

Playford Community Survey

What We Heard 2025



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 Strategic Plan, how we've worked towards the four Community Themes, and overall community sentiment on various other topics.

These findings reflect the broader Playford community, but we know each suburb has its own story. In the full report, we take a deeper look at local experiences to understand what matters most in each area.

Key insights



WHAT PEOPLE LOVE ABOUT THEIR NEIGHBOURHOODS...

- Quiet and peaceful
- Convenience and proximity to services and spaces
- Green spaces
- Friendly neighbours and community feel
- Affordability and opportunity



TOP PRIORITIES FOR COUNCIL...

- Continued focus on roads and traffic management
- City maintenance and appearance including uplift projects and rejuvenation of older spaces
- Addressing the impacts of growth in the affected suburbs
- Providing clear direction and leadership in adapting to growth



COMMUNITY ARE MORE LIKELY TO AGREE THAT...

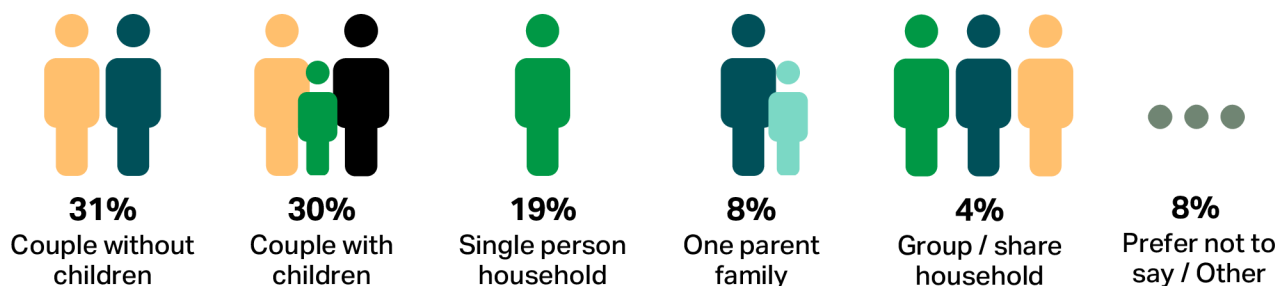
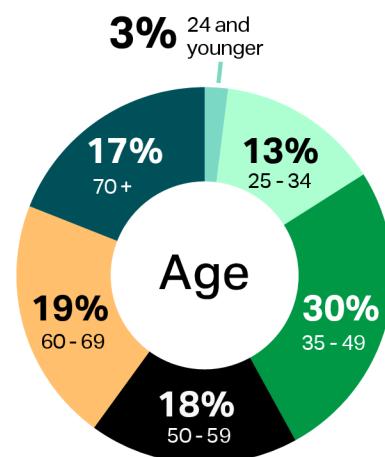
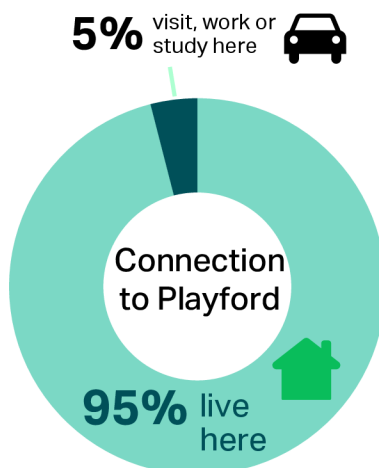
- They feel safe during the day
- They can easily and safely access public parks and community spaces
- Playford is welcoming and celebrates diversity (how people are different)
- They feel welcome and confident to attend activities and events in Playford
- Everything they need is here in Playford
- The services that are needed to live well are easy to access in Playford



COMMUNITY ARE LESS LIKELY TO AGREE THAT...

- They trust Council is doing its best for the community
- Council is providing a strong and clear direction for the future of the city
- Council acts on behalf of the city and works to meet the community's needs
- Confidence that Council will deliver what it promises over the next year
- Feeling safe in neighbourhoods at night

Who we heard from



22% Identify as having a disability

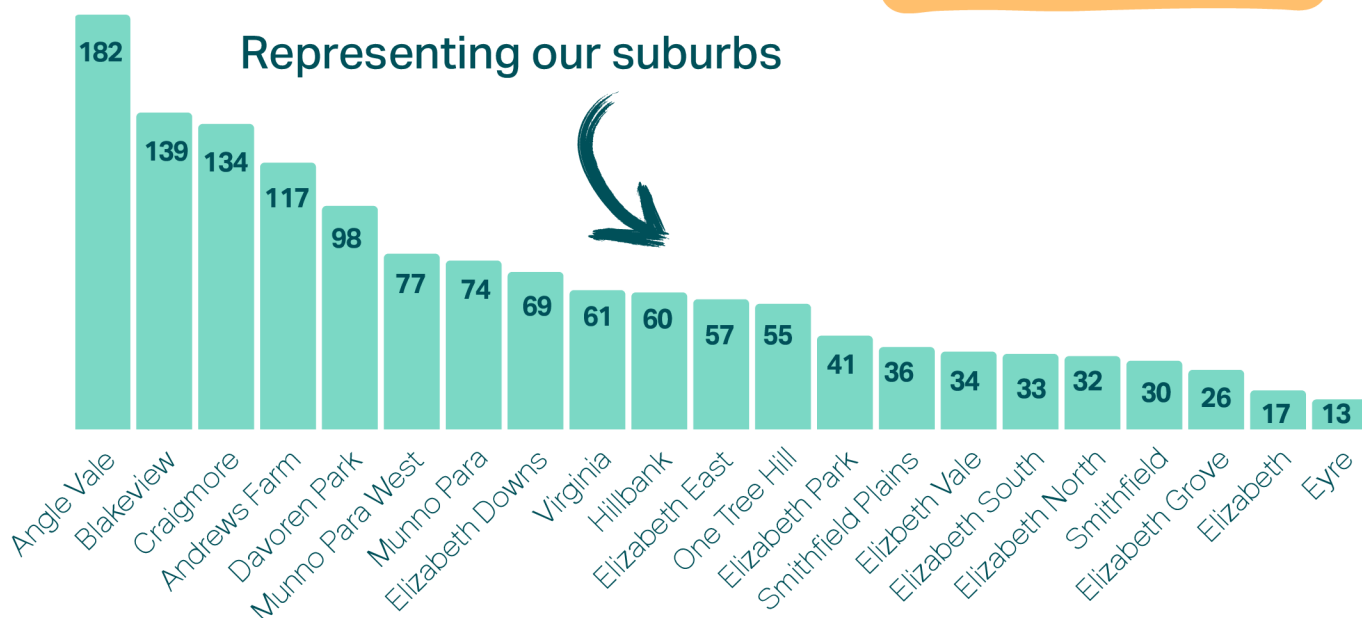
10% Speak a language other than English at home

5% Identify as Aboriginal or Torres Strait Islander

58% had contacted Council in the last 12 months

3,500+ ideas, comments, and pieces of feedback

Representing our suburbs



All other Playford suburbs received less than 10 responses

Community experience & pride

What people love about their neighbourhoods...

I love all the open space and the many trees that give the neighbourhood a peaceful, natural feel. I often spot wildlife, which really shows there's healthy biodiversity around. Plus, having nice neighbours nearby makes me feel safe and knowing many people make me feel part of a community.

(Hillbank, aged 50-59)



General sentiment and experience across most suburbs is positive

Our older, more established suburbs through the Elizabeths - Grove, South, Vale, East and Park as well as Blakeview and Craigmore, tend to have more consistent positive sentiment about Playford as we have seen over the years.

Residents in One Tree Hill and rural East, Hillbank, Davoren Park, and Smithfield generally report more moderate to positive experiences.

Calling Playford home...

54%

Feel proud to live in Playford

49%

Feel a sense of belonging in the community

83%

State their Playford experience is fair to excellent in the past 12 months

59%

Say it's a good place to raise a family

63%

Have everything they need right here in Playford

59%

Say that Playford is welcoming and celebrates diversity

Some areas are experiencing more challenges and a less positive experience

Residents living in rapidly growing townships of Angle Vale and Virginia feel their experience overall is not as positive.

Over the past few years, living in Playford has become incredibly challenging. I now feel like relocating is the only option, as the area struggles with both congestion and a reputation for crime—factors that understandably deter many prospective residents.

(Smithfield, aged 35-49)

What improvements would make neighbourhoods better?

ROADS & TRAFFIC

Less congestion, better road infrastructure and safer intersections

CITY APPEARANCE & MAINTENANCE

Better maintenance of rubbish, improved verge maintenance and rejuvenation of older spaces

PARKS & GREEN SPACES

Opportunities to uplift older playgrounds, more tree-lined streets, greenery and roundabout beatification

Living in a growing city



Playford Community Survey
What We Heard 2025

Our community told us that growth means 'more'.

This can be seen as both positive and negative...

Growth was described by many as a positive step forward, progress and opportunity:

- More opportunities for community (e.g. employment, education, business)
- Improved services and infrastructure
- Community and neighbourhood development

39% agree population growth in the City of Playford is positive for the community

32% report that population growth in Playford has little or no effect on their daily life

Mainly older Elizabeth suburbs, Davoren Park & Hillbank

Greater population, more opportunities for all, more work, access to different demographics and culture.
(Elizabeth Park, aged 60-69)

For others, growth is a challenge and seen as a negative impact on community and day-to-day life. Growth still means 'more', but in a negative light.

- More homes, more traffic, more frustration with previous road planning, narrow streets and parking issues
- Strain on infrastructure, fear of outgrowing current infrastructure quickly
- Higher Council rates

38% agree population growth in the City of Playford has a **negative** impact on the community

46% report that population growth in Playford **directly affects** their daily life

Too many people for our roads. Too much waiting for doctors and services.
(Craigmore, aged 50-59)

Mainly growth areas, Angle Vale, Virginia and Munno Para suburbs

Community have mixed views around the future direction of the city.

Agree **38%**

Council is providing a strong and clear direction for the future of the city

28% Disagree

Agree **39%**

The Council acts on behalf of the city and works to meet the community's needs

29% Disagree

Agree **51%**

Council clearly shares news about what's changing or being built and developed in Playford

20% Disagree

Investments in infrastructure and other assets to assist with the ongoing growth within the community.

(Elizabeth Park, aged 35-49)

Growing pains such as currently happening on Curtis road.

(Blakeview, aged 60-69)

Community Themes

Improving safety,
accessibility and
ease of movement
around our city

 **3.48**
out of 5

Lifting city
appearance

 **3.32**
out of 5

Fostering
collaboration and
connection to each
other

 **3.45**
out of 5

Activating and
facilitating welcoming
community spaces &
events

 **3.50**
out of 5



Community Theme 1 Improving safety, accessibility and ease of movement around our city

- 74%** feel safe in their neighbourhood during the day
- 43%** feel safe in thier neighbourhood at night
- 64%** find it easy to get around thier neighbourhood
- 55%** find it easy to drive around Playford
- 71%** can easily and safely access public parks and community spaces

Theme 1 - Council's role

-  Council-owned roads and footpaths
-  Transport and traffic management
-  Safety, health and building inspections
-  Community facilities
-  Environmental safety
-  Safe and accessible public spaces

3.48

Overall
community
experience
2025
(scored out of 5)



Community Theme 2 Lifting city appearance

- 52%** agree that their neighbourhood looks and feels nice
- 58%** agree that the public areas in Playford look and feel nice
- 51%** agree that thier neighbourhood is well maintained by Council regarding parks, reserves and verges

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

3.32

Overall
community
experience
2025
(scored out of 5)



Community Theme 3 Fostering collaboration and connection to each other

- 62%** agree the services that they need for self and / or family to live well are easy to access in Playford
- 44%** agree that City of Playford provides facilities and services that support and encourage connection to others
- 52%** feel confident to connect with groups, activities, programs or clubs in the community if they choose to

Theme 3 - Council's role

-  Community development and inclusion programs
-  Social services infrastructure and community facilities
-  Facilitating connections between organisations, services and community
-  Providing information about Council services and guidance to other resources

3.49

Overall
community
experience
2025
(scored out of 5)

Community Themes



Community Theme 4 Activating and facilitating welcoming community spaces and events

49%

agree City of Playford has a good variety of activities, events or entertainment to connect with others that suits them

61%

know where to find information about events and activities in Playford

60%

feel welcome and confident to attend activities and events in the City of Playford

Theme 4 - Council's role



Community events, activities and programs



Providing and maintaining facilities and open spaces



Facilitating connections across community through our spaces and places



Providing information about Council run and externally run events and activities

3.50

Overall community experience 2025
(scored out of 5)



Overall satisfaction, confidence and trust in Council Community Sentiment

37%

are confident Council will deliver what it promises over the next year

45%

trust Council is doing its best for the community

70%

are satisfied with the performance of City of Playford, not just on one or two issues but across all responsibility areas

3.05

Overall community experience 2025
(scored out of 5)

Communication

50%

feel well informed about what's happening in City of Playford

58%

agree it's easy to find information from Council if they need to

When looking to find information about a Council service, program or facility...

75%

would visit Council's website



32%

would check our social media



17%

would give us a call



Where to from here?



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 continue to observe different experiences across suburb locations, age groups, cultural groups and different types of households. This will help Council to understand people's experiences within our City.

THANK YOU!

to everyone who shared their thoughts and experiences