



2025-2028 Strategic Plan What We Heard Report

Strategic Plan 2025-2028

What We Heard Report

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Strategic Plan 2025-2028

What We Heard Report

Thank you.

The City of Playford would like to acknowledge and thank the many community members that participated in the Strategic Plan 2025-2028 community engagement.

Your voices matter and continue to make a positive impact on how Council understands our diverse community needs.

The draft Strategic Plan will be shared with the community for consultation in February 2025, where we will check in to make sure our priorities and plans are aligned with the expectations of the community. If you want to stay in the loop on this upcoming engagement, become a Connected Community member via the City of Playford Engagement Hub page - playford.engagementhub.com.au.

Kaurna Acknowledgement

We acknowledge and pay our respects to the Kaurna people, the traditional custodians whose ancestral lands we gather on.

We acknowledge the deep feelings of attachment and relationship of the Kaurna people to country, and we respect and value their past, present and ongoing connections to the land and cultural beliefs.

Strategic Plan 2025-2028

What We Heard Report

Executive Summary

Why we engaged

Council has a strong commitment to engage with and understand our community. The feedback and ideas of our community are valued and relied upon by Council to inform decisions. The development of a Strategic Plan is a significant opportunity for the community to have influence on the Council's direction over the next four years.

The City of Playford has taken a 12-year approach to planning, broken down over three 4-year strategic plans. The current Strategic Plan 2020-2024 has focused on **Community and City Foundations** which addresses the foundational needs of the community, and critical social and physical building blocks for success to support people in their everyday lives.

The next Strategic Plan 2025-2028 will maintain and continue our important work on **Community and City Foundations** and bring into focus **Connecting our people** to each other and their local community.

How we engaged

Through April 2024, Council conducted community engagement activities in accordance with its Community Engagement Policy and the public consultation requirements of the *Local Government Act 1999*. The community was invited to share ideas and discuss their views on the priorities that Council should consider and focus on for the next four years. Consultation comprised of a range of activities, including large community summits, pop up conversations at various locations across the city and a survey widely promoted to reach a diverse audience.

Over 790 community members participated, providing feedback on what they believe has been achieved from the current Strategic Plan and what Council should focus on in the next Strategic Plan.

What we heard

The community told us that the **current strategic plan focus areas** of *safety and accessibility, lifting city appearance, connecting with our community and each other, supporting business and local employment opportunities and using money wisely* are **the right priorities** and our work in this direction should continue.

The responses indicate that Council continues to have some **priority work to do to improve safety and accessibility**. The community highlighted concerns about safety and functionality of roads and footpaths, with a fundamental desire to move around easily and safely, supported by good road networks and well-connected footpaths.

Continuing the work on **Community and City Foundations remains important** to our community as a feature in the 2025-2028 Strategic Plan. In addition, **Connecting our people was deemed a relevant and needed inclusion** in the next Strategic Plan. Our community believes that stronger and safer neighbourhoods can be created by increasing connection across the community.

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What We Heard Report

Council was seen to play key roles of directly **delivering services, events and facilities, facilitating and supporting opportunities that nurture connection** and critically, **sharing information to promote and enable these opportunities**. It was identified that there is currently a gap in information and communication from Council to community and that this is a priority area to address.

Next steps

It is important to note that this engagement is one of many sources of information we use to help inform decisions and the development of longer-term Strategic Plans. While this report presents what we heard in this 2024 community engagement, we also consider ongoing data and insights from Council's customer experience measurement program, the annual Playford Community Survey, deep dive service delivery projects, customer requests and existing community and city data. We also rely on external data and research to understand the broader context that our community is experiencing to inform the development of the draft Strategic Plan 2025-2028.

Next, the Council (Council Members) will endorse the draft plan for the second round of community consultation. This phase allows the community to offer additional feedback, ensuring that the 2025-2028 Strategic Plan accurately reflects their collective priorities and aspirations.

Why we engaged and how



Playford
Make it yours.



Strategic Plan 2025-2028

Why we engaged and how

Why we are engaging and our engagement objectives

The development of a Strategic Plan is a relevant and meaningful opportunity for a community to influence the Council's direction over the next four years. Understanding a community's views and priorities through a strategic planning process should assist Council when considering the challenges of a diverse and growing community, and help inform the decision-making process at various points through its development.

Our Playford Community Survey tells us what our community values and that they want to be more involved in our problem solving and decision-making. Whilst we have success with engaging our community on specific projects, (such as park upgrades and examples like our Sport Facility Strategy), we can always improve the connections we have with our community and engage them better.

This is a great opportunity to demonstrate our aspirations to improve in this area, whilst continuing the conversation we have been having with our community since the development of our first Strategic Plan (2020-2024), **Community and City Foundations**.

The objectives of this community engagement were to:

- **Inform and educate our community** on the intent to maintain and continue the important work on Community and City Foundations and bring focus into Connecting our People.
- **Consult and involve our diverse community** in defining what they consider Connecting our People is in such a way that their feedback can genuinely be factored into decision-making on the final detail of the Strategic Plan 2025-2028.

As a Council, we also wanted to:

- **Demonstrate Council's aspirations** to genuinely involve the community in meaningful and high-quality community engagement, that goes beyond the minimum approach required by legislation.
- **Be accessible and inclusive** in our engagement and communication approach i.e., we proactively reached out to those who usually would not come into contact with Council such as those who are Culturally and Linguistically Diverse (CALD), people living with disability, children and older people.
- **Continue to build ongoing and strong relationships** with the people who live, work and visit the City of Playford.

Strategic Plan 2025-2028

Why we engaged and how

Further context

The *Local Government Act 1999* specifies that Council must have a Strategic Management Plan (the plan). It also states that a comprehensive review of the Plan must be undertaken within two years after each general election of Council, and a process to ensure that members of the public are given reasonable opportunity to be involved in the development of the Plan, must be included.

Council's existing Community Engagement Policy and Procedure addresses Council's obligations under Section 50 of the *Local Government Act 1999*. Additionally, City of Playford's Community Engagement Policy requires Council to undertake a 28-day public consultation period for a plan of this nature to ensure the community is involved in its development (noting the legislative minimum of 21 days).

Council recognises community engagement on Council's next Strategic Plan presents an opportunity to involve the community in informing the decision-making of Council, in a way that goes beyond the standard minimum approach required by legislation.

Strategic Plan 2025-2028

Why we engaged and how

What we engaged on

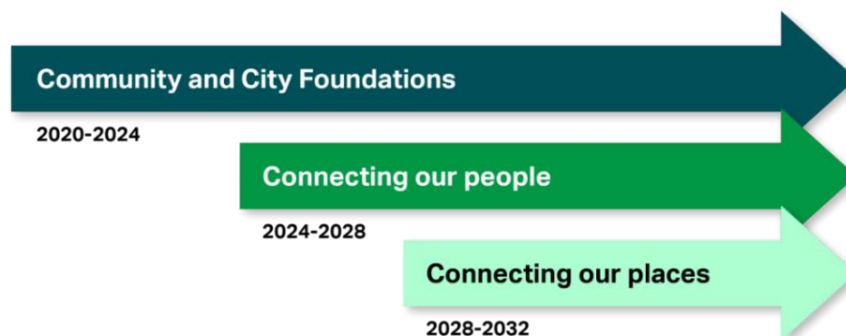
Council has worked with the community to create a vision for the future of our city. The Community Vision 2043 is focused on supporting Prosperity, Liveability and Happiness for our community. To make this longer-term direction come to life, Council has created a 12 year strategic planning horizon focusing on Community and City Foundations, Connecting our people and Connecting our places.

Whilst Council has a 12-year approach to planning, the current focus is on the next four years.

The development of the Strategic Plan 2020-2024 – **Community and City Foundations** focused on ensuring we get the critical social and physical building blocks for success in place before we do anything else. This meant meeting the foundational needs of the community in any new projects delivered, through to the services provided.

Since 2021, Council has been gathering community input on the delivery of **Community and City Foundations** through the annual Playford Community Survey. This valuable feedback has meant we have been able to track community sentiment, perception, and opinion on how Council is delivering against themes within the Plan, as well as our how our community experience our city.

The next Strategic Plan 2025-2028 will maintain and continue our important work on **Community and City Foundations** and bring into focus the foundation of **Connecting our people** to each other and their local community. The below image represents the transition into new areas of focus for the 12-year strategic planning horizon.



What we asked

We explored and measured our community sentiment regarding:

Community and City Foundations:

- what we have achieved
- how we have delivered against expectations
- whether we have the priorities aligned with community expectations
- what the priorities are for the next four years

Connecting our people:

- what it means to people
- what work the community wants to see

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Why we engaged and how

How we asked it (community consultation approach)

An overview of the Community Engagement Plan is provided below. These activities were undertaken **3 April to 30 April 2024**.

Methods	Description
Marketing Campaign – Make it Yours (Inform)	<p>A cross-channel campaign to create interest, excitement and educate our community about how to get involved.</p> <p>Digital: Social Media, Playford eNews, Playford website Offline: <i>Corflutes</i> at: Elizabeth Train Station, Smithfield Train Station, Jo Gapper Dog Park, Fremont Park, Mofflin Reserve, Angle Vale Community Sports Centre, One Tree Hill Oval, Virginia Community Playground and Riverlea Park <i>Floor decals</i> in: Miravale Central Park, Stebonheath Park Run, John McVeity Centre entrance, Eyre Reserve, California Reserve, Blakes Lake Reserve, Playford Alive Town Park, Marni Waiendi, Prince George Plaza and Fremont Park. <i>Posters and post cards</i> in: Civic Centre, Stretton Centre and other community centres. <i>Display boards</i> in Grenville Hub and Elizabeth Rise Community Centre.</p>
Community Summit/s (Consult/Involve)	<p>Two community summits were held:</p> <ul style="list-style-type: none"> • Playford Civic Centre, Tuesday 16 April 10.00am – 12.30pm • Spruance Hall, Elizabeth East, Thursday 18 April 6.00pm – 8.30pm
Pop Ups (Consult/Involve)	<p>Five pre-promoted pop-up style engagements were held across the city in each ward for two to three hours to capture a variety of demographics:</p> <ul style="list-style-type: none"> • One Tree Hill markets • Angle Vale Community & Sports Club on game day • Fremont Park during school holidays • Munno Para Town Park • Craigmores markets
Survey (Consult)	<p>The survey captured quantitative and qualitative feedback throughout the engagement. It was used to measure opinion and to identify common themes and priorities.</p> <p>The survey asked our community demographic details so we could track city representation throughout the first phase.</p> <p>Easy English version available for those with low literacy.</p>
Engagement Hub (Inform/Consult)	<p>Dedicated online listing which is a central location for all engagement information.</p>
Emails (Inform/Consult)	<p>Community members were also invited to share additional feedback to Council's generic community engagement email - connected@playford.sa.gov.au.</p>

Who we
engaged
with



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Make it yours.



Strategic Plan 2025-2028

What we heard

Overview of community consultation and performance

Over 790 community members participated in engagement activities through summits, pop ups and a survey. A diverse range of participants from many age groups, backgrounds and suburbs were involved. Full details of participants demographics can be found in Appendices 1 and 2.

Online participation data indicates that Council was able to reach a significantly large audience for the Strategic Plan consultation. 8,053 community members were 'informed' about the engagement and the work, while 58,743 people were 'aware' of the engagement via electronic means.

The below table provides a breakdown of how many of our community members were aware, informed or engaged in the process.

It is important to acknowledge that engagement is broader than seeking feedback. Appropriate engagement that supports the community's awareness and knowledge of Council's delivery also contributes towards transparency, assurance in decision-making and building community trust.

Category	Channels	Performance
Aware visitors Number of those who have visited the Engagement Hub page, a website article, viewed social media posts or opened E-Newsletters	Engagement Hub Page views	916
	Social Media reach	46,860
	City of Playford eNews opens	1,525
	Connected Community emails sent	2,847
	Opened	1,418
Informed visitors Number of those who have downloaded Strategic Plan documents or engaged with social media posts	Engagement Hub document downloads	316
	Social Media – engaged visitors (i.e. reacted, clicked, posted a comment or shared information: includes 656 direct link clicks)	3,563
Engaged visitors Number of those who provided feedback	Survey responses	632
	Community Summit attendees	65
	Pop up contributions	79
	Informal pop ups*	17

*Informal pop ups included attendance at Delicia/Rotary Family Fun Day, Marni Waiendi Aboriginal Women's Art Group and Elizabeth Rise Women's Group

Strategic Plan 2025-2028

What we heard

Being accessible and inclusive

Council designs and delivers engagement activities to gather a representative mix of our growing and diverse community.

We have communities of people who have called the City of Playford home for generations, new families moving into new estates and growth suburbs, and newly arrived communities to Australia. Playford has the largest Indigenous population (4.2%) in South Australia, 15% of residents who speak a language other than English at home, and 8.4% living with disability.

Having strong insights into our city and community helped us plan appropriate engagement activities with the right people, ensuring they were relevant and accessible to everyone. Throughout the engagement process, we tailored our approach through the following methods to reach and engage with a representative mix of our community.

Our approach	
Addressing participant identified barriers	In the Community Summit registration, participants were asked to identify any barriers or ways that Council could make their participation easier. An access guide for both summits was provided.
Literacy and language	An Easy English version of the survey was provided as an alternate form of communication. Easy English is a writing style that helps people who find it hard to read and understand English.
Digital accessibility	Userway accessibility widget and language translator are available on Playford Engagement Hub.
Enabling choice	A range of mechanisms enabled participants to provide feedback in a way that was most comfortable for them including various digital or physical places, length of activities, formats at different locations and times: <ul style="list-style-type: none">• Email• Social media (1-2 mins)• Pop up activity (2-5 mins)• Online survey (10-20 mins)• Community Summits (150 mins)
Reach a diverse audience	Teams across Council were provided with templates that they could adapt to reach out to their community networks with a focus on young people, people with disability, cultural leaders and indigenous community members encouraging involvement. The Community Engagement partner attended some of the groups in Council facilities such as the Aboriginal Women's Art Group at Marni Waiendi.

Strategic Plan 2025-2028

What we heard

Community Summits

Workshop	Number of participants
Community Summit 1 16 April, Playford Civic Centre, 10.00am – 12.30pm	34
Community Summit 2 18 April, Spruance Hall, Elizabeth East, 6.00pm – 8.30pm	31

The purpose of the Community Summits was to create an inclusive environment where participants felt confident to actively contribute to shaping the community's future direction, sharing, discussing and building upon each others ideas. The events focused on the theme of 'Connection to people' and explored its significance for individuals and the broader community.

The workshops, facilitated by Emily Jenke and Kerry Reed of DemocracyCo, utilised interactive brainstorming techniques allowing community members to explore responses to questions or consider new ideas collaboratively. The inclusive nature of the sessions was evident in the diverse representation of community members they attracted.

There were two events, with the daytime session primarily attracting an older demographic and the evening session seeing a more diverse turnout of ages as well as cultural community leaders and senior leaders from several local schools.

The invitation was open to all community members to participate through multiple channels:

- Email to Connected Community members (group of 3,000+ community members who have indicated they would like to be contacted on future community engagement and research initiatives).
- *Playford. Make it yours* marketing campaign (refer to Appendix 5).

Strategic Plan 2025-2028

What we heard

Workshop activities

Participants began with a paired exercise, selecting an image and describing what it portrayed about connection.



Group discussions

After an overview of Councils strategic planning process, participants moved into small groups to discuss the following questions:

- What are the benefits of people connecting to each other?
- What are the benefits of Council connecting to community?
- What does it feel like to have the people of our city more connected to each other?
- In 10 years' time what would be different if we have a community that is connected to each other and Council?

Participants were also prompted to evaluate what activities Council should increase, decrease, or maintain, balancing Community and City Foundations with a focus on Connecting our people.

Strategic Plan 2025-2028

What we heard

Idea sharing and prioritisation

Individually, participants were encouraged to share any innovative ideas they had for fostering community connection. At the end of the small group sessions, participants were asked to identify their top priorities based on the discussions.

Conclusion

The Summits concluded on a high note with participants expressing a strong desire for more opportunities to come together and to be informed about the progress of their suggestions and Council's initiatives. The energy and engagement in the room highlighted the community's pride of Playford and enthusiasm for contributing to and shaping a more connected future.



Strategic Plan 2025-2028

What we heard

Pop-ups

The pop-up engagements enabled Council staff to meet with community members “where they are” during the consultation period. Five pop-ups were held across the city, one in each ward, during April, for two to three hours to capture various demographics.

Location	Date and Time
One Tree Hill markets	6 April, 9.00am to 12.00pm
Munno Para Town Park	11 April, 3.00pm to 5.00pm
Angle Vale Community Sports Centre	20 April, 10.00am to 12.00pm
Fremont Park	22 April, 10.00am to 12.00pm
Craigmore markets	28 April, 9.00am to 12.00pm

We invited people to participate by placing a dot to show how they *currently connect with others* in the community on our ‘travelling’ board where the data was built upon at each location. We then discussed these topics in further detail with visitors.

Approximately eighty people shared ideas about how Council could help build community connections in Playford.



Strategic Plan 2025-2028

What we heard

Community survey

It was important through this consultation to reach as many people in the community as possible and deliver different ways to provide feedback. A survey methodology also provided a representative snapshot of our community to obtain data around sentiment and priorities.

The survey was available to the community via:

- **Online** mode available on Engagement Hub and emailed to our Connected Community (over 3000 community members who have opted in to provide feedback)
- **Hard copies** available at Customer Service desks
- **Phone** assistance was available if community members requested to complete the survey over the phone

The survey sought information in the following themes:

Community & City Foundations

How is Council going on the current Strategic Plan?

- Ranking current Strategic Plan themes in order of importance
- Performance of Council in delivering against these themes in the past four years
- Opinion on whether these priorities are still the right ones to continue to focus on
- What do people want to see next?

Connecting our people

Measuring and understanding:

- What connection means
- The ways in which people connect with others and where they connect
- How important connecting with others in the community is
- Satisfaction with current levels of connection
- Importance of sense of community, sense of belonging and belief that community connection is important for the wellbeing and success of a community
- What stops people feeling connected

Demographics

To help us understand what is important to the different people in our community, the survey asked for information on their age, gender, household structure, living with disability and cultural background

The full survey can be found in Appendix 6.

The image shows a screenshot of a survey form titled "Strategic Plan Community Survey". At the top, there is a header for "Playford Make it yours." with several icons representing different community aspects. The main text of the survey includes a welcome message, an explanation of the survey's purpose, and a list of questions. The visible questions are:

1. In which suburb do you live?
2. Please select your age group:
 - Under 24
 - 25 - 34
 - 35 - 49
 - 50 - 59
 - 60 - 69
 - 70 years and older
3. What do you love about City of Playford right now?

What we heard



Playford
Make it yours.



Strategic Plan 2025-2028

What we heard

In summary, our community told us...

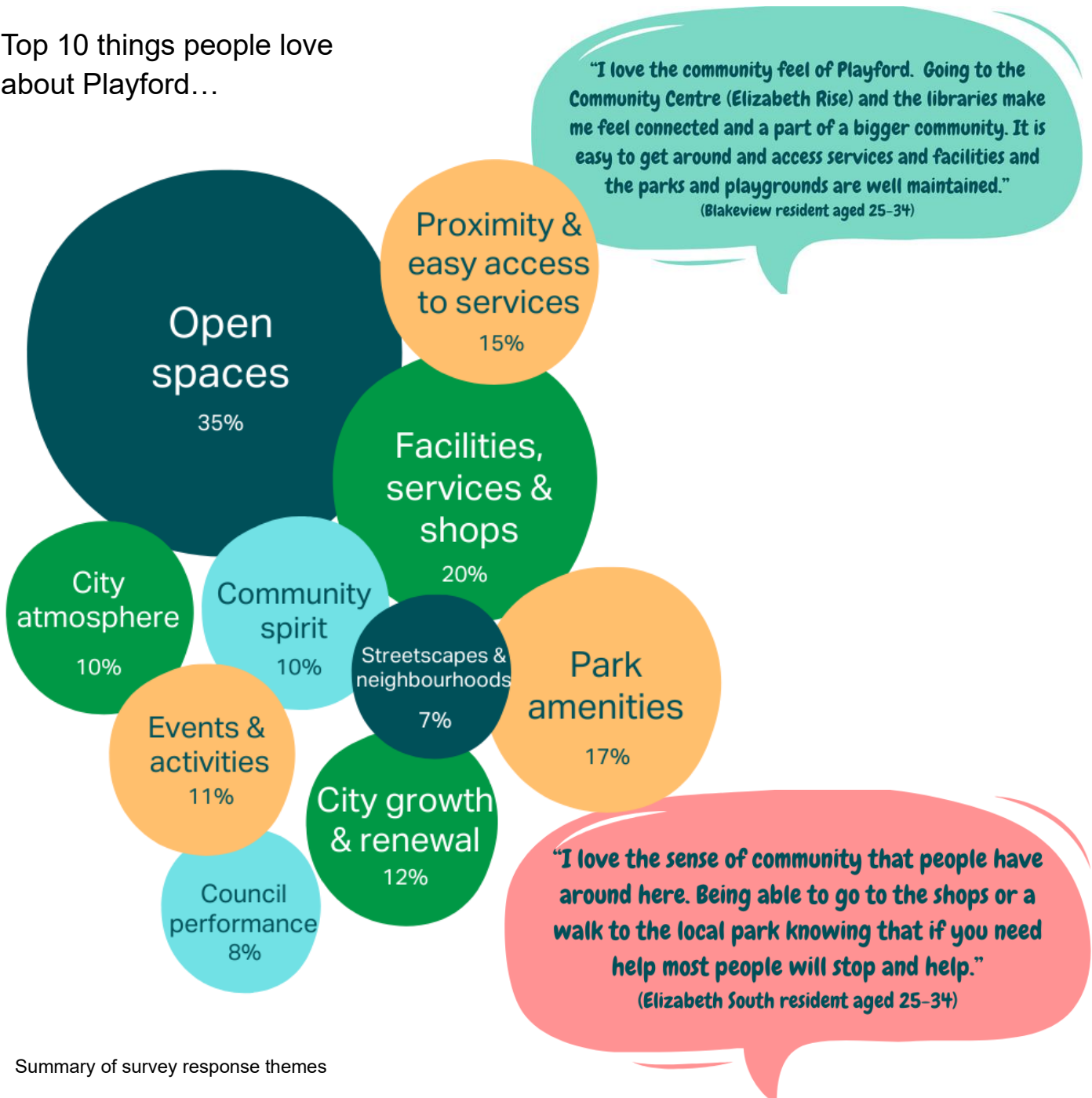
1. That **all themes in the current Strategic Plan are still relevant and important** to them, and continuing to focus on the areas in the current Strategic Plan is the right path forward.
2. Around half of the community (survey sample) agree that **Council has delivered on four of the Strategic Plan 2020-2024 themes**.
3. People were least agreeable that Council is using money wisely and seek further transparency and understanding of how investment decisions are made, and that money is spent on the things that are most important to community.
4. There is opportunity to **improve safety and accessibility**. Concerns about safety and functionality of roads and footpaths have been shared, with a fundamental desire to move around easily and safely supported by good road networks and well-connected footpaths.
5. **Connecting our people was deemed a relevant transition to the next Strategic Plan**, as there is a real desire for more connection across the community with the perceived outcome of creating stronger and safer neighbourhoods, a deeper sense of belonging and a more integrated Council with community.
6. They see value in one of **Council's roles to provide and build facilitative places, spaces and environments** where people have choices of things to do and places to go that nurture their connections.
7. Council is seen to play key roles of:
 - Directly **delivering services, events and facilities** to provide spaces and places for connecting people,
 - **Facilitating and supporting opportunities** that foster connection, and
 - **Sharing information** to promote and enable these opportunities.
8. Connecting people through **community events and services** is considered a high priority by way of inclusive, low-cost services, programs and events that support connection and assist people in times of need.
9. There is currently a gap in information and communication from Council to community and that this is a priority area for improvement in:
 - **Increasing information sharing** more generally about what Council does
 - Building **awareness of what's on** in the community
 - Creating awareness and enabling knowledge of **supporting people to access help**
 - **Facilitating and helping strengthen connections outside of the local neighbourhood** and more broadly across Playford, bringing people together.

What do people love about Playford?

The community values Playford’s open spaces, parks and proximity to facilities and services as key to the liveability of the area.

There is also a sense of community spirit as noted from the survey results, summit discussions and commonly through feedback we gain through our event surveys.

Top 10 things people love about Playford...



Summary of survey response themes

A large teal circle is positioned on the left side of the page, containing the text 'Community and City Foundations'.

Community
and City
Foundations

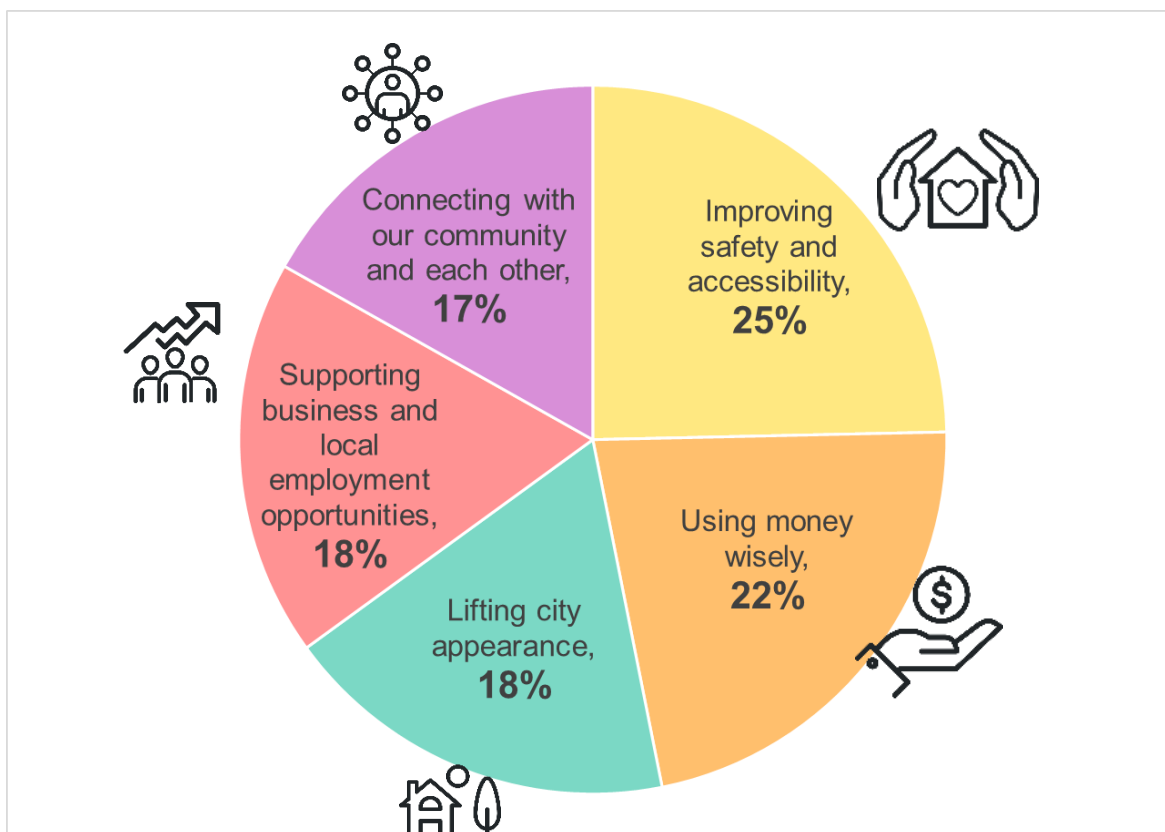
What is most important in Community and City Foundations?

Over the past four years, our Strategic Plan has focused on building the foundations that our community need and that impact their everyday life, from having safe roads and a neighbourhood that looks nice, to a Council that talks to them more and uses their money wisely.

We asked the community to think about what was currently most important to them by ranking the five current 2020-2024 Strategic Plan themes in order of importance.

We heard that all themes in the current Strategic Plan are still relevant and important, with mixed views across the community as to what is the most important.

Overall, there is a slightly stronger desire to focus on improving safety and accessibility and using money wisely.

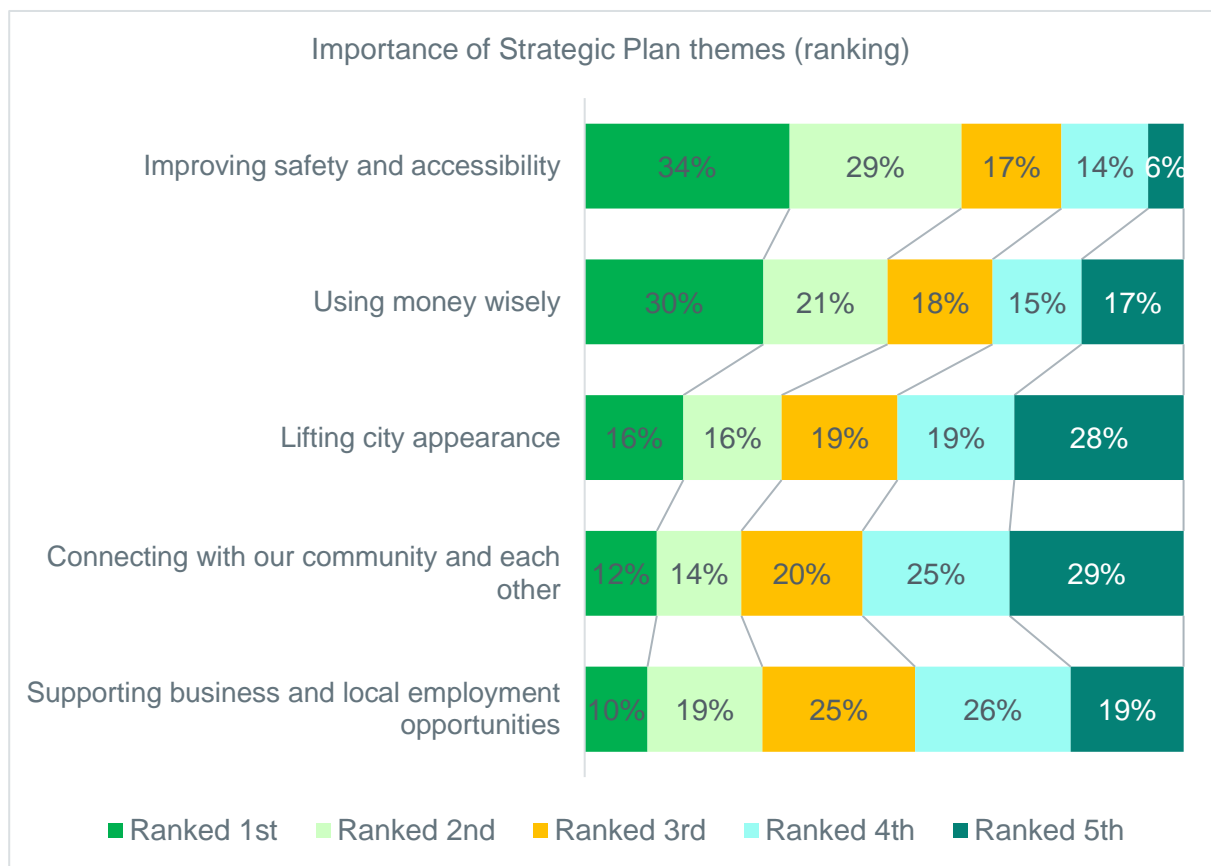


The graph illustrates the relative importance of each theme as a proportion of the five themes, taking into account all position rankings. This is calculated using a points system where first ranked is allocated 5 points, second = 4 points, third = 3 points, fourth = 2 points and fifth rank = 1 point. Each theme is represented as a proportion of total possible points. (The total points equated to 9,444.)

How did the community rank priorities?

When comparing the ranking positions, safety and accessibility received 34% of the first position ranking, followed by 30% for using money wisely. The remaining three themes were differentiated in first position by only 6%.

It is important to also note that the lower ranked themes were ranked first or second by at least one quarter of the community, illustrating how much people's needs and priorities vary across the community.



Importance of current themes by suburb

We know each of our suburbs are unique, and we sought to understand the differences across suburbs. Key findings highlighted:

- Virginia and surrounds and Munno Para suburbs place the highest emphasis on **safety and accessibility**.
- Hillbank residents place higher importance on **lifting city appearance** than any other suburb.
- **Connecting with our community and each other** is more important for residents of Davoren Park compared to other suburbs and **lifting city appearance** is of less importance than most suburbs.
- One Tree Hill (while small in sample size) also indicates that **connecting with our community and each other** is more important than **lifting city appearance**.

Importance of current themes by age

When comparing age groups:

- A. People aged **70 and older** place more importance on safety and accessibility and using money wisely
- B. People aged **70 and older** place least importance on lifting city appearance compared to other age groups.
- C. **16–24-year-olds** place less importance on safety and accessibility compared to other ages.
- D. **Younger** and **older** age groups place slightly more emphasis on connecting with our community and each other, compared to the middle age groups.

How has Council delivered against the current themes? (Performance)

Performance against current themes

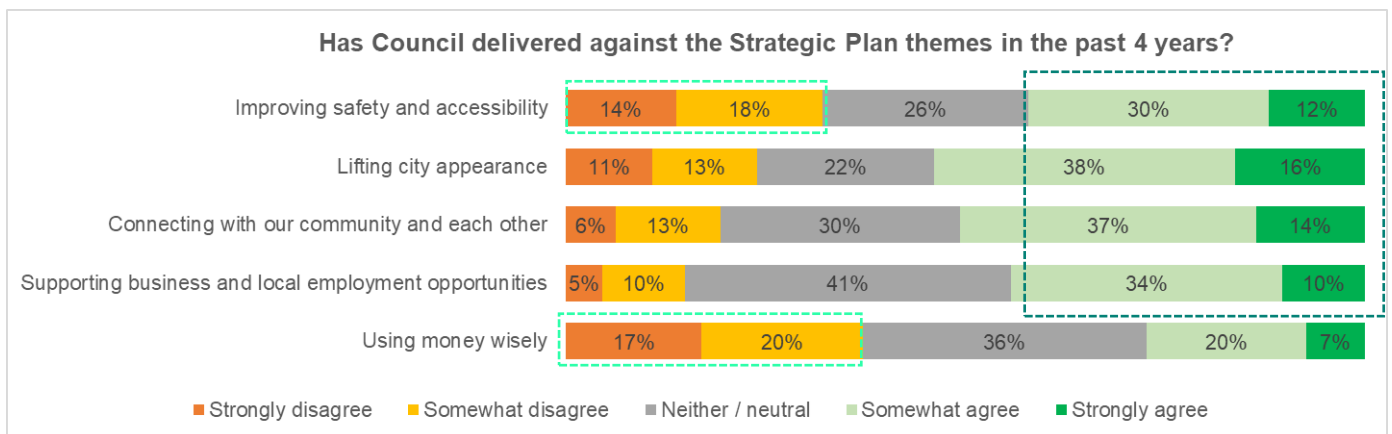
We wanted to know how the community thought Council had delivered against the current Strategic Plan themes in the past four years. The community were moderate and mixed in their views.

The community rated their agreement using a score out of 5, with 1 being strongly disagree and 5 being strongly agree.

Between 42% and 54% agree that Council has delivered on four of the themes, yet we still have some work to do in illustrating that Council is using money wisely and addressing safety and accessibility where people were least agreeable.

Council is performing best in delivering on lifting city appearance, however across all themes there is a high proportion of the community rating 3 or lower out of 5, which translate to further opportunity to improve in all areas.

While one third of our community feel we have not reached expected performance in improving safety and accessibility, this is stronger in Angle Vale and Munno Para West (noting Curtis Road as a key issue in this area).



Council's performance against current themes as indicated by age groups

Younger age groups are more likely to agree that Council has delivered against these themes in the past four years, followed by those aged 70 and older. The middle age groups of 35-59 are least likely to agree.

Age groups between 35 and 69 are the least likely to agree that Council has delivered on improving safety and accessibility and using money wisely.

The below table illustrates the average scores out of 5, per age group, highlighting higher scores in green and lower scores in orange and red. The colours are relative to this subset of data only, highlighting the gaps between higher and lower scores.

	Council delivering on themes agreement: Average scores out of 5						
	Total	16 – 24*	25 - 34	35 - 49	50 - 59	60 - 69	70+
Improving safety and accessibility	3.1	3.8	3.4	3.0	2.9	2.9	3.2
Lifting city appearance	3.4	4.2	3.6	3.3	3.3	3.2	3.3
Connecting with our community and each other	3.4	4.1	3.6	3.4	3.2	3.3	3.4
Supporting business and local employment opportunities	3.4	3.8	3.6	3.3	3.2	3.2	3.4
Using money wisely	2.8	3.7	3.1	2.7	2.6	2.8	2.9
<i>Number of respondents</i>	631	19	111	180	119	133	69

*Denotes small sample size

Council performance against current themes as indicated by suburb

Suburbs that have stronger or significantly lower agreement that Council has delivered on these themes are highlighted below.

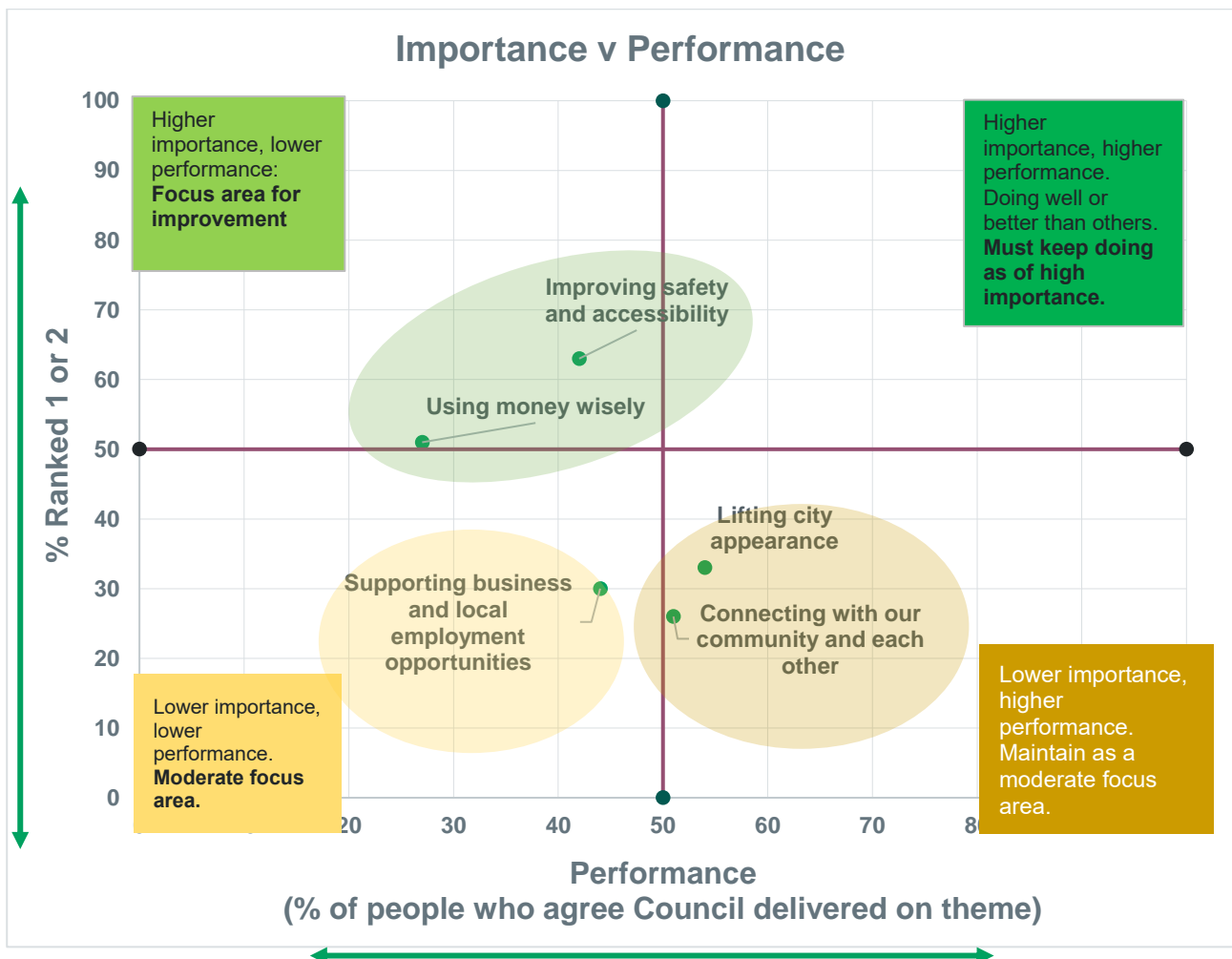
	Stronger agreement	Lower agreement
Improving safety and accessibility	Blakeview, Craigmore, Davoren Park	Angle Vale
Lifting city appearance	One Tree Hill, Craigmore	Angle Vale, Hillbank
Connecting with our community and each other	Davoren Park	Hillbank, Munno Para
Supporting business and local employment opportunities	Elizabeth Suburbs	Angle Vale, Smithfield
Using money wisely	Similar across most	Angle Vale, Munno Para

Importance of themes compared to performance (has Council delivered?)

In the scheme of all themes;

- Improving safety and accessibility is the key focus area as it is the highest ranked by importance, yet second to lowest in performance.
- Using money wisely is also a focus area given its high importance and lowest performance
- Lifting city appearance, connecting with our community and each other, and supporting business and local employment opportunities are of moderate importance compared to the other two themes. However, they are still ranked as the most important to at least one quarter of the community, particularly so amongst:
 - 16–24 year-olds and 60-69 year olds
 - Single parent families
 - Elizabeth suburbs and Davoren Park

The below matrix illustrates the community’s view on how important each theme is compared to Council performance (how well Council has delivered) against the theme.

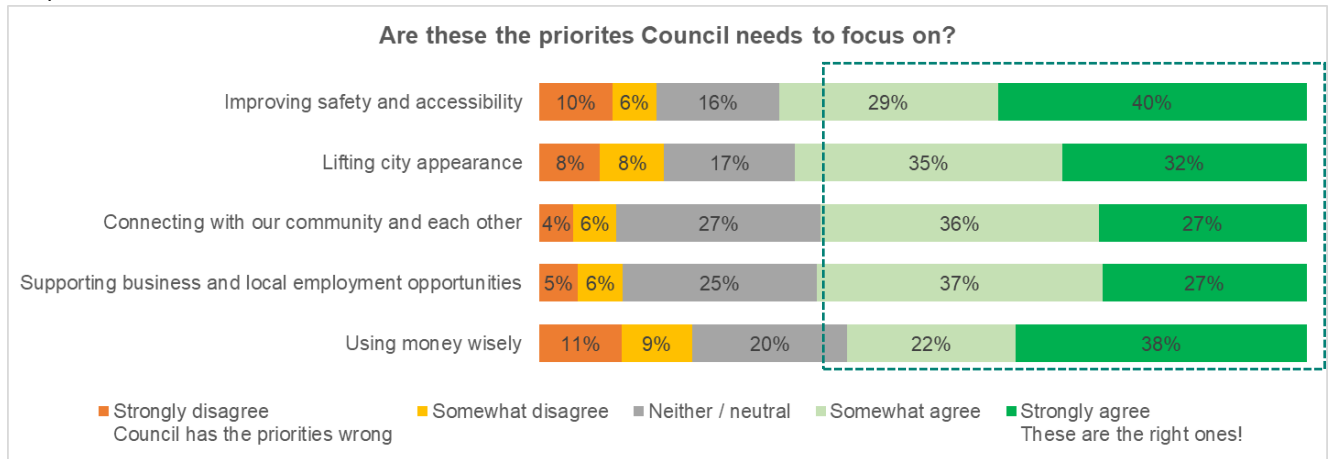


Are the priorities right?

To help inform planning for the next four years, we needed to understand community expectations and sentiment around our current focus areas, so we asked if these are the right priorities.

Overall, the community told us that we have the priorities right, with 65% of survey participants (on average) agreeing that the themes in the current Strategic Plan are the right focus areas. This was similar across suburbs.

Graph 3.



Are the priorities right? Age group comparison.

This varied a little by age, with the younger and older age groups more likely to agree that these priorities are right, and other age groups very similar in their views.

The below table illustrates the scores per age group, highlighting higher scores in green and lower scores in orange and red. The colours are relative to this subset of data only, highlighting the gaps between higher and lower scores.

	The right priorities agreement: Average scores out of 5						
	Total	16 – 24*	25 - 34	35 - 49	50 - 59	60 - 69	70+
Improving safety and accessibility	3.8	4.3	3.9	3.7	3.7	3.9	4.0
Lifting city appearance	3.7	4.4	3.8	3.7	3.7	3.7	3.9
Connecting with our community and each other	3.8	4.3	4.0	3.6	3.7	3.6	3.9
Supporting business and local employment opportunities	3.7	4.3	4.0	3.5	3.8	3.7	3.8
Using money wisely	3.7	4.4	3.8	3.5	3.7	3.6	3.7
Number of respondents	609	18	105	175	116	127	68

*Denotes small sample size

What else did the community say?

We heard from the community on what they want to see as focus areas continued and how Council has delivered so far. Comments provided relative to these specific questions highlight some common issues. Full detail of community priorities is summarised in the priorities section from page 50.

Road infrastructure and development to accommodate population growth

- Specific safety issues related to high traffic areas and intersections needing attention.
- Frustration with poor traffic conditions (predominantly congestion), particularly on Curtis Road and Stebonheath Road.

Safety and accessibility

- Concerns about safety, including crime and drug-related activities near places like Elizabeth Shopping Centre.
- Demand for more and better footpaths, especially in growing areas like Angle Vale, to provide safe and accessible pedestrian networks where current footpath infrastructure is not seen as adequate.
- Lack of pedestrian pathways in other areas connecting neighbourhoods and amenities, that identify accessibility challenges.

Council responsiveness and transparency

- Lack of transparency in spending and perceived wasteful expenditure.
- Need for improved communication and responsiveness to community concerns.
- Suggestions for better resource allocation and clearer priorities in Council initiatives.

City appearance

- Desire for improved maintenance of public spaces such as parks and gardens to enhance city appearance.
- Concerns about littering, illegal dumping, and overall upkeep of public areas.

Economic and social development

- Concerns about the economic impact of high rates and living costs in the area.
- Suggestions for job creation and enhancing local employment opportunities.



Connecting
our people

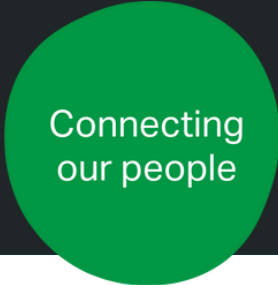
What does connection mean to our community?



The people within the Playford city area seem to look out for one another, it gives you a sense of belonging to a wider family and a great sense of safety.

(Craigmore resident, 60-69)

Summarised from survey responses. The larger the circle, the higher the number of responses under that theme.



What does connecting our people mean?

Our community gave us many examples of what *connecting* our people looks like but was commonly related to **information sharing** to build awareness of what's on and for transparency of Council; creating more **opportunities to connect** through activities, services and events and being **able to safely access** these.

Connection with Council through transparency and information to build trusted relationships

Connection with others in the community through increased awareness and delivery of activities and events

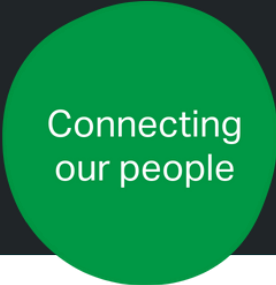
Connection by way of accessing the services you need through safe and easy to use roads and footpaths

Summit discussions highlighted how important information sharing is, as it supports opportunities to bring people together from all areas, backgrounds, cultures and experiences, which consequently enables further information sharing, learning and acceptance.



Connection to your area and community makes you feel safe and secure. I feel completely safe in my area as do my kids. I have lived in Andrews Farm in the same house now for 25 years. I feel my connection to my area is so strong that my family is one of those families that go through life quite happy and sensible with no major dramas.
(Andrews Farm resident aged 50-59)

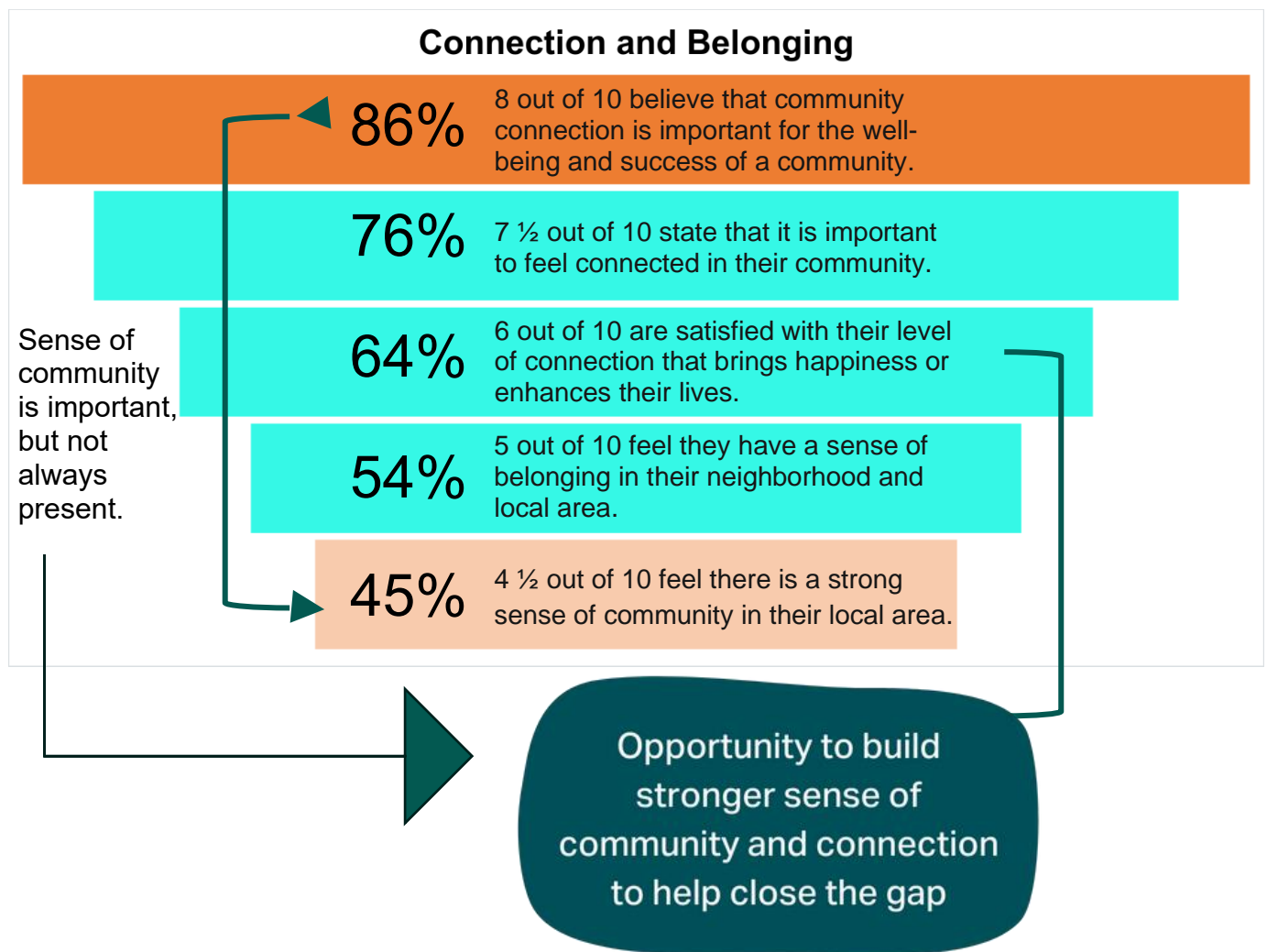
Connection in our community: Importance, satisfaction, confidence and barriers



How important is connection and sense of belonging in our community?

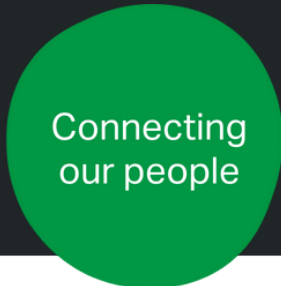
While there are many instances of existing connections and interest in building new ways to connect, there are many people in our community who do not feel connected or have a sense of belonging in their local area, yet have the desire to do so.

*Knowing your neighbours which is so rare these days. More family friendly activities and social events, creating more opportunities for people to meet local community members and neighbours.
So often I feel so alone and isolated in this world of billions of people
(Davoren Park resident, aged 35-49)*



Strategic Plan 2025-2028

What we heard



Satisfaction with levels of connection



People feel they **are satisfied with the connection in their lives** and how it brings happiness or enhances their life.

Yet...



Do not feel very connected and **would be happier with more connection.**

In particular, the suburbs of Davoren Park, Elizabeth Downs, Elizabeth Park and Elizabeth South.

Sense of belonging

Common ways that support a sense of belonging are...



There were similarities across age groups in the way people feel the sense of belonging, however there was some indication that this varies across different neighbourhoods.

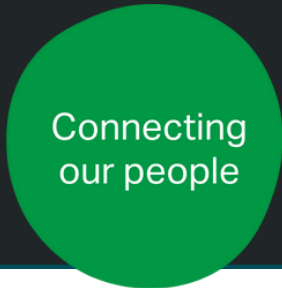
Davoren Park, Elizabeth Park and Smithfield stated a lower **sense of belonging** and **sense of community** in the local area.

One Tree Hill (although small in survey numbers) are more likely to feel a sense of **belonging**.

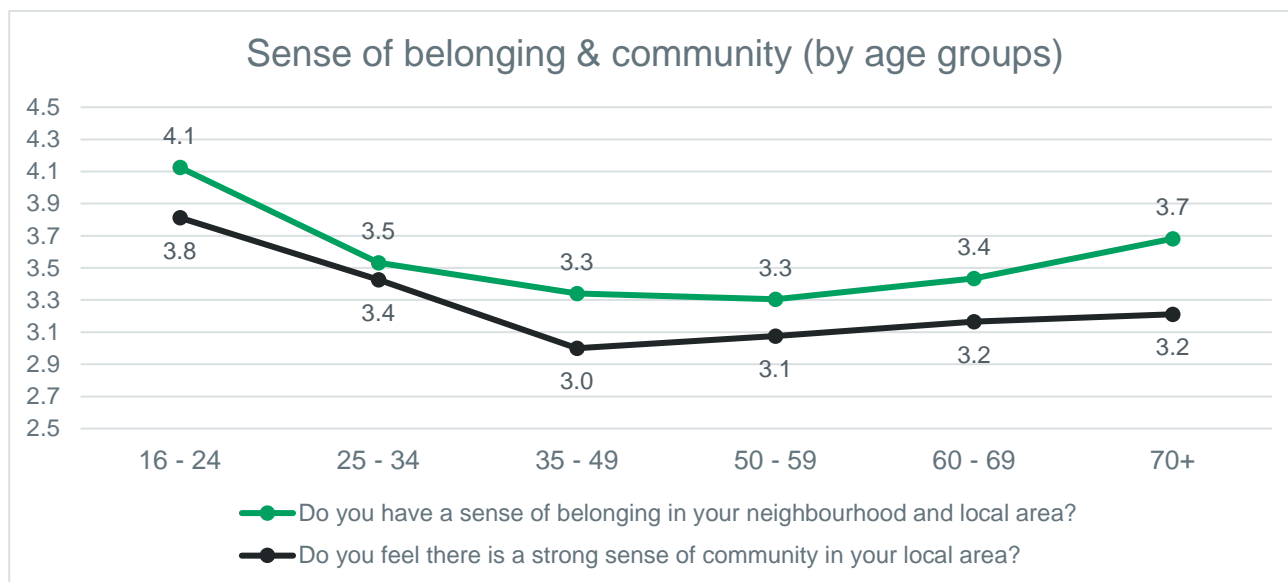


Davoren Park and Elizabeth Downs are less likely to feel connected than other suburbs and would like more connection. They also place slightly higher importance on feeling connected in the community compared to other suburbs.

The sense of community is slightly stronger in the townships of One Tree Hill, Angle Vale and Virginia.



Younger and older age groups feel a stronger sense of belonging and community in their local areas, compared with the middle age groups (35-59). Coincidentally those aged 35-59 are not as quite as strong in their opinion as other age groups, that feeling connected in their community is important.



One of the important roles identified through this engagement was the role that Council plays in providing services and programs that help facilitate connection and bringing people together to build that sense of belonging.

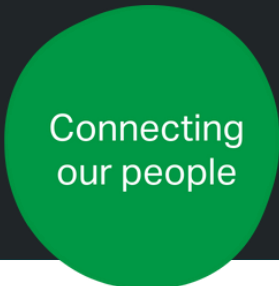
Examples of belonging...

Being invited to things happening in the community. Services working together to promote each other and the work they do. Community events.

(Elizabeth Grove resident, aged 35-49)

Different community hubs that give the residents opportunity to be accepted for who they are regardless of race and economic backgrounds.

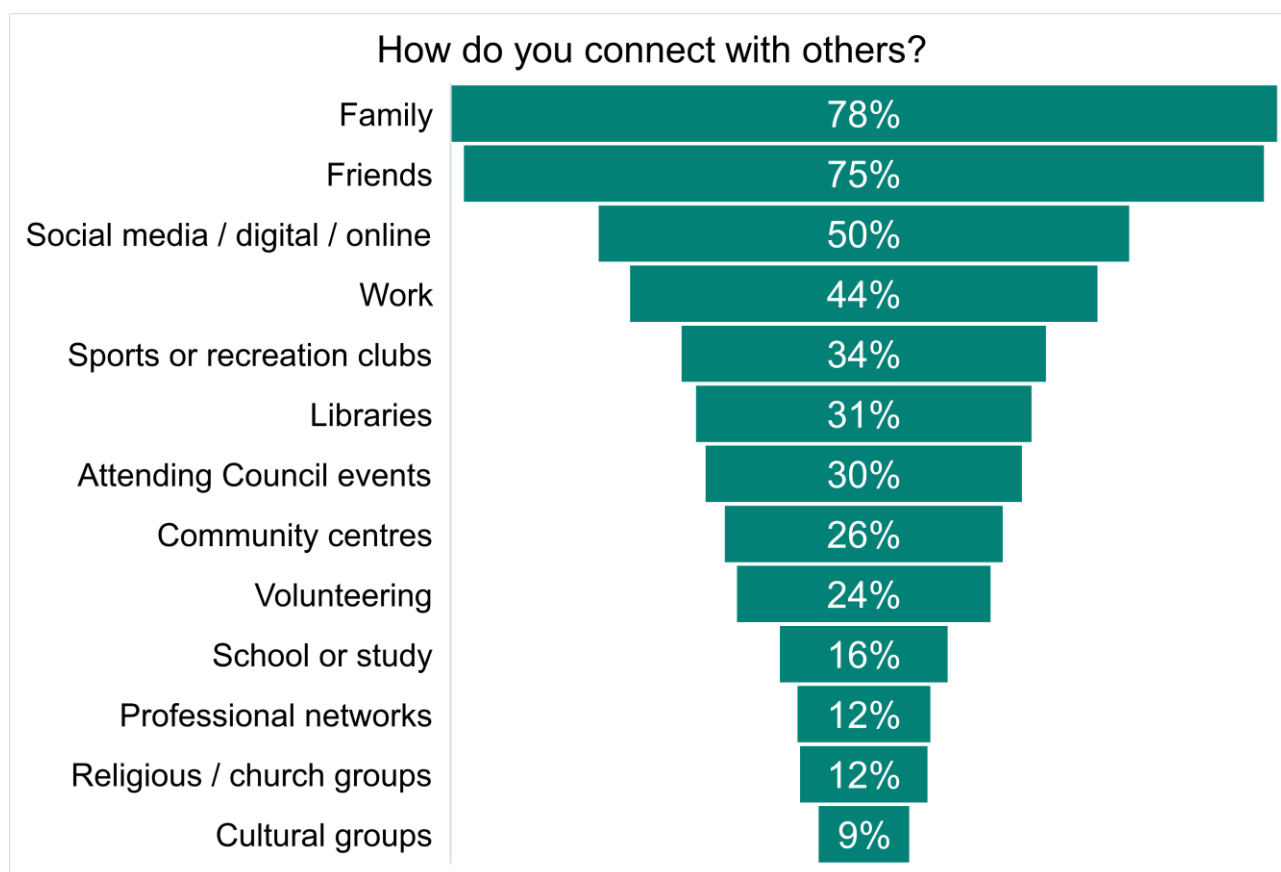
(Munno Para resident, aged 35-49)



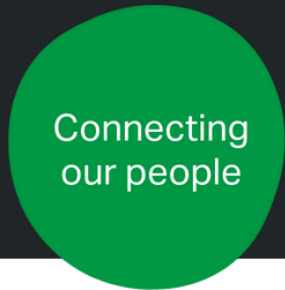
How do people connect with others in the community?

Family and friends play a large role in connection for some, but not for everyone. The ability to access social media and communicate via online methods is also important for many, whether being part of a group or finding information. We know, however, that not everyone has equal opportunity or ability to be able to connect in these ways.

Facilities and services provided or facilitated through Council such as libraries, events and community centres, parks and playgrounds, sporting or recreation clubs, provide the places and spaces for people to connect.



Playford gives people a sense of belonging through its inclusive facilities at parks and playgrounds. It also offers a lot of services for people that live in the community like the libraries and bus services
(Two Wells resident, 35-49)



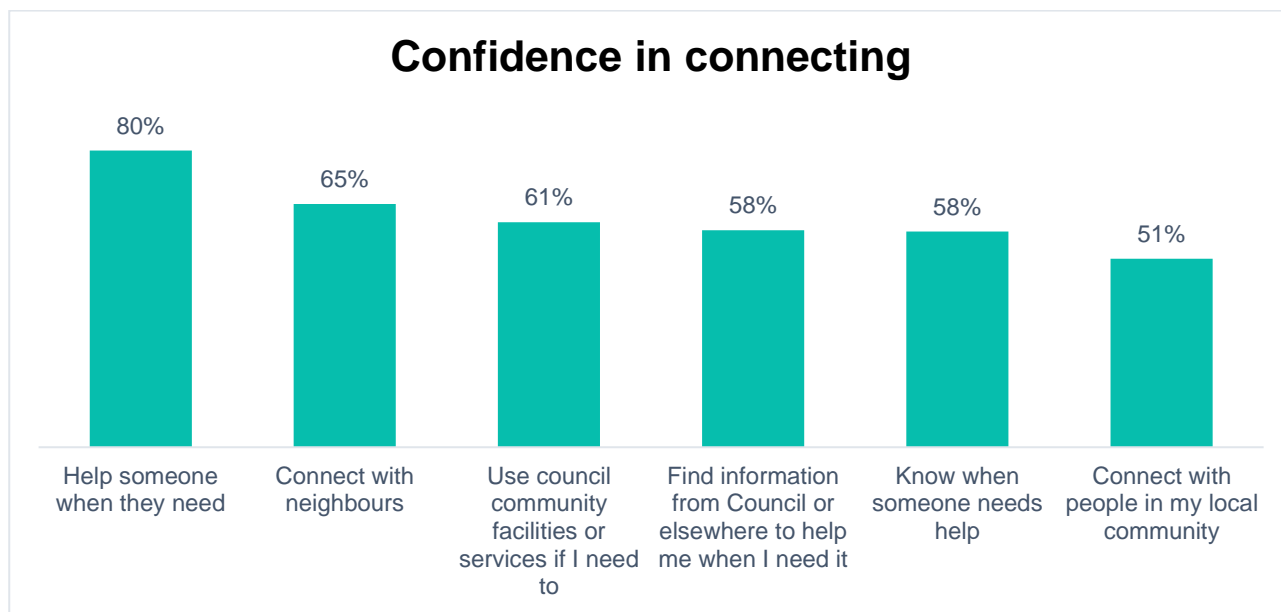
How confident does our community feel to connect with and help others?

We asked the community how confident they feel in various types of connection, from connecting with people to using Council services and information.

8 out of 10 people state they would feel confident to help someone when they need. 6 out of 10 people stated that its hard to recognise when someone needs help.

1 in 2 people feel confident to connect with people in the broader local community but confidence is higher when connecting with neighbours.

Confidence in using Council facilities and services when needed, or finding information from Council when needed stands at around 60% of survey participants. This was also quite evident in the summit discussions, emphasising people are unsure of what information is available, or what might be relevant to them, or where to find it.

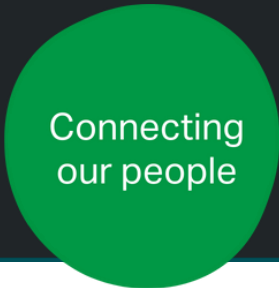


These findings tell us there is opportunity for Council to...

Create awareness and enable knowledge of what to look for when people might need help (even from the simple things like taking out the neighbours bins).

Facilitate and help strengthen connections outside of the local neighbourhood and more broadly across Playford, bringing people together.

Increase information sharing more generally to build awareness of opportunities and knowledge among the community.



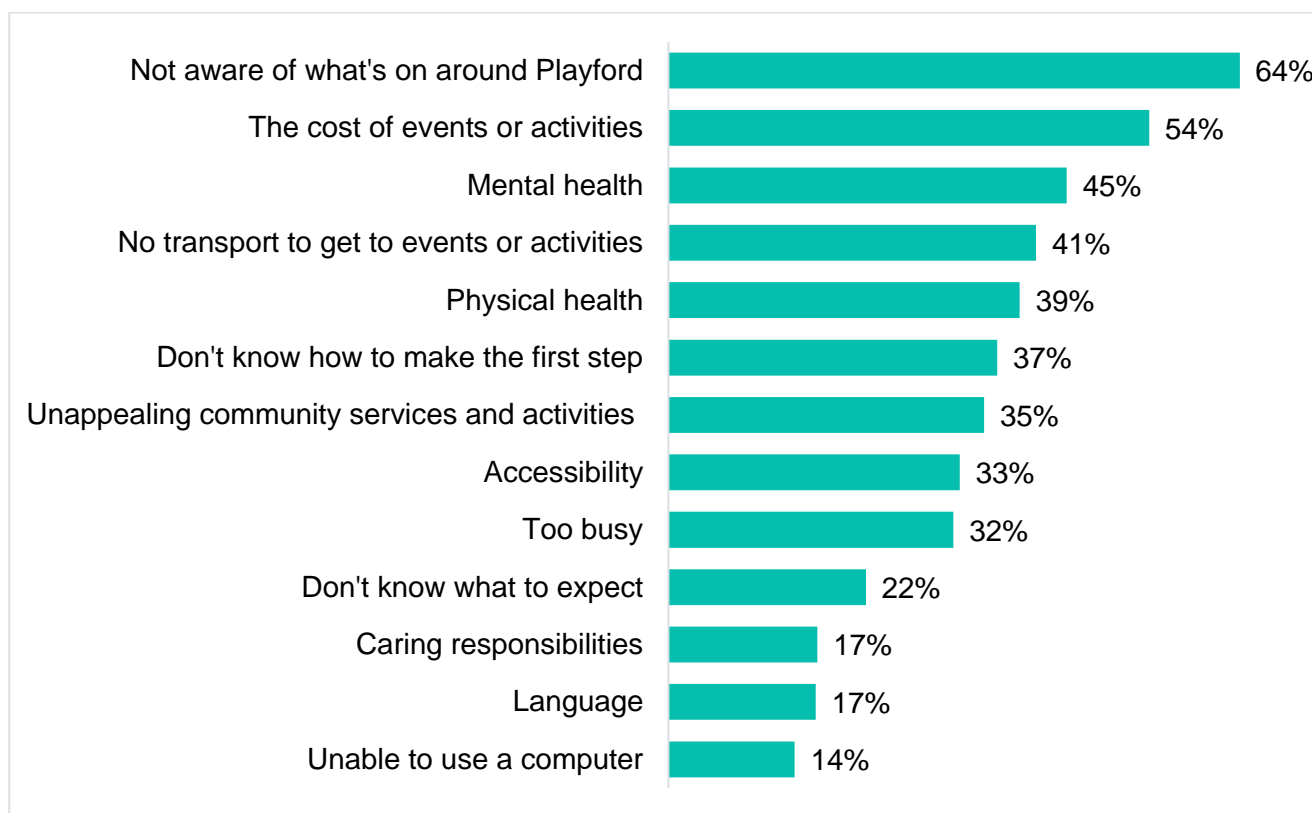
What stops people from feeling connected in our community?

From survey results, the two biggest perceived barriers for people connecting with others are:

- Not being aware of what's on around Playford
- The cost of events or activities



Mental health, physical health and transport to get to events and activities are also seen as potential challenges that prevent opportunities for connecting our people.

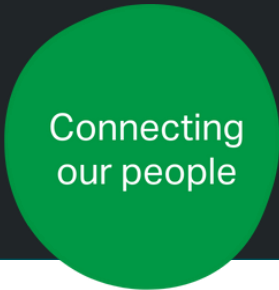


Deeper discussions in the summits also revealed that communication and information shared across community is critical to strengthening connection.

This is not just about knowing what's on but increasing awareness and knowledge of Council services and activities, plus opportunities for people to connect.

Communication and information was deemed a priority area for improvement for Council.

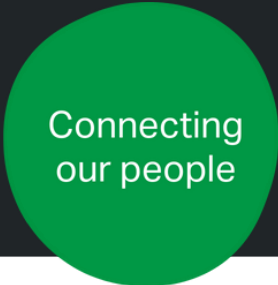
Benefits to community, in connecting our people to each other and to Council



What does it feel like to have the people of our city more connected to each other?

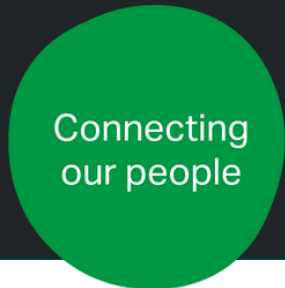
Participants discussed how connection with people enabled understanding and acceptance of each other. This was related to cross connections of age, neighbours, cultural backgrounds and all walks of life – but all connecting for a common purpose.





What does it feel like to have the people of our city more connected to Council?





In 10 years' time what would be different if we have a community that is connected to each other and to Council?

We asked our summit participants to imagine what a better connected community would look like and what the outcomes would be.

The summary of themes suggested by participants includes:



They envisioned a stronger community by way of improved safety, opportunities to learn from and encourage each other, better communication and cohesion to build knowledge and trust and more active use of Council services and facilities.

Intercultural connections were discussed as an important way to build acceptance, knowledge and opportunities for sharing skills and life experiences.

‘Community conversations’

Topics of conversation at the pop ups and smaller mini meets

The community conversations proved to be a valuable opportunity where community members either stopped by for a quick chat, or engaged in in-depth conversation about what was important to them and why.

We spoke to many individuals, some who are passionate about their volunteer involvement with sporting clubs, various community markets, and environmental initiatives. We also heard concerns about those in need and how they would like Council to help. For example, they suggested access to basic facilities for people who are homeless, programs for new parents and drop-in centres for young people experiencing mental health concerns.

Community members highlighted the importance of community centres, where they can connect with like-minded individuals and access a range of opportunities in a welcoming environment, such as fitness classes, craft sessions, and support services.

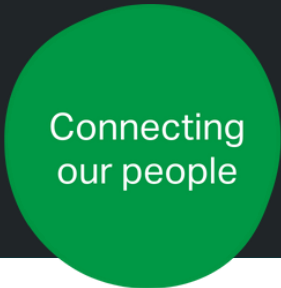
Children also shared with us that they would like more things to do such as more outdoor movie nights, different playground equipment, arts and crafts while teens were keen for places to meet with friends and access free food.

Specific comments included:

- Activities for homeschooled children and family volunteer opportunities
- Promotion of local markets such as One Tree Hill, Craigmore and Blakes Crossing
- Better signage at Council facilities to know what they offer and how to get involved
- Play space and lawn needed at Barrington Street, Elizabeth Downs as there are lots of children in the area
- Elizabeth Rise is an important space to relax, chat and feel comfortable to participate in fitness and craft. Provides opportunities to help to build confidence and learn about Aboriginal culture
- Creative and artist/craft workshops and markets "find your quirk and make it work"! Not just selling but interacting and creating, sharing skills
- Support for kids' university passport program as kids need proof to prove they spent (do) activities outside of school hours i.e., community, play, art craft, volunteer.



Council's role in Connecting our people



How can Council better connect with community and support the connection of our people?

Community see Council's role in three key ways.

1. To **directly deliver** services, facilities and places to support opportunities for connection
2. To **facilitate, support and advocate** in fostering connection
3. To **share information** to enable the opportunities for connection

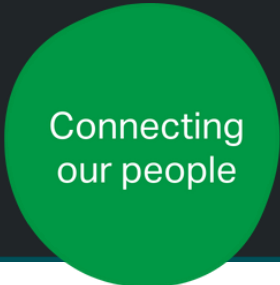
The important role for Council was seen as building facilitative environments where people have choices of things to do and places to go that nurture their connections.

This would be achieved through community facilities, parks, events, programs, information sharing, and promoting networks.

The community shared many ideas in the summits and want Council to consider the following themes and actions to support connection.

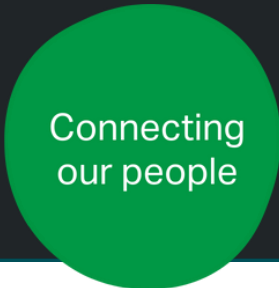
Information & communication

Insights	Opportunities to consider as suggested by our community
<p>We heard that information and communication of what Council does and what is happening across the community is insufficient from a community perspective. There is uncertainty around what information is available and where to source it.</p> <p>Council is expected to be the 'central hub of knowledge.' Our community want information on what is happening locally and how to access services.</p> <p>There were perceptions that Facebook was our only communication channel. There is an opportunity to increase the communications network, especially given not everyone is online.</p> <p>The Council website was a common topic of discussion, noting it is difficult to find information and specifically, current information.</p>	<ul style="list-style-type: none"> ▪ Maintain responsive communication channels to address community inquiries promptly ▪ Provide comprehensive community information channels as a one-stop-shop for community information ▪ Continue to offer both in-person and online information services ▪ Utilise notice boards and digital platforms for effective event promotion ▪ Advertise events and programs widely ▪ Increase awareness of communication tools like the My Playford app ▪ Enhance the Council website for better user experience and accessibility ▪ Ensure regular updates with current information about local events, projects and resources.



Engagement & participation

Insights	Opportunities to consider as suggested by our community
<p>It was evident through this consultation and predominately the summit conversations, that the community highly value opportunities to connect with Council and share their views.</p> <p>This enables the strengthening of a trusted relationship knowing that Council is providing the right information at the right time, which was deemed just as important as the community connecting with each other.</p>	<ul style="list-style-type: none"> ▪ Actively listen to and respond to community feedback. ▪ Provide clear channels for community members to seek assistance from Council representatives. ▪ Offer “Coffee catch-ups” feedback sessions with Council Members, Council staff and community leaders. ▪ Offer more easy ways to provide feedback such as suggestion boxes.
<p>Events were commonly discussed as a key facilitator of connection and there was a strong desire for more events and activation activity throughout Playford.</p> <p>There was not necessarily an expectation that Council would run all events and it was acknowledged that lots of groups and organisations run existing events that connect people. Rather, Council’s role would be to help facilitate and promote these.</p>	<ul style="list-style-type: none"> ▪ Customise events and services to meet the diverse needs of different community groups and individuals including intercultural events. ▪ Provide more opportunities for low or no cost access to facilities across the city. ▪ Maintain open spaces and parks for safe gatherings. ▪ Ensure accessibility for all community members through reliable travel networks.
<p>A key barrier to participation was identified in knowing what events were available and there was an expectation of Council’s role in being across these and communicating them effectively.</p> <p>Also noted for some is having the confidence to attend events that are in unfamiliar environments or with people outside of usual networks.</p> <p>It was felt that Council has a role in assisting our residents to navigate through these concerns and supporting different cultural groups to connect.</p> <p>There was a desire that Council would support the provision of spaces and places for these events to occur, preferably through free or low cost venues or appropriate amenity in parks.</p>	<ul style="list-style-type: none"> ▪ Examples of barriers include multicultural events where someone from a different culture may want to attend but doesn’t have the confidence that it is ok for them to go (because they are not active in that community or are unfamiliar with what the cultural norms are in participating in that event). ▪ This can also be a barrier for people with disability (for example people with autism who don’t feel confident in unfamiliar surroundings and are anxious about potential sensory stimuli), knowing what to expect with the provision of access guides can be key to helping to support participation.



Collaboration & facilitation

Insights	Opportunities to consider as suggested by our community
<p>There was a theme that came through the feedback that community members see Council’s role as one of facilitating connection with others – and that we are not doing that enough.</p> <p>This may include connecting different people with services or connecting different organisations with each other where there is a common cause or community service.</p> <p>Supporting individuals to connect with other cultures (as discussed above) or providing spaces and places to connect at low cost, or ensuring current open spaces continue to be well maintained.</p> <p>Neighbourhood initiatives to create connections and conversations were spoken of at the summits and pop-ups. Getting to know your neighbours creates safer streets, and people you can rely on.</p> <p>It can be uncommon or difficult for people to start such initiatives so encouragement and promotion from Council was seen as important.</p>	<ul style="list-style-type: none"> ▪ Promote inclusivity and support for diverse groups. ▪ Encourage mentorship and volunteering. ▪ Facilitate resource and skill sharing opportunities. ▪ Provide safe venues for community gatherings. ▪ Encourage salvaging and repurposing of items. ▪ Foster collaboration with other agencies to address community needs. ▪ Cultural markets that are supported by Council but organised by community groups. ▪ ‘Clean up days’, ‘share a skip bin’ days or helping people who need it to prepare for hard rubbish removal days were ideas discussed.



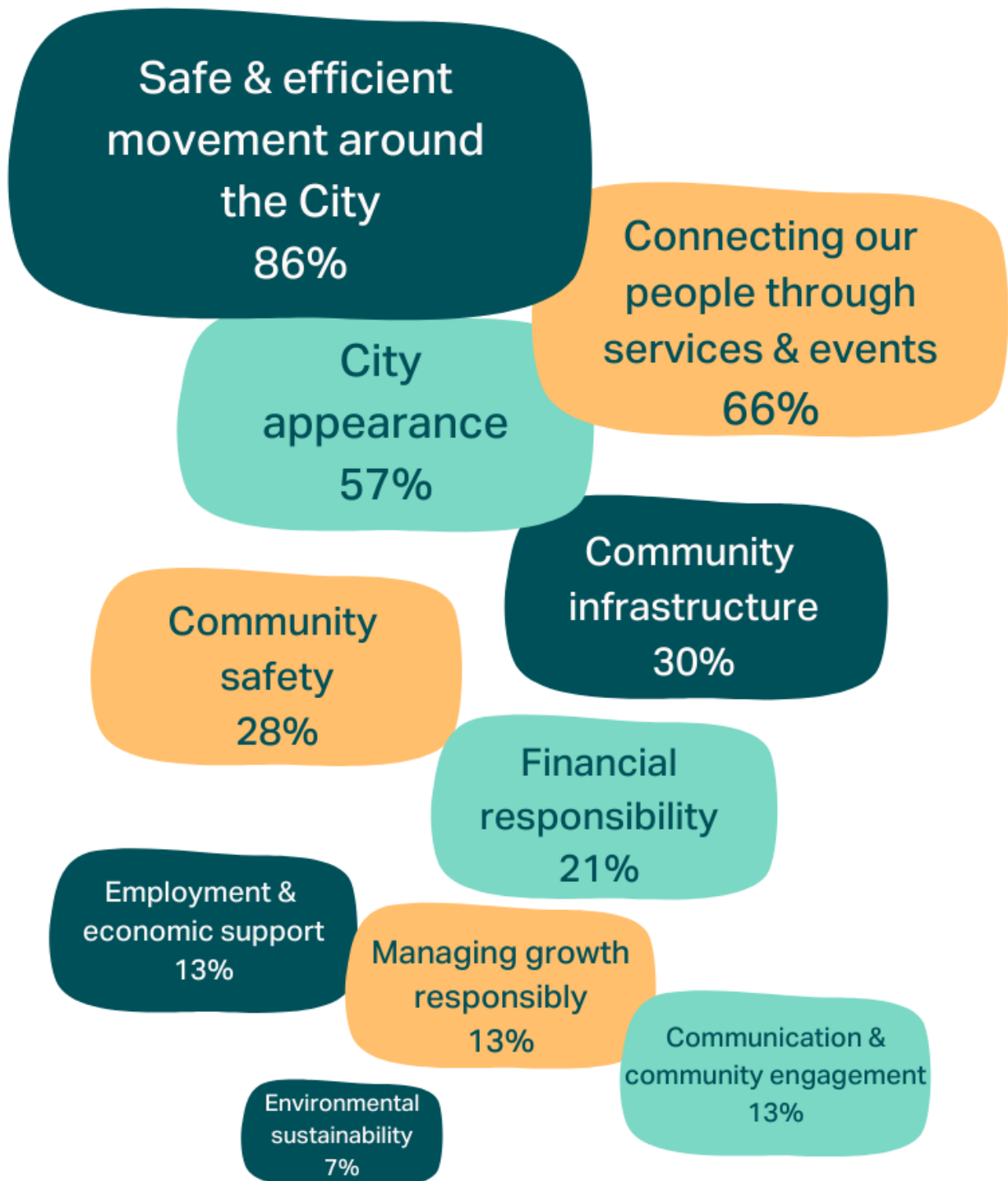
Priorities of
the Playford
community

Strategic Plan 2025-2028

What we heard

What are the priorities of the Playford Community?

We asked the community what their priorities for Playford were for the next four years, taking into consideration all of the themes and topics through the survey on Community and City Foundations, and Connecting our people. Over 1800 comments were provided in the survey, and summarised in the following themes, the community told us that the priorities for Playford need to be...



Strategic Plan 2025-2028

What we heard

We heard that the common priority areas are...

Safe & efficient
movement around
the City
86%

Overall, 86% of respondents emphasised the importance of **safe and efficient movement around the city**.

The community is concerned about safety and functionality of roads and footpaths, they want to move around easily and safely supported by good road networks and well-connected footpaths. There is a particular focus on growth areas and congestion around Curtis Road and surrounds. However, the importance of well-maintained infrastructure extends across the entire Council area.

The most common issues within this priority area are:

<p>Curtis Road 22%</p>	<p>Feedback predominately from Munno Para, Andrews Farm, Angle Vale and Blakeview place a high priority on upgrading Curtis Road to a dual carriageway, fixing the intersection at Curtis Road and Heaslip Road as well as addressing general road safety and traffic management issues to ease congestion.</p> <p>The narrow lanes, heavy traffic and bottlenecks (especially at peak times) contribute to significant delays and frustration. There are calls for long-term investment from the community to address these concerns to prevent further deterioration of living conditions in the area.</p>
<p>Footpaths and active transport options 19%</p>	<p>There is a wanted focus on creating new footpaths in newly developed estates and areas lacking proper pedestrian pathways, along with improving the maintenance of existing ones to make them safer and more accessible.</p> <p>Expanding active transport options by connecting pedestrian and cycling walkways to key locations such as schools, shops, public transport and towns is highlighted as important. Integrating these shared-use pathways along green corridors provides sought-after recreational opportunities.</p>
<p>Roads 16%</p>	<p>General road upgrades and maintenance is needed to avoid issues such as potholes and uneven surfaces. Consideration of pedestrian safety particularly around schools and shopping centres was also noted.</p>
<p>Traffic management 14%,</p>	<p>Comments regarding traffic management comprised parking, yellow lines, school drop off traffic, speed limits, road closures, road islands, traffic flow and more roundabouts. Many also linked to Curtis Road.</p>
<p>Secondary themes were accessibility 7%, public transport 5% and parking 1%.</p>	<p>Improving accessibility in parks and public spaces, footpaths, and infrastructure connecting to schools, shops, and towns to support people with mobility aids. Several comments related to lack of public transport were mentioned.</p>

Strategic Plan 2025-2028

What we heard

Connecting our people through services & events
66%

Overall, 66% of respondents emphasised the importance of community services and events.

The community highlighted the need for a range of inclusive, low-cost services that support connection and assist people in times of need.

They want more community spaces and programs that are tailored to local needs. The community wants to see more events that cater to all age groups and as well as entertainment and recreation options that encourage a healthy lifestyle.

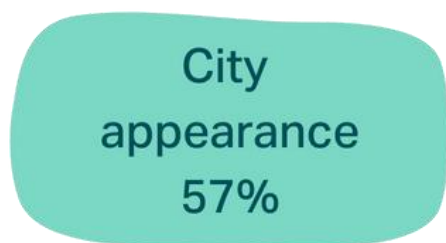
The most common issues within this priority area are:

<p>Community services 34%</p>	<p>More services that address the specific needs of various groups including low-income families, young people, older people, and individuals with disability. Some of the focus areas include:</p> <ul style="list-style-type: none"> • Programs and activities that provide mental health support and help combat loneliness and disconnection. • An increase in community spaces, such as libraries and community centres in areas such as Angle Vale and Virginia as well as continued programs and activities through existing spaces. • A strong focus on investing in youth programs to provide safe spaces and positive pathways to employment and social connection. • Ensuring adequate facilities for sport and recreational activities to support community involvement. • Programs that are low-cost including school holiday programs. • Support for grass roots community led initiatives and volunteer involvement.
<p>Community events 28%</p>	<p>Increase in the number of inclusive, free and low-cost community events across the city that cater for a range of audiences. Some suggestions include local markets, multicultural events and outdoor cinemas.</p>
<p>Secondary themes were community spirit 14% housing/homelessness 11%</p>	<p>Building community spirit through connection, engagement, and inclusivity is linked to many other themes such as community events and services, access to community infrastructure and feeling safe. Some specific comments related to the importance of events that support reconciliation.</p>

Strategic Plan 2025-2028

What we heard

<p>Health & wellbeing 6%, entertainment and recreation 5%</p>	<p>Access to affordable housing and help with connecting people who are homeless to services.</p> <p>Improved access to health and medical services such as GP's, less 'junk food eateries' and more recreation opportunities to get the community out and connecting in a healthy way.</p> <p>More entertainment and recreation options for families and young people including family friendly restaurants, food markets, cafés, retail options and activities such as roller skating and play spaces.</p>
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Overall, 57% of respondents emphasised the importance of **city appearance**.

The community places high importance on maintaining the city's appearance by focusing on essential services such as rubbish removal, roadside maintenance, greening our parks and open spaces so people can be proud of where they live.

The most common issues within this priority area are:

<p>City presentation 52%</p>	<p>Enhancing the appearance of roadsides and ensuring that verges and footpaths are clean and well-maintained were commonly mentioned. The presence of rubbish and overgrown weeds negatively impacts the visual appeal and more frequent patrols for litter and illegal dumping, along with additional signage and waste bins was suggested.</p> <p>Maintaining regular street cleaning and rubbish removal along with addressing vandalism and graffiti for improving the City's appearance. Regular monitoring and quick removal can help keep the city looking well-kept.</p> <p>Upgrading and maintaining the appearance of business areas, particularly shopping centres in older areas of Elizabeth.</p>
<p>Waste management 36%</p>	<p>Concerns about the prevalence of illegal rubbish dumping and the need to educate the community about existing waste management services, such as the two hard waste collections offered per year and what can go into the recycle and green bins. Some suggestions to place large skip bins sporadically in neighbourhoods to make it easier to dispose of large items legally.</p>

Strategic Plan 2025-2028

What we heard

<p>Open Space – green areas 29%</p>	<p>The community want a uniform approach to urban beautification across different areas, including planting trees and maintaining verges. They would like increased maintenance of parks, verges and public spaces (particularly in older areas) while investing in the beautification of the area by planting more greenery, particularly native plants to support local wildlife, promote biodiversity while reducing maintenance costs.</p> <p>Regular upkeep of parks, including mowing, weeding, and irrigation, is essential. There are requests for more frequent cutting of grass and better maintenance of existing green spaces.</p>
<p>Secondary themes were private property, 14% and equity across suburbs 6%</p>	<p>The community want Council to encourage residents to maintain their front gardens and properties as it can enhance the overall look and feel of neighbourhoods. There are concerns about properties that look neglected and attract vermin and a want for Council to address issues associated with these properties.</p> <p>There's a sentiment that older areas are neglected in favour of new developments and that there should be an equal focus on improving and maintaining all areas.</p>

Strategic Plan 2025-2028

What we heard

Community
infrastructure
30%

Overall, 30% of the community emphasised the need for **community infrastructure**.

Of importance to the community is well maintained recreational spaces and facilities that cater to various age groups and interests. They want to see equitable distribution of resources and upgrades to meet growing demands due to population growth and changing recreational preferences.

The most common issues within this priority area are:

Park amenities 57%	Upgrading playgrounds to include basic amenities like toilets, shade areas and BBQ facilities to enhance community use. Further development of community spaces such as dog parks, adventure playgrounds, bike trails and skate parks to promote outdoor activities and social interaction.
Sport facilities 21%	Current sporting facilities modernised that encourage a diversity of participation and expanded to cater for growing populations and interest. Specific requests for upgrading Central Districts Football Club to meet AFL standards, updating facilities at Elizabeth Grove Soccer Club, expansion of Angle Vale Community and Sporting Club.
General infrastructure 21%	Comments about the importance of Council prioritising general infrastructure that meets population needs and upgrades in older areas.

Strategic Plan 2025-2028

What we heard

Community
safety
28%

Overall, 28% of respondents emphasised the importance of **community safety**.

The community wants to feel safer at home and in public spaces by addressing a combination of infrastructure improvements, enhanced police presence and crime prevention through community development initiatives.

General safety is a major concern with multiple mentions of crime, vandalism, hoon drivers and drug-related activities. The community has called for an increased installation of CCTV cameras in parks and high-risk areas, improved street lighting, and ensuring safer pedestrian crossings.

Engaging positively with young people to address anti-social behaviour and crime reduction are also priorities. There were suggestions that Council collaborate more with police, local businesses, schools and residents to create a collaborative approach to crime prevention and address issues such as vandalism and illegal dumping. Additionally, safety improvements to reduce speeding and dangerous driving have been highlighted as necessary measures to enhance community safety.

Financial
responsibility
21%

Overall, 21% of respondents emphasised the importance of **financial responsibility**.

They want to feel confident that Council is transparent in its financial management, focusing on cost-effective solutions that benefit the community without increasing rates unnecessarily.

The community feel that the current rates are too high, especially given the socio-economic status of the area. They are concerned with the cost of living which has come through in many of the themes and particularly the impact on lower-income residents.

The community wants to know where their money is going and believe that more information should be publicly available. They want Council to reassess and reallocate funds from less critical projects to more urgent needs, like road safety and community facilities.

They want the Council to focus on reducing debt and being more financially responsible. Additionally, the community seek improved communication on budget allocation, spending, and project timelines, along with opportunities to provide feedback.

Strategic Plan 2025-2028

What we heard

Employment &
economic support
13%

Overall, 13% of respondents emphasised the importance of **employment and economic support**.

They suggested improving the area's economic situation by increasing employment opportunities for everyone, with targeted programs for young people. Additionally, providing support to local businesses and helping to establish new ones was highlighted.

The community discussed the need to improve the public image of Playford, making it a go-to destination for business. They emphasised the importance of supporting local businesses to prevent shutdowns due to competition from big companies. Renovating and modernising old shopping strips to improve their appeal and encourage small business opportunities was also mentioned.

There are also concerns about housing developments encroaching on valuable horticultural land, with suggestions to create protected agricultural corridors.

Managing growth
responsibly
13%

Overall, 13% of respondents emphasised the importance of **managing growth responsibly**.

The community has expressed concerns related to infrastructure, safety, and quality of life which are being impacted by rapid development. These concerns are also reflected in several other themes.

They want Council to manage this growth effectively by prioritising infrastructure improvements and working closely with stakeholders.

Traffic congestion, deteriorating roads, lack of stormwater infrastructure and insufficient public transport are concerns impacting people's wellbeing. There is also a pressing need for more schools, hospitals, and recreational facilities, along with upgrading outdated facilities to meet growth needs.

Preserving rural areas and preventing expansion into these regions to maintain open spaces and farmland has been raised as important. Respondents also emphasised the need for accountability of developers and responsible urban planning ensuring that new subdivisions are not overly compact.

Strategic Plan 2025-2028

What we heard

Communication & community engagement
13%

Overall, 13% respondents emphasised the importance of **communication and community engagement**.

There is an increased focus on how Council and community information is shared, emphasising the need for trust that Council is actively listening and responding to community needs and requests.

A strong emphasis is placed on providing information about services and events, and ongoing or upcoming Council projects, with clear timelines. This includes more advertising and communication through various channels such as hardcopy magazines, and an improved online presence. Some suggestions include creating a user friendly, central online platform as information is currently spread over multiple channels (Eventbrite, Facebook, website) which can cause confusion.

Residents seek opportunities to provide input and participate in decision-making processes along with increased transparency and community involvement in budgeting decisions of Council.

Other suggestions include organising meet and greet events to provide opportunities for interaction between residents and Council members and having councillors regularly sending out newsletters to keep residents informed of what's happening in their local area.

Environmental sustainability
7%

Overall, 7% emphasised the importance of **environmental sustainability**.

Community feedback highlights the desire for better environmental and tree management practices, a stronger focus on combating climate change and local sustainability projects.

Promotion of renewable energy usage and educational projects linking business opportunities with environmental benefits were suggested as well as more planning to go into creating green spaces that support biodiversity corridors encouraging wildlife and connection to nature.

Furthermore, support for planting more trees and protecting existing vegetation as well as safe removal of dangerous trees, protecting vegetation and waterways and enhancing environmental rejuvenation efforts.

More education is sought particularly regarding rubbish disposal and to encourage the correct use of recycling and green bins.



Next
steps

Strategic Plan 2025-2028

What we heard

In summary

We thank the community again for the time taken to participate in this engagement. We have gathered an invaluable amount of information that will be used to help inform the direction of the draft Strategic Plan 2025-2028.

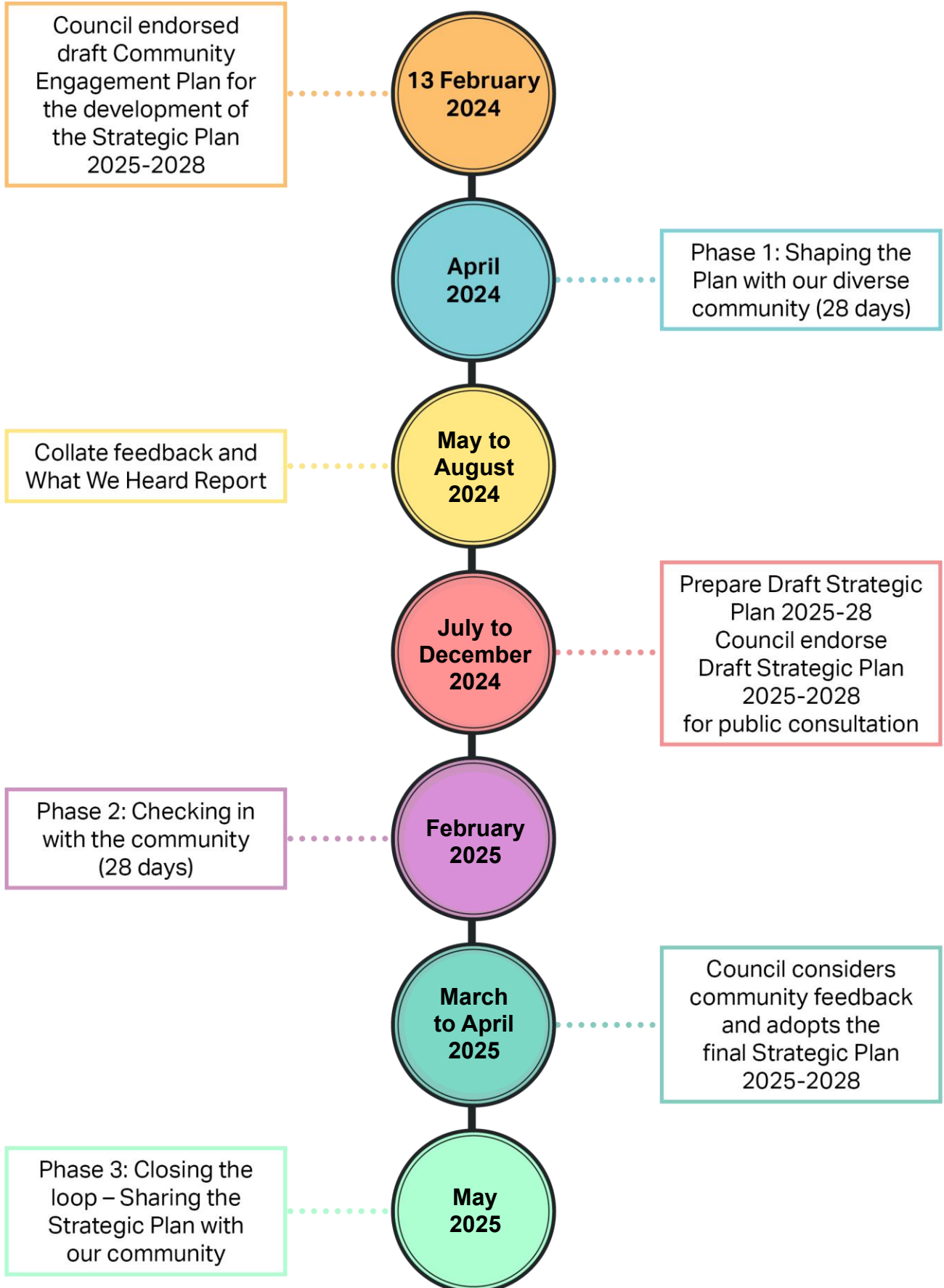
It is important to note that this engagement is one of many sources of information we use to help inform decisions and the development of longer-term Strategic Plans. While this report has illustrated what we heard in this 2024 community engagement, we will also consider ongoing data and insights from Council's customer experience measurement program, the annual Playford Community Survey, deep dive service delivery projects, customer requests and existing community and city data. We also rely on external data and research to understand the broader context that our community is experiencing to inform the development of the draft Strategic Plan.

Next, the Council (Elected Members) will receive and endorse a draft plan for the second round of community consultation. This phase allows the community to offer additional feedback, ensuring that the Strategic Plan 2025-2028 accurately reflects their collective priorities and aspirations.

Strategic Plan 2025-2028

What we heard

Next steps



Appendices



Playford
Make it yours.

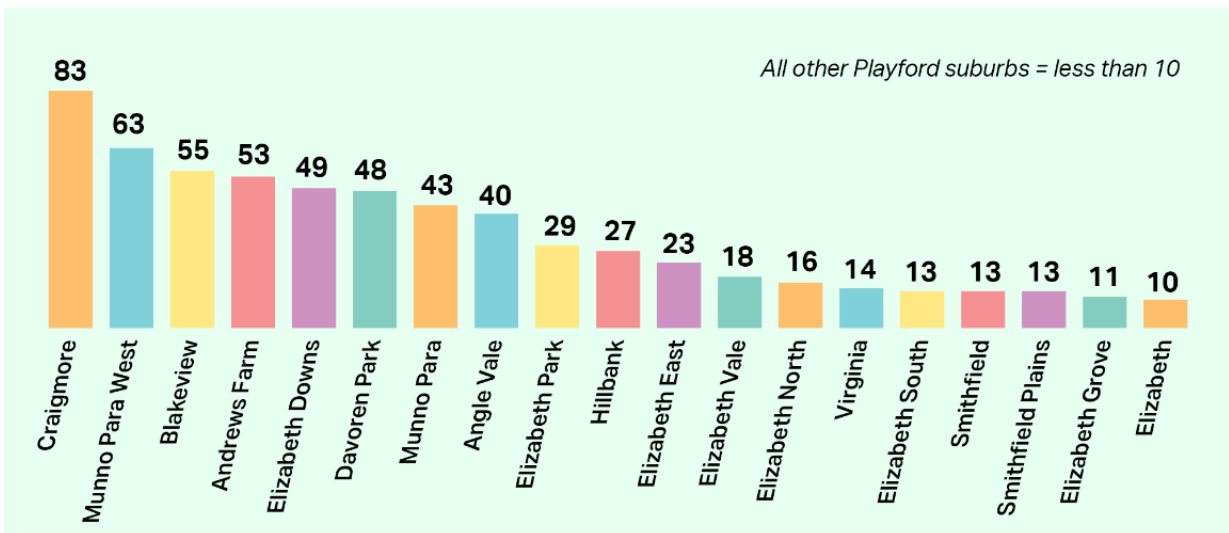
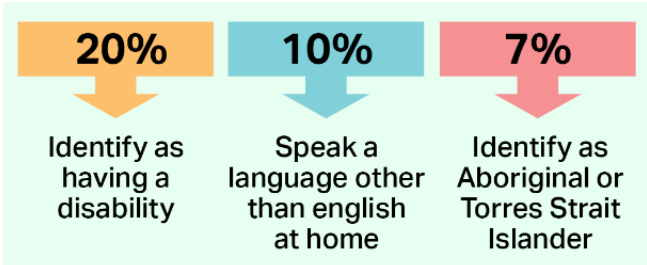
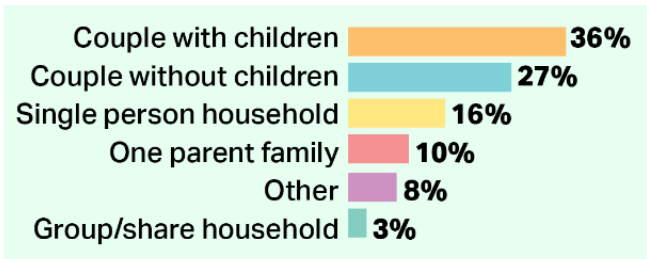
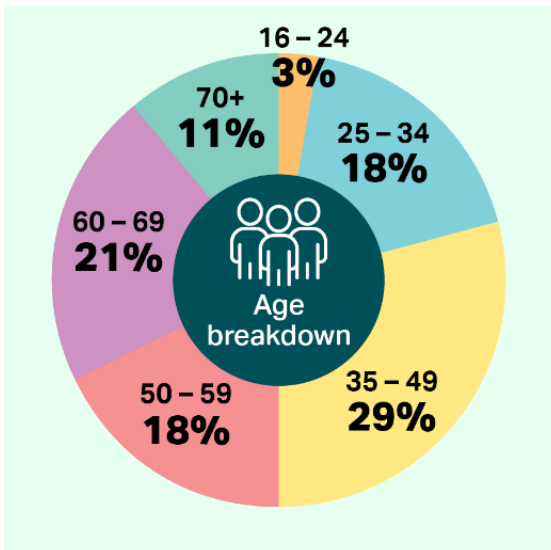
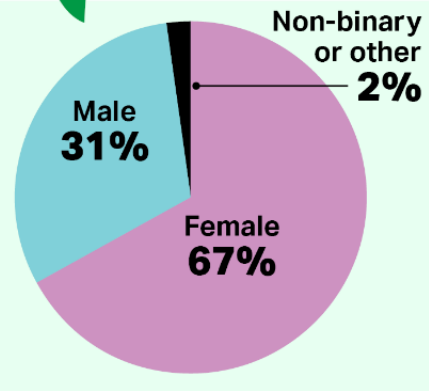
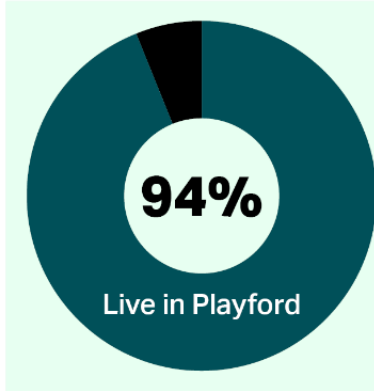


Strategic Plan 2025-2028

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About our survey participants in 2024

1. Survey participants

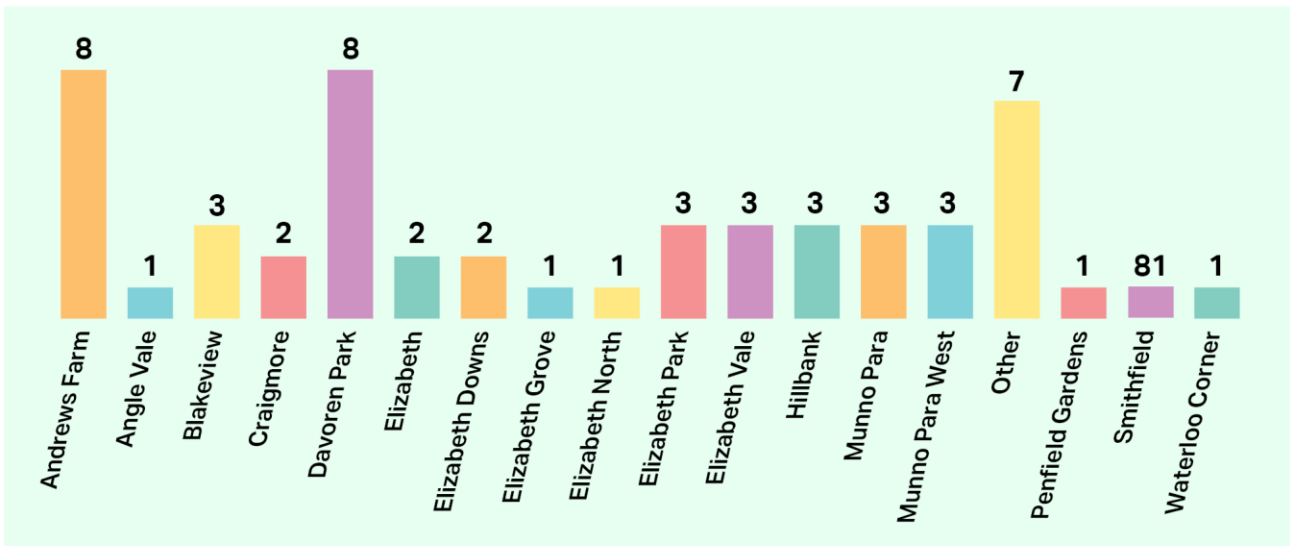
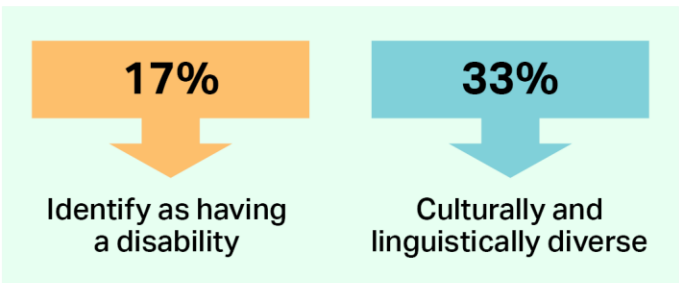
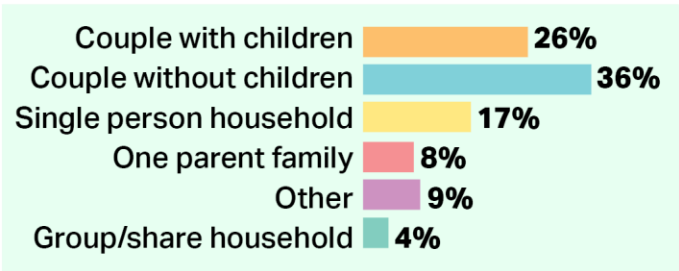
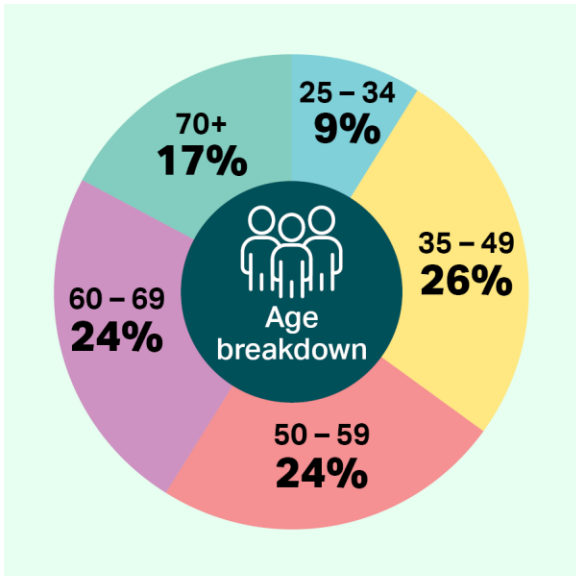
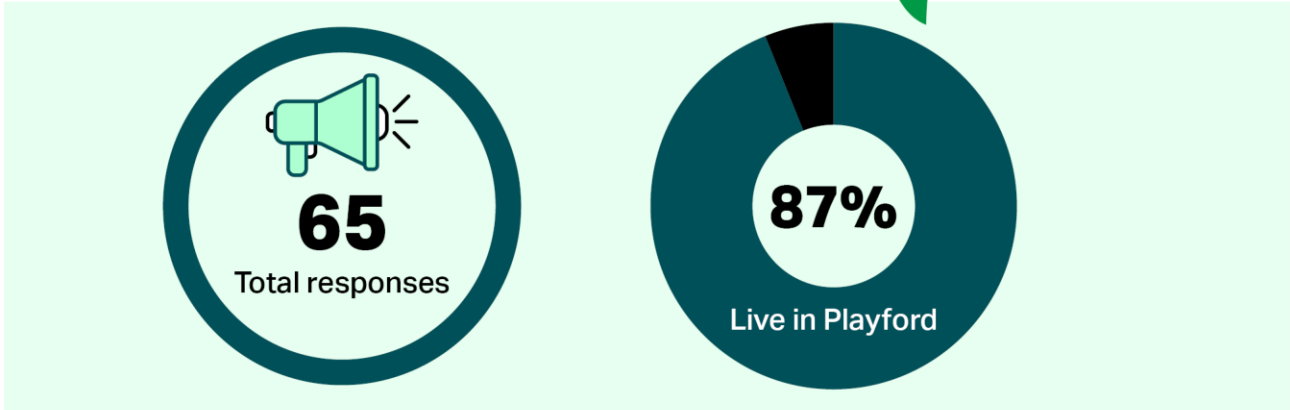


Strategic Plan 2025-2028

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About our
summit
participants
in 2024

2. Summit participants



Percentages based on 53 people who provided their demographic information.

Strategic Plan 2025-2028

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3. Suburb area and suburb sample

The following suburbs were grouped by location to provide a larger sample size for more valid analysis.

All other suburbs remained.

Virginia and surrounds	Smithfield	Rural East including One Tree Hill	Munno Para suburbs	Elizabeth suburbs
Buckland Park	Smithfield	Bibaringa	Evanston Park	Elizabeth Elizabeth Downs Elizabeth East Elizabeth Grove Elizabeth North Elizabeth South Elizabeth Vale
Port Gawler	Smithfield Plains	Gould Creek	Hillier	Edinburgh North
Riverlea		Humbug Scrub	Munno Para	Macdonald Park
St Kilda		One Tree Hill	Munno Para Downs	Penfield
Virginia		Sampson Flat	Munno Para West	Penfield Gardens
Waterloo Corner		Uleybury		
		Yattalunga		

Sample sizes

Note some suburbs received a lower number of responses and should be treated as indicative when interpreting results.

Andrews Farm	Angle Vale	Blakeview	Craigmore	Davoren Park	Elizabeth Suburbs
50	35	52	78	46	162
Eyre*	Hillbank*	Munno Para Suburbs & Hillier	One Tree Hill & Rural East*	Smithfield suburbs*	Virginia & Surrounds*
7	22	101	13	24	19

Strategic Plan 2025-2028

Appendices

4. Engagement Hub project page

Your Strategic Plan 2025 - 2028

Project Overview



One of the most powerful ways you can shape the future of Playford is by helping us develop our strategic plan.

The current phase of our strategic plan is coming to an end, and we want you to be part of the conversation about what comes next.

An exciting way to get involved is by joining us at a Playford Community Summit, complete our survey or come and chat in person at one of our many pop ups.

We look forward to meeting you!

Project Background

What is a strategic plan? The quick answer is a road map, which guides our decision-making. It describes what Council will focus on over the next four years and how we will go about it.

Our current strategic plan has a focus on building community and city foundations. It was developed in partnership with our community – and you told us it was important to address things that impact your everyday life.

We have delivered a wide range of initiatives through the plan. Now it's time to reach out and once again listen to our community and understand what you think lies ahead for Playford.

For more information on what Council has achieved during the past four years and about the new plan refer to the project document library on this page.

How you can get involved?

1. Attend a Community Summit

We are hosting two sessions where community can come together and share thoughts about the future of Playford. Each session is about two hours long and we have a morning and evening session to choose from. We will provide light refreshments to keep you going!

- **Playford Civic Centre, Elizabeth | 16 April 10am – 12.30pm**
- **Spruance Hall, Elizabeth East | 18 April 6pm – 8.30pm**

You will be given everything you need to enable small group discussions, including hosts who will help guide the way. There will be different ways for you to share your thoughts - there are no big speeches or presentations required – just a willingness to express your ideas.

Community Summits have now finished, thank you to everyone who participated.

2. Complete a survey

Your input matters! Take sometime to complete our survey and share your thoughts and ideas. Hard copies available in the project library on this page.

[CLICK HERE TO COMPLETE THE SURVEY](#)

Attend the summit and/or complete the survey to enter a draw to win one of 10 x \$50 Drakes Supermarket vouchers! Terms and conditions are available in the project document library on this page.

Your Language

To translate this page into another language, use the 'Select Language' dropdown below. Please note, automatic translations are provided as a guide only and may not be accurate.

Select Language ▾

Project Document Library

Community Summit Access Guide ▾

Strategic Plan Achievements 2020 - 2024 ▾

Strategic Plan Frequently Asked Questions ▾

Terms and Conditions - Strategic Plan Engagement ▾

Strategic Plan Engagement FAQ ▾

Hard Copy Strategic Plan Survey ▾

EASY ENGLISH Hard Copy Strategic Plan Survey ▾

Timeline

- Registration Open Playford Community Summits**
20 March 2024
Register now to attend the Playford Community Summits in April.
- Community Engagement open**
3 April to 30 April 2024
Participate in the many opportunities to get involved throughout April to share your views.
- What We Heard Report**
June 2024
Check back in to see what the community told us
- Phase 2 - Draft Strategic Plan**
November 2024
Have we got the draft strategic plan right? Let us know

Strategic Plan 2025-2028

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3. Attend a Pop Up Event

Come and visit us at one of our pop-up-events throughout the community listed on this page. We look forward to chatting with you.

For more information, please email connected@playford.sa.gov.au or call 8256 0333.



Who's Listening



Roxanne Withers
Community Engagement
City of Playford

Phone 8256 0263
Email connected@playford.sa.gov.au



Sarah Young
Project Manager
City of Playford

Phone 8256 0333
Email connected@playford.sa.gov.au

Strategic Plan 2025-2028

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5. Playford Make It Yours Campaign Posters and corflutes



Strategic Plan 2025-2028

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Postcards, Interactive decals, digital banners

Playford Make it yours.
Help shape Playford's future by sharing your thoughts.
Home • Future • Community • Life • Growth • Conversation

Council is developing its next strategic plan – a road map that will guide decision-making and focus our work over the next four years.
This April, we want you to be part of the conversation and will be coming to Angle Vale Sports & Community Association on Saturday 20 April 10am – 12.00pm.
We also have many other ways to get involved.
From community summits, a survey and drop-in sessions, scan the QR code to find out more.
Playford Make it yours.

Scan the QR Code or phone 8256 0333 to find out more



Playford Make it yours
Share your thoughts
QR Code

Home • Future • Community • Life • Growth • Conversation

Playford Make it yours.
Help shape Playford's future by sharing your thoughts.
Home • Future • Community • Life • Growth • Conversation

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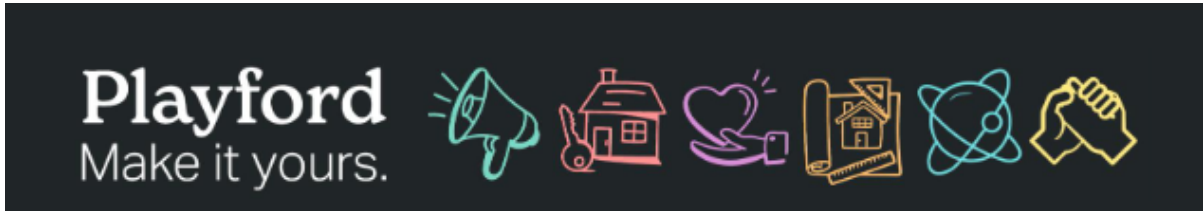
Direct mail templates (personalised and generic)



Strategic Plan 2025-2028

Appendices

6. Survey questionnaire



Strategic Plan Community Survey

Hello and welcome to the City of Playford's 2025-2028 Strategic Plan engagement.

One of the most powerful ways you can shape the future of Playford is by helping us develop our strategic plan.

What is a strategic plan? The quick answer is a road map, which guides our decision-making. It describes what Council will focus on over the next four years and how we will go about it.

The current phase of our strategic plan is coming to an end, and we want you to be part of the conversation about what comes next.

To share your thoughts, you can take part in this survey which will take around 10 minutes to complete, depending on your answers and how much you would like to share with us.

By completing the survey, you will have the chance to **win 1 of 10 x \$50 Drakes Supermarket vouchers!**

How does the survey work? The survey has a mix of tick box questions and open questions where you can share your thoughts in as much or as little detail as you like.

Firstly, we have some very quick questions to help us keep track of who is providing feedback.

1. Which suburb do you live in? _____

2. Please select your age group.

- Under 24
- 25 – 34
- 35 – 49
- 50 – 59
- 60 – 69
- 70 years and older

3. What do you love about City of Playford right now?



4. What helps you feel a sense of belonging in your community? This means feeling like you belong and are part of the place where you live and work

How is Council Going?

Our current strategic plan has a focus on building community and city foundations. It was developed in partnership with our community – based on previous feedback. You told us it was important to address things that impact your everyday life.

The next few questions are about our current Strategic Plan and the 5 community themes we have focused on from 2020 to 2024 under 'Community and City Foundations'.

- **Improving safety and accessibility** – this includes things like footpaths, roads and local parks
- **Lifting city appearance** – this includes the look and feel of our parks and reserves, open space and verges
- **Connecting with our community and each other** – this includes making sure that our residents know about Council's services, events and facilities
- **Supporting business and local employment opportunities** – things such as leveraging opportunities to influence economic growth and job opportunities
- **Using money wisely** – this is about being financially sustainable and continuing to deliver the services our community want

5. Please rank the current community themes in order of importance to you.

Please write 1 in the box that is most important to you. 5 would be your least important.

	Improving safety and accessibility
	Lifting city appearance
	Connecting with our community and each other
	Supporting business and local employment opportunities
	Using money wisely

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6. Using the scale of agreement below, how much do you agree or disagree that Council has delivered against each of these areas in the past 4 years?

	 Strongly disagree	 Disagree	 Neither	 Agree	 Strongly agree
Improving safety and accessibility	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lifting city appearance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Connecting with our community and each other	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Supporting business and local employment opportunities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Using money wisely	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

7. Using the scale of agreement below, how much do you agree or disagree that these are the priorities Council needs to continue to focus on?

	 Strongly disagree	 Disagree	 Neither	 Agree	 Strongly agree
Improving safety and accessibility	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lifting city appearance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Connecting with our community and each other	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Supporting business and local employment opportunities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Using money wisely	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Do you have any comments related to your answers in questions 6 and 7?



Connecting our people

Community and city foundations will be an ongoing focus area for Council, however, we know the importance of building and strengthening connections among our people and community.

The next group of questions will help us understand what connection means to you.

8. What does 'connection' mean to you?

One way that can describe feeling connected to your community is experiencing a sense of belonging and part of the place where you live, go to school, study, work or play.

When people feel a sense of belonging, they experience many positive outcomes, including improved health and wellbeing. They may also be more likely to help others in need, actively participate in community life, volunteer, take pride in their area, look after the environment, and each other.

9. What are the main ways you gain connection with others?

You can tick one or many

- Family
- Friends
- School or study
- Work
- Volunteering
- Cultural groups
- Religious / church groups
- Professional networks
- Social media or other digital / online
- Special interest groups, clubs or associations
- Any others? (please write) _____



10. People can have connection in many ways. How important is it for you to feel connected in your community?



Not important at all



Somewhat unimportant



Neither / neutral



Somewhat important



Extremely important

11. How can it make your life better?

12. How would you describe yourself?

Pick one (1) of the below statements

- I am very connected and feel that this connection enhances my life
- I am connected and satisfied with how my connections bring happiness to my life
- I am not very connected and can feel lonely, or feel I would be happier with more connection
- I am not very connected and am okay with this
- Other (specify) _____

13. How important do you believe community connection is for the wellbeing and success of a community?



Not important at all



Somewhat unimportant



Neither / neutral



Somewhat important



Extremely important

14. Do you have a sense of belonging in your neighbourhood and local area?



Not at all



Not really



Neither / maybe



Mostly



Yes, definitely!

Strategic Plan 2025-2028

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15. Do you feel there is a strong sense of community in your local area?



Not at all



Not really



Neither / maybe



Mostly



Yes, definitely!

16. How confident do you feel to do each of the following?



Not at all confident



Not very confident




Neither confident



Fairly confident



Extremely confident

					
Connect with my neighbours	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Connect with people in my local community	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Know when someone needs help	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Help someone else when they need it	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Find information from Council or elsewhere to help me when I need it	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Use council community facilities or services if I need to	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

17. Where do you feel most connected in your community? Are there any other places or spaces you connect with people?

Tick one or many

- Attending Council run events (eg, Christmas Carols)
- Sports or recreation clubs
- Parks and open spaces, such as walking trails and connecting with nature
- Community centres
- Libraries
- Other (please write) _____

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18. What do you think stops people from feeling connected in our community?

Please select as many as you like from the list or use the text box for anything we have missed. These might be relevant to you or others you know.

- No transport to get to events or activities
- The cost of events or activities
- Not aware of what's on around Playford
- Community services and activities on offer don't appeal
- Physical health
- Mental health
- Accessibility
- Don't know how to make the first step
- Don't know what to expect
- Everything seems to be online but I don't know how to use a computer
- Caring responsibilities
- Too busy
- Language
- Other (please write) _____

19. What would you do to help someone feel more connected if they wanted to?

20. To finish, please think about all the things we have mentioned in these questions and generally about your everyday life.

What would be your top 3 priorities for Council to focus on in the next 4 years?

1	
2	
3	

Strategic Plan 2025-2028

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Thank you for the feedback you have provided so far. We are almost done!

Now just a few final questions about you to help us look at what's important to different people in our community.

21. Which gender do you identify with?

- Female
- Male
- Non-binary
- Transgender
- Please specify

22. Do you speak a language other than English at home?

- Yes (specify) _____
- No

23. Do you identify as Aboriginal or Torres Strait Islander?

- Yes
- No

24. Do you identify as having a disability?

- Yes
- No

25. What is your household structure?

- Single person household
- Couple without children
- Group/share household
- One parent family
- Couple with children
- Other

Interest in future engagements and prize draw!

Council is committed to listening to our community. Would you like to join our 'connected community' where from time to time we will ask you to provide feedback on other topics?

- Yes
- No
- I'm already registered

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Would you like to enter the draw for 1 of 10 x \$50 Drakes supermarket gift cards?

- Yes
- No

If you answered YES to either question above, please leave your contact details below.

First Name _____

Last Name _____

Telephone _____

Email _____

Thank you very much for your time and feedback. We can't wait to share the results with our community.

How to submit this survey

Drop off Playford Civic Centre or Stretton Centre customer service centres

Post Attn: City of Playford Strategic Plan Survey, Community Insights Team
12 Bishopstone Road,
Davoren Park SA 5113

Email connected@playford.sa.gov.au

We care about your privacy and the information you share will only be used for research purposes. The City of Playford works under [The Research Society's Code of Professional behaviour](#).

Strategic Plan 2025-2028

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7. Emails to Connected Community

The Connected Community are a group of community members who have indicated they would like to be contacted on future community engagement and research initiatives. Emails were sent to the connected community inviting people to attend the community summits, and following, inviting participation in a survey. Below is an example email.



Hi Community Member,

You are invited to Playford's Community Summit – April 16 and April 18, 2024

One of the most powerful ways you can shape the future of Playford is by helping us develop our strategic plan.

The current phase of our strategic plan is coming to an end, and we want you to be part of the conversation about what comes next.

What is a strategic plan? The quick answer is a road map, which guides our decision-making. It describes what Council will focus on over the next four years and how we will go about it.

Our current strategic plan has a focus on building community and city foundations. It was developed in partnership with our community – and you told us it was important to address things that impact your everyday life.

We have delivered a wide range of initiatives through the plan. Now it's time to reach out and once again listen to our community and understand what you think lies ahead for Playford.

An exciting way to get involved is by joining us at a Playford Community Summit.

What is a Community Summit? We are hosting two sessions where community can come together and share thoughts about the future of Playford. Each session is about two hours long and we have a morning and evening session to choose from. We will provide light refreshments to keep you going!

- Playford Civic Centre, Elizabeth | 16 April 10am – 12.30pm
- Spruance Hall, Elizabeth East | 18 April 6pm – 8.30pm

You will be given everything you need to enable small group discussions, including hosts who will help guide the way. There will be different ways for you to share your thoughts - there are no big speeches or presentations required – just a willingness to express your ideas.

[Click here to register](#)

If you are unable to join us at a summit, stay tuned for more information about how you can get involved, including through pop-up sessions and an online survey.

For more information, please contact Roxanne in the Community Insights team at connected@playford.sa.gov.au

We hope to see you there!

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8. Social media posts

Total number of 'aware visitors' (social media reach) 46,860

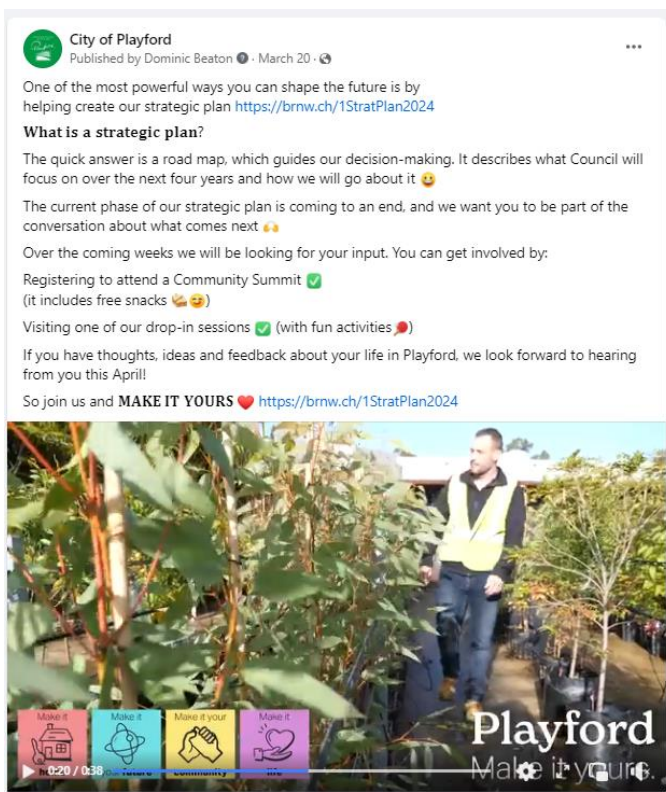
Total number of 'informed visitors' (social media engagement) 3,563

Reach: the number of users who saw the post/content

Engagement: number of interactions on a post

Date 20 March 2024

Message focus: Promote upcoming Strategic Plan engagement and to register for a community summit.



Engagement (Engaged Visitors)	152
Reactions	24
Comments	7
Link clicks	17
Shares	5
Reach (Aware Visitors)	2904

Summary of comments

Concerns about Curtis Road and line marking

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Date 3 April 2024

Message focus:
Launch of consultation

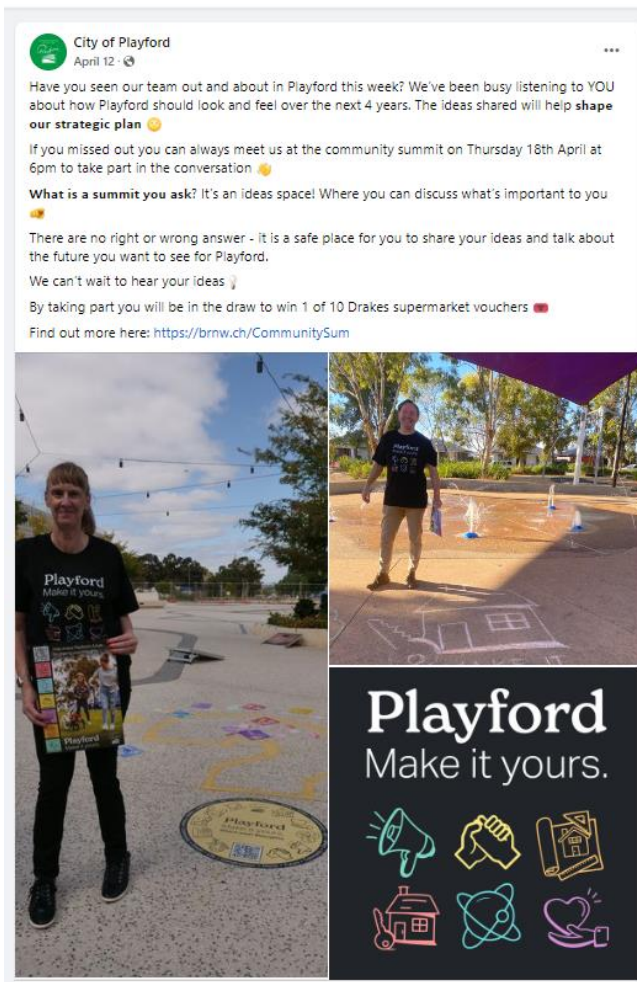
Engagement (Engaged Visitors)	593
Reactions	29
Comments	30
Link clicks	94
Shares	17
Reach (Aware Visitors)	5,162

Summary of comments

Concerns raised regarding footpaths, illegal dumping, traffic management, planning and rates.

Strategic Plan 2025-2028

Appendices



Date 12 April 2024

Message focus: Promotion of engagement opportunities

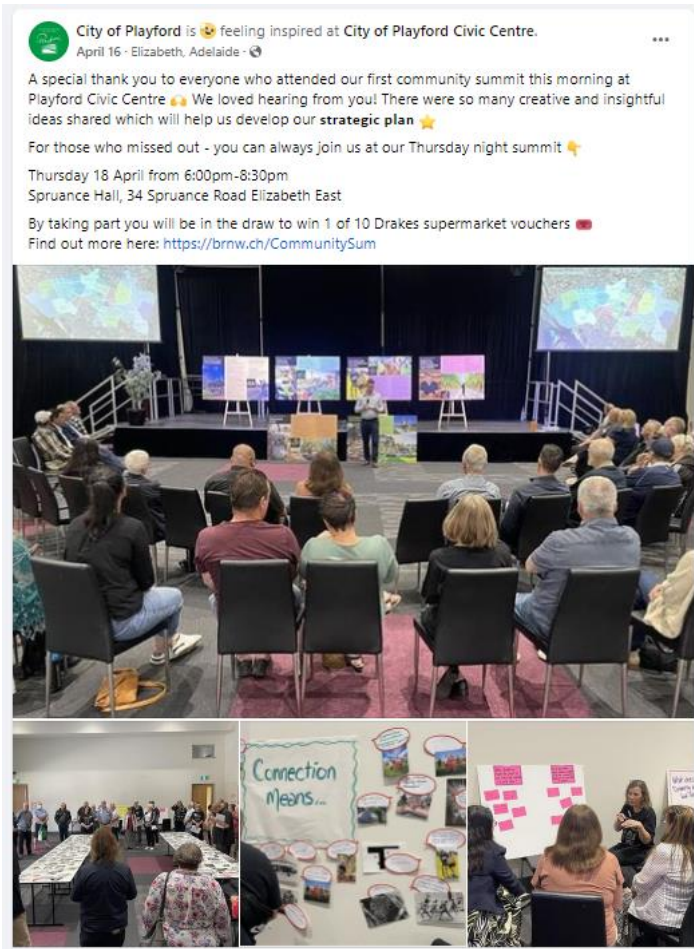
Engagement (Engaged Visitors)	1,242
Reactions	75
Comments	31
Link clicks	15
Shares	9
Reach (Aware Visitors)	7,940

Summary of comments

Concerns regarding roadworks, illegal dumping, Curtis Road, safety in parks and reserves, request for recreation options and youth engagement.

Strategic Plan 2025-2028

Appendices



Date 16 April 2024

Message focus:
Promotion of the Community Summits.

Engagement (Engaged Visitors)	785
Reactions	29
Comments	4
Link clicks	6
Shares	1
Reach (Aware Visitors)	4,374

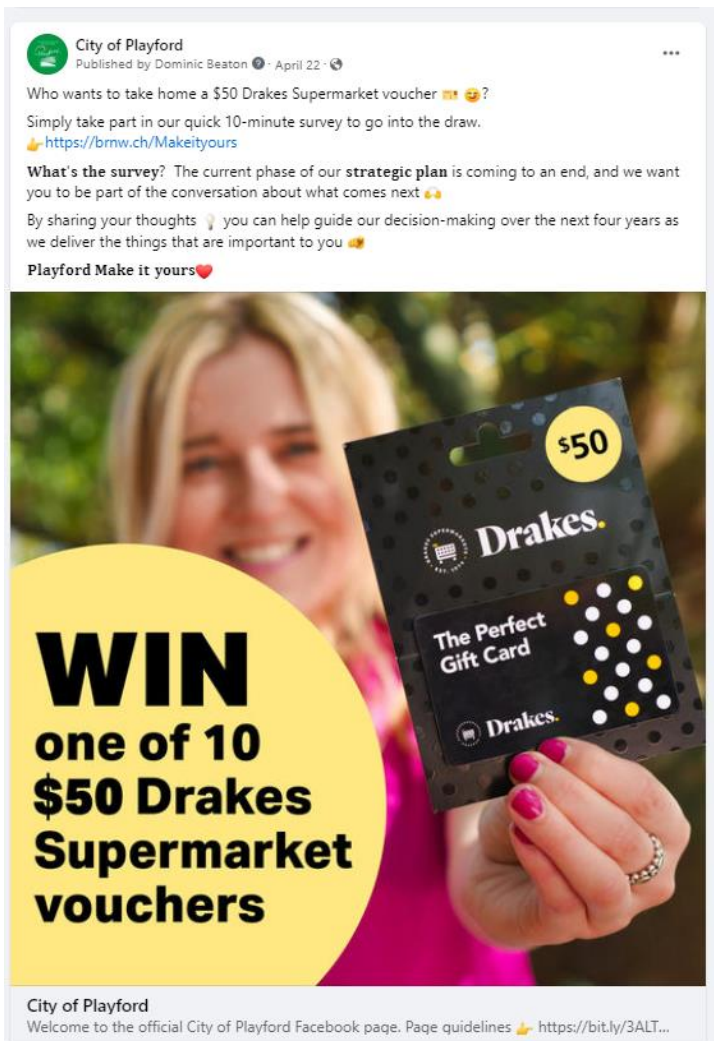
Summary of comments

Positive feedback from a summit attendee.

“Enjoyed it, thank you very much for listening and giving us the opportunity. The staff were so friendly”.

Strategic Plan 2025-2028

Appendices



Date: 22 April 2024

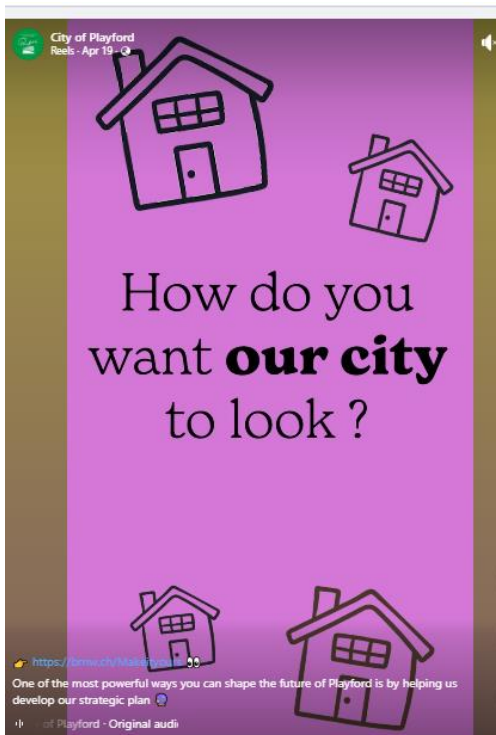
Message focus:
Promoting survey participation

Engagement (Engaged Visitors)	752
Reactions	60
Comments	1
Link clicks	262
Shares	0
Reach (Aware Visitors)	4980

Summary of comments
Nil

Strategic Plan 2025-2028

Appendices



Date: 19 April 2024

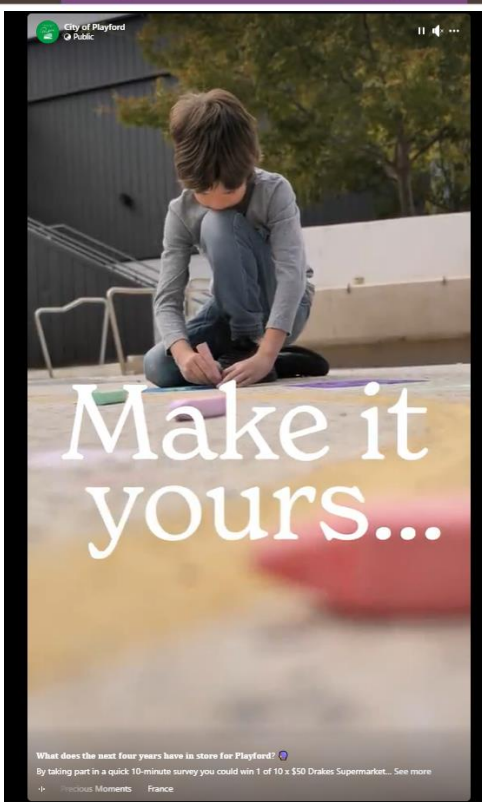
Reel – 30 seconds

Message focus: Raise awareness of engagement.

Reach	4,200
Plays	5,800
Minutes viewed	235
Likes	3
Comments	0
Shares	2

Summary of comments

Nil



Date 10 April 2024

Reel – 30 seconds

Message focus: Raise awareness of engagement.

Reach	4.3k
Plays	6.4k
Likes	26
Comments	14
Shares	4
Minutes viewed	410

Summary of comments:

Concerns re Curtis, Womma and Stebonheath Road congestion and rate increases.