Why are demographics required?

- Big Picture:
  - Greenfield sites
  - Major capital expenditure – expansion
  - ELC's
- Operations
  - Enrolments
  - Marketing
  - Buses
- Strategy – NOT "wet finger in the air"

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Topics to be covered

- What is happening in Australia in terms of students?
- What can we see from the latest ACARA data set
- What Quantitative components can we use?
- What information should a school consider?
- Why have a Strategic Plan?
- Why have a Marketing Plan?

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AUSTRALIA							
Full Time Equivalent Enrolments							
					2019 - 2022	2020 - 2022	2021 - 2022
Year	2019	2020	2021	2022	%	%	%
Catholic	**716,774**	**727,194**	**737,362**	**745,401**	**3.99%**	**2.50%**	**1.09%**
Combined	104,714	110,878	118,004	124,309	18.71%	12.11%	5.34%
Primary	354,703	354,030	354,086	354,710	0.00%	0.19%	0.18%
Secondary	254,588	259,298	262,238	263,316	3.43%	1.55%	0.41%
Special	2,769	2,989	3,033	3,066	10.74%	2.60%	1.10%
Government	**2,603,138**	**2,641,882**	**2,635,773**	**2,619,520**	**0.63%**	**-0.85%**	**-0.62%**
Combined	192,095	196,101	197,522	200,610	4.43%	2.30%	1.56%
Primary	1,498,154	1,500,105	1,487,390	1,457,899	-2.69%	-2.81%	-1.98%
Secondary	879,857	912,378	917,229	925,952	5.24%	1.49%	0.95%
Special	33,032	33,299	33,632	35,059	6.14%	5.29%	4.24%
Independent	**629,780**	**645,907**	**669,049**	**690,734**	**9.68%**	**6.94%**	**3.24%**
Combined	548,642	562,133	582,840	602,862	9.88%	7.25%	3.44%
Primary	28,465	28,177	29,270	28,458	-0.03%	0.99%	-2.77%
Secondary	41,389	42,365	43,493	44,722	8.05%	5.56%	2.83%
Special	11,283	13,231	13,447	14,693	30.22%	11.05%	9.26%
Grand Total	**3,949,691**	**4,014,983**	**4,042,184**	**4,055,655**	**2.68%**	**1.01%**	**0.33%**

Publically available data to understand

- Socio Economic Index for Areas (SEIFA)

- Census 2021

- Census data related to type of school attended

- ABS population projections 2017 – 2032

- MySchools + ACARA data + ACECQA data (ELC's)

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Mapping Demo

- Imaginary Jells Park school on our website

- http://map.spectrumanalysis.com.au/mapserver/DemoJells College/Map.html
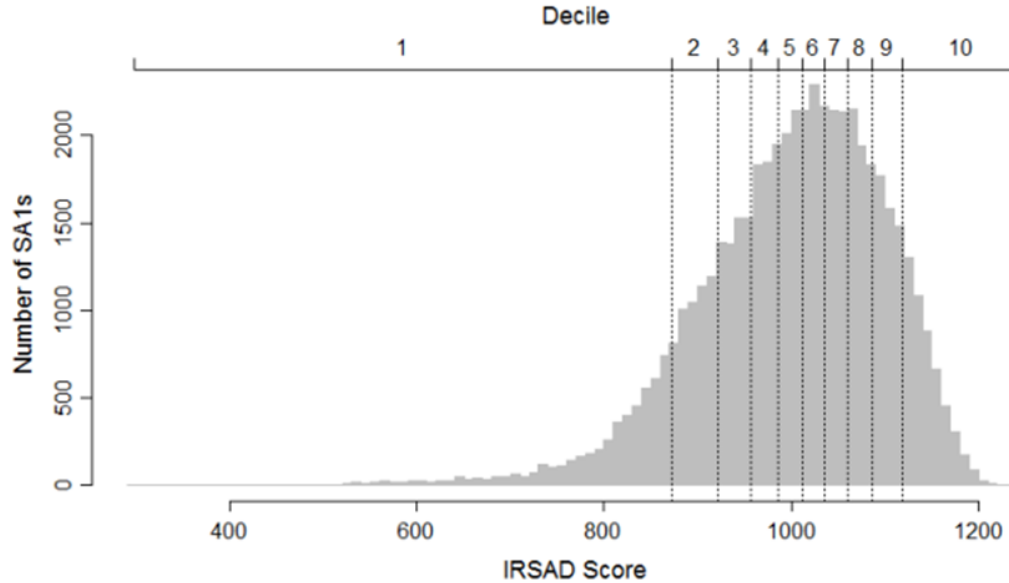
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Your information

- 2021 & 2023 students (and 2016 if available)
    - DOB, address, feeder school, class year, use school buses?

- Future enrolments
    - DOB, address feeder school (if known), year of admission and class year

- Alumni
    - we normally suggest 2016 or 2021 (previous Census)

- Bus Lines and student users

Examples of information and applications

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SEIFA

ABS product - Socio Economic Index for Areas

Demographics Data - Census 2021 (SA2)

Mount Waverley - North	#
Residential population	16,076
Average Household Income	$128,771

Age	#	%
Population 0 - 5	788	4.9%
Population 6 - 12	1,410	8.8%
Population 13 - 18	1,327	8.3%
Population 19 - 24	1,350	8.5%
Population 25 - 34	1,873	11.7%
Population 35 - 44	2,155	13.5%
Population 45 - 54	2,165	13.6%
Population 55 - 64	1,945	12.2%
Population 65+	2,874	18%

Demographics Data - Census 2021 (SA2)

Mosman

Students by Sector and Gender

Students	Total		Government		Catholic		Independent	
	Male	Female	Male	Female	Male	Female	Male	Female
Pre-school students	152	124	-	-	-	-	-	-
Primary school students	589	615	255	270	123	139	204	186
Secondary School students	606	526	140	124	80	98	345	306

Student Number and Percentage by Sector

Students	Total		Government		Catholic		Independent	
	#	%	#	%	#	%	#	%
Pre-school students	301	100%	-	-	-	-	-	-
Primary school students	1,200	100%	523	43.5%	267	22.2%	413	34.3%
Secondary School students	1,162	100%	268	23.5%	232	20.3%	642	56.2%

Campbelltown

Students by Sector and Gender

Students	Total		Government		Catholic		Independent	
	Male	Female	Male	Female	Male	Female	Male	Female
Pre-school students	210	205	-	-	-	-	-	-
Primary school students	882	840	573	541	126	143	140	150
Secondary School students	641	666	414	401	165	168	79	66

Student Number and Percentage by Sector

Students	Total		Government		Catholic		Independent	
	#	%	#	%	#	%	#	%
Pre-school students	414	100%	-	-	-	-	-	-
Primary school students	1,694	100%	1,129	66%	303	17.7%	279	16.3%
Secondary School students	1,364	100%	826	60.1%	369	26.9%	179	13%

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Ethnicity - two areas in Melbourne metro

Language spoken at home – the west	#	%
English Only	3,199	19%
Chinese	1,300	7.7%
Indo Aryan	1,658	9.9%
Arabic	3,473	20.7%
SE Asian & Austronesian	708	4.2%
Other Non-English	6,478	38.5%

Language spoken at home – east	#	%
English Only	9,263	88.4%
Chinese	85	0.8%
Indo Aryan	30	0.3%
Arabic	22	0.2%
SE Asian & Austronesian	413	3.9%
Other Non-English	664	6.3%

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Total Population Projections (SA2)

Area : Truganina
State : VIC

Year	Total Persons
2022	43,494
2023	46,700
2024	49,894
2025	53,067
2026	56,218
2027	59,342
2028	62,469
2029	65,595
2030	68,712
2031	71,810
2032	74,888
Growth 22-32 (#)	+31,394 persons
Growth 22-32 (%)	+72.2%

Area : Rowville - South
State : VIC

Year	Total Persons
2022	11,345
2023	11,409
2024	11,465
2025	11,520
2026	11,570
2027	11,611
2028	11,654
2029	11,696
2030	11,738
2031	11,774
2032	11,814
Growth 22-32 (#)	+469 persons
Growth 22-32 (%)	+4.1%

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Age 0-18 Population Projections (SA2)

SA2 Area : **Truganina**
State : **VIC**

Age 0-18 Population Projections

Year	Age 0-4	Age 5-11	Age 12-18	Age 5-18
2022	5,568	5,898	3,269	9,167
2023	5,973	6,362	3,635	9,996
2024	6,352	6,825	4,018	10,843
2025	6,713	7,293	4,404	11,697
2026	7,043	7,762	4,803	12,564
2027	7,345	8,274	5,155	13,429
2028	7,625	8,768	5,538	14,306
2029	7,894	9,244	5,929	15,173
2030	8,145	9,713	6,316	16,029
2031	8,374	10,170	6,701	16,871
2032	8,590	10,625	7,090	17,715
Growth 22-32 (#)	+3,022 persons	+4,726 persons	+3,822 persons	+8,548 persons
Growth 22-32 (%)	+54.3%	+80.1%	+116.9%	+93.3%

SA2 Area : **Rowville - South**
State : **VIC**

Age 0-18 Population Projections

Year	Age 0-4	Age 5-11	Age 12-18	Age 5-18
2022	588	917	1,070	1,986
2023	592	918	1,051	1,970
2024	594	919	1,042	1,962
2025	599	911	1,028	1,939
2026	599	914	1,031	1,945
2027	599	917	1,028	1,945
2028	602	922	1,018	1,940
2029	600	922	1,016	1,938
2030	602	923	1,011	1,933
2031	598	925	1,012	1,937
2032	600	928	1,008	1,936
Growth 22-32 (#)	+12 persons	+11 persons	-61 persons	-50 persons
Growth 22-32 (%)	+2%	+1.2%	-5.7%	-2.5%

Comparaison Demographics

Description	Major Catchment Area	Minor Catchment Area	Greater Sydney	NSW	Australia
Population	533,049	273,107	5,621,676	7,467,659	23,349,292
Population 5 – 18 year olds	79,175	29,166	944,792	1,261,630	3,980,960
% 5 – 18 year olds	14.85%	10.68%	16.81%	16.89%	17.05%
Growth total population % 2017 – 2032 (ABS)	26.28%	25.57%	27.93%	23.52%	24.78%
Growth 5 – 18 year old % 2017 – 2032 (ABS)	28.40%	31.44%	26.81%	20.79%	22.32%
Average SEIFA Score	1,127	1,129	1,032	1,012	1,004
Average Household Income	$135,376	$136,969	$107,640	$99,175	$94,806
Average Age	38.5	38.2	37.9	38.9	38.6

School Name : Pymble Ladies' College
Website : http://www.pymblelc.nsw.edu.au
Campus Type : **School Single Entity**

School Sector : **Independent**
School Type : **Combined**

Full Time Equivalent Teaching Staff : **237.1**
Full Time Equivalent Non-Teaching Staff : **163.5**
Total Enrolments : **2326**
Girls Enrolments : **2326**
Boys Enrolments : **0**

Student/Teaching Staff Ratio : **9.8 students** per FTE teaching staff

Enrolments

Year	Enrolments	Change vs prev. year	Change vs 2008
2022 Enrolments	2,326	2.69%	12.97%
2021 Enrolments	2,265	0.58%	10%
2020 Enrolments	2,252	-0.92%	9.37%
2019 Enrolments	2,273	3.18%	10.39%
2018 Enrolments	2,203	4.01%	6.99%
2017 Enrolments	2,118	-0.09%	2.87%
2016 Enrolments	2,120	-1.67%	2.96%
2015 Enrolments	2,156	1.22%	4.71%
2014 Enrolments	2,130	0.71%	3.45%
2013 Enrolments	2,115	0.62%	2.72%
2012 Enrolments	2,102	-1.04%	2.09%
2011 Enrolments	2,124	2.91%	3.16%
2010 Enrolments	2,064	3.15%	0.24%
2009 Enrolments	2,001	-2.82%	-2.82%
2008 Enrolments	2,059	Not Available	0%

Average Fee

$ per Student	$29,411

(Source: ACARA data released March 2023)

School Name : Ascham School
Website : http://www.ascham.nsw.edu.au
Campus Type : **School Single Entity**

School Sector : **Independent**
School Type : **Combined**

Full Time Equivalent Teaching Staff : **136.3**
Full Time Equivalent Non-Teaching Staff : **83.8**
Total Enrolments : **1164**
Girls Enrolments : **1164**
Boys Enrolments : **0**

Student/Teaching Staff Ratio : **8.5 students** per FTE teaching staff

Enrolments

Year	Enrolments	Change vs prev. year	Change vs 2008
2022 Enrolments	1,164	0.52%	20.5%
2021 Enrolments	1,158	-0.86%	19.88%
2020 Enrolments	1,168	-1.1%	20.91%
2019 Enrolments	1,181	2.79%	22.26%
2018 Enrolments	1,149	0.26%	18.94%
2017 Enrolments	1,146	0.97%	18.63%
2016 Enrolments	1,135	4.32%	17.49%
2015 Enrolments	1,088	2.93%	12.63%
2014 Enrolments	1,057	2.62%	9.42%
2013 Enrolments	1,030	0%	6.63%
2012 Enrolments	1,030	1.78%	6.63%
2011 Enrolments	1,012	2.64%	4.76%
2010 Enrolments	986	1.02%	2.07%
2009 Enrolments	976	1.04%	1.04%
2008 Enrolments	966	Not Available	0%

Average Fee

$ per Student	$36,752

(Source: ACARA data released March 2023)

ACARA

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Why have a Strategic Plan?

Why have a Marketing Plan?

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What value can we achieve?

- Understanding and mapping where current students come from

- Understanding where future students are coming from

- Identify the future growth areas and where to market

- Review bus routes and make sure they are effective

- Understanding available information = informed decisions

SPECTRUM ANALYSIS

Questions

Keep Up to Date

Connect with us online and we will show you what we can do for you!

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Thank you

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