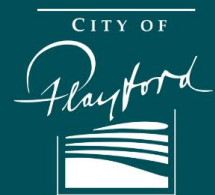




# Playford Community Survey

## **What We Heard Report**

2024





## Thank you

City of Playford Council would like to acknowledge and thank the many community members from across the area and beyond that participated in the Playford Community Survey 2024.

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

We are committed to gathering ongoing feedback from our community to ensure we listen and include their views in our planning and decisions. If you would like to stay informed and be involved about our engagements to share your views, you can become a Connected Community member via the City of Playford Engagement Hub - [playford.engagementhub.com.au](https://playford.engagementhub.com.au).

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# Playford Community Survey

## What We Heard Report 2024

### Executive Summary

As a Council, we have a strong commitment to understand, listen to and engage with our community. One of the ways we do this is through our annual Playford Community Survey (PCS). This survey measures community experiences of those who live, work, study in, and visit Playford and provides us information to help inform how we plan and deliver services and projects across the City of Playford.

Over the past four years, we have engaged with our community through the PCS to track our progress on the 2020–2024 Strategic Plan. We asked community members to reflect on the plan's five Community Themes, which represent Council's and community's priority areas.

In 2021 and 2023, we undertook a more detailed survey, breaking down each theme into several key measures. In 2022, and again in 2024, we have conducted a "pulse check" to assess community's overall experience related to the focus area of each theme.

This year in August, over 1,200 members of the Playford community shared their thoughts and experiences. Feedback was collected through a survey via phone interviews and self-completion options available online and as a hard copy.

The graphics below show the average rating out of 5 for each Community Theme. The 'Average Community Sentiment' represents community's overall trust, confidence and satisfaction with Council over the past 12 months.



The 2024 ratings within each Community Theme have remained steady compared to the previous surveys in 2021, 2022 and 2023. Overall, ratings have been consistently moderate to positive across the different areas.

Results vary in agreement within each theme, reinforcing the diverse needs and expectations of our community. In addition to suburb locations, we can identify differences across age groups, cultural groups and different types of households which assists Council to understand and address ways to improve people's experiences within the city.

Over the past 4 years we have heard that community value the public open spaces in Playford. They also place high importance on their local areas looking and feeling nice and recognise the role of Council in helping to maintain these.

# Playford Community Survey

## What We Heard Report 2024

As our city continues to grow, our community emphasised the importance of being able to move around easily, and highlighted issues associated with road networks, footpaths, and traffic congestion in some areas.

In response to feedback gathered in previous research and engagements, the 2024 survey included questions on communication and events to help us further understand needs and expectations. We asked community what information they would like from Council, and how they would like it shared with them. We also asked about events they'd be most interested in attending, and if there were any barriers that may prevent them from taking part.

In addition to the Community Themes, we asked community to consider their overall satisfaction with Council and any factors that influenced their experience. Over the past four years, feelings of trust, confidence and overall satisfaction in the Council have remained steady and moderate with an average community sentiment score of 3 out of 5.

In addition to tracking our progress towards key themes in Council's 2020-24 Strategic Plan, community feedback will inform planning and decision making across Council a number of ways, including:

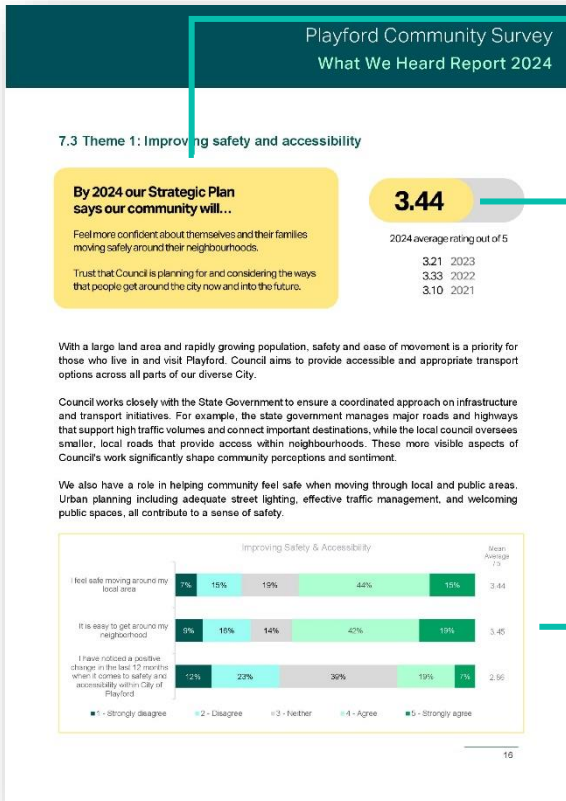
- How we track and review the services that Council provides,
- Providing data for teams across Council to guide priorities, and
- Shaping how we engage and communicate with the community.

The Playford Community Survey offers valuable insights into our community's perspectives and experiences. We look forward to ongoing engagement as we move toward our 2025-2028 Strategic Plan.

# Playford Community Survey

## What We Heard Report 2024

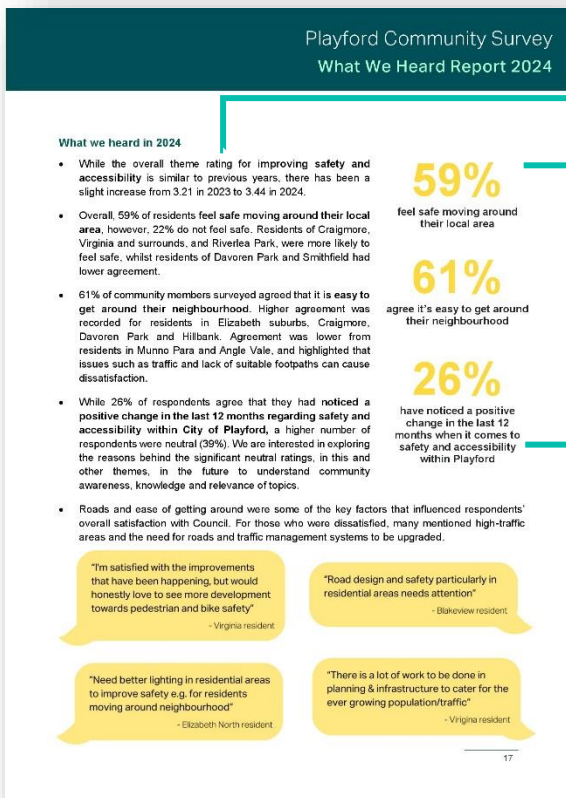
### Understanding this report



This is the Community Theme outcome from Council's Strategic Plan 2020-24. It outlines what Council aimed to achieve and provides context as to what information we looked for in results.

This figure represents our community's overall experience with each Community Theme, on a scale out of 5.

This graph represents the answers selected by participants, who rated each statement on a scale of agreement out of 5, where 1 = strongly disagree and 5 = strongly agree. The scores on the right of the graph are average scores out of 5.



This is a summary and analysis of all results (ratings and comments) related to the Community Theme.

These percentages represent the level of agreement our community had with the overall Community Theme.

It represents the percentage of participants who responded agree (4) or strongly agree (5) to each statement.

The only time this is different is for the overall community satisfaction score. This represents the percentage of participants who responded, moderately satisfied (3), satisfied (4), or very satisfied (5).

### Things to know before reading

#### Your experience

In 2024 we tracked the overall community experience and compared this to benchmarks set in 2021, 2022 and 2023. This year we also gathered insights around the topics of communications and events, and looked to reflect on the last 4 years as we move towards the 2025-28 Strategic Plan.

#### Strategic Plan

The survey questions and this report have been aligned to City of Playford's Strategic Plan 2020-24 Community Themes representing 'Community and City Foundations'.

[Click here to view the Strategic Plan.](#)

#### 5-point scale

Most results are represented on a five-point scale of agreement, where 1 = strongly disagree and 5 = strongly agree. Overall satisfaction also represented on a five-point scale, but differs as 1 = not at all satisfied and 5 = very satisfied.

#### Context

In 2024, over 2,500 comments were received related to sentiment, events, and communications. All of these are categorised into key themes, which helps us to understand people's thoughts and experiences behind ratings and identify the important issues.

#### Sample size & margin of error

Margin of error tells us how much we can expect the survey results to reflect the overall views of the population.

The total sample size for each question varies based on different number of people who answered and therefore, the greatest margin of error for the respondent sample of 1,249 at 95% confidence is +/- 3%. This means that if we asked these questions again, we could expect the result to be the same, plus or minus 3%.

## Background

As a Council, we have a strong commitment to understand, listen to and engage our community. One of the ways we do this is through the annual Playford Community Survey which helps us understand our community's experiences when it comes to living, working and studying in, and visiting City of Playford.

Information collected each year assists Council to understand what our community enjoys about our city and what things we can look to improve.

Prior to 2021, the focus was on Council performance and resident satisfaction, however in 2021 we changed the approach to also help us to better understand our community's diverse experiences in City of Playford.

We aligned the survey questions to be relevant to our 2020-24 Strategic Plan, a guiding document which provides direction for Council's decision-making and resource allocation. The plan was developed alongside community, and the key priority areas that emerged became our five Community Themes (illustrated below).

## Strategic Plan 2020-24: City and Community Foundations Community Themes



Community Theme 1  
**Improving safety and accessibility**



Community Theme 2  
**Lifting city appearance**



Community Theme 3  
**Connecting with our community and each other**



Community Theme 4  
**Supporting business and local employment opportunities**



Community Theme 5  
**Using money wisely**



# Playford Community Survey

## What We Heard Report 2024

Each year, the Playford Community Survey gathers feedback on residents' experiences and their satisfaction with how each Community Theme has been addressed.

In 2021 and 2023, we conducted more detailed surveys, breaking each theme down into several key areas to better understand community experiences with specific services and facilities, and how different factors impact their overall sentiment towards Council.

In 2022 and now in 2024, we have carried out shorter "pulse check" surveys to look at overall satisfaction with each theme and whether residents had noticed any positive changes over the past 12 months.

As 2024 is the last year of the current strategic plan, it's an opportunity to reflect on Council's progress, what we've learned, and how we can build on these insights in the 2025-2028 plan.

Our overall research objectives were:

- To understand community perception, sentiment and lived experience in the final year of Council's 2020-24 Strategic Plan.
- Actively listen to community feedback and share learnings.
- To deliver a survey that makes community data more accessible to Council staff, support and compliment other data sources and insights, and build staff's understanding of our community.
- To continue to build a Connected Community database of involved community members for future engagement activity.
- To identify change in sentiment as a result of Council strategies and initiatives.

With survey results now available, we will ensure our community's collective voice and key themes from their feedback is considered in planning and delivery.

# Playford Community Survey

## What We Heard Report 2024

### What we asked

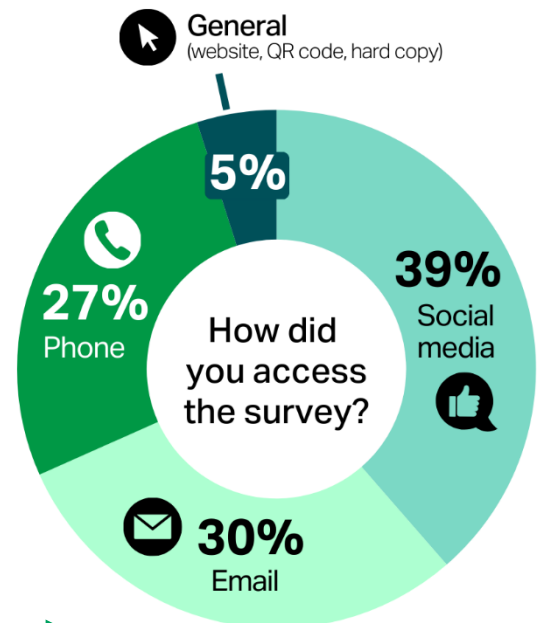
Topic	Description
<b>Community Theme Statements</b>	<p>To understand how our community experiences the City of Playford, a series of 'I' statements were developed in 2021, based on each theme within Council's Strategic Plan. Participants were asked rate their level of agreement with these statements. To align with data gathered in 2022, in 2024 participants were asked about their overall experience related to each community theme, and if they noticed any positive change within the last 12 months.</p> <p>New in 2024, participants were asked about their perception of public areas in Playford, their preferences related to communication from Council, and Council events.</p>
<b>Sentiment</b>	<p>Questions were included about trust, confidence, and overall satisfaction to see how our community feels towards Council and understand the drivers of positive and negative sentiment.</p>
<b>Demographics</b>	<p>Questions about age and suburb were asked to secure a representative sample and breakdown the data by segments of our community. Further questions on household structure, disability, and cultural background were included to help us understand how our different community groups experience City of Playford.</p>
<b>Further engagement</b>	<p>At the end of the survey, we asked participants if they would like to be involved in future research by becoming a member of our Connected Community. This database will help us re-engage this group in any future engagement activity, where relevant.</p>

### How we sought information

The Playford Community Survey was conducted between 12 and 26 August 2024, with a total of 1,249 community members completing the survey.

A mixed methodology was used comprising phone interviews, online surveys and hard copy options. The survey was promoted through social media, through City of Playford opt-in email databases, printed materials and information through Civic and community centres.

Of the 1,249 participants, 300 respondents completed the survey over the phone. This was administered by market research company, Micromex Research. All other survey channels were administered by City of Playford, and the combined results are presented in this report. Response mode can be seen in this graph. →



To ensure there was representation of the Playford community, targets on age and suburb were used in line with city's demographic profile. A marketing campaign running alongside the survey targeted specific ages and suburbs to help reach survey targets.

A competition prize draw with the chance to win 1 of 5 x \$50 Elizabeth City Centre Gift Cards was offered to all participants as an incentive to participate.

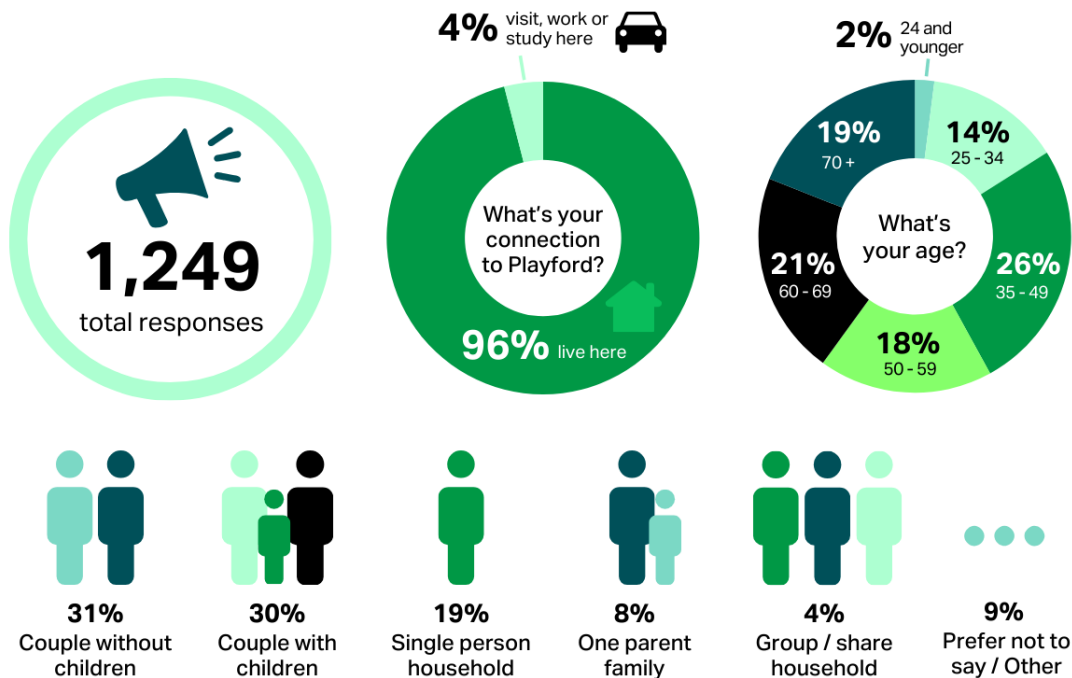
As a result of this mixed methodology, we achieved a good representation of our community, which is shown on the next page.

We have seen the importance of offering varied survey methods for greater accessibility, especially for people with different digital and language abilities. Future surveys will continue using these strategies and look for new ways to increase participation and access further, with a focus on younger people, people from CALD backgrounds and residents of suburbs with lower survey responses rates.

# Playford Community Survey

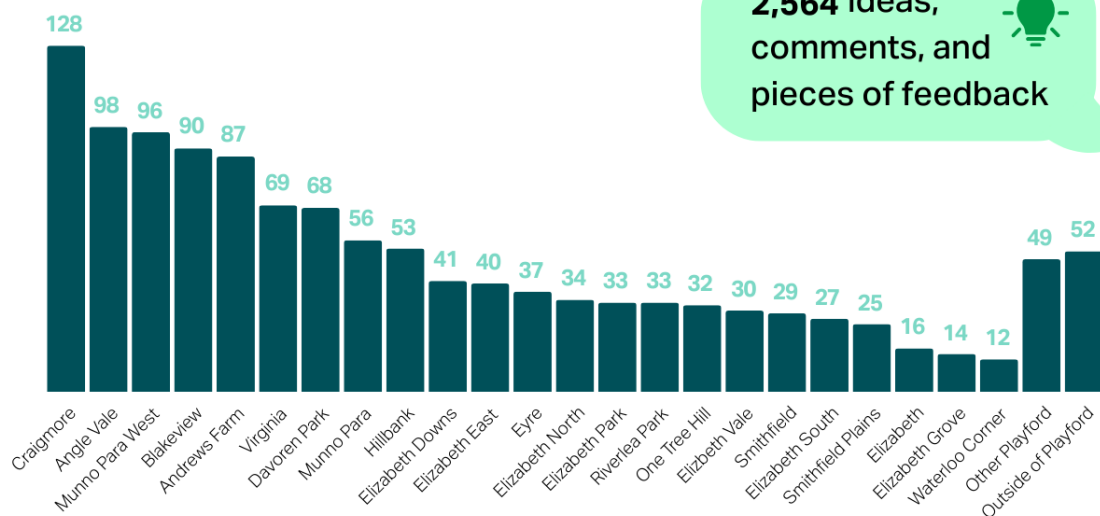
## What We Heard Report 2024

### About our participants



**56%** had contacted Council in the last 12 months

**2,564** ideas, comments, and pieces of feedback



Playford suburbs not listed had less than 10 responses

Figures rounded to the nearest whole number; totals may not equal 100%



## 7. What we heard

### 7.1 Key observations

#### Consistent experiences

Community experience since 2021 has remained consistent across the Community Themes.

#### Sentiment

A lot of our community have had a good experience living in Playford in the past 12 months and are positive about Council performance. Those who were less satisfied highlighted a few areas where they saw potential for future improvement.

#### Unique suburbs

Playford has many established and emerging suburbs. While things like roads, footpaths, and green spaces are important to everyone – each neighbourhood has their own priorities. By understanding these, Council can provide support that's more meaningful to the community.

#### Communication and events

Community would like regular and relevant communication from Council on topics that matter to them, in a format that is easily accessible. We also aim to provide events that align with the interests and priorities of our community.

#### What our community **enjoys** about City of Playford

- Spending time in parks and open spaces
- Public areas around Playford that are well maintained and look nice
- Positive interactions with and responsiveness from Council
- Enjoyable community events
- Community programs and services

#### The **top priorities** for Playford

- Roads and footpaths that are maintained and improved for ease of movement and safety
- Lifting city appearance across all suburbs through management of rubbish, verges, trees, green spaces, and community infrastructure
- Community being able to access information about Council's operations, planning, spending and initiatives
- Continuing to build trust with community

#### Statements with the **highest** agreement (above 3 / 5)

- I agree that public areas in Playford look and feel nice (3.48)
- It's easy to get around my neighbourhood (3.45)
- I am satisfied with the level of information available about the services and facilities provided by Council (3.39)

#### Statements with the **lowest** agreement (below 3 / 5)

- I have noticed a positive change in the last 12 months when it comes to Council using money wisely (2.73)
- I agree Council is spending rates wisely and using resources for the good of the community (2.80)
- I am confident Council will deliver what it promises over the next year (2.92)

Numbers in brackets represent the average mean scores, where 1 = completely disagree and 5 = completely agree.

### 7.2 Strategic Plan Community Theme Ratings

Over the past four years, the Playford community has given relatively consistent ratings across the five Community Themes.

Ratings are considered 'moderate' on average due to the variety of scores across each measure. On average across all themes, 33% of responses were neutral (3 out of 5) while others expressed a mix of positive and negative experiences. This range highlights the diverse experiences, needs, and expectations within our community.

In addition to suburb locations, we can identify differences across age groups, cultural groups and different types of households which will assist Council to understand and address ways to improve people's experiences within the city.

See comparative scores of overall measures from 2021 to 2024 surveys on the next page.

#### Community Theme comparisons over time

The Community Theme ratings in 2022 and again in 2024 are the average score given out of 5 when we asked about our community's overall experience of that theme. The 2021 and 2023 surveys were more detailed, and their ratings reflect the average of all questions within each theme. The next sections explore each of the Community Themes in more depth.

Theme scores have remained stable since 2021. While some scores have had slight increases or decreases, these changes have not been statistically significant.

Community Theme	2024	2023	2022	2021
Improving safety & accessibility	3.44	3.21	3.33	3.10
Lifting City appearance	3.23	3.68	3.03	3.62
Connecting with our community & each other	3.39	3.27	3.26	3.16
Supporting business & local employment opportunities	3.23	3.80	3.28	3.79
Using money wisely	2.80	2.81	2.91	2.73
Community sentiment (Trust, Confidence & Satisfaction)	3.03	3.03	3.07	3.06

# Playford Community Survey

## What We Heard Report 2024

Within each theme, we asked for respondents' overall sentiment. The 2024 results are presented below alongside comparisons to 2023, 2022, and 2021, showing minor changes each year.

Community Theme	Statement / Question	2024	2023	2022	2021
Improving safety & accessibility	I feel safe moving around my local area	3.44	3.25	3.22	3.10*
	It is easy to get around my neighbourhood	3.45	3.42	3.45	
Lifting City appearance	Overall, I agree that my neighbourhood looks and feels nice	3.23	3.40	3.03	3.19
Connecting with our community & each other	Overall, I am satisfied with the level of information available about the services and facilities provided by Council	3.39	3.45	3.26	3.3
Supporting business & local employment opportunities	Overall, I agree Council is doing what it can to support local jobs and businesses	3.23	3.33	3.28	3.26
Using money wisely	Council is spending rates wisely and using resources for the good of the community	2.80	2.81	2.91	2.73
Overall community sentiment	I am confident Council will deliver what it promises over the next year	2.92	2.95	2.98	2.92
	I trust Council is doing its best for the community	3.12	3.12	3.08	3.10
	Overall, for the last 12 months, how satisfied are you with the performance of City of Playford?	3.06	3.01	3.16	3.15

\*In 2021, the statement was: 'Overall, I agree it's safe and easy to get around my neighbourhood'. From 2022 onwards, safe and easy were divided into two questions.

### 7.3 Theme 1: Improving safety and accessibility

#### By 2024 our Strategic Plan says our community will...

Feel more confident about themselves and their families moving safely around their neighbourhoods.

Trust that Council is planning for and considering the ways that people get around the city now and into the future.

# 3.44

2024 average rating out of 5

3.21 2023

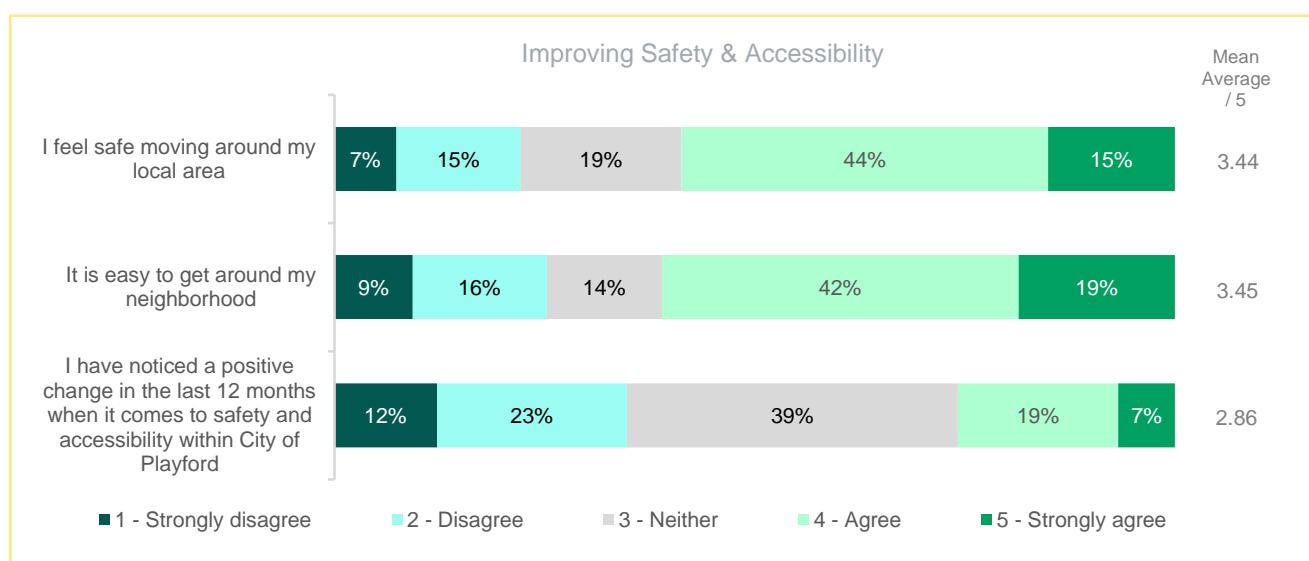
3.33 2022

3.10 2021

With a large land area and rapidly growing population, safety and ease of movement is a priority for those who live in and visit Playford. Council aims to provide accessible and appropriate infrastructure for safe and easy movement across all parts of our diverse City.

Council works closely with the State Government to ensure a coordinated approach on infrastructure and transport initiatives. For example, the state government manages major roads and highways that support high traffic volumes and connect important destinations, while the local council oversees smaller, local roads that provide access within neighbourhoods. These more visible aspects of Council's work significantly shape community perceptions and sentiment.

Council also has a role in helping community feel safe when moving through local and public areas. Urban planning including adequate street lighting, effective traffic management, and welcoming public spaces, all contribute to a sense of safety.





# Playford Community Survey

## What We Heard Report 2024

### What we heard in 2024

- While the overall theme rating for **improving safety and accessibility** is similar to previous years, there has been a slight increase from 3.21 in 2023 to 3.44 in 2024.
- Overall, 59% of residents **feel safe moving around their local area**, however, 22% do not feel safe. Residents of Craigmore, Virginia and surrounds, and Riverlea Park, were more likely to feel safe, whilst residents of Davoren Park and Smithfield had lower agreement.
- 61% of community members surveyed agreed that **it is easy to get around their neighbourhood**. Higher agreement was recorded for residents in Elizabeth suburbs, Craigmore, Davoren Park and Hillbank. Agreement was lower from residents in Munno Para and Angle Vale, and highlighted that issues such as traffic and lack of suitable footpaths can cause dissatisfaction.
- While 26% of respondents agree that they had **noticed a positive change in the last 12 months regarding safety and accessibility within City of Playford**, a higher number of respondents were neutral (39%). We are interested in exploring the reasons behind the significant neutral ratings, in this and other themes, in the future to understand community awareness, knowledge and relevance of topics.
- Roads and ease of getting around were some of the key factors that influenced respondents' overall satisfaction with Council. For those who were dissatisfied, many mentioned high-traffic areas and the need for roads and traffic management systems to be upgraded.

59%

feel safe moving around their local area

61%

agree it's easy to get around their neighbourhood

26%

have noticed a positive change in the last 12 months when it comes to safety and accessibility within Playford

"I'm satisfied with the improvements that have been happening, but would honestly love to see more development towards pedestrian and bike safety."

- Virginia resident

"Road design and safety particularly in residential areas needs attention."

- Blakeview resident

"Need better lighting in residential areas to improve safety e.g. for residents moving around neighbourhood."

- Elizabeth North resident

"There is a lot of work to be done in planning & infrastructure to cater for the ever growing population/traffic."

- Virginia resident

### 7.4 Theme 2: Lifting city appearance

#### By 2024 our Strategic Plan says our community will...

Feel more pride in the appearance of their neighbourhood.

Be inspired to take more initiative in how their street and local neighbourhood looks.

Experience increased wellbeing as they enjoy spending more time in public realm spaces that look and feel nice.

## 3.23

2024 average rating out of 5

3.68 2023

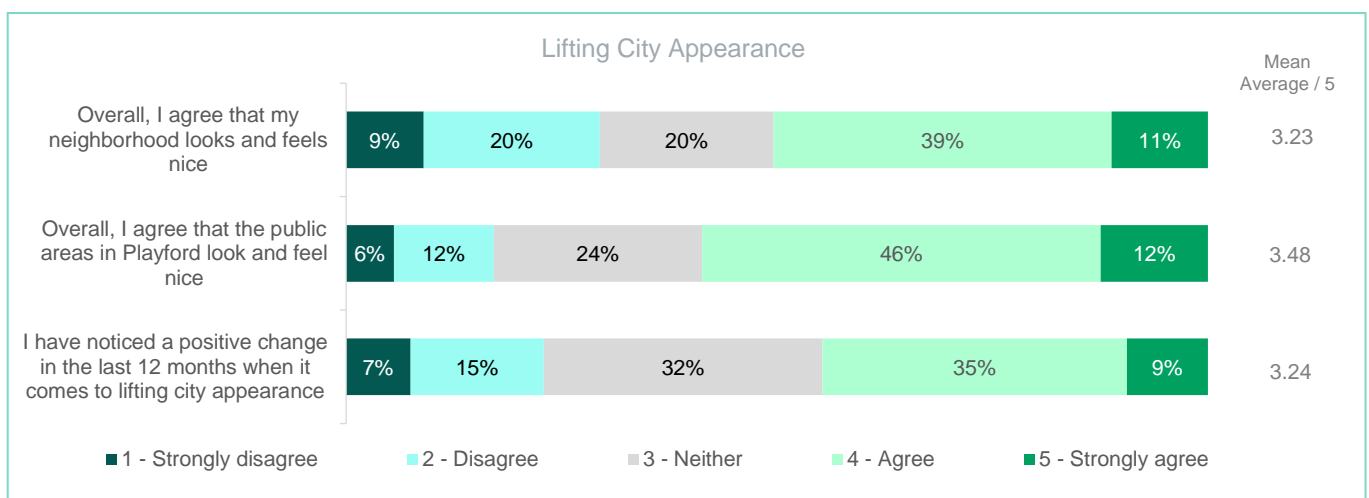
3.03 2022

3.62 2021

Having a City that looks and feels nice is important to the Playford community. Well-maintained infrastructure, clean streets, and green spaces can contribute significantly to the enjoyment of local and public areas and sentiment towards Council.

Nearly half of respondents felt that they had seen a positive change when it came to lifting city appearance over the last 12 months. Council is always working to lift our City's appearance, and to create and maintain spaces that our community can feel proud of.

In 2024, we asked community to reflect on the look and feel of public spaces around Playford, with 58% agreeing they look and feel nice. Having parks, reserves, playgrounds, and community facilities that are enjoyable to spend time in is something we know community highly values.



# Playford Community Survey

## What We Heard Report 2024

### What we heard in 2024

- Respondents' overall agreement with **lifting city appearance** has slightly dropped from 3.68 in 2023 to 3.23 in 2024.
- 51% of respondents agreed that **their neighbourhood looks and feels nice**, 9% higher than 2021. Agreement was higher from residents of Blakeview, Eyre and Riverlea Park and lower for those in Munno Para suburbs, Davoren Park and Smithfield. Green spaces, street trees and verges, and management of rubbish, all impacted how community felt towards their appearance of their local area.
- There was a higher level of agreement when asked if **public areas in Playford look and feel nice**, with 58% of respondents agreeing. Respondents living in Eyre or Hillbank were more likely to agree, while those from Angle Vale and Smithfield were less likely.
- Residents of Elizabeth suburbs were more likely to agree that they had **noticed a positive change in the last 12 months when it comes to lifting city appearance**, whilst Angle Vale residents were less likely to agree.
- Some respondents noted inconsistencies in the appearance of different areas within Playford, and the value of making sure all areas receive balanced attention to enhance the overall look and feel of the City.

50%

agree their neighbourhood looks and feels nice

58%

agree that public areas in Playford looks and feels nice

44%

have noticed a positive change in the last 12 months when it comes to lifting city appearance

"I have seen positive changed across many areas. The Fremont Park redevelopment is a stand out. The McGilp Oval is a long awaited upgrade."

- One Tree Hill resident

"Upgrade in Virginia centre and general landscape has improved along sides of road."

- Virginia resident

"Some areas of the city look dirty with scattered rubbish on the streets and public areas."

- Elizabeth South resident

"I can see developments and the suburban areas of the council looks great, however I feel that the more rural areas such as Humbug Scrub are quite neglected."

- Humbug Scrub Resident

# Playford Community Survey

## What We Heard Report 2024

### 7.5 Theme 3: Connecting with our community and each other

#### By 2024 our Strategic Plan says our community will...

Trust Council, understand the services it delivers and actively use those services. Value what Council does and what Council can do for them.

Feel that Council is approachable and easy to interact with.

Feel listened to.

3.39

2024 average rating out of 5

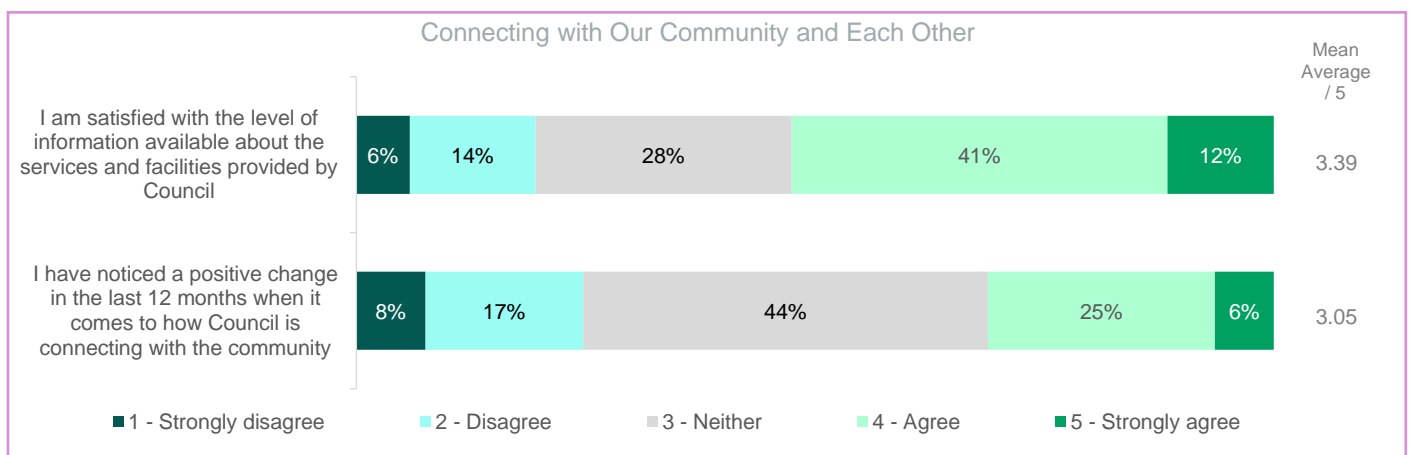
3.27 2023

3.26 2022

3.16 2021

Overall, our community felt satisfied with the information available from Council, and this has improved since 2021. However, we know that there are areas of Council's activity that community are less aware of. This is reflected in the number of respondents who feel "neutral" about noticing positive changes in council connecting with community over the past year. We know that when people are more aware of the Council initiatives, they feel more satisfied with Council's performance.

The 2024 Playford Community Survey included a focus on communication between Council and community, and community events. Based on feedback received in previous years, we understand that these two areas can impact community's sense of connection with Council and with others around them.





# Playford Community Survey

## What We Heard Report 2024

### What we heard in 2024

- The overall theme rating for **connecting with our community and each other** is steady. It has increased slightly to 3.39 in 2024, compared to 3.27 in 2023 and 3.26 in 2022.
- 53% of respondents were satisfied with the **level of information available about services and facilities** provided by Council. Higher agreement was seen from residents of Elizabeth suburbs, with residents of Angle Vale and Virginia and surrounds expressing lower levels of agreement.
- 31% of residents agreed they have seen a **positive change in the last 12 months** when it comes to how Council is connecting with the community. This is consistent with what we heard in 2022.
- Respondents felt they would benefit from additional information from Council in areas that affect their day-to-day life such as roads and upgrades in their local area. Preferred methods of communication varied between suburb and age groups as shown on the next page.
- When asked about community events, respondents preferred family friendly events or markets, and would generally like to see several smaller, local events throughout the year, as opposed to one larger event.

# 53%

are satisfied with the level of information available about the services and facilities provided by Council

# 31%

have noticed a positive change in the last 12 months when it comes to how Council is connecting with the community

"I believe City of Playford keep their residents well informed about what is happening in relation to construction and development but I would love to see more events, or at least more marketing of these as I feel I don't know when something is happening."

- Munno Para West resident

"Need to listen to residents more especially in regards to roads / intersections."

- Virginia resident

"I don't know enough about Council's projects and activities."

- Craigmore resident

"Every time we have been in contact with the council either regarding our current house or the house we are building, they have been prompt with information and support to deal with the issues."

- Blakeview resident

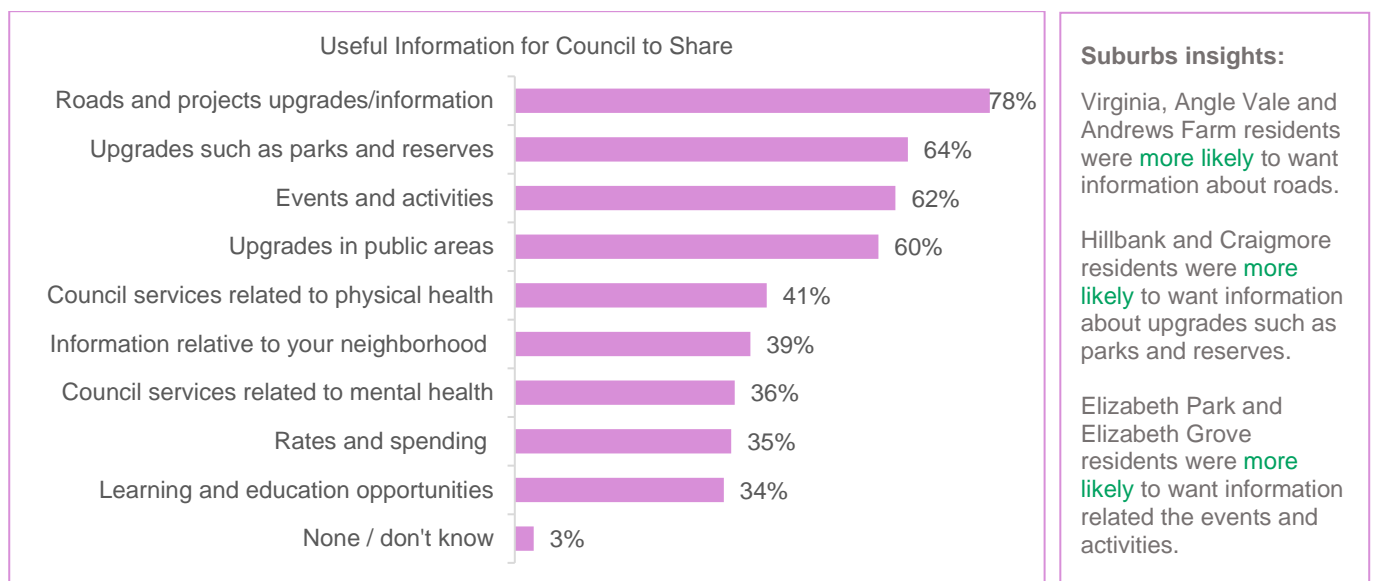
# Playford Community Survey

## What We Heard Report 2024

### Communication

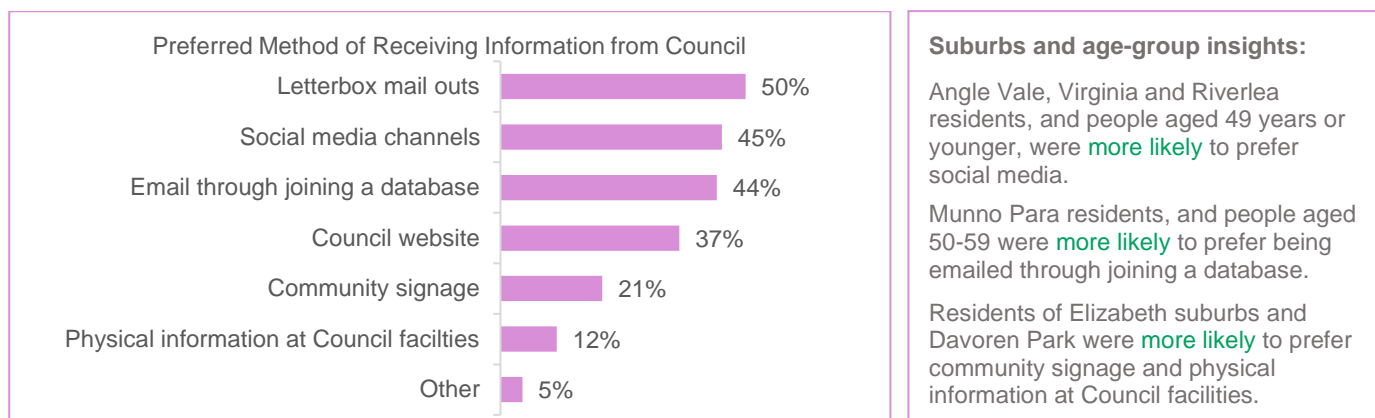
#### What do people want to know?

The Playford community most commonly requested information about **roads**, such as upgrades and project timelines (78% of respondents). 64% of respondents sought communication about **upgrades** such as parks and reserves in their local area, with other priority areas including **events and activities** (62%) and **improvements to public areas** (60%).



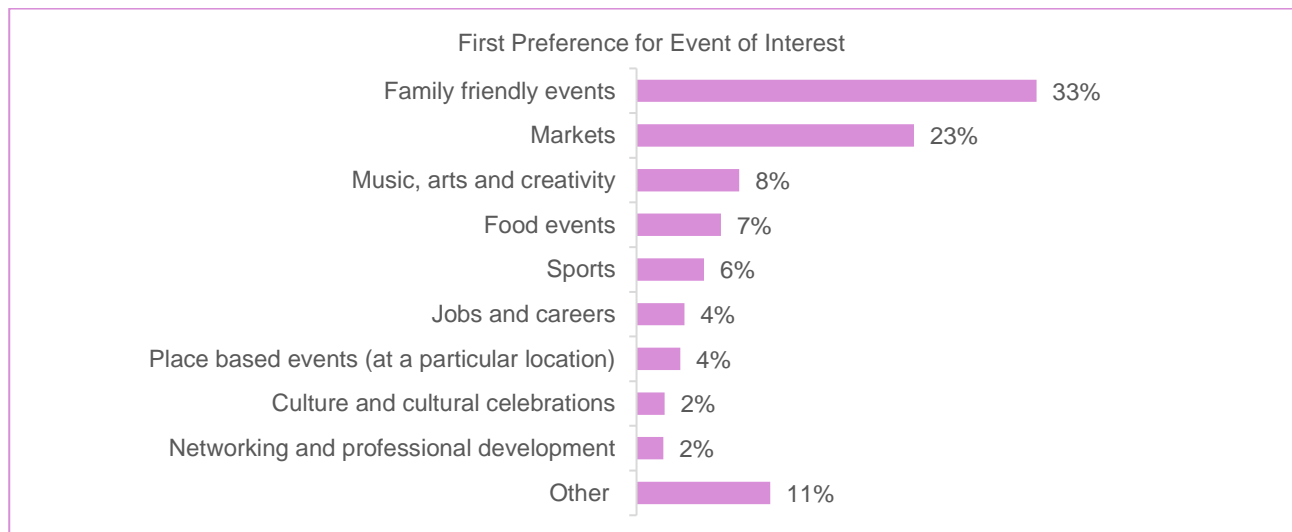
#### How do people want to know?

Residents showed the highest preference for receiving information from Council through **letterbox mail outs** (50%) and **social media** (45%), followed by **emails through joining a database** (44%), and the **Council website** (37%).

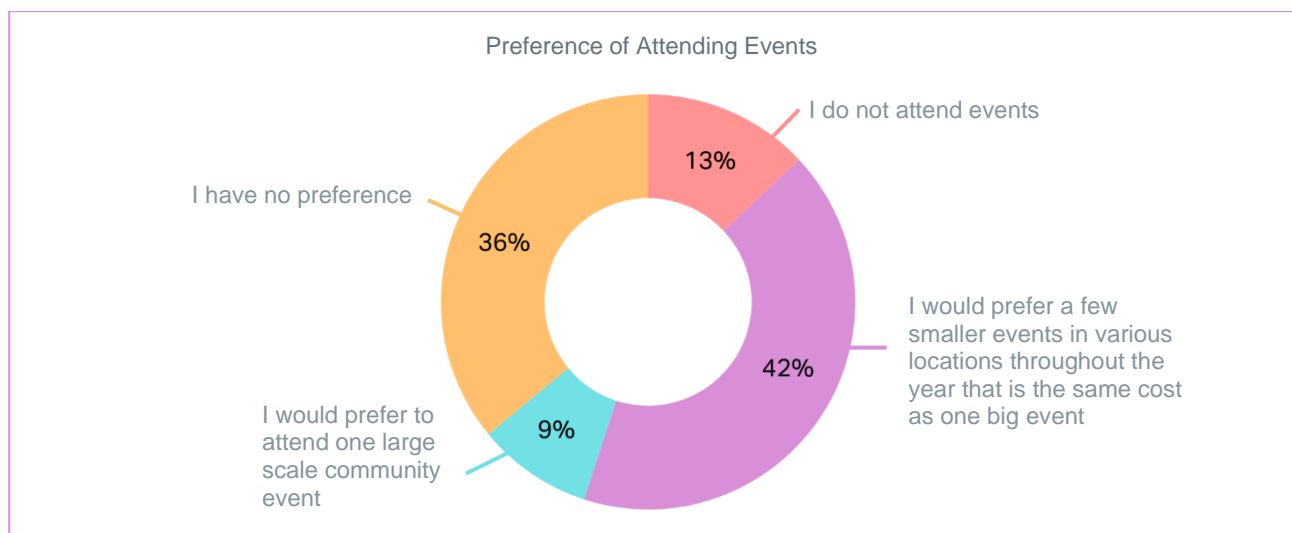


### Events

**Family-friendly events** were the top choice for 33% of residents, while 23% expressed a preference for **markets**. Residents of Angle Vale were most likely to prefer family-friendly events. Markets were more commonly preferred by respondents from Andrews Farm and Virginia, with lower interest in Smithfield. Residents of Craigmore and Riverlea Park showed a stronger preference for **sports**, while those in Hillbank had a higher preference for **food events**.



Many people in the community value Council events. While more than one third have no particular preference on what is offered, 42% of respondents would prefer to attend **a few smaller events in various locations throughout the year that is the same cost as one big event**. Comments mentioned the benefits of offering different times and locations to suit different attendees, less crowds, and being easier to move around. Potential barriers to attending events included the cost, available parking, and having sufficient facilities.



### 7.6 Theme 4: Supporting business & local employment opportunities

#### By 2024 our Strategic Plan says our community will...

Feel confident Council is doing what it can to support local jobs and businesses.

Feel inspired to gain education, training and new skills because there is a better chance of getting a job here.

# 3.23

2024 average rating out of 5

3.80 2023

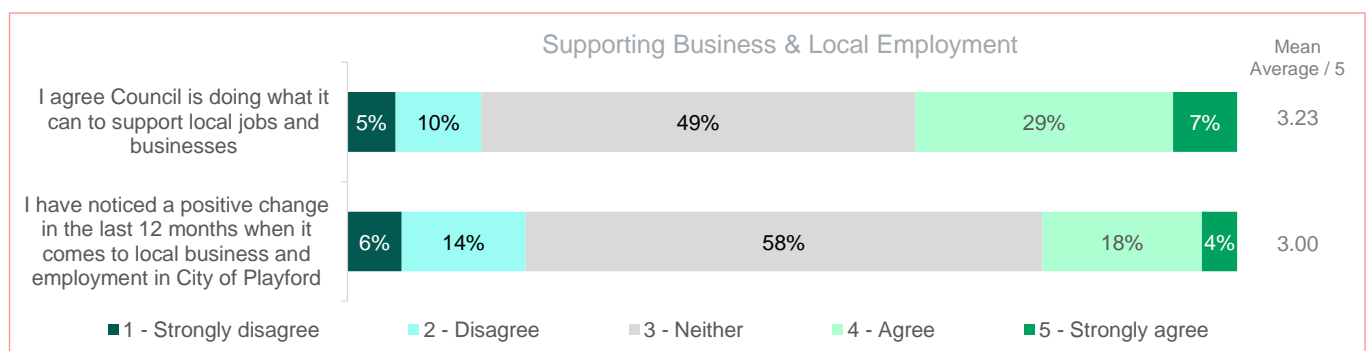
3.28 2022

3.79 2021

The Council supports local jobs and businesses through various initiatives and services, including those offered at the northern region's business hub, the Stretton Centre.

We recognise the importance of our community's ability to secure employment, operate successful businesses, and have access to services and products locally.

A significant proportion of our community responded neutrally when asked about Council's support of local jobs and businesses, and whether they'd noticed a positive change in the last 12 months in this area. This may suggest that the community is less aware of the Council's efforts in this area, and the importance of communication and information-sharing.





# Playford Community Survey

## What We Heard Report 2024

### What we heard in 2024

- There has been a slight decrease in agreement for **Council doing what it can to support local jobs and businesses**, from 43% agreeing in 2023 to 36% in 2024. Residents in Angle Vale and Rural East (including One Tree Hill) had lower agreement with higher agreement from residents of Elizabeth suburbs and Riverlea Park.
- The majority (58%) neither agreed or disagreed if they had **noticed positive change in the last 12 months when it comes to local business and employment in City of Playford**. Increased awareness could boost community sentiment, as well as helping more businesses and start-ups access the support services offered by Council.
- Comments show that residents from expanding or new areas are interested in updates on local amenities and new businesses, while those from more established neighbourhoods place higher priority on the maintenance of existing local businesses and shopping precincts.

# 36%

agree **Council is doing what it can to support local jobs and businesses**

# 22%

have noticed a **positive change in the last 12 months when it comes to local business and employment in City of Playford**

"Playford council is very committed to helping small businesses."

- Smithfield resident

"[I would like more information about] resources for small businesses, especially funding & networking opportunities."

- Munno Para resident

"[I would like more information about] rezoning of areas (such that I am able to take advantage of areas opening up for commercial activities, where I could establish a business)."

- Munno Para resident

### 7.7 Theme 5: Using money wisely

#### By 2024 our Strategic Plan says our community will...

Trust that Council is spending their rates wisely and using resources for the good of the community.

Trust Council is responsibly managing our finances, including debt.

Be reassured that Council does business honestly and fairly.

## 2.80

2024 average rating out of 5

2.81 2023

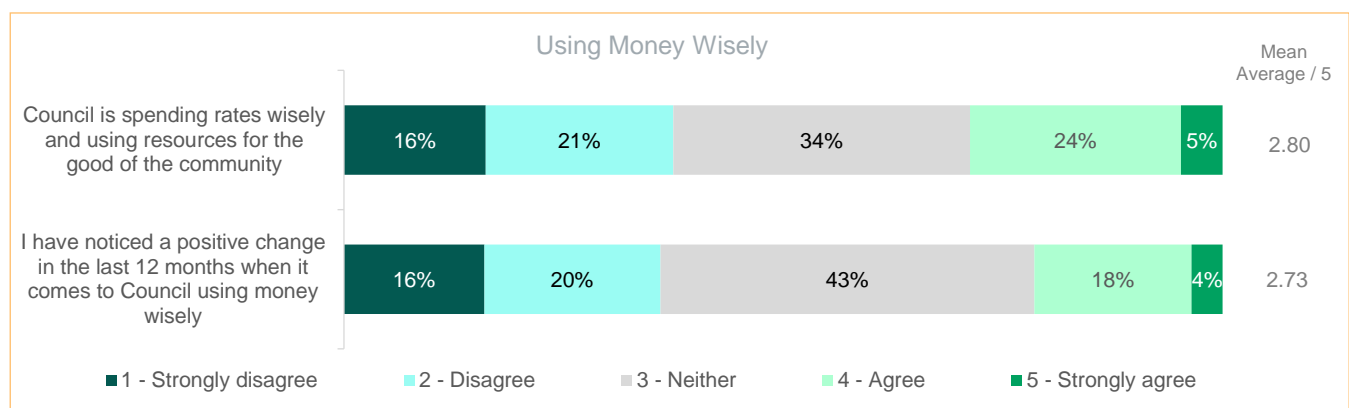
2.91 2022

2.73 2021

Council continues to invest in delivering services, maintaining assets, and introducing new programs in a financially sustainable way, ensuring long-term benefits and progress toward our strategic goals.

In 2024, the community's priorities remain closely linked to the focus areas of our Strategic Plan. Respondent comments focused on improving traffic flow and road networks, clean and visually appealing streets, well-maintained parks, reserves, and verges, as well as the importance of clear communication and transparency regarding Council projects.

As with some of the other Community Themes, a significant percentage of respondents neither agreed nor disagreed with statements about Council's use of money. We also saw those who felt they had enough information available about Council services, were more likely to agree that Council was spending money wisely. This suggests that increased information about Council's planning and decisions could help to raise awareness and improve community sentiment.



# Playford Community Survey

## What We Heard Report 2024

### What we heard in 2024

- The overall theme rating for **using money wisely** has remained consistent over time, with ratings of 2.91 in 2022, 2.81 in 2023 and 2.77 in 2024.
- 29% of respondents agreed that **Council is spending rates wisely and using resources for the good of the community**, with 22% **noticing a positive change** in this area over the last 12 months.
- People who felt that there was enough information available about Council services and facilities were more likely to agree that Council is using money wisely. Conversely, we saw that a lack of awareness and information-sharing about Council spending and decision-making contributed to community dissatisfaction.
- Those who agreed that Council is spending rates wisely and using resources for the good of the community were more likely to be satisfied with Council in general.
- Comments related to Council's financial responsibility varied, demonstrating our community's diverse priorities and expectations. Some suggested that Council resources should be prioritised towards more visible projects such as improving suburb and street appearances and improving movement around the City through improved road networks and footpaths.

29%

agree Council is spending rates wisely and using resources for the good of the community

22%

have noticed a positive change in the last 12 months when it comes to Council using money wisely

"The council are doing what they can with the money they choose to spend."

- Craigmare resident

"I am not happy with the increase in rates, to pay for infrastructure in neighbourhoods I do not visit."

- Elizabeth Park resident

"We pay a lot of council rates and except bin collection I don't see any other benefit."

- Virginia resident

### 7.8 Community Sentiment

Overall community sentiment towards Council is shaped by 3 key aspects:

**Trust**  
**Confidence**  
**Satisfaction**

**3.06**

2024 average rating out of 5

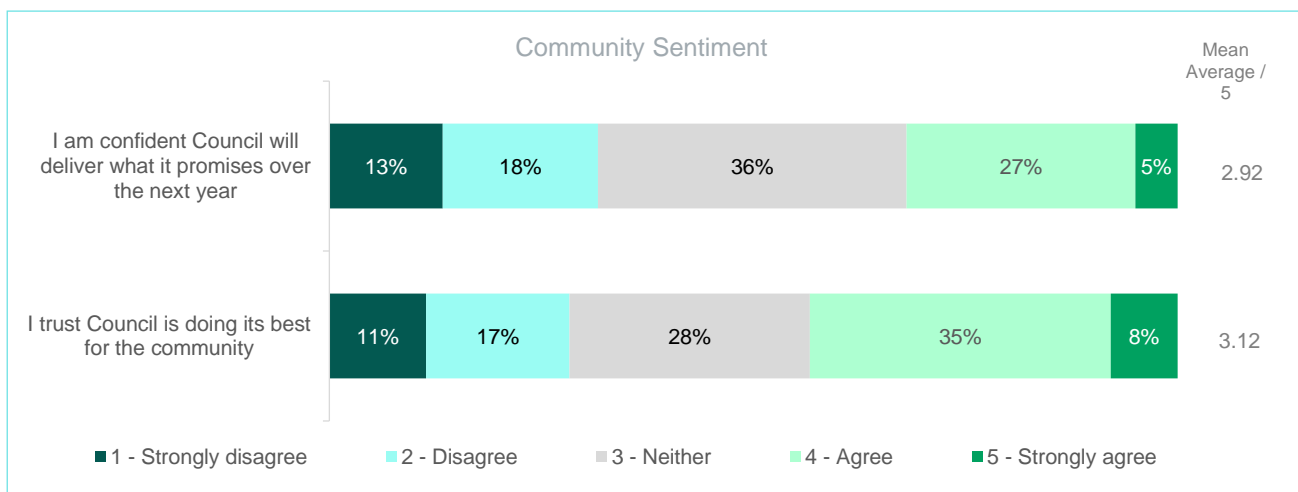
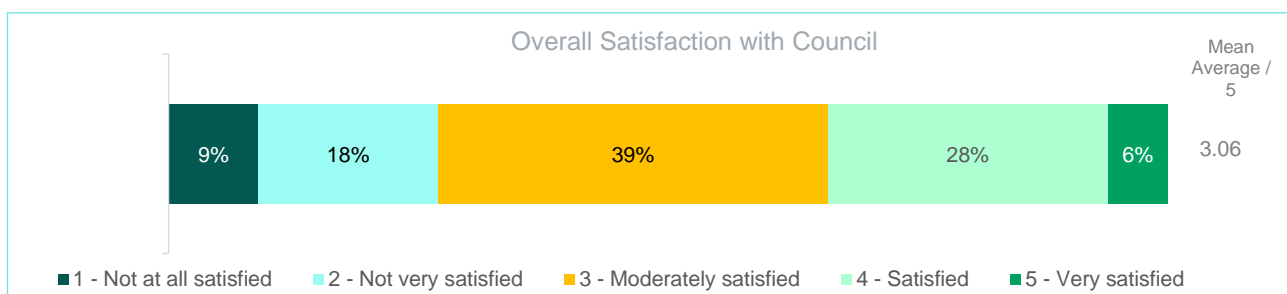
3.03 2023

3.07 2022

3.06 2021

#### Overall Satisfaction

We assess community sentiment to gauge community members' overall satisfaction and perceptions of the Council each year. In 2024, 73% of residents reported being at least moderately satisfied with Council's performance across all areas of responsibility. This feedback reflects the Council's commitment to meeting community expectations and delivering of services and facilities that match with community priorities.



# Playford Community Survey

## What We Heard Report 2024

### What we heard in 2024

- The average Community Sentiment score has remained very consistent over the past 4 years.
- 73% of participants were **satisfied with Council's overall performance** over the last 12 months.
- Residents with higher levels of satisfaction with Council's overall performance are also more likely to be confident that Council will deliver on what it promises, and trust Council is doing its best for the community.
- 32% of respondents were **confident Council will deliver on what it promises over the next 12 months**. Confidence was higher for residents of Smithfield, Elizabeth Suburbs and Riverlea Park, and lower for those in Angle Vale and the Rural East including One Tree Hill.
- 43% of respondents **trust that Council is doing its best for the community**. Residents of Riverlea Park and Elizabeth suburbs had higher agreement with this statement, with lower levels of agreement in Andrews Farm and Angle Vale.
- Some common factors that (positively or negatively) impacted respondents overall satisfaction rating were: roads, footpaths and ease of getting around, city appearance and equity across suburbs, open spaces/green areas, and community safety.
- Comments on the Council's overall performance covered a broad range, indicating different feelings and priorities related to Council initiatives.

# 73%

are at least moderately  
satisfied with Council over  
the past 12 months

# 32%

are confident Council will  
deliver on what it promises  
over the next 12 months

# 43%

trust Council is doing its  
best for the community

"I have seen a few changes but I do think more could be done for our community."

- Smithfield resident

"Council is responsive to the needs and complaints of the community."

- Munno Para West resident

"There can always be improvements. I can't say I have noticed too much change in the last 12 months."

- Munno Para West resident

"Council has done pretty well on what its objectives were for the year."

- Smithfield Plains resident



### 7.9 Contact with Council

In the 12 months before August 2024, 56% of survey participants had contacted Council.

Residents of the Rural East (including One Tree Hill) were more likely to have contacted Council in the last 12 months (71%), whilst residents of Riverlea Park were less likely to have made contact (39%).

72% of those who had contacted Council in the last 12 months were satisfied with the way their contact was handled. Satisfaction has increased from 2023, with an increase in the average from 3.69 in 2023 to 3.83 in 2024. Higher satisfaction was amongst residents in Elizabeth suburbs, Davoren Park and Riverlea Park, however, Virginia and surrounds and Eyre residents were less satisfied with their experience.

Those who had contacted Council over the last 12 months expressed slightly lower overall satisfaction with the performance of Council. They also expressed a greater desire for Council to share information on rates and spending (40% compared to 28% for those who had not contacted Council).

# 72%

**of participants were  
satisfied with how their  
contact was handled**

# Playford Community Survey

## What We Heard Report 2024

### Community Experience – Helping to Prioritise

Our community has told us that this is how they experience Playford. By looking at average agreement across all statements in one view, this helps us prioritise planning and resources based on what is important to the community as a whole.

	MEAN Average 2024 <sup>^</sup>	
Overall, I agree that the public areas in Playford look and feel nice	3.5	Above 3 out of 5
It is easy to get around my neighborhood	3.5↑	
I feel safe moving around my local area	3.4↓	
I am satisfied with the level of information available about the services and facilities provided by Council	3.4↓	
I have noticed a positive change in the last 12 months when it comes to lifting city appearance	3.2	
Overall, I agree that my neighborhood looks and feels nice	3.2↓	
I agree Council is doing what it can to support local jobs and businesses	3.2↓	
I trust Council is doing its best for the community	3.1	
Overall satisfaction with the performance of Council over the last 12 months	3.1↑	
I have noticed a positive change in the last 12 months when it comes to how Council is connecting with the community	3.1	
I have noticed a positive change in the last 12 months when it comes to local business and employment in City of Playford	3.0	
I am confident Council will deliver what it promises over the next year	2.9↓	Below 3 out of 5
I have noticed a positive change in the last 12 months when it comes to safety and accessibility within City of Playford	2.9	
Council is spending rates wisely and using resources for the good of the community	2.8	
I have noticed a positive change in the last 12 months when it comes to Council using money wisely	2.7	

<sup>^</sup>mean scores are rounded to 1 decimal point

↑↓ = change from 2023

### Conclusion and next steps

Thank you to the 1,249 City of Playford residents and visitors who shared their Playford experience with us this year, and to the 5,430 people we've heard from over the last 4 years.

Through the Playford Community survey we've heard about our community's overall experience, and satisfaction with Council's delivery of the 2020-2024 Strategic Plan. Feedback has remained steady, with responses generally ranging from moderate to positive and showing minimal variation over the years. Through this process, valuable insights have been gained into key topics and issues that influence residents' experiences in the City of Playford and their interactions with Council.

#### **This year you told us:**

- Those who live, visit, work, or study in Playford have a broad spectrum of different experiences and priorities.
- Safety and ease of movement is a top priority and a significant factor in overall satisfaction.
- City appearance is important for a lot of community members, with some highlighting the need to give equitable attention across suburbs.
- What you want to know and how you want to hear about it varies depending on where you live and there is a desire to know more about projects and services that impact you.

#### **Your sentiment towards Council is largely driven by:**

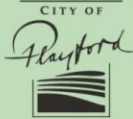
- Receiving information and updates about the Council projects that impact your daily life.
- Seeing improvements and maintenance happening in local and public areas (roads and footpaths, green spaces, clean streets).
- Being able to move easily and safely around Playford.

#### **Where to from here?**

Your feedback plays a vital role in shaping our city. It helps Council better understand community needs, improve communication about projects and operations, and ensure decisions align with your priorities.

This survey is one of many tools we use to build a clearer picture of life in Playford. The insights gathered in the Playford Community Survey will also help guide the development of the 2025–2028 Strategic Plan and shape future surveys to reflect our community's evolving needs. Together, we can enhance the liveability of our city and create a better experience for residents and visitors.

### Appendix: Questionnaire



## Playford Community Survey 2024

Hello and thank you for taking part in our annual survey, joining others in the Playford community to share your experiences of living, working, studying in, and visiting Playford over the past 12 months.

We recently asked the community what matters most to them, to help us inform the next 4 year strategic plan. This is now our annual check in to keep our finger on the pulse on what's happening right now!

The survey will take approximately 10 minutes and by completing it, you may into the draw to win 1 of 5 x \$50 Elizabeth City Centre gift cards.

Finally, please be assured that your privacy matters to us. Your responses will remain anonymous and any contact details will only be used to contact the lucky winners. They will not be linked to your responses unless otherwise stated.

Please ensure you only complete the survey once.

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Firstly, we have a few questions to make sure we are receiving a good representation of our community

**1. Which answer best describes you?**  
(select 1)

<input type="checkbox"/>	I live in Playford
<input type="checkbox"/>	I visit, study or work in Playford

**2. In which suburb do you live or visit the most?** \_\_\_\_\_

**3. Which of the following best reflects your age group?**

<input type="checkbox"/>	24 or younger	<input type="checkbox"/>	60 – 69
<input type="checkbox"/>	25 – 34	<input type="checkbox"/>	70 years and older
<input type="checkbox"/>	35 – 49	<input type="checkbox"/>	Prefer not to say
<input type="checkbox"/>	50 – 59		

### Customer Service

Firstly, some questions about your contact with Council

**4. Have you contacted Council in the last 12 months?**

<input type="checkbox"/>	Yes
<input type="checkbox"/>	No (skip to question 7)



## Playford Community Survey 2024

### 5. In which way did you most recently contact Council?

- ☐ Phone/ contact centre
- ☐ Customer service desk at the Civic Centre or Stretton Centre
- ☐ Website chat
- ☐ Submit a request online (website 'online services')
- ☐ Email
- ☐ Social media page comments
- ☐ Facebook messenger
- ☐ Other (please specify) \_\_\_\_\_

### 6. Thinking about your most recent experience, would you agree or disagree that: You were satisfied with how your contact was handled by Council?

- ☐ Strongly disagree
- ☐ Disagree
- ☐ Neither agree nor disagree
- ☐ Agree
- ☐ Strongly agree

### Council's Delivery

The questions in the next few sections will ask how strongly you agree or disagree to a range of statements. The scale used is a 5-point scale where:

1 = strongly disagree, 2 = disagree, 3 = neither agree nor disagree, 4 = agree, 5 = strongly agree



If you do not live in Playford, please answer in relation to your experiences when visiting

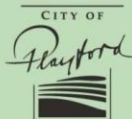
### Improving safety and accessibility

Think about the services, spaces, safety and accessibility in your neighbourhood.

### 7. How strongly do you agree or disagree with the following statements:

		Strongly disagree	Disagree	Neither	Agree	Strongly agree	
7.1							
7.2							
7.3							







## Playford Community Survey 2024

### Lifting city appearance

This next section asks about the appearance and maintenance of your local area.



8. How strongly do you agree or disagree with the following statements:

		Strongly disagree	Disagree	Neither	Agree	Strongly agree	
8.1 Overall, I agree that my neighbourhood looks and feels nice	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
8.2 Overall, I agree that the public areas in Playford look and feel nice	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
8.3 I have noticed a positive change in the last 12 months when it comes to lifting city appearance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

### Connecting with our community and each other

Thinking about how Council communicates and the information it provides.

9. How strongly do you agree or disagree with the following statements:

		Strongly disagree	Disagree	Neither	Agree	Strongly agree	
9.1 I am satisfied with the level of information available about the services and facilities provided by Council	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
9.2 I have noticed a positive change in the last 12 months when it comes to how Council is connecting with the community	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

10. What is the most important information that Council can share with you and the community?

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## Playford Community Survey 2024

**11. Which of the following types of information do you see as important, useful and relevant to you?** Select all that apply to you

- ☐ Events and Activities
- ☐ Council services related to physical health
- ☐ Council services related to mental health
- ☐ Learning opportunities
- ☐ Community upgrades such as parks and reserves
- ☐ Roads information such as upgrades and project timelines
- ☐ Information relative to your neighbourhood
- ☐ Rates and spending

**12. In what ways do you want to receive information from Council?**



Select up to three (3)

- ☐ Council Website
- ☐ Social media channels
- ☐ Email through joining a database
- ☐ Physical information in civic and community centres or libraries
- ☐ Letterbox mail outs
- ☐ Other (specify) \_\_\_\_\_

### Supporting business and local employment opportunities

This section is about the support that Council provides to local business and supporting employment opportunities for the Playford community

**13. How strongly do you agree or disagree with the following statements:**

	 Strongly disagree	Disagree	Neither	Agree	Strongly agree 
<b>13.1</b> I agree Council is doing what it can to support local jobs and businesses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>13.2</b> I have noticed a positive change in the last 12 months when it comes to local business and employment in City of Playford	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



## Playford Community Survey 2024

### Events

Council holds a range of events through the year, and we want to make sure we continue to deliver the events that our community want, and that are accessible to as many people as possible. Part of this work is understanding what your preferences most are to help inform our event calendar which is within a set budget.

#### 14. Please tell us which option you prefer

- ☐ One large scale community event
- ☐ A few smaller events in various locations throughout the year that is the same cost as one big event
- ☐ I have no preference
- ☐ I do not attend events

#### 15. Can you please share more information about your preference? Or if you do not attend such events, please share why.

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#### 16. Which of the following types of events would be of interest to you?

Please rank in order of preference by writing 1 next to your most preferred, 2 for second and down to 9 for your least preferred.

Family friendly events	
Music, arts and creativity	
Culture and cultural celebrations	
Place based events (at a particular location)	
Sports	
Jobs and careers	
Networking and professional development	
Food events	
Markets	
Any others?	



## Playford Community Survey 2024

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



### Using Money Wisely


17. How strongly do you agree or disagree with the following statements:

		1 – Strongly disagree	2 – Disagree	3 – Neither	4 – Agree	5 – Strongly agree	
17.1							
17.2							

### Overall Satisfaction with City of Playford

The next few questions ask generally how you feel about Council. Considering all of the themes we have discussed.

18. How strongly do you agree or disagree with the following statements:

		Strongly disagree	Disagree	Neither	Agree	Strongly agree	
18.1							
18.2							



## Playford Community Survey 2024

19. Overall for the last 12 months, how satisfied are you with the performance of City of Playford, not just on one or two issues but across all responsibility areas?

- ☐ Not at all satisfied
- ☐ Not very satisfied
- ☐ Moderately satisfied
- ☐ Satisfied
- ☐ Very satisfied

20. If you would like to, please share why you gave that rating?

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21. How likely are you to speak positively about Playford to your friends or family?

	0	Not at all	1	2	3	4	5	6	7	8	9	10	Extremely likely	
	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		

Now just 5 quick questions about you to help us look at what's important to different people in our community.

22. To which gender do you identify with?

- ☐ Female
- ☐ Male
- ☐ Non-binary
- ☐ Transgender
- ☐ Other (please specify) \_\_\_\_\_
- ☐ Prefer not to say

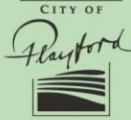
23. Do you speak a language other than English at home?

- ☐ Yes (specify) \_\_\_\_\_ ☐ No ☐ Prefer not to say

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

- ☐ Yes ☐ No ☐ Prefer not to say





## Playford Community Survey 2024

**25. What is your household structure?** Do you live on your own, with others etc

- ☐ Single person household
- ☐ Couple without children
- ☐ Group/share household
- ☐ One parent family
- ☐ Couple with children
- ☐ Other
- ☐ Prefer not to say

**26. Do you identify as having a disability?**

- ☐ Yes ☐ No ☐ Prefer not to say

### Interest in future engagements

Council is committed to listening to our community continually.

**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

**Would you be happy for us to share a comment that you have provided, along with your first name and your suburb on Playford social media?**

- ☐ Yes
- ☐ No

**Would you like to enter the draw for 1 of 5 x \$50 gift cards?**

- ☐ Yes
- ☐ No

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

First Name: \_\_\_\_\_

Last Name: \_\_\_\_\_

Telephone: \_\_\_\_\_

Email: \_\_\_\_\_



## Playford Community Survey 2024

Thank you very much for your time and feedback.

### How to submit this survey

**Drop off** Playford Civic Centre or Stretton Centre customer service centres

**Post** Attn: City of Playford Community Survey, 12 Bishopstone Road,  
Davoren Park SA 5113

**Email** [connected@playford.sa.gov.au](mailto:connected@playford.sa.gov.au)

