

Playford Community Survey

What We Heard 2024

The annual Playford Community Survey (PCS) measures community experiences of people who live, work, study in, and visit Playford. It provides Council with information to help inform how we plan and deliver services and projects across the City of Playford.

The survey helps Council reflect on the delivery of the 2020-2024 Strategic Plan, how we've worked towards the five Community Themes, and overall community sentiment.

In 2024, we heard from **1,249** people across the City of Playford



Community Theme 1 Improving safety and accessibility

59% feel safe moving around their local area

↑ 9% higher than 2023 ↑ 19% higher than 2021*

61% agree it's easy to get around their neighbourhood

↑ 2% higher than 2023 ↑ 21% higher than 2021*

26% have noticed a positive change in the last 12 months when it comes to safety and accessibility within Playford

↑ 3% higher than 2022

Theme 1 - Council's role



Council-owned roads and footpaths



Traffic management



Safety, health and building inspections



Community facilities, services and programs



Environmental safety



Safe and accessible public spaces

3.44

Overall community experience 2024
(scored out of 5)

3.21 2023

3.33 2022

3.10 2021



Community Theme 2 Lifting city appearance

50% agree that their neighbourhood looks and feels nice

↓ 6% lower than 2023 ↑ 11% higher than 2021

58% agree that the public areas in Playford look and feel nice*

*Asked for the first time in 2024

44% have noticed a positive change in the last 12 months when it comes to lifting city appearance

↑ 9% higher than 2022

Theme 2 - Council's role



Parks, reserves and playgrounds



Council assets such as sports facilities and community centres



Verges and street trees



Waste management and addressing illegal dumping



Graffiti removal and nuisance response

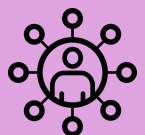
3.23

Overall community experience 2024
(scored out of 5)

3.68 2023

3.03 2022

3.62 2021



Community Theme 3 Connecting with our community and each other

53% are satisfied with the level of information available about the services and facilities provided by Council

↓ 1% lower than 2023 ↑ 8% higher than 2021

31% have noticed a positive change in the last 12 months when it comes to connecting with community

↓ 1% lower than 2022

Theme 3 - Council's role



Community feedback on Council initiatives



Events and activities



Community centres, services and programs



Supporting the arts and theatre



Sharing news, updates, and information

3.39

Overall community experience 2024
(scored out of 5)

3.27 2023

3.26 2022

3.16 2021

*In 2021, participants rated ease of movement and safety together in one statement ("It is safe and easy to get around my neighborhood")



Community Theme 4
Supporting business & local employment opportunities

36% agree Council is doing what it can to support local jobs and businesses
 ↑ 2% higher than 2023 ↑ 3% higher than 2021

22% have noticed a positive change in the last 12 months when it comes to supporting local business and employment in the City of Playford
 ↓ 6% lower than 2022

Theme 4 - Council's role

- Supporting local businesses
- Supporting local employment
- Networking opportunities and industry connections
- Learning opportunities for business owners and start-ups

3.23

Overall community experience 2024
(scored out of 5)

3.80 2023
3.28 2022
3.79 2021



Community Theme 5
Using money wisely

29% agree Council is spending rates wisely and using resources for the good of the community
 ↓ 3% lower than 2023 ↑ 4% higher than 2021

22% have noticed a positive change in the last 12 months when it comes to Council using money wisely
 ↓ 3% lower than 2022

Theme 5 - Council's role

- Practical and balanced financial strategies
- Finding cost-saving opportunities
- Investment based on community need
- Sharing information about Council spending

2.80

Overall community experience 2024
(scored out of 5)

2.81 2023
2.91 2022
2.73 2021



Overall satisfaction, confidence and trust in Council
Community Sentiment

32% are confident Council will deliver what it promises over the next year
 ↓ 5% lower than 2023
 ↔ same as 2021

43% trust Council is doing its best for the community
 ↓ 1% lower than 2023
 ↔ same as 2021

73% are satisfied with the performance of City of Playford, not just on one or two issues but across all responsibility areas.
 ↑ 3% higher than 2023
 ↔ same as 2021

3.06

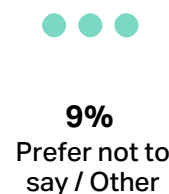
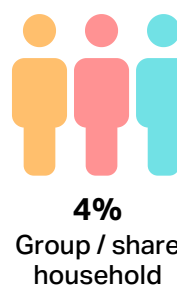
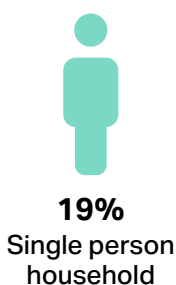
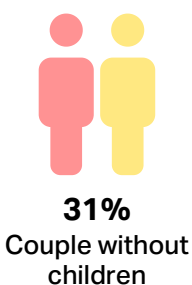
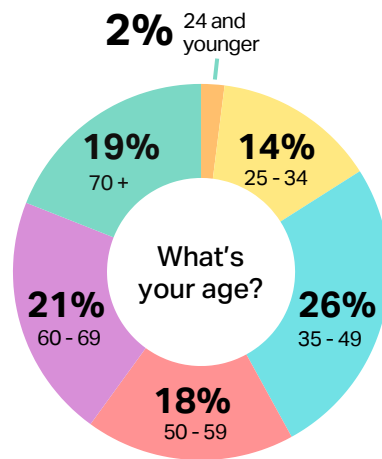
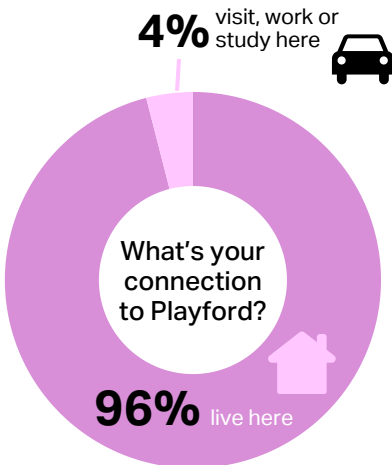
Overall community experience 2024
(scored out of 5)

3.03 2023
3.07 2022
3.06 2021

This survey is one of many tools we use to build a clearer picture of life in Playford. Results vary within each theme and reinforces the diverse needs and expectations of our community. We have observed different experiences across suburb locations, age groups, cultural groups and different types of households. This will assist Council to understand people's experiences within our City.

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.

Who we heard from



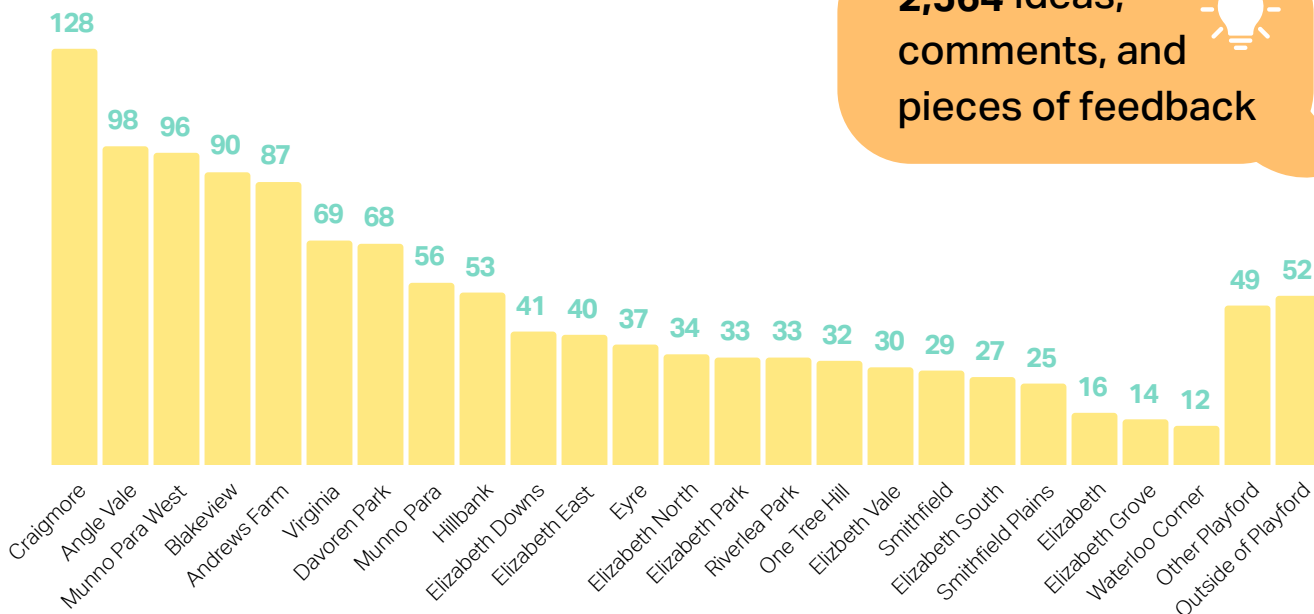
22% Identify as having a disability

5% Speak a language other than English at home

3% Identify as Aboriginal or Torres Strait Islander

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%

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)