

3. LOCAL DEMOGRAPHIC & DEMAND INSIGHTS

Your Early Learning Centre



1 Sample Street, Sample Town SA 0000

Prepared by ChildCare Marketing
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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
Suburb 4	7.5	6,064	390	6.4%	355	37	2.58	1.5%	Growing family suburb; value messaging and convenience positioning effective
Suburb 6	5.5	1,890	110	5.8%	100	40	2.50	0.6%	Established families; word-of-mouth and community connections important
Suburb 5	6.0	1,420	85	6.0%	78	39	2.48	0.5%	Small community; school feeder relationships and local network marketing
Suburb 7	8.0	2,810	155	5.5%	140	41	2.45	0.4%	Rural character families; nature-based programs and outdoor learning appeal
Suburb 10	6.5	3,719	215	5.8%	195	40	2.54	0.7%	Mid-range incomes; affordability messaging and CCS education important
Suburb 8	7.8	3,067	175	5.7%	160	42	2.48	0.3%	Higher-income, professional families; quality and education focus
Suburb 9	8.5	2,780	170	6.1%	155	38	2.52	0.9%	Growing community; family-friendly messaging and community involvement
Macclesfield	9.0	1,650	85	5.2%	78	43	2.40	0.3%	Outer catchment; limited reach but referral opportunities exist
TOTAL CATCHMENT		51,705	3,440		3,121				

Local Council - Growth Projections

2021 Census Population	39,217
2024 Estimated Population	44,772
2030 Projected Population	52,000

2046 Projected Population	64,838
Projected Growth (2021-2046)	+65% (25,621 additional residents)
New Dwellings Per Year	~347 dwellings/year average
Key Growth Driver	Greater Suburb 2 Urban Growth Area

2. Household Income & Family Composition

Income distribution and family structure analysis for catchment suburbs, with implications for CCS messaging and fee positioning.

Suburb	Media n Weekly	Media n Annual	<\$800 / wk	\$800-\$1,500	\$1,500-\$2,500	\$2,500-\$3,500	\$3,500+ /wk	Coupl e w/ Kids	1-Parent Families	CCS Implication
Sample Town	\$1,750	\$91,000	18%	22%	28%	18%	14%	35%	12%	Most families qualify for 80-90% CCS; lead with after-subsidy pricing
Suburb 2	\$1,850	\$96,200	16%	20%	27%	20%	17%	38%	11%	Dual-income growth area families; 85-90% CCS typical; strong demand for full-time care
Suburb 3	\$2,100	\$109,200	12%	17%	25%	22%	24%	32%	8%	Higher incomes; still 80%+ CCS for most; emphasise quality and program excellence
Suburb 4	\$1,700	\$88,400	19%	23%	28%	17%	13%	34%	13%	Value-conscious families; affordability messaging critical; promote all-inclusive fees
Suburb 6-Suburb 5	\$1,900	\$98,800	14%	19%	26%	21%	20%	33%	9%	Comfortable middle-income; quality and convenience messaging resonates
Suburb 10	\$1,489	\$77,400	22%	24%	27%	16%	11%	31%	14%	More price-sensitive; maximum CCS messaging; 3-Day Guarantee promotion
Suburb 7	\$1,482	\$77,100	23%	25%	26%	15%	11%	30%	12%	Rural incomes; emphasise CCS savings and value; community connection
Suburb 8	\$2,090	\$108,700	11%	16%	24%	23%	26%	31%	8%	Affluent area; premium quality positioning; education outcomes focus
SA State Avg	\$1,455	\$75,660	24%	23%	26%	15%	12%	29%	11%	Catchment is above state average; higher disposable income for quality childcare

KEY INSIGHT: The catchment area has above-average household incomes compared to SA state average. Most families (80%+) qualify for significant CCS subsidies (80-90%), making

childcare very affordable. Marketing should always lead with after-CCS pricing to reduce sticker shock.

3. Cultural Diversity & Workforce Participation

Language, cultural background, and parent workforce data for the catchment area, with implications for marketing channel and messaging selection.

Cultural Diversity Profile

Metric	Suburb 2 District	Sample Region Council	Greater City	SA State Average	Marketing Implication
Born in Australia (%)	86%	84%	68%	70%	Predominantly Australian-born; messaging in English is primary; Australian values and lifestyle imagery
English Only at Home (%)	91%	90%	75%	78%	English-dominant area; no immediate need for multilingual materials but inclusive language valued
Top Non-English Language	German (0.5%)	German (0.6%)	Italian (2.1%)	Various	German heritage area (Suburb 3 influence); cultural festivals and community events are marketing touchpoints
2nd Non-English Language	Mandarin (0.3%)	Mandarin (0.4%)	Mandarin (2.1%)	Various	Small but growing Asian community; diversity and inclusion messaging can differentiate
3rd Non-English Language	Italian (0.2%)	Italian (0.3%)	Greek (1.7%)	Various	European heritage; multicultural awareness in programming shows inclusivity
Aboriginal & Torres Strait Islander (%)	1.8%	1.5%	1.9%	2.4%	Include Aboriginal acknowledgement in materials; culturally responsive programming is valued
Top Ancestry: English (%)	38%	40%	32%	30%	British-Australian cultural norms; traditional family values messaging resonates
Top Ancestry: Australian (%)	32%	30%	28%	27%	Strong local identity; community-focused and 'local' positioning effective
Top Ancestry: German (%)	12%	14%	4%	5%	Higher than average German heritage; unique cultural character of Sample Region

Workforce Participation (Parents with Children Under 5)

Metric	Suburb 2 District	Sample Region Council	Greater City	SA State Average	Marketing Implication
Labour Force Participation Rate	67%	65%	62%	60%	Above-average participation = strong childcare demand; both parents working in majority of families
Female Employment	64%	63%	58%	56%	High female workforce

Rate					
					participation drives demand for quality, flexible childcare
Both Parents Employed (%)	62%	60%	55%	52%	Majority dual-income; need for full-day, 5-day care; before/after school care demand also high
Mothers Working Full-Time (%)	28%	27%	25%	24%	Growing full-time female employment; marketing 6am-6pm flexibility and extended hours
Mothers Working Part-Time (%)	38%	36%	33%	32%	Significant part-time workforce; promote flexible booking options and 2-3 day programs
Stay-at-Home Parents (%)	34%	37%	42%	44%	Lower than average; but 3-Day Guarantee now gives this group subsidised access - new market
Unemployment Rate	3.4%	3.4%	5.5%	5.8%	Very low unemployment; tight labour market means parents need reliable childcare to maintain employment
Employment Growth (5yr)	+8.2%	+6.5%	+4.1%	+3.8%	Strong employment growth = increasing childcare demand; capacity planning important

KEY INSIGHT: Suburb 2 has above-average workforce participation rates, with 62% of families having both parents employed. This creates strong, sustained demand for childcare. The 3-Day Guarantee also opens a new market segment of stay-at-home parents (34%) who now qualify for subsidised care.

4. New Residential Development Analysis

Housing estates, apartment projects, and expected population growth in the catchment area. Estimated children 0-5 based on ABS average of 0.175 children per dwelling for new estates.

Development	Developer	Location	Dwellings	Status	Timeline	Target Demo	Est. 0-5 yrs	Marketing Opportunity
Suburb 12	Lanser Communities	Suburb 2	1,995	Under Construction	2022-2039	Families, first home buyers	350	Largest estate; family-focused marketing to new residents during move-in; letterbox, welcome packs, display home partnerships
Cedar Woods Project	Cedar Woods	Suburb 2	860	Masterplanned	2025-2035	Mixed residential	150	New community forming; early engagement through community events and new parent packs
Newenham	Newenham Dev.	Suburb 2	639	Planned	2022-2036	Mixed residential	112	Long-term pipeline; establish presence early; sponsor community activities in new estate
Glenlea Estate	Various	Suburb 2	540	In Development	2022-2032	Families	95	Growing estate; targeted Facebook/Instagram geo-targeting to new residents
Senses Development	Cedar Woods	Suburb 2	254	Construction Started	2026 onwards	Mixed	45	Brand new estate; ground-floor marketing opportunity; welcome packs to first residents
Springlake Estate	Springlake	Suburb 2	252	Under Construction	2022-2027	Families, lifestyle	44	Near completion stages; target parents already moved in; community playgroup sponsorship
Clover Park Estate	Various	Suburb 2	195	Planned	2022-2026	Families	34	Smaller estate; local community marketing and school partnership opportunities
Springbrook Estate	Springlake	Suburb 2	84	Under Construction	2022-2027	Boutique families	15	Premium boutique estate; quality-focused messaging; personalised tours
Amblemead Estate	Various	Suburb 2	80	Residential Dev.	Ongoing	Mixed	14	Established community; word-of-mouth and referral programs
Woodcrest	Various	Suburb 2	120	Civil Works 2026	Mid-2026+	Families	21	New development starting; early brand awareness via construction signage and local media
TOTAL NEW DWELLINGS			5,019				880	

KEY INSIGHT: Over 5,000 new dwellings are planned or under construction in Suburb 2, potentially bringing ~880 new children aged 0-5 into the catchment. This represents massive growth in childcare demand. Early marketing to new estate residents is a critical competitive advantage.

5. Local School Catchment Mapping

Feeder school relationships and school-readiness messaging opportunities for building transition partnerships and parent acquisition channels.

School Name	Type	Sector	Dist (km)	Years	Enrol	Ratio	OSHC	Feeder Potential	School-Readiness Messaging
Sample Town Primary School	Primary (R-7)	Govt	0.5	R-7	328	1:13	Yes - OSHC	Very High	Direct feeder school; partner for transition programs, school tours, open days
Competitor 3	Preschool	Govt	0.3	Pre	~40	1:10	N/A	Very High	Adjacent preschool; coordinate transition messaging and referral pathways
Suburb 2 Primary School	Primary (R-7)	Govt	3.5	R-7	290	1:14	Yes	High	Zoned school for Suburb 2 families; school-readiness messaging for new estate families
Suburb 2 South Primary	Primary (R-7)	Govt	4.5	R-7	320	1:15	Yes - Camp Aust	High	Growing area; promote kindergarten program alignment with reception readiness
Suburb 3 Primary School	Primary (R-7)	Govt	4.5	Pre-7	177	1:13	Yes	Medium	Smaller school; emphasise personalised transition support and teacher communication
Suburb 4 Primary School	Primary (R-7)	Govt	7.5	R-7	~250	N/A	Unknown	Medium	Zoned for Suburb 4 families; promote school-readiness outcomes and assessment data
St Michael's Lutheran	Primary (F-7)	Indep	5.0	F-7	~200	N/A	Bus #5	Medium	Private school families; premium quality positioning; emphasise learning outcomes
Cornerstone College	Secondary (7-12)	Indep	3.5	7-12	864	N/A	N/A	Low (Direct)	Parents of younger siblings are targets; sponsor school events
Suburb 2 Waldorf School	R-12	Indep	4.5	R-12	~300	N/A	N/A	Low	Different pedagogy; families choosing Waldorf unlikely to switch; respect positioning
Suburb 2 High School	Secondary (8-12)	Govt	4.0	8-12	~800	N/A	N/A	Low (Direct)	Parent network of younger siblings; community events and family marketing touchpoint

6. Community Hubs & Parent Networks

Grassroots marketing opportunities through playgroups, parent networks, libraries, sporting clubs, and community organisations in the catchment area.

Playgroups & Parent Groups

Organisation	Type	Location	Target Audience	Meeting / Activity	Reach	Channel	Recommended Action
Local Playgroup	Playgroup	Suburb 8	Families 0-5 yrs	2x/month Mon+Tue 10am-12pm	50+	In-person / Eventbrite	Attend sessions; provide branded activity packs; sponsor seasonal events
Suburb 10 Uniting Church Playgroup	Playgroup	Suburb 10	Families 0-5 yrs	1st & 3rd Mon 9:30-11am (term)	30+	In-person / Church	Attend and network; leave flyers; offer free developmental info sessions
Playgroup SA Network	Directory	SA-wide	All families	Various – search by postcode	500+	Online directory	Register centre as a resource; list open days on Playgroup SA
Suburb 2 Mums Group	Facebook Group	Online (Suburb 2)	Parents, expectant parents	Ongoing online discussions	3,000+	Facebook	Build organic presence; offer helpful advice; avoid hard-selling; share CCS tips
Suburb 2 & Sample Region Community	Facebook Group	Online (region)	All community	Ongoing online discussions	5,000+	Facebook	Share community events, open days; position as trusted local educator
Sample Region Community Group	Facebook Group	Online (Hills)	All community	Ongoing online discussions	8,000+	Facebook	Broader awareness; share quality content about early childhood education
City Mums Group Network	Parent Network	City-wide	Mothers & bubs	Directory of local groups	Large	Website / In-person	List in directory; partner for local mums' meetup events

Libraries & Community Centres

Organisation	Type	Location	Target Audience	Meeting / Activity	Reach	Channel	Recommended Action
Local Library 1	Library	63 Suburb 2 Rd, Suburb 8	Families & children	Weekly babies/children programs; school holiday programs	200+/wk	In-person / Noticeboard	Place flyers; sponsor storytime sessions; run early learning workshops
Local Library 2	Library	16 Sample Road	Families & children	Children's programs	100+/wk	In-person / Noticeboard	Community noticeboard; partner for reading programs; leave brochures
Suburb 2 Community Centre	Comm. Centre	Suburb 2	All community	Courses, activities, services	500+/wk	In-person / Facebook	Run parenting workshops; sponsor community events; noticeboard presence
Community Centre	Comm. Centre	Suburb 11	Community	Exercise, craft, art classes	150+/wk	In-person / AHC website	Partner for family-focused activities; sponsor children's programs

Sporting Clubs & Church Groups

Organisation	Type	Location	Target Audience	Meeting / Activity	Reach	Channel	Recommended Action
Local Soccer Club	Sports Club	Local Sports Park	Families (260+ players)	22 teams; family days; season launch	500+ families	Facebook / Events	Sponsor junior teams; banner advertising; family day presence; enrolment info tent
Local Football Club	Sports Club	Suburb 2	Families (15 junior teams)	Junior and senior programs	300+ families	Facebook / Website	Sponsor junior program; provide branded bibs/equipment; canteen signage
Suburb 2 Football Club	Sports Club	Suburb 2 Sports Hub	Families (700+ members)	Junior to senior AFL	700+ families	Facebook / Events	Major sponsorship opportunity; family day activations; branded merchandise
Suburb 2 Cricket Club	Sports Club	Suburb 2	Families (est. 1872)	Junior to senior cricket	300+ families	Facebook / Local	Summer season sponsorship; junior clinic partnerships
Local Swimming Club	Sports Club	Local Aquatic Centre	All ages (est. 1957)	Training, championships	200+ families	Facebook / Events	Sponsor learn-to-swim; banner at pool; family event presence
Trinity Church Suburb 2	Church	Cornerstone College	Families	Sunday 10am; Kids Church; Creche	200+ families	In-person / Website	Creche partnership; family event sponsorship; noticeboard and flyers
Futures Church Suburb 2	Church	Suburb 2	Families (toddlers-teens)	Children's programs; teen groups	150+ families	Website / In-person	Partner for family programs; sponsor children's activities; community presence
Salvation Army Suburb 2	Church/Community	Suburb 2	Families & community	Family programs; youth programs	100+ families	In-person / Website	Community service partnership; sponsor family programs; refer families
Wallis Cinemas Suburb 2	Entertainment	Suburb 2	Parents with babies	Bring a Bub sessions Thu AM	50+ / session	In-person	Sponsor Bring a Bub sessions; pre-movie ad; branded activity sheets

7. Marketing Strategy Implications

Demographic-driven strategic recommendations for messaging, channel selection, and positioning – with prioritised action items for immediate implementation.

#	Demographic Insight	Marketing Implication	Recommended Channel	Priority	Specific Actions
1	Suburb 2 is SA's fastest-growing LGA with 3% annual growth and 5,000+ new dwellings planned	Target new estate residents as primary acquisition channel; first-mover advantage is critical	Letterbox, Facebook geo-targeting, estate partnerships	Critical	Create welcome packs for new estate residents; partner with display home villages; geo-target Facebook ads to new postcode areas; sponsor community events in new estates
2	62% of families have both parents employed; 67% labour force participation	Position as reliable, flexible childcare enabling parents to work; emphasise extended hours and 5-day availability	Google Search, Facebook, website	Critical	Run Google Ads targeting 'childcare near me' + Suburb 2; promote 6am-6pm hours; create parent testimonial content about work-life balance
3	Above-average household incomes (\$91K-\$109K); 80%+ qualify for significant CCS	Lead with after-CCS pricing in ALL marketing; reduce sticker shock with real cost messaging	All channels	Critical	Add CCS calculator to website; show 'from \$10/day after CCS' in ads; create income-based OOP infographics for social media
4	34% stay-at-home parents now qualify for 3 subsidised days via 3-Day Guarantee	Target non-working parents as new market segment; many don't know about their entitlement	Facebook, community groups, playgroups	High	Create '3-Day Guarantee Explainer' content; target stay-at-home parent Facebook audiences; present at playgroup sessions
5	880+ estimated new children 0-5 from residential developments alone	Capacity planning critical; waitlist marketing creates urgency and perceived demand	Website, enquiry process	High	Implement waitlist system; promote 'limited places available' messaging; plan for potential expansion or extended programs
6	91% English-speaking; predominantly Australian-born; German heritage influence	English-primary messaging; Australian family values imagery; inclusive but not multilingual-focused	All channels	Medium	Use authentic Australian family imagery; reference local community; acknowledge Aboriginal Country; celebrate cultural days
7	5 primary schools within 5km; Sample Town PS is direct feeder (328 students)	Build school feeder relationships; school-readiness is a key parent decision factor	School partnerships, events	High	Partner with Sample Town PS for transition programs; attend school open days; create 'school-ready' parent guide; share assessment data
8	3,000+ members in Suburb 2 Mums Facebook group; multiple community groups	Grassroots social media presence in parent communities; organic engagement over advertising	Facebook groups, Eventbrite	High	Build organic presence in parent groups; share helpful CCS tips and parenting info; avoid hard-sell; respond to childcare questions
9	700+ member football club; 260+ player soccer club; multiple junior sport organisations	Sport club sponsorships offer high-visibility family audience access	Sponsorship, events, banners	Medium	Sponsor 2-3 junior sport teams; attend family days with activity tent; banner advertising at grounds; canteen signage
10	Wallis Cinemas Bring a Bub sessions; church children's programs; library storytime	Non-digital touchpoints reach parents in relaxed, community settings	In-person, local venues	Medium	Sponsor Bring a Bub; run library workshops; provide church creche materials; branded activity sheets at family venues
11	Higher-income suburbs (Suburb	Segment messaging: quality/outcomes for	Geo-targeted digital ads	High	Create 2 ad sets: Quality-focused (Suburb 3, Suburb 8, Suburb 5) and

	3, Suburb 8) have different motivations vs value suburbs (Suburb 4, Suburb 10)	affluent areas; affordability/CCS for value areas			Value-focused (Suburb 4, Suburb 10, Suburb 7); tailor landing pages
1 2	15hr funded kindergarten (4yo) + 3yo preschool rollout starting 2026	Government funding is a major marketing lever; many parents unaware of entitlements	Website, social media, enrolment materials	High	Create dedicated 'Funded Kindergarten' page; promote 'FREE 15hrs kindergarten' messaging; prepare for 3yo preschool announcement