

1. LOCAL COMPETITOR AUDIT

Your Early Learning Centre



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

Prepared by ChildCare Marketing
childcaremarketing.com.au
Increasing Occupancy in your Early Learning Centre

1. Competitor Directory

A comprehensive census of every competing childcare centre within the 8km catchment area of Your Early Learning Centre. Each competitor is listed with verified street address, direct website URL, phone number, and operator type.

#	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
5	Competitor 5	5 Sample Road	Suburb 2	2-5 km	08 7083 5617	Corporate chain	Corporate Chain Group	Competitor 5
6	Competitor 6	4 Sample Road	Suburb 2	2-5 km	08 8317 5338	Corporate chain	Competitor Group 2	Competitor 6
7	Competitor 7	9 Sample Avenue	Suburb 2	2-5 km	08 8317 5334	Corporate chain	Competitor Group 2	Competitor 7
8	Competitor 8	67 Sample Road	Suburb 2	2-5 km	08 8391 3455	Multi-site	Multi-site Group / Competitor 16 brand	Competitor 8
9	Competitor 9	6 Sample Road	Suburb 2	2-5 km	08 8188 8700	Multi-site	Competitor 9 group	Competitor 9
10	Competitor 10	6 Sample Street	Suburb 2	2-5 km	08 8391 0811	Community	Independent community-run	Competitor 10
11	Competitor 11	4 Sample Close	Suburb 2	2-5 km	08 8391 5059	Community	Family Day Care scheme	Competitor 11
12	Competitor 12	4 Sample Road	Suburb 2	2-5 km	08 7093 0411	School-based	Capacity 70 places	Competitor 12
13	Competitor 13	1 Sample Road	Suburb 2	2-5 km	08 8391 0411	School-based	Steiner/Waldorf approach	Competitor 13
14	Competitor 14	90 Sample Street	Suburb 2	2-5 km	08 8391 0685	Government	Sessional preschool	Competitor 14

#	Centre Name	Street Address	Suburb	Band	Phone	Type	Notes	Website
15	Competitor 15	4 Sample Street	Suburb 2	2-5 km	08 8391 0506	Government	Early childhood development	Competitor 15
Distance Band: 5-8 km								
16	Competitor 16	6 Sample Road	Suburb 3	5-8 km	08 8388 1811	Multi-site	Multi-site Group / Competitor 16 brand	Competitor 16
17	Competitor 17	147 Sample Road	Suburb 3	5-8 km	08 7221 2123	Independent	Montessori approach	Competitor 17
18	Competitor 18	7 Sample Drive	Suburb 4	5-8 km	13 82 30	Corporate chain	Corporate Chain Group	Competitor 18
19	Competitor 19	9 Sample Road	Suburb 4	5-8 km	08 8388 6562	Government	Licensed 60 children	Competitor 19
20	Mayfield Early Education Suburb 5	3 Sample Road	Suburb 5	5-8 km	08 7190 4000	Corporate chain	Capacity 60 places	Competitor 20
21	Competitor 20	102 Sample Street	Suburb 5	5-8 km	08 8388 4141	Government	Heritage stone building	Competitor 20
TOTAL COMPETING CENTRES					21			

2. Market Density Analysis

2.1 Centres by Distance Band

Total number of competing centres in the catchment area, broken down by suburb and distance band from Your ELC.

Distance Band	Suburbs	Total Centres	LDC / ELC	Preschool / Kindy	School-based
0-2 km	Sample Town	3	2	1	0
2-5 km	Suburb 2	12	7	2	3
5-8 km	Suburb 3, Suburb 4, Suburb 5	6	4	2	0
TOTAL		21	13	5	3

2.2 Operator Type Breakdown

Classification of all centres by operator type reveals the competitive mix within the catchment area.

Operator Type	Count	% of Total	Operators
Corporate Chain	6	28.6%	Corporate Chain (×3), Edge (×2),
Multi-site Operator	5	23.8%	Competitor 1, Competitor 2, Multi-site Group (×2), Competitor 9
Government Preschool	5	23.8%	Sample Town, Competitor 14, Competitor 15, Suburb 4, Suburb 5 Kindy
Community / Independent	3	14.3%	Competitor 10, Competitor 17
School-based	2	9.5%	Sample school

3. Catchment Demographics & Childcare Demand

Demographic analysis of the Local Council area, sourced from ABS Census 2021, profile.id.com.au, and forecast.id.com.au.

3.1 Population Overview

Metric	Value	Benchmark	Source
Total Population (2021 Census)	39,217	—	ABS Census 2021
Estimated Resident Population (2023)	42,297	—	ABS ERP 2023
Forecast Population (2024)	44,772	—	forecast.id.com.au
Projected Population (2046)	64,838	—	forecast.id.com.au
Annual Population Growth Rate	2.96%	Greater City: ~1.0%	ABS ERP 2023
Projected Growth 2021-2046	+65.4%	—	forecast.id.com.au
Median Age	37 years	Greater City: 39 yrs	ABS Census 2021
Average Household Size	2.52 persons	Greater City: 2.36	ABS Census 2021

3.2 Children & Families

Metric	Value	Benchmark	Source
Children aged 0-4 years	2,494 (6.4%)	Greater City: 5.8%	ABS Census 2021
Children aged 5-9 years	2,516 (6.4%)	Greater City: 5.9%	ABS Census 2021
Children aged 10-14 years	2,646 (6.7%)	Greater City: 5.9%	ABS Census 2021
Total Children 0-14 years	7,656 (19.5%)	Greater City: 17.6%	ABS Census 2021
Couples with Young Children	2,756 households (18.3%)	Greater City: 15.4%	profile.id.com.au
Single-parent Families	1,649 households (11.0%)	Greater City: 11.1%	profile.id.com.au
Total Households with Children	6,540 (43.5%)	—	profile.id.com.au

3.3 Workforce & Income

Metric	Value	Benchmark	Source
Labour Force Participation Rate	66.0%	Greater City: 61.7%	ABS Census 2021
Median Household Weekly Income	\$1,753	Greater City: ~\$1,580	ABS Census 2021
Median Household Annual Income	~\$91,156	—	ABS Census 2021
Median Family Weekly Income	\$2,114	—	ABS Census 2021
Cared for Children (past 2)	32.0% of	—	ABS Census 2021

Metric	Value	Benchmark	Source
weeks)	population		

3.4 Centre-to-Child Ratio Estimate

Estimated children 0-4 in catchment	~2,494
Total competing centres (incl. subject)	22 (21 + Your ELC)
Long day care / ELC centres only	14
Estimated ratio: children 0-4 per LDC/ELC centre	~178 children per centre
Estimated ratio: children 0-4 per all services	~113 children per service

3.5 Key Market Insights

- Suburb 2 is the fastest-growing LGA in Sample State (2.96% annual growth vs ~1.0% state average)
- Higher-than-average proportion of young families (18.3% vs 15.4% Greater City)
- Strong workforce participation (66.0%) drives demand for long day care
- Population projected to grow 65% by 2046, indicating sustained demand growth
- Higher household income (\$1,753/wk) supports market for quality childcare
- Suburb 2 Growth Area (south of township) accounts for 87% of projected new dwellings
- Corporate chains (Corporate Chain ×3, Edge ×2,) indicate proven market demand
- Immediate competition intense in 2-5 km band (12 centres in Suburb 2)