The top left of the home page shows your report card. It starts in the first year of the five-year cycle of profiles and provides the 30 second executive summary of your profile. As the cycle continues into second and subsequent years these comments continue with year 2, 3, 4 and 5 report cards, using your year 1 report as the baseline.

The catchment summary provides the basic descriptive statistics of your major and minor catchment. The major catchment generates the bulk of your students whose commute patterns to your school tend to be based more on the demographics of their family, rather than their commute times to your school. The minor catchment contains those families who can realistically commute to your school under optimum transport conditions.

In the Summary table comments we tell you roughly what fees are affordable for your school SES score and whether or not your SES score is becoming dangerously high for your catchment. Figures are colour coded for performance.
The Fees table shows how our national ADS fees model performs across your catchments. If your own school P-12 fees are below the catchment average seen in this table, you will rarely have trouble with maintaining enrolments in the current economic climate.

The Numbers table shows how our national ADS numbers model performs across your catchments.

More affordable fees produce stronger than predicted student numbers. Supply and demand work for education, especially in the current climate of declining real incomes and flat participation rates.

The stereotype tables show you how your school meshes with your major catchment. If your school performs a lot better in streets with four bedroom houses and your catchment contains a lot of four bedroom houses, then you will see four bedroom houses in green highlights on the first table showing positive factors.

We show the limits imposed by your catchment on your future enrolment growth. If your school performs more strongly in streets with four bedroom houses, but your catchment is pretty short of four bedroom houses, then you can get into difficulties trying find more school families in bigger homes.

**This is why we perform a unique modelling exercise for each school to show where the school can find the maximum number of parents in both of their catchments who match their profile.**

The final table deals with opportunities. This shows you the demographics in which your school profiles poorly and compares these with the demographics where your catchment performs strongly.

If your school performs poorly in streets with lots of young children, but your catchment contains plenty of younger children, then chances are you should be taking a look at the fees you are charging for the financially more hard pressed younger parents of these younger children. Low start up fees can help in these cases.

If, however your school performs poorly in areas with a high Green vote and your catchment contains a lot of Green voters, there’s probably little you can do about it as Green voters these days tend to prefer high SES Government schools inside the Goat Cheese Circle.

The affordability charts show you a realistic benchmark of where your school sits on the fee spectrum.

Client school enrolments are shown in all these charts, so you can see the impact of each sectors’ performance on their school numbers. When these price points are matched to the price sensitive information in the summary tables you should obtain a good idea of the extent to which your fees are impacting on your school enrolments.
We show how the sectors compete against each other across streets paying the same school fees, as all three sectors compete strongly against each other across virtually all fee ranges, from the highest to the lowest.

The Government sector for example enjoys a strong advantage mainly because of its universal coverage and lack of competition in very poor or remote areas, but it also competes successfully in the highest SES streets of the richest suburbs, where Green voting public servants and Asian migrant families bid up the price of houses to secure access to the best catchments.

This is a fact of life now for non-Government schools competing for the children of Gen X parents. Increasingly these days Gen X Catholics are marrying non Catholics and our research shows Independent Catholic schools and Independent non Catholic schools compete equally on price and educational outcomes.

Presenting this sort of detailed demographic description can be the hardest part of a profile, so we have simplified these charts down to three figures: Australian means, Major Catchment means and Best Street means.

Each of these means can be turned on and off in the interactive charts to see how the catchment rates against Australia, how the Best Streets compare to the catchment means and how the Best Streets rate against Australian means. You can see the exact percentages in each case by placing the cursor over the relevant line or bar in each chart. No more research is required here for long suffering marketing staff.

We have about 700 variables in our education database and they have been specially selected to be of maximum value to schools. As well as current education, we have parental education, qualifications and field of study along with fees and spend. Other Demographic clusters cover income and age, the family home, family structure and commute to work.

Religion is also useful. Are we looking at a Catholic school, a Protestant School, a Christian School or a non-denominational school? The most successful schools in terms of enrolment growth have a strong showing for all four of the above groups.

The Occupation charts tell you about future risk of jobs loss due to cyclical factors or longer term trends, the budget charts tell us whether parents are trying to pay off big mortgages as well as school fees, or if they are over extended with investment home loans.

Participation rates are fundamental to the success of every school and for this reason we update them quarterly in our database. If a major catchment is losing jobs in a given year, then local higher fee schools tend to lose students the following year.

Finally, we perform a unique combined modelling and on line mapping exercise with schools to show them where they can find the maximum number of parents in both of their catchments who match their profile.

Some of these target students will be on the wrong side of the CBD commute.
and some may be attending a school which was closest to their home when an anxious mum or dad used to do the morning walk to school with their nervous preppie.

But when the nervous preppie grows into a strapping teenage high school student, mum and dad are a lot more relaxed about letting him or her take a lot longer on the school commute, so we tell you where you can find these students. These targeting maps invariably predict future enrolment trends to more than 99 percent confidence levels.

We update these on line maps annually to show spatial enrolment trends – which is how we know the Education Geographics targeting maps work - and we can provide optional layers for school transport routes, future enrolments, enrolments by Year level, SES, or pretty much anything in our database, on request.

The updates provide schools with feedback on their marketing campaigns and help integrate these campaigns with transport initiatives. We usually code student numbers, so the school can link these back to their own student software, but we can also code family names and contact details if the school has satisfied appropriate privacy legislation.

With a lasso function, this means the school can identify groups of parents and download lists for marketing and transport requirements or for any emergency requirements.