



Playford Community Survey

What We Heard Report 2023

Playford Community Survey

What We Heard Report 2023

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 City of Playford Community Survey 2023.

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

As we move closer to the next phase of our Strategic Plan to be delivered from 2025-2029, we are committed to gathering ongoing feedback from our 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. We respect and value their past, present and ongoing connection to the land and cultural beliefs.

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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) which 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.

In 2021, we aligned the survey questions to be relevant to our 2020-24 strategic plan community themes to understand what truly influences people's experiences. This was an extensive survey measuring experience across many aspects.

In 2022, the Playford Community Survey acted as a shorter 'pulse check' with our community to measure how people are experiencing our city halfway through the delivery of our 2020-24 Strategic Plan and measured the themes at an overall level.

In 2023, it was time to check in with our community again on the more detailed aspects of each community theme as well as gaining a greater understanding of how people are connecting with others in the community and how connection impacts overall experience.

Feedback was collected via a survey online, over the phone, through field work and QR codes across the city. Over 1,400 members of the Playford community shared their thoughts and experiences. The graphics below show the average rating out of 5 for each Community Theme. The 'Average Community Sentiment' represents community trust, confidence and satisfaction in Council over the past 12 months.



Overall, ratings within each Community Theme have remained steady compared to the previous surveys in both 2021 and 2022 and ratings have been consistently moderate to positive across many aspects, with 2023 overall ratings, most similar to 2021.

Results vary in agreement within each theme and reinforces 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 will assist Council to understand and address ways to improve people's experiences within the city.

Our community continues to love the open space across Playford and reinforced how important the maintenance of these spaces are, as well as local neighbourhoods looking and feeling nice which lift city appearance and overall experience.

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When it comes to challenges, growth and associated issues such as the road network, footpaths, traffic congestion and parking continue to be high priorities. In addition to Community Theme ratings, our community provided insight into their overall satisfaction with Council and what is important to them, as well as more detail around feeling safe during the day and at night.

The community's overall sentiment around trust, confidence and using money wisely is moderate, with approximately one quarter of the community neither agreeing nor disagreeing. This presents an opportunity to communicate more with our community to increase awareness and knowledge of Council activities.

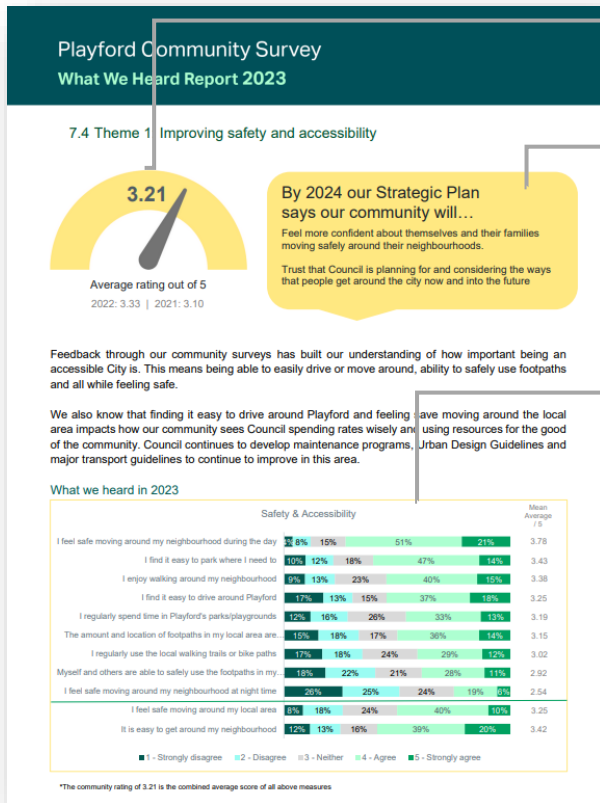
In addition to tracking our progress towards key themes in Council's 2020-24 Strategic Plan, community feedback will inform planning and decision making across Council a number of ways, including:

- How we track and review service delivery,
- Providing data for teams across Council to help prioritise, and
- Shaping how we engage and communicate with the community.

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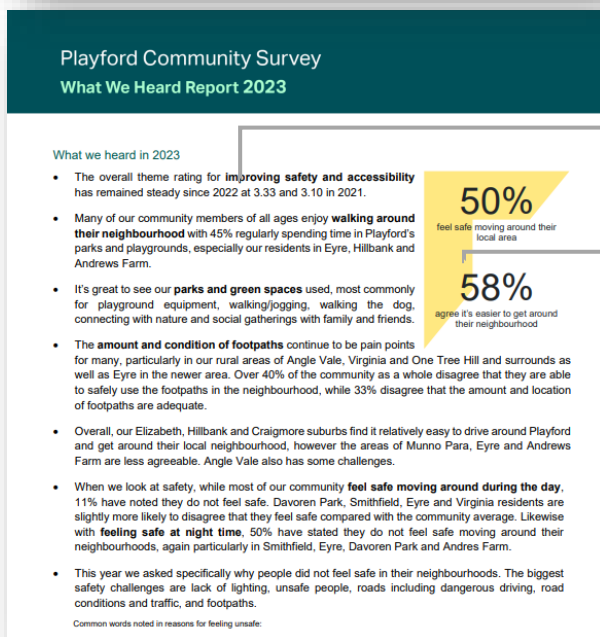
Understanding this report



This represents our community's overall experience with each Community Theme. It is an average of all measures within that theme (illustrated in the graph).

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

The 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 mean average scores out of 5.



High level summary and analysis of all results (ratings and comments) related to theme.

These ratings represent the level of agreement our community has had with the overall statement in this theme. A 'Top 2 Box' (T2B) approach is used to summarise the positive responses from the 1-5 agreement scale. It combines the highest two responses (4 and 5) of the scale to create a single percentage. The only time it is different is Council's overall satisfaction score, which uses a Top 3 Box as the 3 in the 1-5 scale is defined as 'moderately satisfied'.

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Need to know

Thank you

Thank you to everyone who took part in this year's survey. We will use your feedback to track against the delivery of Council's Strategic Plan 2020-24 and keep working to make sure City of Playford is a great place to live, study, work, and visit.

Your experience

In 2023 we tracked community experience in detail, two years on from our initial benchmarks. This year we also gained greater detail on your experiences around topics leading into the 2024-29 Strategic Plan.

Strategic Plan

Questions and the structure of the survey 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

All results are represented on a five-point scale of agreement, where 1 = strongly disagree and 5 = strongly agree. Satisfaction is also represented on a five-point scale.

Context

In 2023, over 2000 comments were received on general sentiment and safety topics. All of these are categorised for ongoing use, which continues to help us understand the detail behind ratings to build the story year on year.

Sample size & margin of error

The total sample size for each question varies based on different number of people who answered. The greatest margin of error for the respondent sample of 1431 at 95% confidence is +/-2.6%. Margin of error tells you how much you can expect your survey results to reflect the overall views of the population. Note: due to rounding, some percentages may not show as equalling 100%.

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Background

As a Council, we have a strong commitment to understand, listen to and engage our community better. 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 help us to better understand our community's experience in City of Playford. We aligned the survey questions to be relevant to our 2020-24 Strategic Plan Community Themes (illustrated below) to understand what affects people's experiences.

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

In 2022, the Playford Community Survey acted as a shorter 'pulse check' with our community to measure how people were experiencing our city halfway through the delivery of our 2020-24 Strategic Plan. It measured the themes at an overall level as well to understand if people's experiences had changed over the past 12 months.

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The 2023 survey was an opportunity to check in with our community again on the more detailed aspects of how they experience Playford. Each community theme was measured overall, as well as specific aspects within each theme to give us a greater understanding of how people are experiencing different services and facilities in the community. We also started to explore the theme of connection: how people connect with others in the community and how connection impacts experience.

Our research objectives were:

- To understand community perception, sentiment and lived experience in the third 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 insight 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

In August 2023, the Playford Community Survey was delivered in collaboration with Micromex Research who delivered 300 phone interviews with a random selection of Playford residents.

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

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What we asked

Topic	Description
Community Theme Statements	<p>To understand how our community experience 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. These questions are replicated in the 2023 survey to measure similarities and changes in experience since the initial benchmarks in 2021.</p> <p>Further questions this year were asked around the use of parks and playgrounds as well as feelings of safety around the neighbourhoods. This type of specific information helps us prioritise based on what's impacting experience across different neighbourhoods.</p>
Sentiment	<p>Questions were included about trust, confidence, and overall satisfaction to uncover how our community feel towards Council and understand the drivers of positive and negative sentiment.</p>
Connection	<p>In preparation of our next strategic plan, we asked some questions to provide initial insight into how people are connected in our community and what helps connection.</p>
Demographics	<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, employment, disability, cultural background and home ownership were included in 2023 to help us even further understand how our different community groups experience City of Playford.</p>
Further engagement	<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>

NOTE: Questions 12, 13a and 13b (see questionnaire in appendix) were not asked of phone participants with the aim to minimise respondent time.

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How we sought information

The Playford Community Survey was conducted between 4 – 22 August 2023. A total of 1,431 participants completed the survey at an average time of 12 minutes.

A mixed methodology was used comprising phone interviews, face to face field work at different locations across City of Playford, online surveys advertised through social media and through City of Playford opt in databases; and printed materials (figure 1).

Of the 1,431 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 all results are presented in this report.

To ensure there was representation from across City of Playford, quotas on age and suburb were used in line with city's demographic profile. A marketing campaign running alongside the survey targeted demographics to help reach survey targets. Internal staff with connections to specific community groups to assisted in achieving participation from harder to reach groups.

Field work in the community was also delivered at the following locations:

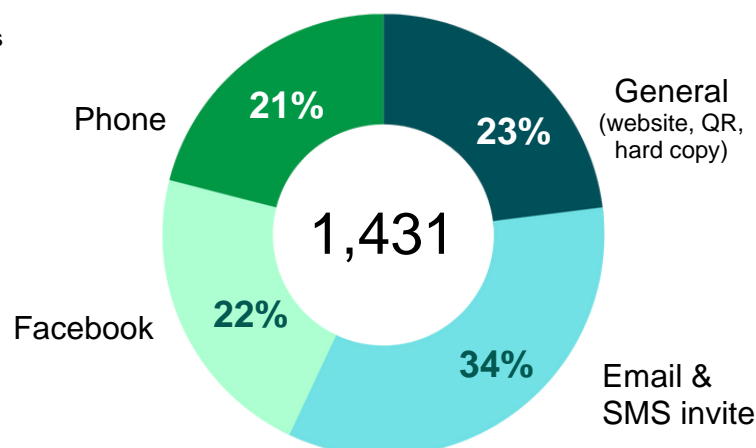
- One Tree Hill Country Markets
- Blakes Crossing Markets
- Virginia Shopping Centre
- Playford Civic Centre
- Grenville Hub
- Stretton Centre

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, a broad reach and age representation was achieved.

Moving forward it is essential to maintain phone surveys and conduct field work to ensure we reach our non-digital and CALD (culturally and linguistically diverse) community and those who may be harder to reach through other methods.

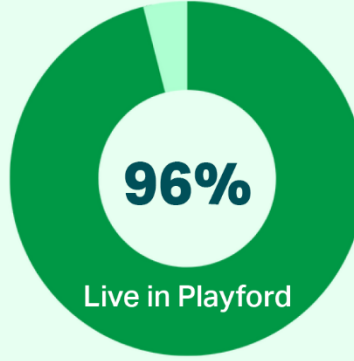
Figure 1: Survey Channels



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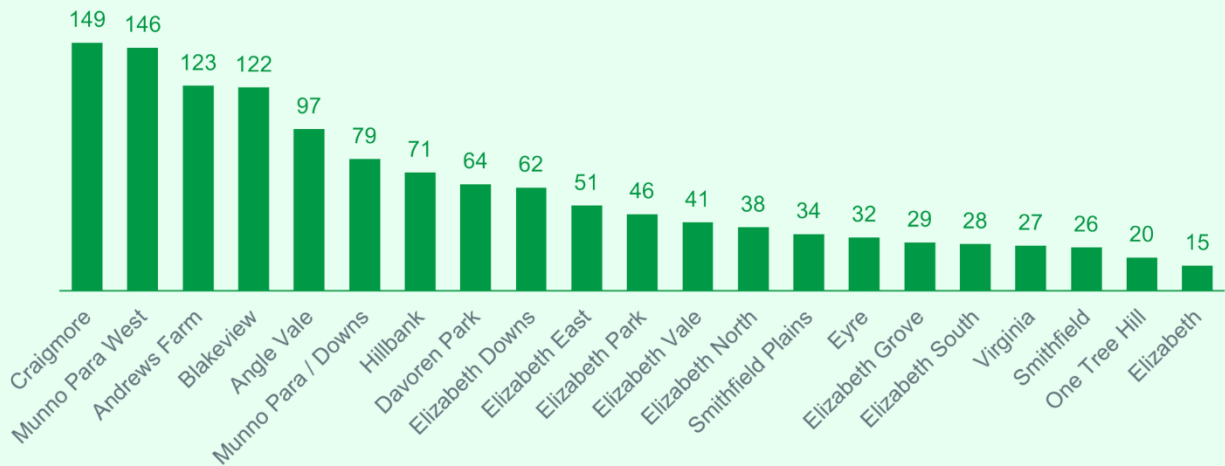
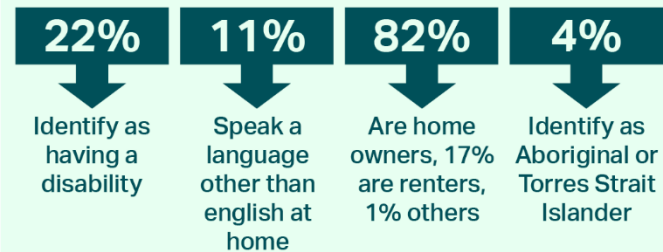
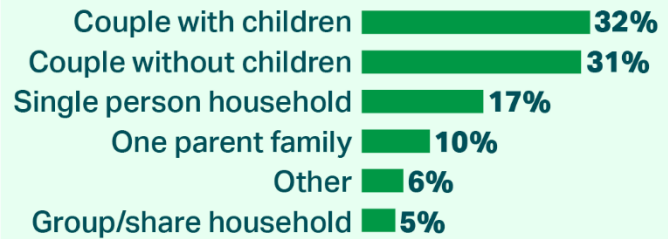
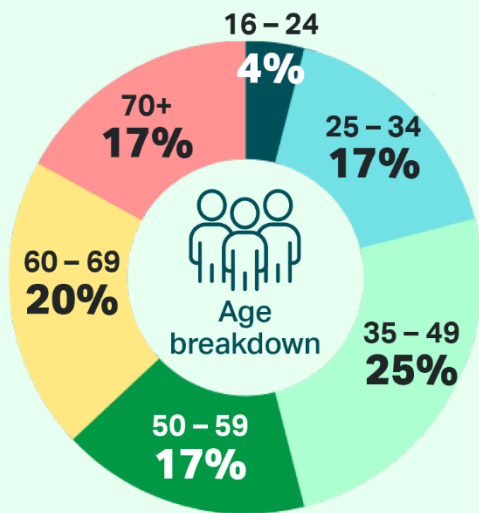
About our participants in 2023



Lived in Playford

Less than 1 year	3%
1 to 5 years	19%
6 to 10 years	16%
11 to 20 years	20%
More than 20 years	41%

Rounding to whole numbers may affect some totals of 100%



All other Playford suburbs = less than 10

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7. What we heard

7.1 Key observations

Consistent experiences

Community experience since 2021 has remained consistent across the community themes. Theme 2 – lifting city appearance has achieved the greatest positive increase since 2022.

Sentiment

The majority of our community have had a good experience living in Playford in the past 12 months and note many positive things about their local area. However, those aspects that drive positive sentiment, also drive dissatisfaction when expectations are not met (for example, verge maintenance).

Unique Suburbs

Each of our suburbs is unique. We know that roads, rubbish and footpaths are important to everyone, but each neighbourhood's priorities are different. For example, green spaces are of higher importance in Blakeview and Craigmore, whereas stormwater is more important in Angle Vale.

Connection

Many people in Playford feel connected to others in the community, while many do not. Feelings of connection can impact overall liveability and we know various Council services and facilities have a role to play in improving opportunities for connection.

What our community enjoys about City of Playford

- Using parks and open spaces
- Visible progress, such as upgrades to parks, roads and footpaths
- Areas that are well maintained and look nice
- Interaction with and responsiveness from Council

The top priorities for Playford

- Road maintenance and infrastructure to improve ease of driving around
- More and better footpaths to improve safety, accessibility and connection
- Improved lighting and footpaths for safer streets
- Removal of rubbish, verge maintenance and keeping streets clean to uplift our city appearance and create positive feelings
- Clarity on how Council spends rates to build confidence with our community

Statements with the highest agreement (above 3.5 / 5)

- I feel safe moving around my neighbourhood during the day (3.78)
- I know where to get information about Council and its services and facilities (3.77)
- I have access to services and businesses that I need locally (3.74)
- Rubbish and hard waste is well managed in my area (3.67)
- My family, friends and I can access local activities or entertainment in Playford (3.59)

Statements with the lowest agreement (below 3 / 5)

- I feel safe moving around my neighbourhood at night (2.54)
- Council is spending rates wisely and using resources for the good of the community (2.81)
- Myself and others are able to safely use the footpaths in my neighbourhood (wheelchair users, people with mobility aids or prams) (2.92)
- I am confident Council will deliver what it promises over the next year (2.95)

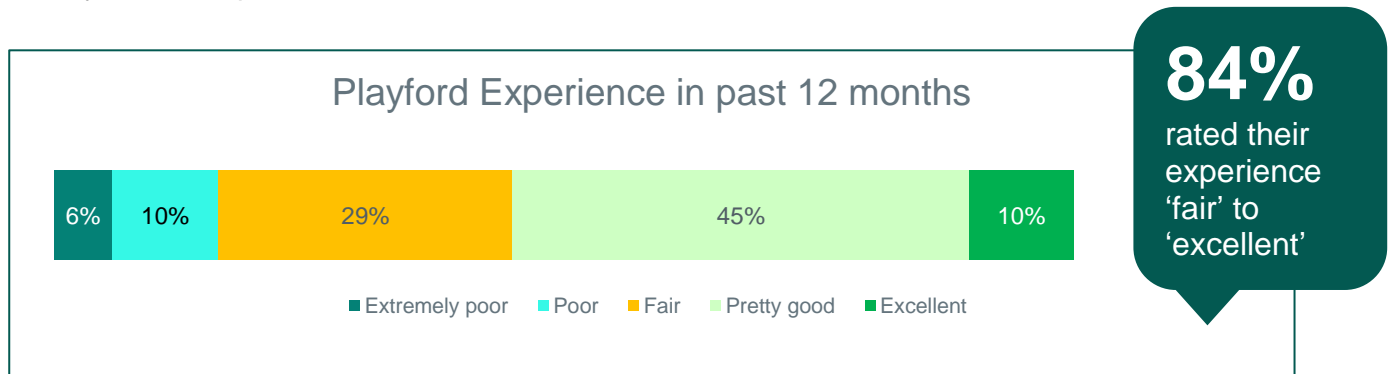
Numbers in brackets represent the average mean scores, where 1=completely disagree and 5=completely agree.

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7.2 The Playford Experience

As a new measure this year, we asked our community how their experience had been living in City of Playford in the past 12 months.



Most had a positive experience and by looking at our data in more detail, we know that experience is impacted by:

- Ease of getting around
- Local neighbourhoods that look and feel nice
- Overall confidence that Council will deliver on promises
- Trust that Council is going the best for the community

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7.3 Strategic Plan Community Theme Ratings

The Playford community has shown similar experiences in 2023 to 2021. There has been some increase since 2022 in lifting city appearance (theme 2) and supporting business and local employment opportunities (theme 4) however, other measures and overall sentiment are consistent with 2021.

Across all results, ratings are considered 'moderate' on average due to the diverse scores provided across measures. On average across all measures, 21% provided neutral/neither scores (3 out of 5), otherwise many experiences were opposed as either positive or negative which reinforces the diverse experiences, 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 will assist Council to understand and address ways to improve people's experiences within the city.

Comparative scores of overall measures from 2021 to 2023 surveys are on the next page.

Community Theme comparisons over time

The Community Theme ratings are the average scores (out of 5) of all questions within each theme. These are detailed in the following Community Theme sections.

Theme scores have remained steady since 2021, however some minor changes in the past three years can be seen in lifting city appearance and supporting business and employment.

Community Theme	2023	2022	2021
Improving Safety & Accessibility	3.21	3.33	3.10
Lifting City Appearance	3.68	3.03	3.62
Connecting with our Community & each other	3.27	3.26	3.16
Supporting Business & local employment opportunities	3.80	3.28	3.79
Using Money Wisely	2.81	2.91	2.73
Community Sentiment	3.03	3.07	3.06

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Within each theme, we asked an overall sentiment question. These results are shown below in comparison to 2022 and 2021 and illustrate small but not significant movements year on year.

Community Theme	Statement / Question	2023	2022	2021
Improving Safety & Accessibility	I feel safe moving around my local area	3.25	3.22	3.10*
	It is easy to get around my neighbourhood	3.42	3.45	
Lifting City Appearance	Overall, I agree that my neighbourhood looks and feels nice	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	3.45	3.26	3.3
Supporting Business & local employment opportunities	Overall, I agree Council is doing what it can to support local jobs and businesses	3.33	3.28	3.26
Using Money Wisely	Council is spending rates wisely and using resources for the good of the community	2.81	2.91	2.73
Overall Community Sentiment	I am confident Council will deliver what it promises over the next year	2.95	2.98	2.92
	I trust Council is doing its best for the community	3.12	3.08	3.10
	Overall for the last 12 months, how satisfied are you with the performance of City of Playford?	3.01	3.16	3.15

*In 2021, the statement was: 'Overall, I agree it's safe and easy to get around my neighbourhood'. In 2022 and 2023, safe and easy were divided into two questions.

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7.4 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.

We know that being an accessible City is critical. This means being able to easily drive or move around, ability to access well maintained footpaths and all while feeling safe.

We also know that finding it easy to drive around Playford and feeling safe moving around the local area impacts how our community sees Council spending rates wisely and using resources for the good of the community. In response, Council continues to focus on improving city wide maintenance, strategic transport planning, and developing guidelines to provide consistency in urban design for things like footpaths, trees, kerbs and lighting.

Improving Safety & Accessibility					Mean Average / 5	
I feel safe moving around my neighbourhood during the day	4%	8%	15%	51%	21%	3.78
I find it easy to park where I need to	10%	12%	18%	47%	14%	3.43
I enjoy walking around my neighbourhood	9%	13%	23%	40%	15%	3.38
I find it easy to drive around Playford	17%	13%	15%	37%	18%	3.25
I regularly spend time in Playford's parks/playgrounds	12%	16%	26%	33%	13%	3.19
The amount and location of footpaths in my local area are adequate	15%	18%	17%	36%	14%	3.15
I regularly use the local walking trails or bike paths	17%	18%	24%	29%	12%	3.02
Myself and others are able to safely use the footpaths in my neighbourhood (wheelchair users, people with mobility aids or...)	18%	22%	21%	28%	11%	2.92
I feel safe moving around my neighbourhood at night time	26%	25%	24%	19%	6%	2.54
I feel safe moving around my local area	8%	18%	24%	40%	10%	3.25
It is easy to get around my neighbourhood	12%	13%	16%	39%	20%	3.42

■ 1 - Strongly disagree
 ■ 2 - Disagree
 ■ 3 - Neither
 ■ 4 - Agree
 ■ 5 - Strongly agree

*The community rating of 3.21 is the combined average score of all above measures

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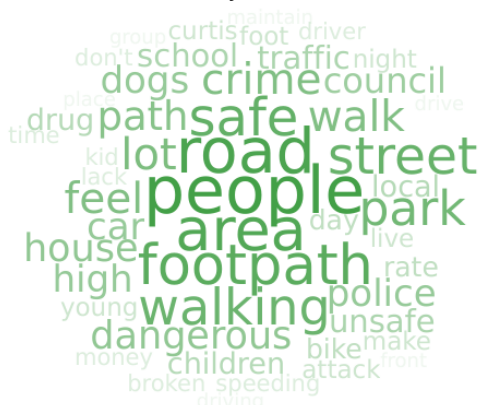
What we heard in 2023

- The overall theme rating for **improving safety and accessibility** has remained steady since 2022 at 3.33 and 3.10 in 2021.
- Many of our community members of all ages enjoy **walking around their neighbourhood** with 45% regularly spending time in Playford's parks and playgrounds, especially our residents in Eyre, Hillbank and Andrews Farm.
- It's great to see our **parks and green spaces** used, most commonly for playground equipment, walking/jogging, walking the dog, connecting with nature and social gatherings with family and friends.
- The **amount and condition of footpaths** continue to be pain points for many, particularly in our rural areas of Angle Vale, Virginia and One Tree Hill and surrounds as well as Eyre in the newer area. Half of the community believe the amount and location of footpaths are adequate, however, 34% disagree and over 40% feel that they are unable to safely use the footpaths in the neighbourhood.
- Overall, our Elizabeth, Hillbank and Craigmore suburbs find it relatively easy to drive around Playford and get around their local neighbourhood, however, the areas of Munno Para, Eyre and Andrews Farm are less agreeable. Angle Vale also has some challenges.
- When we look at safety, while most of our community **feel safe moving around during the day**, 11% have noted they do not feel safe. Davoren Park, Smithfield, Eyre and Virginia residents are slightly more likely to disagree that they feel safe compared with the community average. Likewise with **feeling safe at night time**, 50% have stated they do not feel safe moving around their neighbourhoods, again particularly in Smithfield, Eyre, Davoren Park and Andrews Farm.
- This year we asked specifically why people did not feel safe in their neighbourhoods. The biggest safety challenges (predominantly at night time) are lack of lighting, the perception of unsafe people, roads including dangerous driving, road conditions and traffic, and footpaths.



Common words noted in reasons for feeling unsafe:

Day time



Night time



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7.5 Theme 2: Lifting city appearance



Average rating out of 5
2022: 3.03 | 2021: 3.62

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

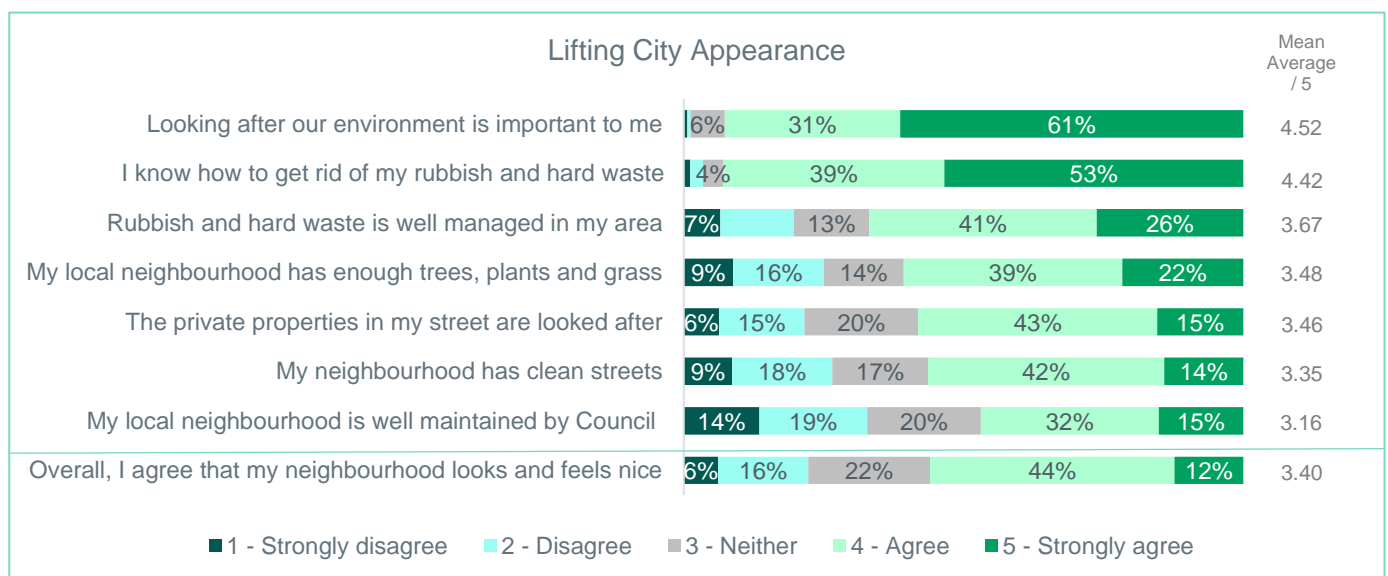
Feel more pride in the appearance of their neighbourhood.

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.

The appearance and maintenance of our neighbourhoods is very important to our residents and visitors. They have told us that it contributes to how they feel about their community and being able to enjoy the many public spaces on offer.

Many in our community see Council as doing its best in the upkeep of our open spaces, and ratings on these aspects have seen positive increases since 2021. This year, 18% more people agree that their neighbourhood looks and feels nice, compared to 2022. This is certainly a step in the right direction, however residents say there is still opportunity for Council to improve aspects to help continue to lift city appearance, especially around consistently maintaining streets and verges.



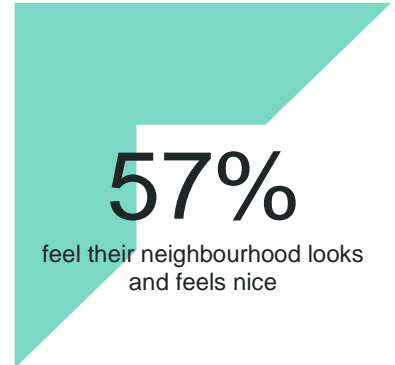
*The community rating of 3.68 is the combined average score of all above measures

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What we heard in 2023

- The overall theme rating for **lifting city appearance** has increased from 3.03 in 2022 to 3.68 this year.
- In 2023, 18% more of our community (compared to 2022) feel that their neighbourhood looks and feels nice, while 22% disagree and 22% were neutral in their response.
- Overall sentiment around neighbourhoods, is influenced by whether neighbourhoods have clean streets, maintenance performed by Council and how private properties are looked after.
- Craigmore, Elizabeth suburbs and Hillbank residents show the highest ratings within the lifting city appearance themes, however our communities in Eyre, One Tree Hill and surrounds, Virginia and Angle Vale are the least agreeable towards Council maintaining local neighbourhoods.
- Across our whole community, 58% agree that private properties are looked after in their streets, and 56% agree that their neighbourhood has clean streets, while approximately 20-25% disagree.
- Over two thirds believe that rubbish and hard waste is managed well, however there are challenges in some suburbs of Davoren Park and Andrews Farm that Council need to further address.



**“The parks and verges are well maintained and there has been renewed tree planting in the streets and parks. Footpaths where I walk are very uneven though.”
(Elizabeth Vale resident)**

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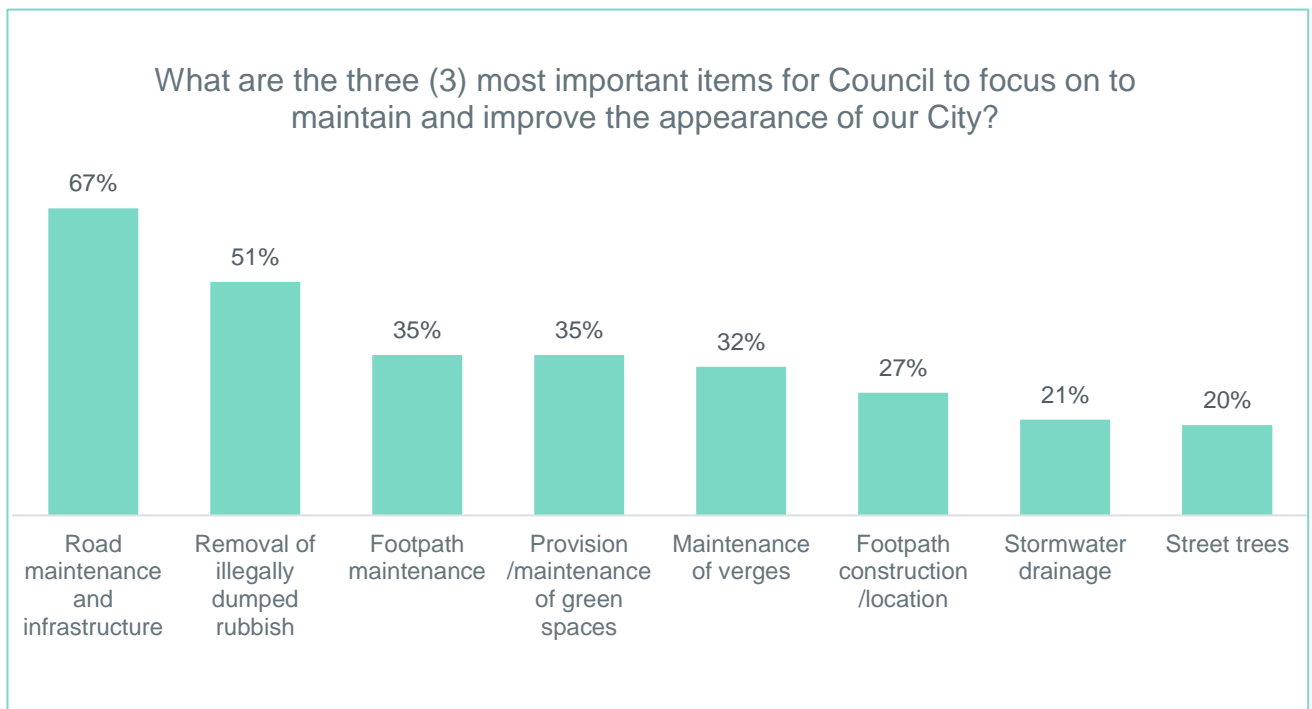
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So, what are the priorities?

We know that city appearance and maintenance is a big driver of city experience for our community. To see what actionable insights we could uncover, this year we asked our community very simply, what the top 3 priorities were for Council to focus on to maintain and improve.

You told us that **road maintenance and infrastructure** is the top priority followed by **illegally dumped rubbish removal** and then the **provision and maintenance of footpaths and green spaces including verges**.

These findings will continue to inform service planning by outlining where our community want to see resources invested.

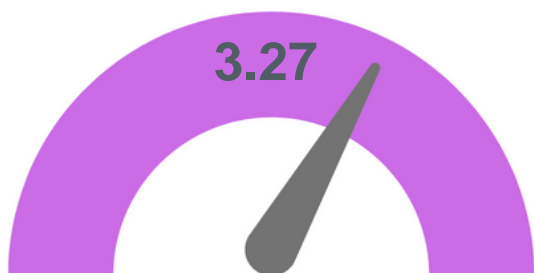


“The main concern for me currently is that road infrastructure is not being upgraded to accommodate for the increase in population from all of the new housing developments.”
(Andrews Farm resident)

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7.6 Theme 3: Connecting with our community and each other



Average rating out of 5
2022: 3.26 | 2021: 3.16

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.

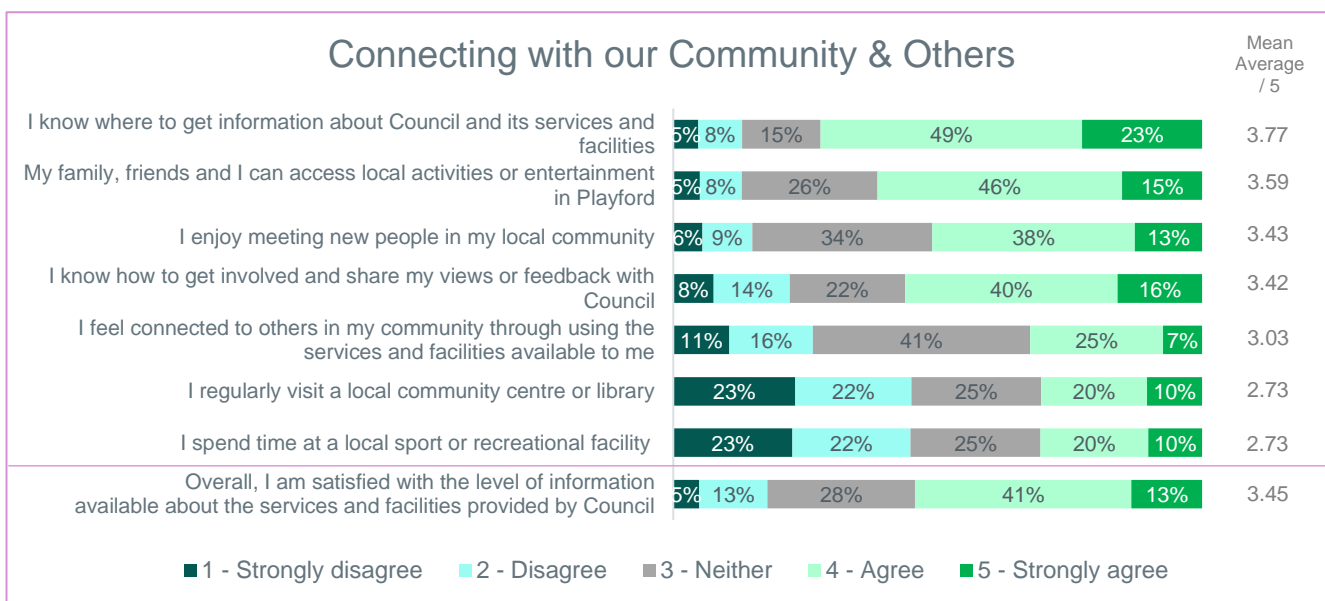
Feel that Council is approachable and easy to interact with.

Feel listened to.

When it comes to our community trusting Council is doing its best for the community and having the confidence that Council will deliver what it promises, it is important that people have access to the right information about how decisions are made, as well as the services and facilities provided by Council.

This is determined by knowing where to get information, having access to local activities, knowing how to get involved and feeling connected.

In 2021, our community told us they were not aware of the variety of Council services available and indicated a strong desire to get involved with us. In 2023, 54% stated they were satisfied with the level of information which is a positive increase from 45% in 2021 and 43% in 2022, meaning Council is getting better at engaging our community more effectively.



*The community rating of 3.27 is the combined average score of all above measures

Playford Community Survey

What We Heard Report 2023

What we heard in 2023

- The overall theme rating for **connecting with our community and each other** has remained steady at 3.27 out of 5 compared to 3.26 in 2022 and 3.21 in 2021.
- Since 2022, 10% more people agreed they are satisfied with the level of information available about the services and facilities provided by Council with 54% agreeing in 2023.
- People aged 70 and older are far more likely to agree that they are satisfied with the level of information (71%) compared to the average across community of 54%. Those aged 35-49 are the least likely to agree, which presents an opportunity for Council to improve communication with this group.
- Over half of participants stated they enjoy meeting new people in the local community with around one third using either libraries or community centres as well as recreational facilities.
- Many believe that themselves, friends and family can access local activities or entertainment in Playford with the younger and older age groups most likely to agree with this.

54%

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

“I have been impressed with how council tries to engage with us. They appear to be looking for ways to actively engage (like this survey) and as a parent of young children, we've really appreciated the recent park upgrades around Playford. “

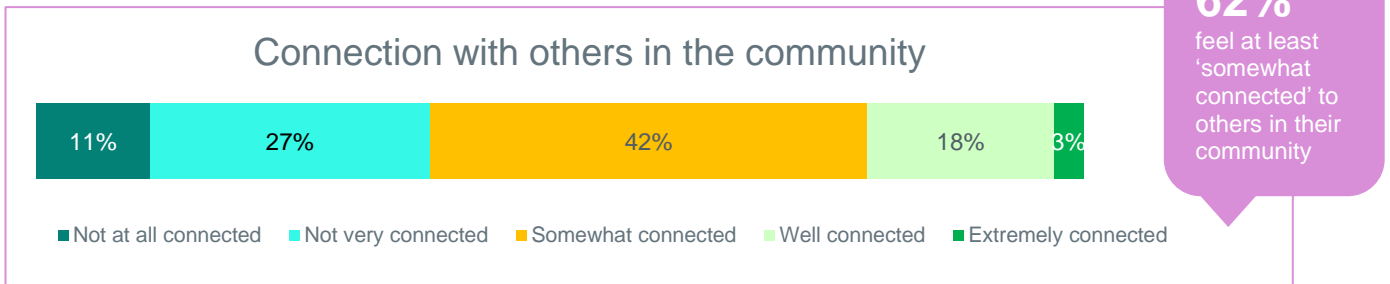
(Craigmore resident)

Playford Community Survey

What We Heard Report 2023

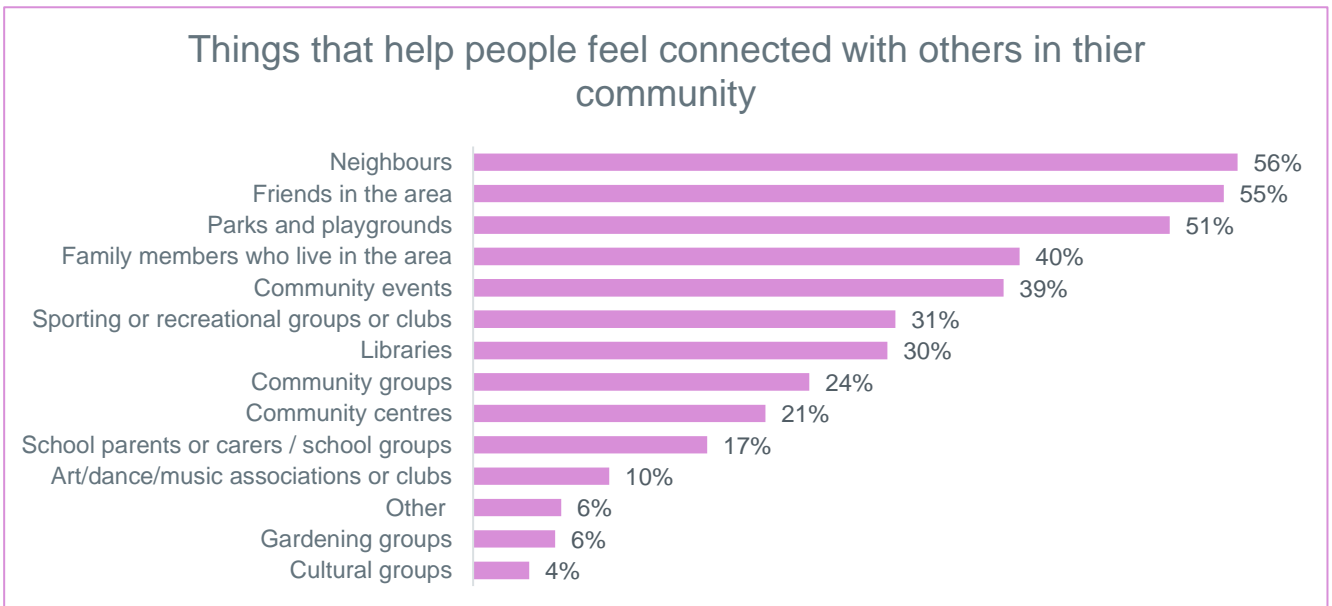
Connection

To build upon our knowledge around what connection means to people and what helps people feel connected to others in their community, we asked to what level people feel connected in 2023.



While 62% of our community feel at least somewhat connected to others in the community, 38% do not. Given this imbalance, it is important for us to look at these different groups and how feelings of connection can impact other aspects of liveability and experience.

Those that feel connected, believe neighbours, friends in the area and parks and playgrounds play a big role in building and maintaining that connection. Those who feel less connected were more likely to have a poorer experience living in Playford generally and have more difficulties moving around the city easily and safely.



All of this data continues to inform Council on how the services and facilities we provide, from sporting facilities to community events, community centres and groups, can help build connections, improve accessibility, and improve quality of life and experience living in Playford.

Playford Community Survey

What We Heard Report 2023

7.7 Theme 4: Supporting business & local employment opportunities



Average rating out of 5
2022: 3.28 | 2021: 3.79

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

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

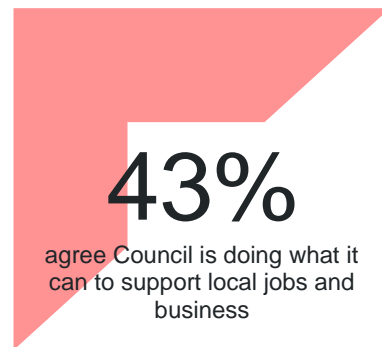
Feel inspired to gain education, training and new skills because there is a better chance of getting a job here.

In 2023, nearly 90% of our community believe it's important Council helps support businesses to grow and stay in Playford and nearly three quarters of the community believe they have access to services and business that they need locally.

Council continues to build initiatives and services to support local jobs and businesses to do the best they can, including services provided at the Stretton Centre as the key business hub of the North.

What we heard in 2023

- There has been an increase of nearly 10% since 2022 agreeing that Council is doing what it can to support local jobs and business.
- However, 42% neither agreed nor disagreed showing opportunity for Council to improve community understanding of what is being done to support businesses
- This is especially prominent in Angle Vale and Virginia (and surrounds) where residents were more likely to disagree that Council is supporting business in the area. Most other suburbs were consistent in their views.



Supporting Business & Local Employment					Mean Average /5	
I think it is important Council helps support businesses to grow and stay in Playford	8%	37%	51%		4.34	
I have access to services and businesses that I need locally	4%	9%	17%	50%	20%	3.74
Overall, I agree Council is doing what it can to support local jobs and businesses	5%	9%	42%	34%	9%	3.33

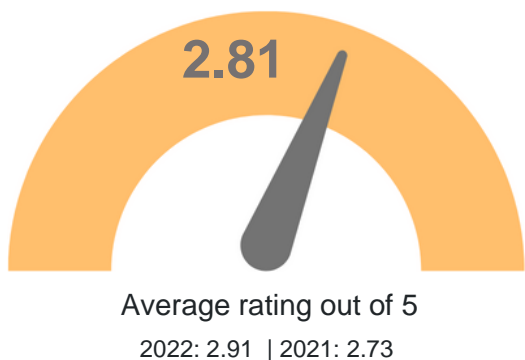
■ 1 - Strongly disagree
 ■ 2 - Disagree
 ■ 3 - Neither
 ■ 4 - Agree
 ■ 5 - Strongly agree

*The community rating of 3.80 is the combined average score of all above measures

Playford Community Survey

What We Heard Report 2023

7.8 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.

In 2022, 31% agreed that Council was spending rates wisely while 34% disagreed. Over one third (35%) of the community neither agreed nor disagreed, highlighting that there is an opportunity for us to better inform our community on rates distribution.

In 2023, there are still very different views across Playford on how Council is using rates with 31% agreeing, 41% sharing that they disagree and 25% in the middle.

The perception of Council spending rates wisely is impacted by how people see their local neighbourhood maintained by Council (including parks, reserves and verges) as well as information available from Council about services and facilities, being easy to drive around Playford and feeling safe moving around the local area. We also know that understanding how rates are being spent is a big driver of trust and confidence in Council.



*The community rating of 2.81 is the average score of all above measure (only one measure for this theme)

Playford Community Survey

What We Heard Report 2023

What we heard in 2023

- The overall theme rating for **using money wisely** has remained consistent from 2.71 in 2021 to 2.90 in 2022 and 2.81 in 2023.
- A total of 32% agree **Council is spending rates wisely and using resources for the good of the community**, while 40% disagreed and 28% were neutral.
- General comments provided by community expressed that the value for money of rates in Playford is not evident when there are unresolved issues that need addressing such as footpaths and city maintenance.
- There continues to be conflicting views between both new and old, and rural and urban areas, around the allocation of resources to infrastructure and maintenance.
- Similar to 2022, levels of agreement are different across suburbs with newer suburbs such as Eyre and rural suburbs (Virginia, Angle Vale and One Tree Hill) showing the highest levels of disagreement.
- Our Elizabeth, Smithfield, Davoren Park and Blakeview areas were the most likely to agree that Council is using money wisely.
- Older and younger age groups are more likely to agree Council is spending rates wisely, however residents aged 35-49 are less agreeable.
- Those who are more agreeable that Council is using money wisely, were also more likely to be satisfied with the information available to the community about Council services and facilities, highlighting that information is vital to know and understand how Council is spending money.
- Those less satisfied with Council overall are more likely to mention rates in their commentary as to why they are dissatisfied.

32%

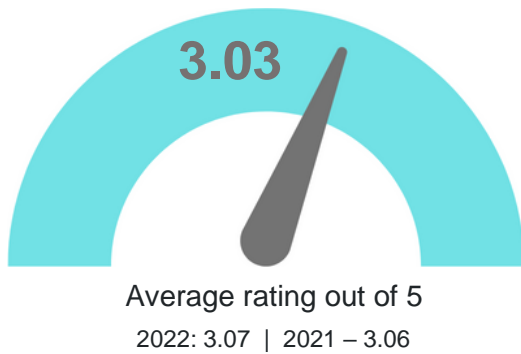
agree Council is spending rates wisely and using resources for the good of the community

"I feel that with the amount of money paid for council rates there should be more things being done in my neighbourhood. Things that our community will actually find beneficial like having our verges completed, having more room/spaces to park cars so roads aren't becoming congested and dangerous"
(Eyre resident)

Playford Community Survey

What We Heard Report 2023

7.9 Community Sentiment

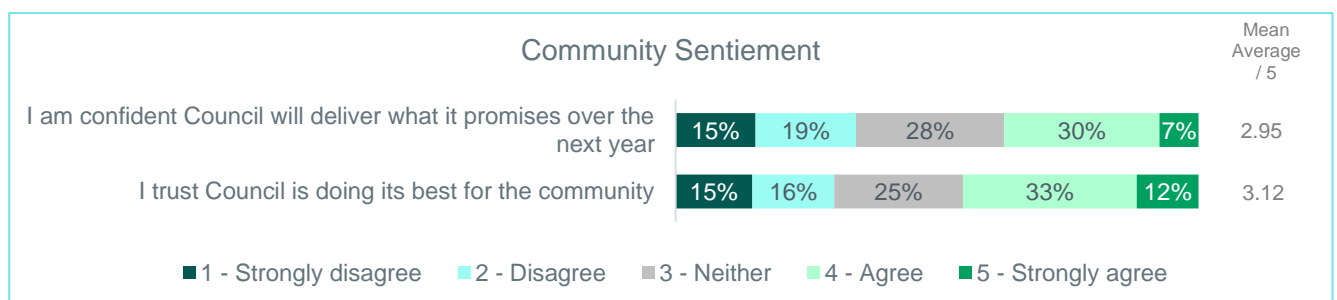


Overall community sentiment is the average score of three measures, around **trust, confidence and satisfaction.**



What we heard in 2023

- Nearly three quarters (70%) are at least moderately satisfied with the performance of City of Playford Council over the past 12 months, which is slightly lower than 2022 and 2021, however, still positive with many highlighting Council are meeting their expectations and maintaining the city well.
- Levels of confidence and trust have slightly increased, reflecting that Council is improving in these areas.
- Hillbank, Elizabeth suburbs, Craigmore and Blakeview are most positive and agreeable across these measures, however Angle Vale, Virginia and Eyre (and to a similar degree, Munno Para suburbs) are not as agreeable.
- Similar to other themes, older and younger age groups are more positive in their ratings, while 35-49 age group is less so likely to agree.
- We also know that having a neighbourhood that is easy to get around and that looks and feels nice, means a better experience for our residents and more visibility that Council is spending rates wisely and using resources for the good of the community.

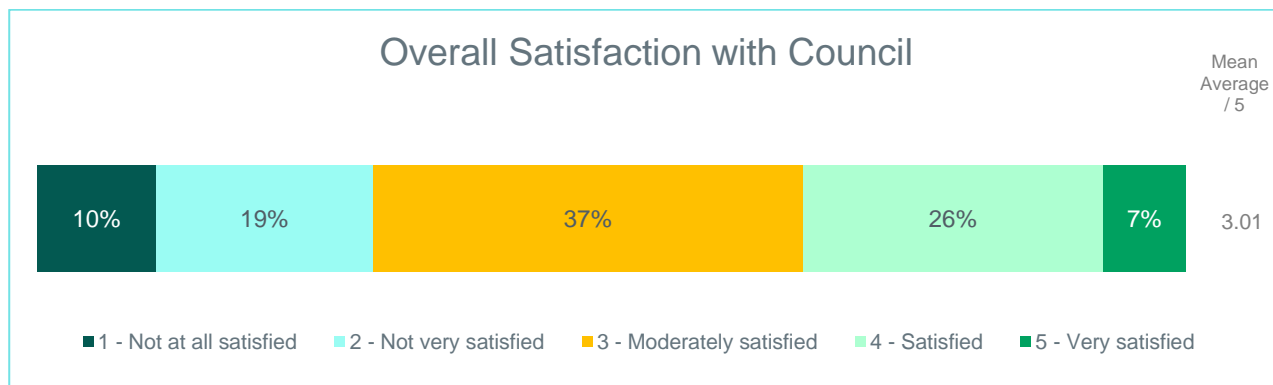


Playford Community Survey

What We Heard Report 2023

Overall Satisfaction

Results from the 2023 survey showcase the many diverse experiences our community has across City of Playford. Suburb, age and how connected people feel have an impact on overall experience and satisfaction, and we know different things are important to different people.



In 2023, there are many great things people are seeing in Playford with the majority holding a strong level of trust and confidence in Council to deliver. Many said they were pleased with the interactions they have had with Council recently, and that Council are currently meeting expectations of responsiveness, city maintenance and service provision.

Upgrades and maintenance of parks and reserves are being noticed and participants were positive about the progress, while others note some required improvements to general maintenance and appearance of the city, particularly with footpath construction, maintenance and illegally dumped rubbish.

*"Area is always clean and neat. Playgrounds are always tidy, safe and easily accessible. You always see council staff maintaining the playgrounds, grassed areas and local streets for downed trees and rubbish. Couldn't be happier with them as they are always acknowledging you if you wave or say hi."
(Craigmore resident)*

*"The council seems to do a good job maintaining a large area. There are a good variety of facilities for the wide variety of residents in the area, streets are neat and maintained and there always seems to be new trees being planted which is very important in our climate."
(Elizabeth Downs resident)*

The combined effect of residential growth and developments with the need for better roads is causing issues with traffic management and ease of getting around some areas in Playford. Road maintenance and upgrades are seen as a challenge with our community feeling road projects are taking longer than expected.

Age groups at the younger and older end of the scale are more agreeable and satisfied generally compared with age groups in the middle (namely 35-49).

Playford Community Survey

What We Heard Report 2023

7.10 Contact with Council

In the previous 12 months to August 2023, 55% of survey participants had contacted Council.

Phone remains the most common contact source through our customer contact centre (48%) followed by email (18%) and customer service desks at Civic and Stretton Centres (12-14%)

Residents in the Virginia and One Tree Hill areas (and surrounding suburbs) were slightly higher than average to have contacted Council.

Generally, most people across the community were satisfied with how their contact was handled, with an average of 3.69 out of 5, however residents of Smithfield and Eyre were less likely to be satisfied, and to a lesser extent, Virginia and Angle Vale.

Consistent with results in 2022, residents who did not come into contact with Council held a higher overall satisfaction score with Council and were slightly more likely to agree with statements throughout the survey, reflecting a more positive experience or sentiment across the community themes.



66%

of participants were satisfied with how their contact was handled

Playford Community Survey

What We Heard Report 2023

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 2023 [^]		MEAN Average 2021 [^]
I feel safe moving around my neighbourhood during the day	3.8	Above 3.5 out of 5	3.7
I know where to get information about Council and its services and facilities	3.8		3.8
I have access to services and businesses that I need locally	3.7		3.7
Rubbish and hard waste is well managed in my area	3.7		N/A
My family, friends and I can access local activities or entertainment in Playford	3.6		3.3
My local neighbourhood has enough trees, plants and grass	3.5	Between 3 and 3.5 out of 5	3.3
The private properties in my street are looked after	3.5		3.4
Overall, I am satisfied with the level of information available about the services and facilities provided by Council*	3.5		3.3
I find it easy to park where I need to	3.4		3.5
It is easy to get around my neighbourhood*	3.4		3.1
I know how to get involved and share my views or feedback with Council	3.4		3.3
Overall, I agree that my neighbourhood looks and feels nice*	3.4		3.2
My neighbourhood has clean streets	3.4		3.2
Overall, I agree Council is doing what it can to support local jobs and businesses*	3.3		3.3
I find it easy to drive around Playford	3.3		3.5
I feel safe moving around my local area*	3.3		3.1
My local neighbourhood is well maintained by Council (parks, reserves, verges)	3.2		3.1
The amount and location of footpaths in my local area are adequate	3.2		N/A
I trust Council is doing its best for the community	3.1		3.1
I feel connected to others in my community through using the services and facilities available to me	3.0		N/A
I am confident Council will deliver what it promises over the next year	3.0	2.9	
Myself and others are able to safely use the footpaths in my neighbourhood (wheelchair users, people with mobility aids or prams)	2.9	Below 3 out of 5	2.7
Council is spending rates wisely and using resources for the good of the community*	2.8		2.7
I feel safe moving around my neighbourhood at night time	2.5		2.4

Some statements relative to behaviours rather than experience are not included in this table

*Overall statements ^mean scores are rounded to 1 decimal point

Playford Community Survey

What We Heard Report 2023

8. Conclusion and next steps

Thank you to the 1,431 City of Playford residents and visitors who shared their Playford experience with us.

As a representation of our broader community you told us:

- Your experiences are varied, mostly dependent on the suburb you live in and its uniqueness.
- The needs of our rural and urban residents are very different and newer developments such as Eyre highlighted challenges of parking, traffic, footpath network and main road upgrades are impacting everyday life.
- Safety and accessibility are critical to your overall experience, and can also impact on how people connect with others in the community.
- The appearance of your local neighbourhoods is very important to you and maintaining verges and footpaths are the key priorities for Council to help create clean and well-maintained streets as well as improving accessibility.

Your trust in Council and perception of spending rates wisely is largely driven by:

- Being able to see what Council is doing – visible ongoing maintenance of parks, reserves and verges
- Having access to the right information at the right time to understand what services and facilities are available
- Being able to move easily around Playford
- Feeling safe

Where to from here?

Each year, we know that publishing this report is not the end for us, it's just the start of much more deep data exploration to help us inform our teams and our planning!


The feedback you shared will assist us to inform decision making across Council a number of ways, including how we work with teams within Council to help understand our community needs, how we communicate with you to keep you up to date on projects and daily operations of Council.

This survey forms one piece of a large information bank, with many other data points that help build the picture of Playford. We will continue to build our knowledge and engage with our residents and visitors to improve the liveability of our City and the experience of the community.

Playford Community Survey

What We Heard Report 2023

Appendix: Questionnaire



Playford Community Survey 2023

Hello and thank you for taking part in our 2023 Playford Community Survey!

We are reaching out to members of the Playford community to understand their experiences of living, working, studying and visiting Playford.

The information collected will help Council to better understand how we are tracking through the delivery of the 2020-2024 Strategic Plan which focuses on our city and community foundations.

The survey will take approximately 10 minutes and by completing it, you will be entered into the draw to win 1 of 5 x \$50 Elizabeth City Centre gift cards.
*City of Playford Councillors and employees, and their immediate families are ineligible to enter. See staff for terms & conditions.

Please ensure you only complete the survey once.


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

1. Which answer best reflects you?
(select 1)

I live in Playford

I visit, study or work in Playford: **Which suburb do you visit most?** _____

2. In which suburb do you live? _____

 *If you do not live in City of Playford, please skip to question 4*

3. How long have you lived in City of Playford?

Less than 1 year

1 to 5 years

6-10 years

11-20 years

More than 20 years

4. Which of the following best reflects your age group?

16 – 24

25 – 34

35 – 49

50 – 59

60 – 69

70 years and older

Playford Community Survey

What We Heard Report 2023



Playford Community Survey 2023

Customer Service

5. Have you contacted Council in the last 12 months?

- Yes
- No (now go to question 8)

6. 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) _____

Thinking about your most recent experience, would you agree or disagree that:

7. You were satisfied with how your contact was handled by Council?

- Strongly disagree (1)
- Disagree (2)
- Neither agree nor disagree (3)
- Agree (4)
- Strongly agree (5)

Community Experience



If you do not live in City of Playford, please skip to question 10 on the next page

8. Thinking generally, overall how has your experience been living in City of Playford over the past 12 months? If you are new to Playford, please think about your recent time here.

- Extremely poor (1)
- Poor (2)
- Fair (3)
- Pretty good (4)
- Excellent (5)

9. Has your experience of living in City of Playford over the last 12 months:

- 1 Become better than before
- 2 Stayed the same
- 3 Become worse than before
- 4 Not sure

Playford Community Survey

What We Heard Report 2023



Playford Community Survey 2023

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.

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

	 1 - Strongly disagree	2 - Disagree	3 - Neither	4 - Agree	5 - Strongly agree 
10.1 I enjoy walking around my neighbourhood	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10.2 I regularly spend time in Playford's parks/playgrounds	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10.3 I regularly use the local walking trails or bike paths	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10.4 Myself and others are able to safely use the footpaths in my neighbourhood (wheelchair users, people with mobility aids or prams)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10.5 The amount and location of footpaths in my local area are adequate	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10.6 I feel safe moving around my neighbourhood during the day	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10.7 I feel safe moving around my neighbourhood at night time	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10.8 I find it easy to drive around Playford	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10.9 I find it easy to park where I need to	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
OVERALL					
10.10 I feel safe moving around my local area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10.11 It is easy to get around my neighbourhood	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Playford Community Survey

What We Heard Report 2023



Playford Community Survey 2023



In question 10.2 on the previous page, if you answered agree or strongly agree to 'regularly spending time in parks and playgrounds', please answer the question below. Otherwise skip to Q10.13.

10.12 Can you please tell us how you use these spaces in parks and playgrounds?

Tick all that apply to you.

- | | |
|--|---|
| <input type="checkbox"/> Exercise using equipment | <input type="checkbox"/> Passing through |
| <input type="checkbox"/> Walking/jogging | <input type="checkbox"/> Connecting with nature |
| <input type="checkbox"/> Walking the dog | <input type="checkbox"/> Other (specify) _____ |
| <input type="checkbox"/> Social gatherings with friends/family | _____ |
| <input type="checkbox"/> Children's play/playground equipment | _____ |
| <input type="checkbox"/> Kick about spaces / ball games | |



At question 10.6 on the previous page, if you answered disagree or strongly disagree to 'feeling safe during the day', please answer the question below.

10.13. Can you please share why you do not feel safe moving around your area during the day?



At question 10.7 if you answered disagree or strongly disagree to 'feeling safe at night', please answer the question below.

10.14. Can you please share why you do not feel safe moving around your area at night?

Playford Community Survey

What We Heard Report 2023




Playford Community Survey 2023

Lifting city appearance

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

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

		1 - Strongly disagree	2 - Disagree	3 - Neither	4 - Agree	5 - Strongly agree 
11.1	The private properties in my street are looked after	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11.2	My neighbourhood has clean streets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11.3	Looking after our environment is important to me	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11.4	I know how to get rid of my rubbish and hard waste	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11.5	My local neighbourhood is well maintained by Council - regarding parks, reserves, verges	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11.6	My local streets and parks have enough trees, plants and grass	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11.7	Rubbish and hard waste is well managed in my area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
OVERALL						
11.8	I agree that my neighbourhood looks and feels nice	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

12. What are the three (3) most important items for Council to focus on to maintain and improve the appearance of our City?

- Removal of illegally dumped rubbish
- Maintenance of verges
- Stormwater drainage
- Road maintenance and infrastructure
- Footpath construction /location
- Footpath maintenance
- Provision /maintenance of green spaces
- Street trees
- Other (specify) _____

Playford Community Survey

What We Heard Report 2023





Playford Community Survey 2023

Connecting with our community and each other

The next few questions are about communication with Council and using services in Playford.

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

		1 - Strongly disagree	2 - Disagree	3 - Neither	4 - Agree	5 - Strongly agree 
13.1	I know where to get information about Council and its services and facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13.2	I enjoy meeting new people in my local community	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13.3	I regularly visit a local community centre or library	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13.4	I spend time at a local sport or recreational facility (indoor or outdoor)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13.5	My family, friends and I can access local activities or entertainment in Playford	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13.6	I know how to get involved and share my views or feedback with Council	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13.7	I feel connected to others in my community through using the services and facilities available to me	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
OVERALL						
13.8	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"/>

Thinking now about being connected with others...

13.a Generally, to what level do you feel connected with others in your community?

- Not at all connected (1) *(Go to question 14)*
- Not very connected (2) *(Go to question 14)*
- Somewhat connected (3) *(Go to question 13.b)*
- Well connected (4) *(Go to question 13.b)*
- Extremely connected (5) *(Go to question 13.b)*
- Not sure (0) *(Go to question 14)*

Playford Community Survey

What We Heard Report 2023



Playford Community Survey 2023





If you answered that you feel somewhat connected, well connected or extremely connected at Q13.a, please answer this question.

13.b What are the things that help you feel connected with others in your community?

- Neighbours
- Family members who live in the area
- Friends in the area
- School parents or carers / school groups
- Community groups
- Sporting or recreational groups or clubs
- Art/dance/music associations or clubs
- Cultural groups
- Gardening groups
- Community events
- Libraries
- Parks and playgrounds
- Community centres
- Other (specify) _____

Supporting business and local employment opportunities

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

		1 - Strongly disagree	2 - Disagree	3 - Neither	4 - Agree	5 - Strongly agree 
14.1 I have access to services and businesses that I need locally		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14.2 I think it is important Council plays a role in supporting businesses to grow and stay in Playford		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
OVERALL						
14.3 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"/>

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



Playford Community Survey



What We Heard Report 2023



Playford Community Survey 2023

The next few questions ask generally how you feel about Council.

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

			1 - Strongly disagree	2 - Disagree	3 - Neither	4 - Agree	5 - Strongly agree 
OVERALL							
15.1	Council is spending rates wisely and using resources for the good of the community	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
15.2	I am confident Council will deliver what it promises over the next year	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
15.3	I trust Council is doing its best for the community	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Overall Satisfaction with City of Playford

16. 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 (1)
- Not very satisfied (2)
- Moderately satisfied (3)
- Satisfied (4)
- Very satisfied (5)

17. Can you please share why you gave that rating?

18. 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"/>	<input type="checkbox"/>	<input type="checkbox"/>

Playford Community Survey

What We Heard Report 2023



Playford Community Survey 2023

Now just a few final questions about you to help us look at what's important to different people in our community. *If you prefer not to answer these questions, please skip to the end.*

19. To which gender do you identify with?

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

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

- Yes (specify) _____
- No

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

- Yes
- No

22. What is your household structure?

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

23. Are you a homeowner or renter?

- Homeowner
- Renter

24. Do you identify as having a disability?

- Yes
- No

25. How would you best describe your employment status?

(Select one)

- Employed full time (38 or more hours per week)
- Employed part time or casual (up to 38 hours per week)
- Unemployed and looking for work
- Unemployed and not looking for work
- Student
- Retired
- Self employed
- Stay at home parent/carer
- Unable to work
- Other
- Volunteer

Playford Community Survey

What We Heard Report 2023



Playford Community Survey 2023

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 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 _____

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 Community Survey, 12 Bishopstone Road,
Davoren Park SA 5113

Email connected@playford.sa.gov.au

This market research is carried out in compliance with the Privacy Act and the information you provided will only be used for research purposes. The City of Playford work under The Research Society's Code of Professional behaviour.