

Frequently Asked Questions

What is a strategic plan?

A strategic plan is a road map, which guides Council's decision-making. It describes what we will focus on and how we will go about it.

Our strategic plans aim to deliver on the long-term aspirations of our community, as outlined in the [2043 Playford Community Vision](#), for prosperity, liveability and happiness.

To achieve these aspirations, Council has a 12-year strategic planning horizon to ensure a logical, sequenced approach to the work we do, understanding we can't do everything at the same time.

Community and City Foundations

2020-2024

Connecting our people

2025-2028

Connecting our places

2028-2032

What has been the focus for 2020-2024?

The [2020-24 strategic plan](#) had a focus on building **Community and City Foundations**. This meant meeting the foundational needs of the community and focusing on ensuring we were putting the critical social and physical building blocks in place. This focus was developed in partnership with the community - you told us it was important to address things that impact your everyday life, from having safe roads and a neighbourhood that looks nice to a Council that talks to them more and uses their money wisely. We focused on delivering against five key 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



Frequently Asked Questions

Why do we need a strategic plan?

Councils are required under Section 122 of the *Local Government Act 1999* to develop and adopt plans for the management of its area, to be called collectively the strategic management plans. These plans ensure that councils operate transparently, allocate resources effectively, and deliver services that align with community needs.

The Strategic Management plans sit within a broader Strategic Planning Framework, which integrates key planning documents, including:

- Strategic Plan: Sets the Council's direction for the next 4 years.
- Long-Term Financial Plan: Ensures financial sustainability by forecasting revenue and expenditure over at least 10 years.
- Strategic Asset Management Plans: Guides the maintenance and development of infrastructure, ensuring assets like roads, parks, and facilities are managed efficiently.
- Annual Business Plan and Budget: The 12-month plan to deliver the Strategic Plan and secure funding.

Together, these plans create a clear roadmap for how Council will invest in and develop the city, ensuring responsible governance and a strong future for the community.

How is a strategic plan used?

Our Strategic Plan sits at the centre of Council's Strategic Planning Framework. It serves as a roadmap for decision making and how we prioritise the allocation of resources over the next four years. At a high level, here is how it is used:

- **Guides decision making:** Having a Strategic Plan helps all of Council make informed decisions by providing a clear framework aligned to community need and aspirations. When Council is faced with choices on budget allocation, policy creation or infrastructure development, this Plan will be in place to ensure actions are consistent with the longer-term goals by using decision making filters set within the Plan.
- **Sets priorities:** The Plan identifies key themes for Council. This helps Council focus on the most critical areas and allocate resources effectively.
- **Aligns resources:** Having a Strategic Plan helps determine how will also allocate financial, staff and physical resources over time. It helps us create budgets and set priorities in funding, ensuring our resources are directed towards the most important initiatives.
- **Partnerships and collaboration:** It outlines Council's approach to working with other organisations, such as state or federal government bodies, non-profits or the private sector.



Frequently Asked Questions

By defining strategic themes, the plan guides how Council collaborates with external partners to achieve common objectives.

- **Communication and transparency:** Our Strategic Plan is shared with our community to ensure transparency of direction and goals. It helps our community understand what council is focused on, what to expect and how to get involved.
- **Community engagement:** The Strategic Plan was developed with extensive input from our community. This ensures that the Plan is reflective of your needs and aspirations. Over time, feedback will be sought from the community again to ensure we are on track with your priorities and needs.

Why is the strategic plan being reviewed?

Council's current strategic plan covered the period of 2020-2024, so it is now time to review and develop the next phase of our planning horizon. Reviewing our strategic plan provides the opportunity to allow for changing contexts, emerging opportunities and new challenges to be addressed. It is also a chance to check in with our community and ensure we continue to deliver the things that are important to you.

The Local Government Act 1999 also specifies that a comprehensive review of a council's strategic plan must be undertaken within two years after each general election of Council. The last local government election took place in South Australia in November 2022.

What will be the focus for the next phase of the strategic plan?

While a lot has been achieved over the last four years, we think it is important to continue our important work on Community and City Foundations, foundational work, while also commencing the next phase of our 12-year planning horizon – Connecting our People.

What elements of the plan won't change through the engagement process?

This engagement is very much about Council's role in delivering for the community and understanding what the next four years looks like. What won't change through the engagement process is:

- **Strategic Planning Horizon:** We are not seeking input into the design of the long term 12-year strategic planning approach that we have been taking and will build upon what is already developed.





Your Strategic Plan 2025-2028

Playford
Make it yours.

Frequently Asked Questions

- **Community Vision:** We are also not seeking input on the overall goals and aspirations of our City. Our Community Vision 2043 was developed in 2013 based on extensive community engagement and reflects the longer-term aspirations of the community, organised under the goals of prosperity, liveability and happiness.

What does 'Connecting our People' mean?

Connecting our People means we will focus resources on helping connect our people to each other and their local community. Our existing services will be adjusted, as appropriate, to enhance social connections at the local community level.

Can I be involved in developing the plan?

Yes! Your voice is essential in shaping Playford's future. We are committed to ensuring that our Strategic Plan reflects the needs and aspirations of our diverse and growing community. In February 2024, the Council endorsed a three-phase community engagement approach to guide the Strategic Plan Review:

Phase one (April 2024) – Completed

We gathered reflections on Community and City Foundations and Connecting Our People themes through community summits, pop-ups, and survey. Over 790 participants shared their insights, shaping the draft Strategic Plan.

We are here - Phase Two (27 March–24 April 2025)

We're reconnecting with the community to ensure the **Draft Strategic Plan 2025-2028** reflects your priorities. This includes targeted communication with Phase one participants and broader public consultation. Now is the time to review the draft and share your final thoughts before the plan is finalised.

Phase Three (May 2025)

A What We Heard Report for Phase two of the engagement will be collated for Elected members consideration prior to adoption of the final Strategic Plan 2025-2028 in May 2025. After the adoption by Council, we'll 'close the loop' by sharing how your feedback influenced the final plan.

What did we hear from the community in phase one?

In April 2024, we launched the first phase of community engagement, inviting you to share your ideas on what Council should focus on over the next four years. This phase included community summits, pop-up conversations across the city, and a widely promoted survey to ensure diverse participation.





Your Strategic Plan 2025-2028

Playford
Make it yours.

Frequently Asked Questions

More than 790 community members took part, sharing their thoughts on what has been achieved under the current Strategic Plan and what should be prioritised moving forward.

You told us that the **Community and City Foundations** themes remain important, and you want continued focus in these areas. At the same time, you expressed a strong desire for greater connection—with each other, with spaces, and through a sense of belonging. You want Council to activate and support places and initiatives that bring people together.

During Phase one, key themes you raised:

- ✓ **Safety & Accessibility** – You called for safer, better-connected roads and footpaths for easier and more secure movement across the city
- ✓ **City Appearance** – You want improved maintenance of parks, gardens, and public spaces, alongside stronger action on littering and illegal dumping
- ✓ **Connecting Our People** – You strongly supported initiatives that strengthen community ties, create safer neighbourhoods, and increase opportunities for social connection.

Alongside this, we analysed data from:

- ✓ Council's customer experience program
- ✓ Playford Community Survey
- ✓ Service delivery projects and customer requests
- ✓ External research on broader city trends

Using this rich combination of community insights and data, we developed the **Draft Strategic Plan 2025-2028**. We're now in Phase two of consultation, where your feedback will help shape the final plan.

What does the draft Strategic Plan cover?

The draft Strategic Plan outlines Council's roles and responsibilities in delivering essential services and projects, ensuring transparency in our decision-making process and encouraging active community involvement. It provides a clear vision of what our community can expect to experience by 2028, explaining why these priorities are important and what they include (and don't). While the plan sets our direction, it is designed to be a high-level guide that allows for flexibility and continued collaboration.

The draft plan is built around four key themes that strengthen our city's foundations and foster deeper connections:

- ✓ Our Foundations: Improving safety, accessibility, and ease of movement around our city
- ✓ Our Foundations: Lifting city appearance.
- ✓ Building Connections: Fostering collaboration and connection to each other
- ✓ Building Connections: Activating and facilitating welcoming community spaces and events.





Your Strategic Plan 2025-2028

Playford
Make it yours.

Frequently Asked Questions

How can I get involved in Phase two?

Great that you've taken the opportunity to share your thoughts with us! Your feedback is invaluable in helping shape the future of our community. The consultation is open **Thursday 27 March to Thursday, 24 April 2025**—let us know if the draft Strategic Plan reflects your community's vision and priorities.

Read the **draft Strategic Plan 2025-2028** (available in the document library on engagement hub) and let us know if we've got it right.

Ways to provide your feedback:

- Complete the [online survey](#)
- Email your feedback to connected@playford.sa.gov.au
- Pick up a hard copy plan and survey at one of the Customer Service locations:
 - Playford Civic Centre, 10 Playford Boulevard, Elizabeth
 - Stretton Centre, 307 Peachey Road, Munno Para
- Mail your feedback to:
Reply Paid, Community Engagement, Playford Operations Centre,
12 Bishopstone Road, Davoren Park, 5113

Prefer to chat? Contact Roxanne, Community Engagement Officer, at 8256 0333 or connected@playford.sa.gov.au

