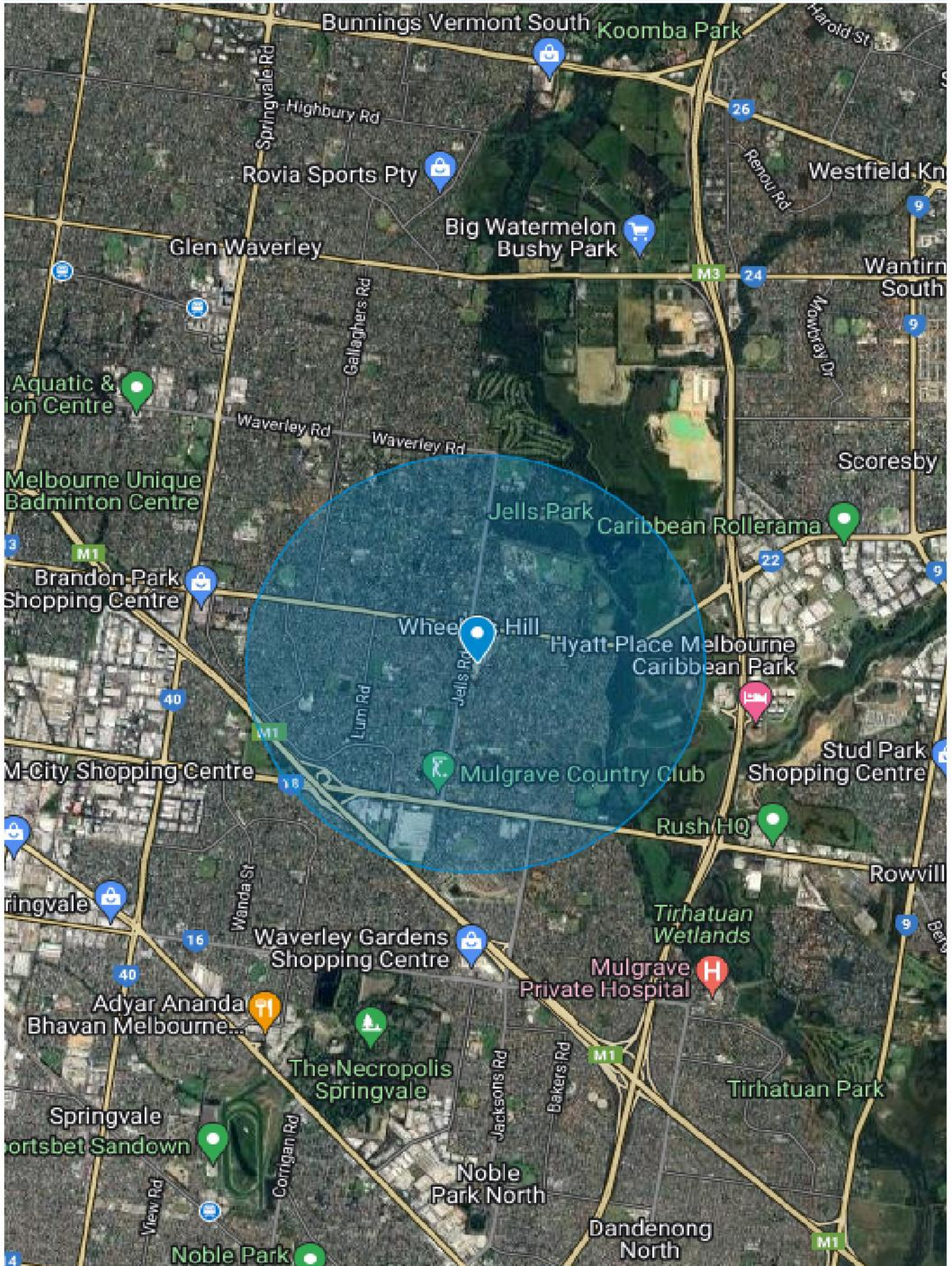


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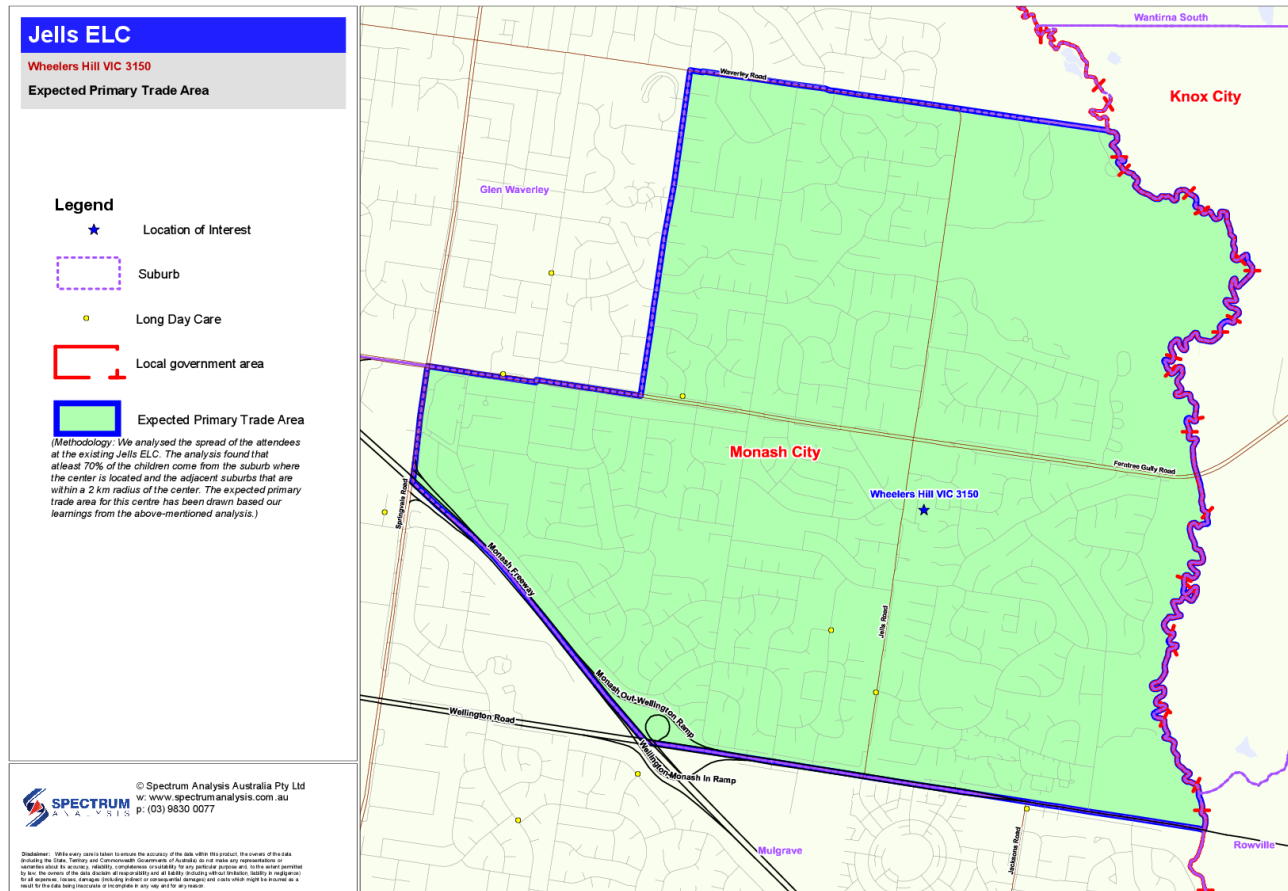
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Google Map (2km Radius)

Jells ELC



Target Market



Our rationale explained; we analysed the spread of families attending at the existing Jells ELC services. The analysis found that at least 70% of the children come from the suburb where the center is located and the adjacent suburbs that are within a 2 km radius of the center. The expected primary trade area for this center has been drawn based on our learnings from the above-mentioned analysis and includes the suburb of Wheelers Hill.

Please refer to the table below for a summary of the Target Market.

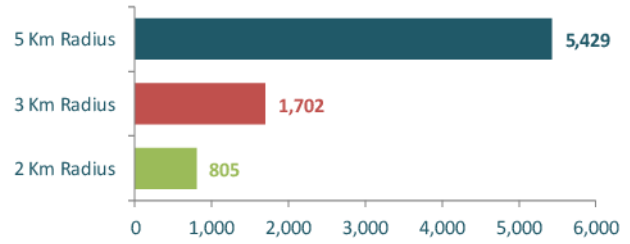
Target Market Profile

Whealers Hill VIC 3150

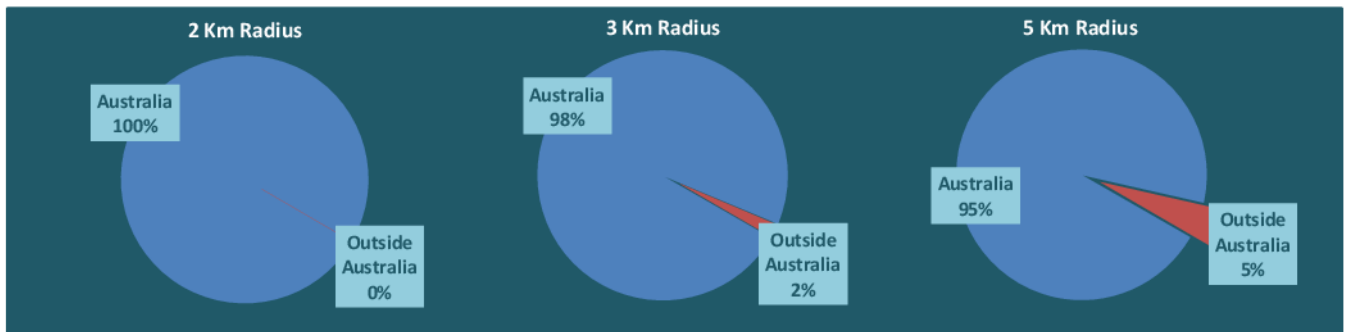
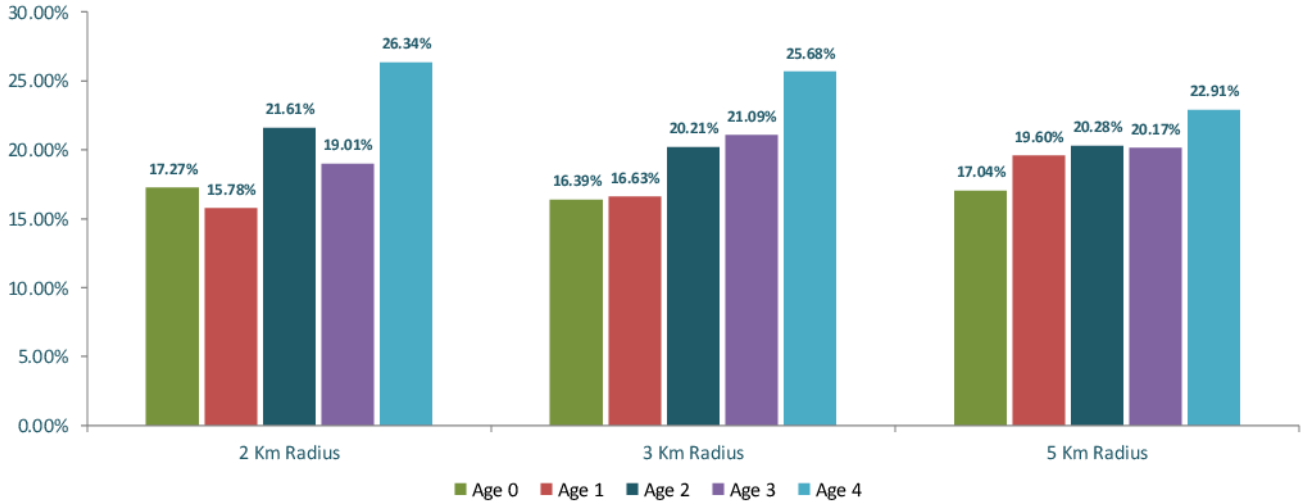
Jells ELC

Category	2 Km Radius	3 Km Radius	5 Km Radius
Age (years)			
0	139	279	925
1	127	283	1,064
2	174	344	1,101
3	153	359	1,095
4	212	437	1,244
Totals	805	1,702	5,429

Age 0-4 Population by Radius



Age 0-4 Breakdown



Category	2 Km Radius	3 Km Radius	5 Km Radius
SEIFA	1,085	1,070	1,042
Population	23,218	43,531	128,615
Age 0-4	805	1,702	5,429
% Age 0-4	3.47%	3.91%	4.22%
Speaking English Only	11,781	21,185	58,461
% Speaking English Only	50.74%	48.67%	45.45%
Long Day Care Placements	358	751	3,621

Category	Age 0-4 Yrs 2km/Approved Places 4km	Age 0-4 Yrs 3km/Approved Places 5km	Age 0-4 Yrs 5km/Approved Places 8km
	0.50	0.47	0.53

Sources: ABS Census of Population and Housing 2016, Spectrum Analysis Estimate, & Other Online Sources
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