

1. LOCAL COMPETITOR AUDIT

Your Early Learning Centre



1 Sample Street, Sample Town SA 0000
Catchment: 8km Radius | March 2026

▼ First Table Preview

#	Centre Name	Street Address	Suburb	Band	Phone	Type	Notes	Website
Distance Band: 0-2 km								
1	Competitor 1	10 Sample Street	Sample Town	0-2 km	08 8485 8689	Multi-site	Long day care	Competitor 1
2	Competitor 2	5 Sample Court	Sample Town	0-2 km	08 8391 2460	Multi-site	Capacity 170 places	Competitor 2
3	Competitor 3	5 Sample Street	Sample Town	0-2 km	08 8391 1194	Government	Sessional preschool	Competitor 3
Distance Band: 2-5 km								
4	Competitor 4	4 Sample Parkway	Suburb 2	2-5 km	08 7083 5641	Corporate chain	Corporate Chain Group	Competitor 4



Local Competitor Audit — Your ELC

2. DIGITAL PRESENCE AUDIT

Your Early Learning Centre



1 Sample Street, Sample Town SA 0000
14 Competitors Assessed | March 2026

▼ First Table Preview

Centre	Dist.	Web /10	Mobile	CTAs /10	SEO /10	GBP Rating	GBP Revs	Social Followers	Dir. /5	Google Ads	SCORE /100
Your ELC (Subject)	—	8	Yes	8	6	4.8	~30	340	4	YES	68
Competitor 1	0-2 km	8	Yes	8	5	4.6	49	5,785	4	No	72
Competitor 2	0-2 km	7	Yes	8	4	4.5	~20	1,029	3	No	55
Competitor 4	2-5 km	9	Yes	9	8	New	New	4,118	5	No	76
Competitor 5	2-5 km	9	Yes	9	8	New	New	4,146	5	No	76
Competitor 6	2-5 km	9	Yes	9	8	4.5	~25	13,600	4	No	79

3. SWOT ANALYSIS

Your Early Learning Centre



1 Sample Street, Sample Town SA 0000

Top 10 Competitors | SWOT Summary | March 2026

▼ First Table Preview

#	Centre	Strengths (Key Advantages)	(Key Vulnerabilities)	Opportunities (For Your ELC)	Threats (To Your ELC)	NQS	Fire at Level
1	Competitor 1 (0-2 km)	On-site animal barn (ponies, goats, chickens); adventure bus excursions; fixed staffing; growth mindset curriculum; 49 Google reviews; strong community partnerships	No Montessori program; slightly lower Google rating (4.6); limited blog/content strategy; website less modern than corporate chains	Competitor 1 lacks Montessori positioning; no sustainability/garden focus; Your ELC can differentiate on educational philosophy	Closest direct competitor; strong parent loyalty; animal barn is unique drawcard; well-established brand	Meeting	High
2	Competitor 2 ECE Sample Town (0-2 km)	4.8 stars on Childcare Directory (43 reviews); dedicated kindergarten building; family-owned; staff know	Weak social media (33 IG followers); no blog or content marketing; limited digital presence; no	Competitor 2 has weak digital presence - opportunity to outperform online; no	Closest competitor; high parent satisfaction; large capacity (170 places);	Meeting	High

4. REPUTATION & REVIEWS ANALYSIS

Your Early Learning Centre



▼ First Table Preview

Centre	Dis. t.	Goog le Ratin g	Goog le Revs	KC Rati ng	KC Rev s	CFK Rati ng	CFK Rev s	Facebo ok	Produ ct Revie w	Tot al Rev s	Avg Rati ng	Respond s?
Your ELC (Subject)	—	5.0	14	5.0	13	N/A	0	Active (463 likes)	No	27	5.0	Yes - Active
Competitor 1	0-2 km	4.4	7	4.3	6	4.0	4	Active	No	17	4.2	Yes - Active
Competitor 2	0-2 km	N/A	~5	4.8	43	5.0	30	Active	No	78	4.9	Unknown
Competitor 4	2-5 km	5.0	3	5.0	3	N/A	0	Active	No	6	5.0	Limited
Competitor 5	2-5 km	N/A	0	N/A	0	N/A	0	Active	No	0	N/A	N/A
Competitor 6	2-5 km	4.6	19	4.5	20	5.0	14	No Page	No	53	4.7	Yes - Active

5. FEE & SUBSIDY BENCHMARKING

Your Early Learning Centre



▼ First Table Preview

Centre Name	Dist (km)	Babies 0-2 yrs	Toddlers 2-3 yrs	Kinders 3-4 yrs	Kinders 4-5 yrs	Avg Daily Fee	vs Your ELC	Fee Source	Inclusions
Your ELC	0	\$142	\$138	\$132	\$128	\$135	—	CareforKids / Website	Meals, nappies, sunscreen, excursions
Competitor 9 ELC Suburb 2	3.2	\$133	\$133	\$128	\$112	\$127	-\$9	Website	Meals, nappies, learning programs
Competitor 6	3.5	\$159	\$159	\$159	\$159	\$159	+\$24	Website	Meals, nappies, sunscreen, 30% holiday discount
Competitor 10	3.8	\$135	\$132	\$128	\$125	\$130	-\$5	CareforKids	Meals, nappies, sunscreen
Competitor 4 (East Pkwy)	4.1	\$169	\$168	\$164	\$164	\$166	+\$31	Website	5 meals, nappies, wipes, excursions, Storynark

6. LOCAL DEMOGRAPHIC & DEMAND INSIGHTS

Your Early Learning Centre



▼ First Table Preview



Local Competitor Audit — Your ELC

1. Population & Children Profile

ABS Census data for Sample Town and surrounding suburbs within the 8km catchment area, including population of children aged 0-5, family composition, and growth indicators.

Suburb	Dist (km)	Total Pop.	Children 0-4	% 0-4	Families <6 yrs	Median Age	Avg HH Size	Growth Rate	Marketing Implication
Sample Town	0	2,850	195	6.8%	175	36	2.55	1.2%	Core catchment, walkable families are primary target for local marketing
Suburb 2 (town)	3.5	22,370	1,680	7.5%	1,520	34	2.65	3.0%	HIGHEST GROWTH AREA - major new estates driving young family influx; primary marketing target
Suburb 3	4.5	3,085	180	5.8%	165	42	2.45	0.8%	Higher-income families; premium positioning and quality messaging resonates