

Where to look for your next clinic

Example Physio (fictional) · prepared 9 October 2026 by Site Intelligence

Sample report

A fictional clinic with made-up patient numbers, so you can see what a study looks like. The places, residents and businesses are real public data.

Your next decision

Start with the shortlisted areas below, then test actual premises against your brief. This fictional clinic's priorities determine the comparison; its invented postcode counts describe the current customer base only. No patient, revenue or property-availability forecast is made.

The shortlisted areas are within 3 points of one another. Treat them as comparable leads: local checks and suitable premises should decide which to pursue first.

Our shortlist

1 High Street, Northcote (east)

122,900 residents in your chosen age group within a 10-minute drive.

172,700 residents within a 10-minute drive · 42 physio businesses · 50% shared with your current catchment

2 High Street, Thornbury

61% of the people within a 10-minute drive live outside your current clinic's catchment.

154,100 residents within a 10-minute drive · 31 physio businesses · 39% shared with your current catchment

3 Sydney Road, Coburg (east)

4,221 target residents per competitor (+1) within a 10-minute drive. This ratio is a comparison measure, not measured unmet demand.

125,500 residents within a 10-minute drive · 19 physio businesses · 44% shared with your current catchment

Before you commit

- Visit the shortlisted streets at the times your patients would come.
- Check the nearest physio businesses named on each area's page: services, hours, and how soon they can book someone new.
- Talk to local referrers (GPs, gyms, clubs) before you sign anything.
- Get real rents and lease terms for premises on these streets; we haven't priced premises.

How to read this: we compared 20 shopping strips in Melbourne's inner north using the priorities in your brief. Scores compare these areas with each other; they are not forecasts.

Your brief and decision rules

The shortlist identifies areas to investigate. A lease decision also needs a suitable premises, verified local competition and evidence that the expansion works for your business.

Your requirement	How it shapes this study
Business and services	Physiotherapy; General physiotherapy. Specialist service overlap needs an operator check.
Search area	20 shopping strips across Melbourne's inner north. Not every street, and not the rest of Melbourne.
Catchment	Modelled 10-minute road access for the main comparison. Each local map also shows a 1 km circle; these are different catchments.
Overlap limit	60% maximum residential overlap with your current clinic; at least 5,000 additional residents outside its catchment.
Premises brief	Annual base rent up to A\$60,000; floor area 80–150 m ² ; opening within 6 months. Fit-out budget not supplied. Actual costs and outgoings need quotes.
Arrival	Parking: Helpful, but not essential. Access: Step-free entry, including a suitable lift. Verify the actual unit, route and parking restrictions.

What counts as competition

We count mapped physio businesses in the selected catchment, using merged Overture and OpenStreetMap records and dated corrections. A multi-service business may compete if it offers the relevant service. Specialist clinics are not automatically equivalent to general practice. Counts measure establishments, not staff, spare capacity or patient loyalty.

Evidence at a glance

Evidence	Reference / status
Residents, ages, income	2021 Census. No automatic 2026 roll-forward or income-growth projection.
Business directories	2026-10-02; targeted operator checks 2026-10-09. Missing and stale records can remain.
Population updates	2025 district estimates are separate context, not updated catchment counts.
Workers and reviews	Workplace population not included. Review-based retention not measured.
Available premises	No current availability, rent or lease terms verified. Area rank is not premises readiness.

A low mapped competitor count is a reason to investigate: it can reflect a market gap, incomplete records or weak demand. It does not establish an underserved market.

Your clinic and expansion plan

You told us	Saved customer brief
Purpose and audience	Reach a new neighbourhood. Adults aged 20–64.
Main priority	The people we serve. Prioritise areas with a similar resident mix.
Current business	We are usually close to fully booked. Mainly referrals from health professionals.
Expansion evidence	We have records showing demand at our current location; the analyst should review them.

These are your statements and requirements, not independently verified findings. Written requirements and specialist services need analyst review; an area score does not establish that they are met.

Around your current clinic

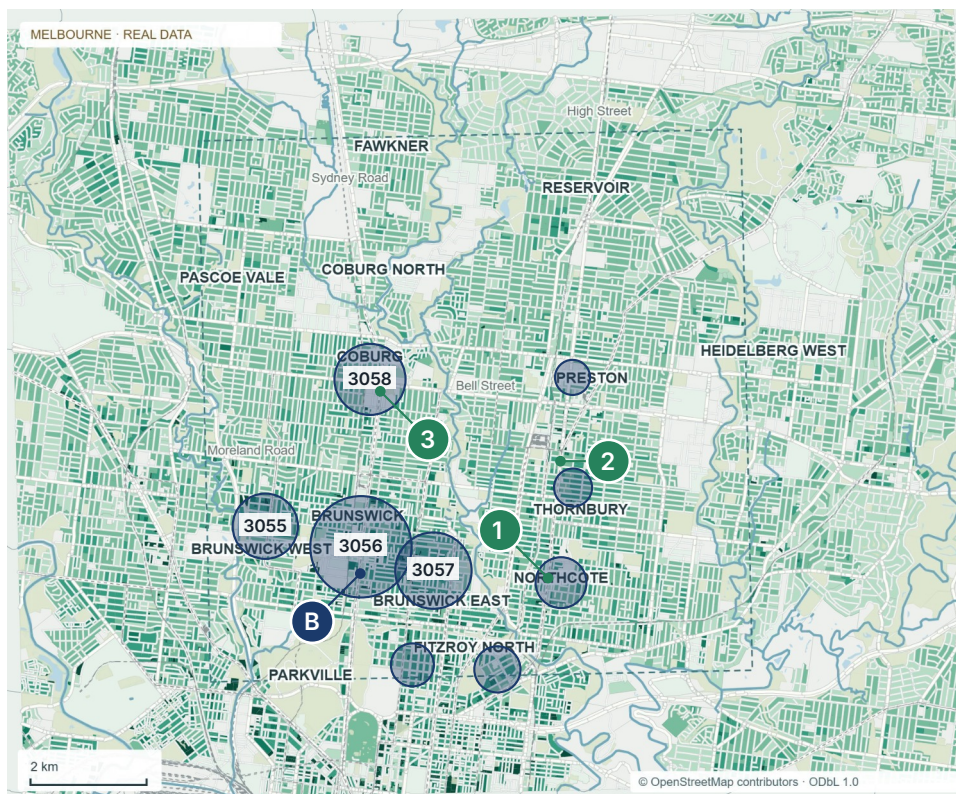
205,600 people live within a 10-minute drive of 300 Sydney Road Brunswick 3056, and there are 45 physio businesses in the same area (directory count). For comparison, 119,400 live within a straight-line 3 km.

You supplied 334 patients across 10 postcodes for 12 months. Population-based allocation places about 321 within 5 km of the clinic and 13 beyond 5 km within the mapped evidence area. These are estimates, not observed journeys. 0 patients could not be allocated within the evidence area; their distance is unknown.

Distance from your clinic	Residents	Allocated patients	Per 1,000 residents
0–1 km	16,200	77	4.7
1–3 km	104,100	189	1.8
3–5 km	228,500	55	0.2

The allocation implies 4.7 patients per 1,000 residents within 1 km and 0.2 at 3–5 km. This describes the current clinic only. We do not transfer these rates to a new site or use them in the ranking.

Where your patients live



Each circle is one postcode, sized by how many of your patients live there. Background: residents per km² (2021 Census), darker = more.

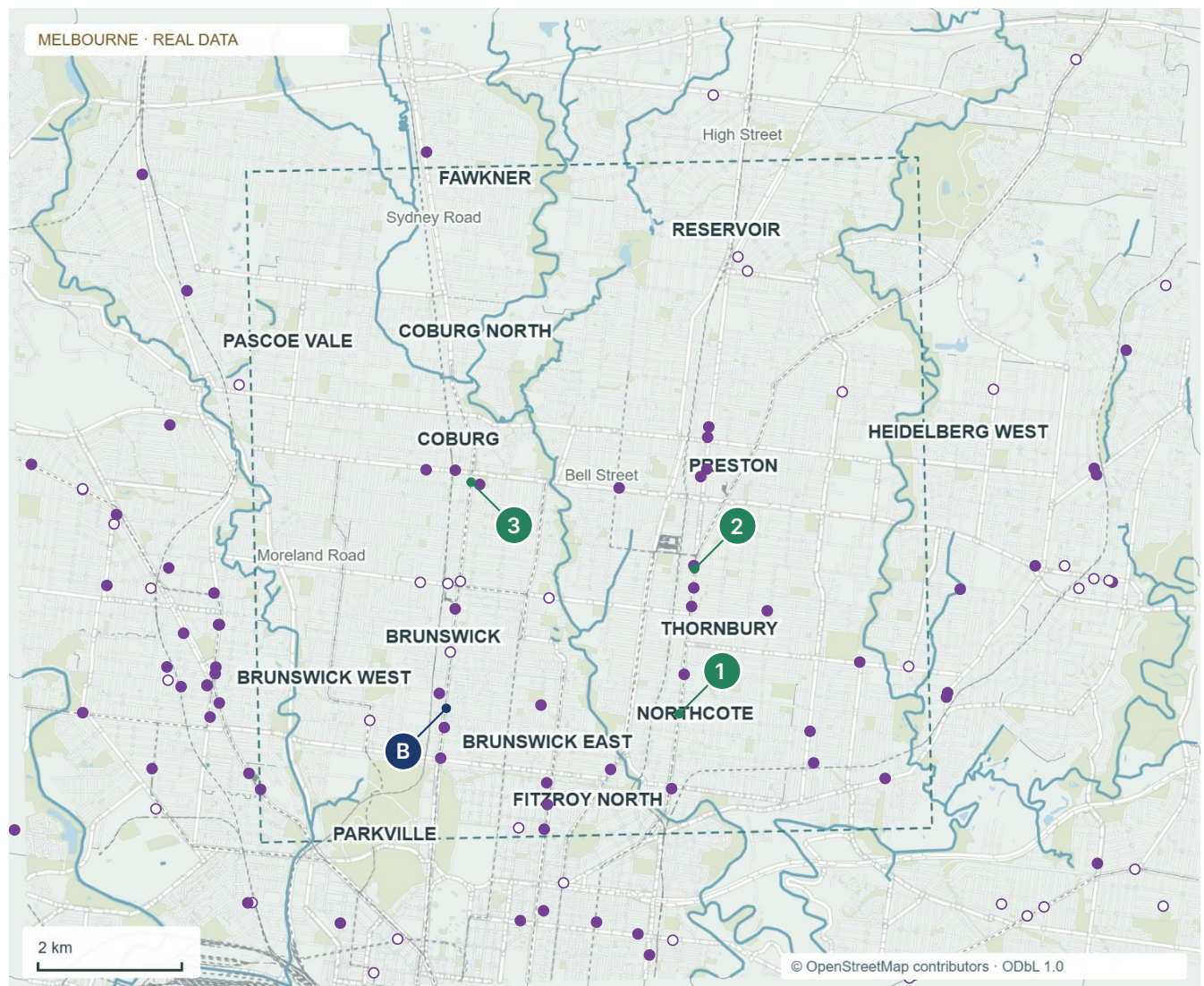
B = your current clinic; 1-3 = shortlist. © OpenStreetMap contributors (ODbL); ABS; Overture Maps Foundation.

All areas compared

#	Area	Fit /100	Residents	Physios	Shared
1	High Street, Northcote (east)	59	172,700	42	50%
2	High Street, Thornbury	59	154,100	31	39%
3	Sydney Road, Coburg (east)	59	125,500	19	44%
4	Gilbert Road, Preston (west)	59	158,400	26	46%
5	Ascot Vale Road, Moonee Ponds	58	172,700	44	52%
6	Bell Street, Pascoe Vale South	53	158,200	32	38%
7	Sussex Street, Coburg North	51	118,900	12	29%
8	Gaffney Street, Coburg (west)	50	133,600	18	32%
9	Gaffney Street, Pascoe Vale	45	112,100	19	17%
10	Mount Alexander Road, Essendon (east)	45	120,600	31	25%
11	Wheatsheaf Road, Glenroy (east)	45	84,200	6	0%
12	Murray Road, Preston (east)	44	121,300	28	1%
13	Broadway, Reservoir (south east)	43	92,100	12	0%
14	Seddon Street, Ivanhoe	41	76,200	19	0%
15	Bell Street, Heidelberg West	40	101,600	28	0%
16	Jukes Road, Fawkner	32	69,800	3	4%
–	Sydney Road, Brunswick (north) — too close to your current clinic		186,500	41	87%
–	Sydney Road, Brunswick (south) — too close to your current clinic		233,300	53	84%
–	Lygon Street, Brunswick East — too close to your current clinic		230,900	47	81%
–	Melville Road, Brunswick West — too close to your current clinic		166,400	39	64%

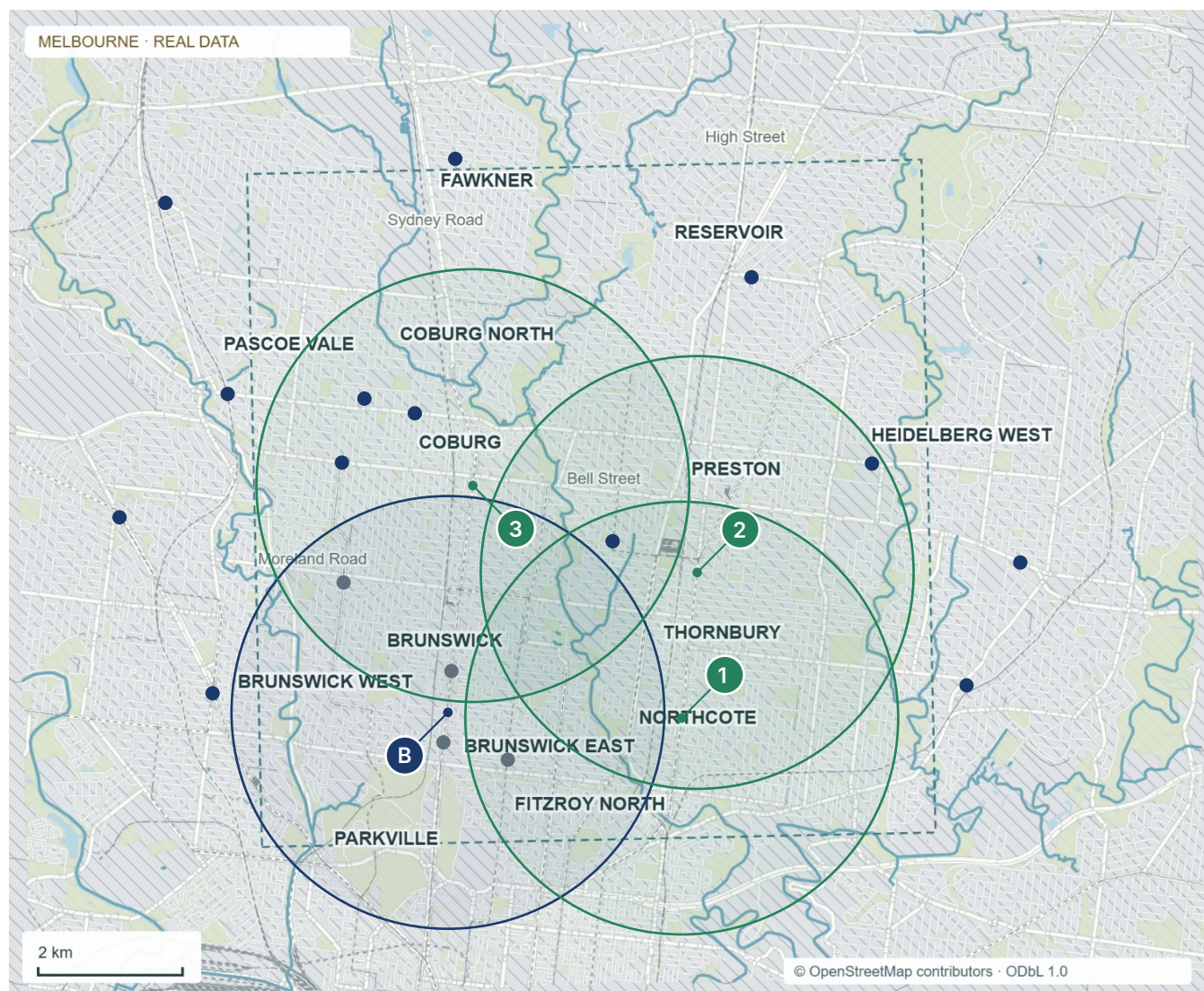
Residents (2021 Census) and physios are counted within a 10-minute drive. Fit compares these areas with each other using your priorities; it isn't a probability of success. Shared = residents who also live within a 10-minute drive of your current clinic. Business counts are merged open-directory records with dated corrections. Unresolved duplicates and missing clinics can remain.

Where the competitors are



Purple filled dots: clinic website checked; hollow dots: directory only or unresolved. Base directories: 2026-10-02; targeted clinic checks: 2026-10-09. Records can still be missing or stale. See the evidence page and businesses CSV. B = your current clinic; 1-3 = shortlist. © OpenStreetMap contributors (ODbL); ABS; Overture Maps Foundation.

How the catchments overlap



Circles show 3 km straight-line around your current clinic (B) and each shortlisted area; the drive-time areas used in the comparison follow the roads instead. Small dots: other areas compared (teal = passed your brief, grey = did not).

B = your current clinic; 1-3 = shortlist. © OpenStreetMap contributors (ODbL); ABS; Overture Maps Foundation.

CATCHMENT COMPARISON

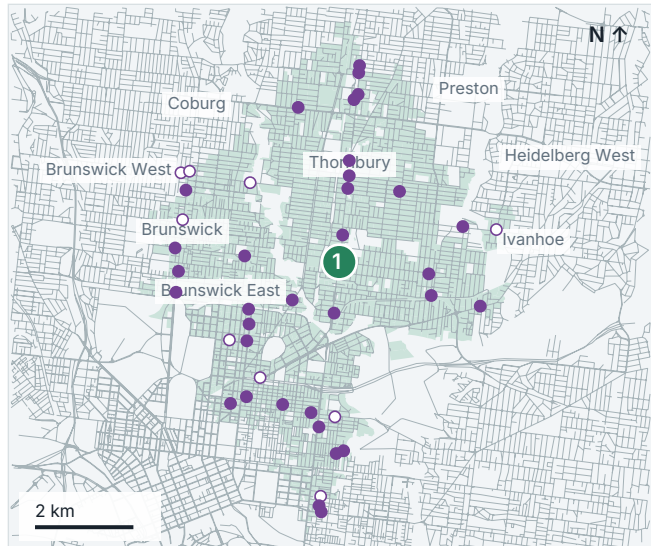
1. High Street, Northcote (east)

Compare the local neighbourhood with the wider area. Counts below use each labelled catchment and retain the same source dates.

1 km straight-line circle



10-minute resident footprint



Green = resident catchment; purple = mapped competitors (filled: website checked, hollow: directory or flagged). The road-access map shades the whole mesh blocks counted, not a precise travel-time boundary. Maps have different scales.

Measure	1 km circle	10-minute road access
Residents (2021 Census)	13,800	172,700
Mapped physio businesses	1	42
Residents outside current clinic's catchment	Not compared	87,100

What contributes to its area score

Factor	Weight	Points earned / available
Similar resident mix	30%	25.6 / 30.1
Potential partner services	18%	10.0 / 17.9
New residential reach	16%	7.0 / 16.3
Residents relative to mapped competitors	15%	2.5 / 14.6
Target resident pool	13%	7.9 / 13.0
Commercial-street setting	3%	3.1 / 3.3
Nearby public transport	3%	2.0 / 3.3
Proximity to the first business	2%	1.0 / 1.6

Area comparison score: 59/100 among the screened candidates. Scores do not estimate demand or the probability of success. Premises suitability remains a separate decision.

Sources: ABS 2021 Census mesh blocks; OpenStreetMap roads (2026-10-02); Overture / OSM business records with dated corrections.
© OpenStreetMap contributors (ODbL).

1. High Street, Northcote (east)

172,700 residents within a 10-minute drive · 42 physio businesses · 50% shared with your current catchment

Why it's on the list

- 122,900 residents in your chosen age group within a 10-minute drive.
- 36 GP practices, 34 pharmacies and 80 gyms within 3 km that could refer patients.
- About 81 mapped shops and services per 200 m of High Street; this does not measure people passing.

Watch out for

- 50% of the people here also live within a 10-minute drive of your current clinic, so some of your existing patients may simply move across.

Nearest physio businesses

Name	Address	km
Bodyfit Physio Website checked	436 High Street, Northcote VIC 3070	0.6
Range Physio Northcote Website checked	48 High Street, Northcote VIC 3070	1.0
Premier Sports Medicine Fitzroy North Website checked	373-375 St Georges Road, Fitzroy North VIC 3068	1.2
Premier Sports Medicine Thornbury Website checked	680 High Street, Thornbury VIC 3071	1.5
Inner North Physiotherapy Clinic Website checked	732 High Street, Thornbury VIC 3071	1.8
Fairfield Physiotherapy and Sports Injuries Centre Website checked	181 Station Street, Fairfield VIC 3078	1.8

...and 36 more within a 10-minute drive; all are in the businesses CSV with source URLs and check status. Distances above are straight-line.

Check before you commit

- Visit High Street at the times your patients would come: parking, crossings, foot traffic and how easy it is to find.
- Look into the nearest physio businesses (Bodyfit Physio, Range Physio Northcote, Premier Sports Medicine Fitzroy North): their services, hours and how soon they can see a new patient.
- Ask local GPs, gyms and sports clubs whether they would refer to a new clinic.
- Check shops for lease on High Street: rent, size, accessibility and whether clinic use is allowed.

CATCHMENT COMPARISON

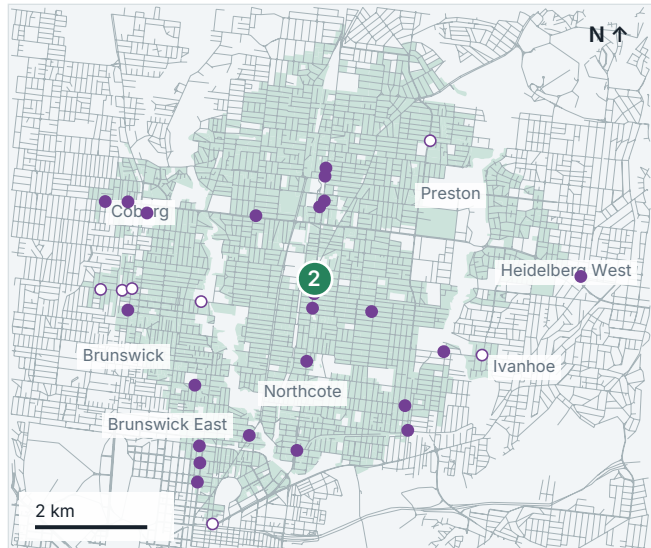
2. High Street, Thornbury

Compare the local neighbourhood with the wider area. Counts below use each labelled catchment and retain the same source dates.

1 km straight-line circle



10-minute resident footprint



Green = resident catchment; purple = mapped competitors (filled: website checked, hollow: directory or flagged). The road-access map shades the whole mesh blocks counted, not a precise travel-time boundary. Maps have different scales.

Measure	1 km circle	10-minute road access
Residents (2021 Census)	13,700	154,100
Mapped physio businesses	3	31
Residents outside current clinic's catchment	Not compared	94,000

What contributes to its area score

Factor	Weight	Points earned / available
Similar resident mix	30%	26.6 / 30.1
Potential partner services	18%	7.7 / 17.9
New residential reach	16%	9.0 / 16.3
Residents relative to mapped competitors	15%	3.8 / 14.6
Target resident pool	13%	6.1 / 13.0
Commercial-street setting	3%	2.8 / 3.3
Nearby public transport	3%	1.9 / 3.3
Proximity to the first business	2%	0.9 / 1.6

Area comparison score: 59/100 among the screened candidates. Scores do not estimate demand or the probability of success. Premises suitability remains a separate decision.

Sources: ABS 2021 Census mesh blocks; OpenStreetMap roads (2026-10-02); Overture / OSM business records with dated corrections.
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2. High Street, Thornbury

154,100 residents within a 10-minute drive · 31 physio businesses · 39% shared with your current catchment

Why it's on the list

- 61% of the people within a 10-minute drive live outside your current clinic's catchment.
- Residents' ages and household incomes are 98/100 similar to around your current clinic.
- 105,000 residents in your chosen age group within a 10-minute drive.

Watch out for

- 39% of the people here also live within a 10-minute drive of your current clinic, so some of your existing patients may simply move across.

Nearest physio businesses

Name	Address	km
Inner North Physiotherapy Studio Website checked	893 High Street, Thornbury VIC 3071	0.0
Inner North Physiotherapy Clinic Website checked	732 High Street, Thornbury VIC 3071	0.3
Premier Sports Medicine Thornbury Website checked	680 High Street, Thornbury VIC 3071	0.5
Northside Physio Website checked	323 Victoria Road, Thornbury VIC 3071	1.2
Atlas Physio Website checked	2 Bruce Street, Preston VIC 3072	1.3
Kinesio Physio Preston Website checked	312 High Street, Preston VIC 3072	1.4

...and 25 more within a 10-minute drive; all are in the businesses CSV with source URLs and check status. Distances above are straight-line.

Check before you commit

- Visit High Street at the times your patients would come: parking, crossings, foot traffic and how easy it is to find.
- Look into the nearest physio businesses (Inner North Physiotherapy Studio, Inner North Physiotherapy Clinic, Premier Sports Medicine Thornbury): their services, hours and how soon they can see a new patient.
- Ask local GPs, gyms and sports clubs whether they would refer to a new clinic.
- Check shops for lease on High Street: rent, size, accessibility and whether clinic use is allowed.

CATCHMENT COMPARISON

3. Sydney Road, Coburg (east)

Compare the local neighbourhood with the wider area. Counts below use each labelled catchment and retain the same source dates.

1 km straight-line circle



10-minute resident footprint



Green = resident catchment; purple = mapped competitors (filled: website checked, hollow: directory or flagged). The road-access map shades the whole mesh blocks counted, not a precise travel-time boundary. Maps have different scales.

Measure	1 km circle	10-minute road access
Residents (2021 Census)	11,700	125,500
Mapped physio businesses	3	19
Residents outside current clinic's catchment	Not compared	70,100

What contributes to its area score

Factor	Weight	Points earned / available
Similar resident mix	30%	24.8 / 30.1
Potential partner services	18%	8.3 / 17.9
New residential reach	16%	8.0 / 16.3
Residents relative to mapped competitors	15%	6.1 / 14.6
Target resident pool	13%	4.1 / 13.0
Commercial-street setting	3%	3.0 / 3.3
Nearby public transport	3%	3.3 / 3.3
Proximity to the first business	2%	1.1 / 1.6

Area comparison score: 59/100 among the screened candidates. Scores do not estimate demand or the probability of success. Premises suitability remains a separate decision.

Sources: ABS 2021 Census mesh blocks; OpenStreetMap roads (2026-10-02); Overture / OSM business records with dated corrections.
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3. Sydney Road, Coburg (east)

125,500 residents within a 10-minute drive · 19 physio businesses · 44% shared with your current catchment

Why it's on the list

- 4,221 target residents per competitor (+1) within a 10-minute drive. This ratio is a comparison measure, not measured unmet demand.
- 52 train, tram or bus stops within 800 m.
- 3.2 km straight-line from your current clinic; check actual journeys and staffing before assuming staff can be shared.

Watch out for

- 44% of the people here also live within a 10-minute drive of your current clinic, so some of your existing patients may simply move across.

Nearest physio businesses

Name	Address	km
Reload Physio Coburg Website checked	Coburg Leisure Centre, Bridges Reserve, Russell Street, Coburg VIC 3058	0.1
Kinesio Physio Coburg Website checked	3/136-144 Bell Street, Coburg VIC 3058	0.3
Coburg Physiotherapy Centre Website checked	173 Bell Street, Coburg VIC 3058	0.6
East Coburg Physiotherapy & Sports Injuries Centre Needs verification	24 Sydney Road	1.4
Moreland Physiotherapy Centre Needs verification	231 Moreland Rd, 3058	1.4
Northern Orthopaedic Physiotherapy Needs verification	260 Moreland Rd, 3056	1.6

...and 13 more within a 10-minute drive; all are in the businesses CSV with source URLs and check status. Distances above are straight-line.

Check before you commit

- Visit Sydney Road at the times your patients would come: parking, crossings, foot traffic and how easy it is to find.
- Look into the nearest physio businesses (Reload Physio Coburg, Kinesio Physio Coburg, Coburg Physiotherapy Centre): their services, hours and how soon they can see a new patient.
- Ask local GPs, gyms and sports clubs whether they would refer to a new clinic.
- Check shops for lease on Sydney Road: rent, size, accessibility and whether clinic use is allowed.

How well do we know the competition?

The counts are mapped establishments, not clinician capacity. A website check confirms a published address and service. It does not establish that every competitor is present or that all locations are trading today.

Shortlisted area	Mapped	Website	Directory	Flagged
High Street, Northcote (east)	42	33	0	9
High Street, Thornbury	31	24	0	7
Sydney Road, Coburg (east)	19	13	0	6

Website = dated operator-source check within 90 days. Directory = no current operator check. Flagged = known conflict requiring review. Counts overlap between areas; do not add the rows together. Coordinate checks are separate and recorded in the businesses CSV.

These are broad physiotherapy counts. Paediatric, hand, pelvic and other specialist services may compete for different patients. Service scope is shown in the clinic-source table and businesses CSV; no equivalent capacity or direct substitution is assumed.

Could established competitors be hard to displace?

Patient retention: not measured

No competitor review corpus has been licensed for this study. Star ratings, review totals and published testimonials do not establish repeat attendance, switching costs or market share.

Published offers worth investigating

- Northside Physio: Clinical exercise packs of 5, 10 and 20 sessions are advertised. This is an ongoing-care offer, not evidence of retention. Source checked 2026-10-09; take-up and retention are unknown.
- Range Physio Preston: Health and studio memberships and local community partnerships are advertised. These may support repeat use; retention has not been measured. Source checked 2026-10-09; take-up and retention are unknown.

Evidence that would improve the decision

- Independently check missing, duplicated and closed clinics in each shortlisted catchment; record service scope and appointment availability with a date.
- Ask prospective patients and referrers, with consent, why they choose a clinic and what would make them change. Separate appropriate ongoing care from treatment completion.
- Use review themes only with explicit source rights for analysis and customer reporting. State the sampling window, sample size and limitations; do not turn self-selected reviews into a retention estimate.

Competitor history and market change

11 of 51 distinct mapped competitors across your shortlist have a published history annotation; 1 has a dated account of occupation at its current premises. Missing history means unknown, not newly opened.

These are operator accounts, checked on the dates shown in the businesses CSV. Business age, branch opening and time at an address are separate facts. They provide context for investigation; they do not measure patient loyalty or change the ranking.

Clinic	Published history and source
Inner North Physiotherapy Clinic	Operator describes a decade serving Thornbury. The statement is undated, so no opening year is inferred. innernorthphysiotherapy.com.au/
Inform Physiotherapy Fairfield	Operator reports serving Fairfield and nearby suburbs since 2009; time at this address is unconfirmed. informphysio.com/the-inform-story/
Inner North Physiotherapy Studio	Operator advertises a second Thornbury site at 893 High Street; no opening date is supplied. innernorthphysiotherapy.com.au/
PhysioLife Alphington	Operator dates Alphington service to 2010; current-address tenure not established. www.physiolife.physio/locations/alphington-195c3
Kieser Collingwood	Operator announced Fitzroy relocation and renaming to Collingwood. Opening at the former site and occupation at the new site are separate facts. www.kieser.com.au/blog/posts/new-clinics-and-improved-spaces-kieser-expands-opportunities-for-stronger-healthier-australians
Reload Physio Brunswick	Operator reports starting in Coburg in 2004. Operator reports moving to its current Brunswick premises in 2008. Operator reports adopting the Reload name in 2019. reload.physio/our-clinic
Inform Physiotherapy Carlton	Operator history starts in Fairfield in 2009; this does not date the Carlton branch. informphysio.com/the-inform-story/
Range Physio Preston	Operator reports opening its Preston branch in 2020, previously named Back in Motion Preston. Continuous occupation of this address is not separately verified. www.range.physio/preston/
Rebound Sports Physiotherapy	Operator states establishment in 2009; continuous occupancy and retention not established. reboundsportsphysio.com.au/
Reload Physio Coburg	Operator history starts in 2004; this does not date the Coburg satellite. reload.physio/our-clinic
Strathmore Physiotherapy & Pilates	Operator states clinic opened in 2007. This is business history, not a retention measure. www.strathmorephysiopilates.com.au/

Local groups and customer choice

19 mapped establishments belong to groups with at least two website-checked sites in our wider evidence buffer. This is a partial count of local branches, not total group size, ownership verification, capacity or market share. Group names and counts are in the businesses CSV.

Area business turnover: not measured

We do not yet have comparable historical snapshots and confirmed events. A missing listing can mean a relocation, rebrand, duplicate correction or source change. It is not evidence of closure or failure.

Clinic sources for your shortlist

Operator websites were checked for address and advertised physiotherapy services. No reviews or testimonials were copied. Full coordinate provenance and unresolved records are in the businesses CSV.

Checks dated 2026-10-09.

Clinic and service scope	Operator source
Action Rehab Hand Therapy - Epworth Erin Street Richmond hand and upper limb	actionrehab.com.au/our-location/richmond-erin-st/
Action Rehab Hand Therapy - Epworth Orthosport Richmond hand and upper limb	actionrehab.com.au/our-location/epworth-orthosport-richmond/
Athletic Soul Rehab general	www.athleticsoulrehab.com.au/
Atlas Physio general	www.atlas-physio.com.au/
Bodyfit Physio general	www.bodyfitphysio.com.au/sports-physio/
Carlton Physiotherapy Centre general	carltonphysio.com.au/physiotherapist/emily-riglar/
Coburg Physiotherapy Centre general	coburgphysio.com.au/en/
Complete Care Physiotherapy & Osteopathy general	completecarephysio.com.au/fawkner-physio/
Continuum Physiotherapy general	www.continuumphysiotherapy.com.au/
East Brunswick Physiotherapy and Performance general	www.eastbrunswickphysio.com.au/services
Fairfield Physiotherapy and Sports Injuries Centre general	fairfieldphysiotherapy.com.au/contact/
Head2Toe Brunswick general	www.head2toe.com.au/
Inform Physiotherapy Carlton general	informphysio.com/locations/carlton/
Inform Physiotherapy Fairfield general	informphysio.com/locations/fairfield/
Inner North Physiotherapy Clinic general	innernorthphysiotherapy.com.au/contact-us/
Inner North Physiotherapy Studio general	innernorthphysiotherapy.com.au/contact-us/
Kieser Collingwood general	www.kieser.com.au/locations/collingwood
Kinesio Physio Coburg general	kinesiophysio.com.au/contact/
Kinesio Physio Preston general	kinesiophysio.com.au/contact/

CONTINUED

Clinic sources for your shortlist

Clinic and service scope	Operator source
Lionheart Integrative Therapies general	www.lionheart.earth/
Melbourne Athletic Development Physiotherapy general	www.melbourneathleticdevelopment.com.au/contact/
Northside Physio general	northsidephysio.com.au/services/
Physical Healthcare general	www.physicalhealthcare.com.au/
Physio First And Wellness Health Group - Physiotherapy NDIS Physiotherapy Osteopathy general	physiofirst.net.au/contact-carlton/
PhysioLife Alphington general	www.physiolife.physio/locations/alphington-195c3
Pollinate Health general	pollinatehealth.com.au/
Premier Sports Medicine Brunswick general	premiersportsmedicine.com.au/locations/
Premier Sports Medicine Fitzroy North general	premiersportsmedicine.com.au/locations/
Premier Sports Medicine Thornbury general	premiersportsmedicine.com.au/locations/
Preston Physiotherapy general	www.prestonphysio.com.au/
QMD Physiotherapy and Performance general	www.qmdphysio.com
Range Physio Northcote general	www.range.physio/
Range Physio Preston general	www.range.physio/preston/
Rebound Sports Physiotherapy general	reboundssportsphysio.com.au/
Reload Physio Brunswick general	reload.physio/coburg
Reload Physio Coburg general	reload.physio/coburg
Strathmore Physiotherapy & Pilates general	www.strathmorephysiopilates.com.au/
The Physio Doctor Brunswick somatic	www.thephysiodoctor.com.au/
Zebras Australia service mix needs clarification	zebrasaus.com.au/contact

What would change the answer

We re-ran the comparison with different settings. An area that stays near the top is less sensitive to these particular assumptions; this does not establish lower commercial risk.

Area	Your brief	3 km circles	1 km circles	Priority +20%	Priority -20%
High Street, Northcote (east)	#1	#1	#2	#1	#1
High Street, Thornbury	#2	#2	#5	#3	#3
Sydney Road, Coburg (east)	#3	#3	#4	#4	#2
Gilbert Road, Preston (west)	#4	#4	#13	#2	#4
Ascot Vale Road, Moonee Ponds	#5	#6	#3	#5	#5
Bell Street, Pascoe Vale South	#6	#7	#7	#6	#6

Columns: your brief as given (10-minute drive areas); straight-line circles of 3 km and 1 km instead; your top priority counted 20% more or less. — means the area didn't pass your brief's limits under that setting.

Drive-time areas follow mapped roads at assumed speeds; circles use straight-line distance. Where they disagree, check access and travel times on site. Neither captures live traffic.

How we worked it out

- We modelled 10-minute road access from your clinic and each of the 20 shopping strips. Whole 2021 Census mesh blocks enter the resident count when their representative point passes the road-time threshold. These are approximate resident footprints, not exact address-level isochrones. Resident mix and income use 3 km circles.
- We counted physio businesses and potential referrers from two open business directories (Overture Maps and OpenStreetMap), merging matched duplicates and applying dated clinic-source corrections. Unresolved duplicate records can remain. Names that clearly belong to another profession were not counted as physios.
- We allocate supplied postcode counts in proportion to residential population to describe the existing clinic's customer base. These allocations do not identify individual journeys and are not transferred to new sites or used in ranking. No new-patients, revenue or retention forecast is made.
- Each factor is scaled so the best area in the group scores 100 and the weakest 0, then combined using the priorities from your brief. One unusual area can therefore set an end of a scale.
- A factor that barely differs between the areas (less than 10 points out of 100, or 5%) can't separate them, so it's dropped and its weight shared among the others. Both rules are our judgement calls, not tested against real second-site results.
- Areas that broke a limit in your brief (for example, too much overlap with your current catchment) were left out rather than scored.

How much each factor counted

Factor	From your brief	Used
Similar resident mix	30%	30%
Potential partner services	18%	18%
New residential reach	16%	16%
Residents relative to mapped competitors	15%	15%
Target resident pool	13%	13%
Commercial-street setting	3%	3%
Nearby public transport	3%	3%
Proximity to the first business	2%	2%

Limits to keep in mind

- Census figures are from 2021; the area has changed since.
- Business directories miss some businesses and still list some that have closed. Every business we counted is named, so you can check.
- Drive times use typical daytime speeds, not live traffic or peak hour. Public transport and walking are not modelled.
- We haven't looked at specific premises, rents or planning permission.

Sources and credits

OpenStreetMap business records via Overpass

© OpenStreetMap contributors Licence: ODbL 1.0. Release: 2026-10-02T13:51:36Z.

ABS Regional population 2024–25 — SA2 ERP

Source: Australian Bureau of Statistics, Regional population 2024–25. © Commonwealth of Australia. SA2 geometry simplified by 8 metres for display; values unchanged. Licence: CC BY 4.0. Release: 31 March 2026; population at 30 June 2025; ASGS Edition 3 SA2 2021.

OpenStreetMap inner-north Melbourne vector extract

© OpenStreetMap contributors. ODbL 1.0. <https://www.openstreetmap.org/copyright> Licence: ODbL-1.0. Release: 2026-10-01T06:57:20Z.

Transport Victoria — public transport stops

© State of Victoria, Department of Transport and Planning. Bounded subset; repeated stop/mode rows deduplicated. Licence: CC BY 4.0. Release: Catalog updated 28 September 2026.

Overture Places — permitted source records

Overture Maps Foundation; Meta; Microsoft; AllThePlaces; Foursquare. © 2026 Foursquare Labs, Inc. All rights reserved. Selected, filtered and deduplicated by Location Lab on 2026-10-02. Licence: CDLA Permissive 2.0; Apache 2.0; CC0 1.0. Release: 2026-09-23.1; confidence ≥ 0.8 ; four mapped categories; extended evidence area retrieved 2026-10-02.

ABS 2021 Census — Mesh Block population and dwellings

© Commonwealth of Australia, ABS. Usual residents and dwellings joined to full ASGS Edition 3 Mesh Blocks. Display geometry simplified 1.5 m. Census counts are confidentialised; no building-level or 2025 counts inferred. Licence: CC BY 4.0. Release: 2021 Census; ASGS Edition 3 boundaries; released 28 June 2022; every SA2 touching the extended evidence area.

ABS 2021 Census — SA1 General Community Profile

© Commonwealth of Australia, ABS. Whole-SA1 composition and household-income bins; no median averaging. SA1 boundaries reconstructed by union of their constituent official Mesh Blocks. Licence: CC BY 4.0. Release: 2021 Census; ASGS Edition 3 SA1; G01/G02/G33/G34.

Overture Places — mapped street activity subset

Overture Maps Foundation; Meta; Microsoft; AllThePlaces; Foursquare. © 2026 Foursquare Labs, Inc. All rights reserved. Selected and deduplicated by Location Lab; counts along OSM roads are an exploratory mapped-activity proxy, not measured footfall. Licence: CDLA Permissive 2.0; Apache 2.0; CC0 1.0. Release: 2026-09-23.1; selected customer-facing categories; confidence ≥ 0.8 .

OpenStreetMap road network (drive times)

© OpenStreetMap contributors. Drive times estimated by Location Lab from typical speeds by road class; no live traffic. Licence: ODbL 1.0. Release: 2026-10-02T14:38:36Z.

ABS ASGS Edition 3 — Postal Areas allocation (Mesh Block to POA)

Source: Australian Bureau of Statistics, Australian Statistical Geography Standard Edition 3, Postal Areas allocation file. © Commonwealth of Australia. Licence: CC BY 4.0. Release: ASGS Edition 3, July 2021 – June 2026.

Combined business directory (Overture + OpenStreetMap, deduplicated)

© OpenStreetMap contributors; Overture Maps Foundation and source partners. Matched and deduplicated by Location Lab. Licence: ODbL 1.0 for OpenStreetMap-derived records; CDLA Permissive 2.0 / Apache 2.0 / CC0 1.0 for Overture records. Release: Built 2026-10-02 from Overture 2026-09-23.1 and OpenStreetMap 2026-10-02T13:51:36Z; targeted source checks and corrections 2026-10-09.

Vicmap Address

Vicmap Address © State of Victoria (Department of Transport and Planning), CC BY 4.0. Address search and presentation by Location Lab. Licence: CC BY 4.0. Release: Clinic address points retrieved 9 October 2026; exact records in the curation archive; Selected address retrieved 2026-10-09T10:24:12.239Z.

Clinic websites: dated factual checks

Clinic names, addresses and short factual service descriptions checked against the named operators. No testimonials, review text or Google content. Licence: Location Lab factual annotations CC0; source websites retain copyright. Release: 2026-10-09.

Client patient postcodes (aggregate counts)

Aggregate patient counts by postcode supplied by the client. No names or health information. Licence: Client-supplied for this study. Release: Supplied by the client with their brief.

Data are transformed by Site Intelligence; the source organisations don't author or endorse these findings. Some sources ask that their files travel with derived results: they are on your download page.

Reference: run 397ef943-fbbb-44b7-8ec1-505267f9b796 · model second-location-service-4.4.2 · data melbourne-north-2026-10-09-v5 · no Google data.