

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	Mobil e	CTA s /10	SEO /10	GBP Ratin g	GBP Revs	Social Followe rs	Dir . /5	Googl e Ads	SCOR E /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 Ratin g	KC Revs	CFK Ratin g	CFK Revs	Facebo k	Produ ct Revie w	Tot al Revs	Avg Ratin g	Respond s?
Your ELC (Subject)	—	5.0	14	5.0	13	N/A	0	Active (465 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	Kindy r 3-4 yrs	Kindy r 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, Storymark

6. LOCAL DEMOGRAPHIC & DEMAND INSIGHTS

Your Early Learning Centre



▼ First Table Preview

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

7. GAP ANALYSIS & DIFFERENTIATION

Positioning Statement | Messaging Hierarchy | Differentiation Playbook



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Positioning Formula Breakdown

Element	Your ELC Response
For... (target audience)	Families in [Your Town] seeking premium, values-led early learning
Who... (problem/need)	Want more than custodial childcare – they want education & community
Your ELC is...	A nature-inspired, educationally-led early learning community
That... (key benefit)	Nurtures curiosity, confidence, and a love of learning in every child
Unlike... (competitors)	Corporate chains focused on scale, or sessional preschools
Because... (proof)	Qualified educators, low ratios, intentional curriculum

8. DIGITAL STRATEGY RECOMMENDATIONS

Prioritised 12-Month Digital Marketing Action Plan



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Digital Channel Priority Matrix

Channel	Priority	Investment	Why It Matters
Google Business Profile	Critical	Free	Primary discovery for local families
Google Reviews	Critical	Free	Highest trust signal, impacts local ranking
Website (SEO + UX)	Critical	\$500-\$2k	Central hub; all channels drive traffic here
Google Search Ads	High	\$800-\$2k/mo	Immediate visibility for high-intent searches
Facebook & Instagram	High	\$300-\$1k/mo	Brand awareness and community building
Email Marketing	Medium	\$50-\$150/mo	Nurture enquiries to enrolment

9. BUDGET FRAMEWORK & ROI PROJECTIONS

Three-Tier Budget Recommendation with Projected ROI per Channel



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Three-Tier Budget Overview

Metric	Tier 1 – Essential	Tier 2 – Growth	Tier 3 – Scale
Monthly Budget	\$800 - \$1,500	\$1,500 - \$3,000	\$3,000 - \$5,000+
Annual Investment	\$9,600-\$18,000	\$18,000-\$36,000	\$36,000-\$60,000+
Primary Focus	Organic foundations	Organic + paid media	Full-funnel paid + content
Est. New Enrolments (Yr 1)	3-6	10-18	20-35
New Annual Revenue	\$25k - \$55k	\$80k - \$150k	\$165k - \$290k
Return on Investment	2.0x - 5.6x	2.1x - 7.5x	1.9x - 5.7x