

POPCASTER

LOCAL AREA FORECASTS FOR VICTORIA

Are you looking to **target service delivery** into the future? Are you looking for opportunities to **grow your business**? Have you got a plan, but are you unsure about when to act?

Popcaster delivers a comprehensive 25 year outlook of population, household and dwelling change for Victoria at a highly localised level. We help organisations plan smarter, optimise services and future-proof decisions.

EMPOWERING ORGANISATIONS BY TURNING DEMOGRAPHIC AND LAND-USE DATA INTO DECISION MAKING.

Demographic Solutions prides itself on understanding client needs. This is everything from single site selection, identifying key service users or market segments or comprehensive network planning across regions.

BUILDING BLOCKS FOR GEOSPATIAL ANALYSIS

Popcaster delivers complete housing and population forecasts at a hybrid 2021 ASGS SA1 geography. Rural SAs with large dwelling growth are cut into smaller units. This provides versatile building blocks for catchment analysis or forming larger areas, such as suburbs and Local Government Areas.

POPCASTER BUILT ON SOLID FOUNDATIONS

Demographic Solutions monitors residential development at the estate level and regularly updates the information in our Residential Supply Layer. Backed by 5 years of historical data, this drives our demographic forecasts.

It includes:

- New dwelling production in greenfield areas
- Current, identified and mooted projects
- Areas earmarked for greater density such as in Mixed Use and Residential Growth Zones
- Prospective long-term sites are evaluated against a structures set of economic and land use criteria
- Small scale infill based on planning criteria, the age of housing, the size of lots and other criteria.

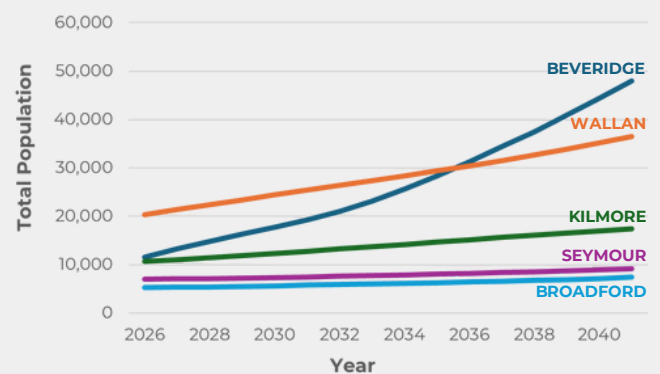
UPDATED WITH THE LATEST INFORMATION

Demographic Solutions is continually monitoring published Australian of Bureau Statistics (ABS) data and updated regularly. We also identify changes to development patterns and monitor new dwelling growth as it happens.

WITH COMPREHENSIVE COVERAGE AND READY-TO-USE DATASETS, YOU CAN MAKE INFORMED DECISIONS FASTER AND WITH CONFIDENCE.

THE POWER OF KNOWING WHERE AND WHEN

Accurate demographic and population forecasts are critical for informed planning at a local level. They enable governments, businesses utilities and service providers to allocate resources effectively and anticipate future demand while reducing risks.



REACH OUT TO LEARN MORE

Demographic Solutions has a strong history of using forecasts data to help with education, planning, Government Services, utilities, aged care and a range of business growth opportunities. We can tailor a forecast solution for your organisation.

CONTINUE READING TO SEE HOW YOUR ORGANISATION CAN USE POPCASTER

POPCASTER

SPATIAL FORECASTS &
DEMOGRAPHICS
FOR ALL MARKETS
AND SCENARIOS

Population Change 2026-36 Catchment: 15 min. walk



Population Change 2026-36 Growth: +1,407

Existing Store
Richmond

SCENARIO 1: NETWORK PLANNING AND GROWTH

You run several specialist bakeries and you're looking to expand. Use Popcaster to target opportunities to find the best 'bricks and mortar' locations.

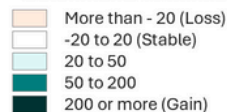
Population Change 2026-36 Growth: +8,819

Potential Store
South Melbourne

SCENARIO 2: PROPOSED HEARING CLINIC

You're expanding your audiology and hearing aid business. You are targeting older people with hearing loss, especially aged 60 and over. Popcaster can provide you with current and growth potential based on a preferred location or find the optimum growth potential.

60yo+ Change 2026-36 Catchment: 10 min. drive



Total change: +4,676

Proposed Hearing Clinic
Doncaster

Early Learning Centre
Melton West

0-4yo Change 2026-36 Catchments: 10 min walk to 15 min. drive



Total change: +470

SCENARIO 3: EXISTING EARLY LEARNING

You are a Council-run Early Learning Centre and your enrolment demand is stagnant. Use Popcaster to understand reduced demand in pre-schoolers and see whether there are easy areas to target for marketing and promotion.

 **DEMOGRAPHIC**
SOLUTIONS

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