

**NEXT
GREAT
CITY**

STATE OF THE CITY REPORT 2018



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“Not since Colonel Light, with foresight generations ahead of his time, made history with his plan of Adelaide, has a town in South Australia been designed on the scale of this New Town”.

“What was a few months ago, grazing and arable land, is speedily being turned into a modern City with wide streets and pleasant vistas, an almost extravagant allowance of open spaces, ample provision for that necessity of our mechanical age, parking areas, properly sited places for industries and attractive shopping centres”.

“The best of town planning practice has been followed in the design of the New Town which, in a few short years, will be the second City of our State. It is a venture that only imagination, hand work and some audacity could have brought so far. All these will be needed for its completion”.

“I am gratified and pleased to be associated with the birth of this new City and am confident that it will have a long and prosperous future”.

Thomas Playford Premier, November, 1955

Thomas Playford, Memorandum from Premier's Office, 16th November, 1955.

Quoted in the book: Allery, Linda (compiled by); Elizabeth: From Dusty Plains to Royal Names, City of Playford, 1996.

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Shedley Café

FOREWORD

Welcome to this newly updated version of the City of Playford's State of the City Report. This report forms part of Council's Business Planning Framework and sits within the Measure section alongside our Annual Report and Quarterly Organisational Performance Reports.

However the State of the City Report differs from our other Measure documents as it takes a whole of Playford approach and as such does not just measure Council's performance. It is hoped that by doing so it will encourage conversation and collaboration amongst the many service providers, government agencies, NGOs and other community organisations that contribute to the fabric of our community's health, wellbeing and overall life experience.

This State of the City Report links to the Playford Community Vision 2043, and will provide data for where the City is currently at in terms of the pillars of Prosperity, Liveability and Happiness. The Vision 2043 pillars are also reflected in the City of Playford's Strategic Plan 2016-2020.

The Report includes the use of the *ISO 37120 Sustainable Development of Communities - Indicators for City Services and Quality of Life* for the first time.

The ISO was first published in May 2014 and defines and establishes methodologies for a comprehensive set of indicators that will enable any sized city to track and measure its social, economic and environmental performance in relation to other cities.

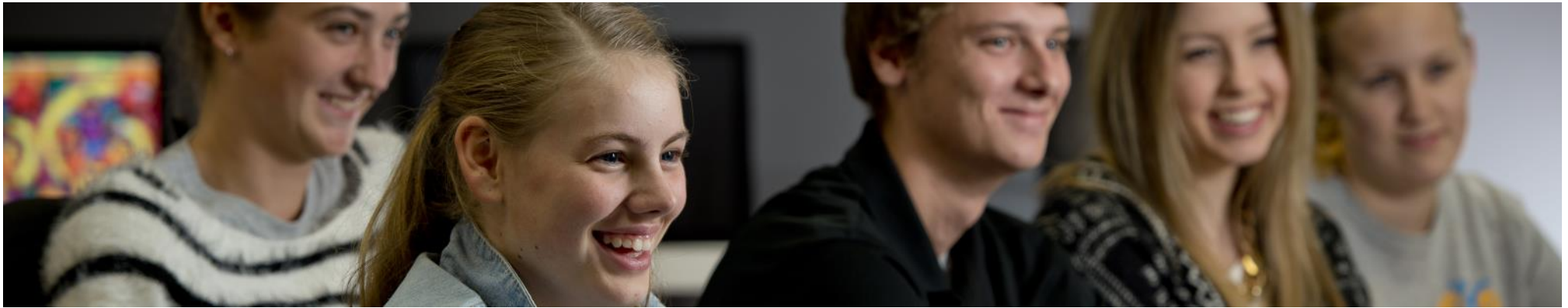
Economy	Urban Planning	Fire &
Governance	Environment	Emergency
Telecoms	Safety	Response
Education	Wastewater	Solid Waste
Health	Finance	
Transportation	Shelter	
Energy	Water &	
Recreation	Sanitation	

The ISO indicators have been matched to our Community Vision 2043 pillars of Prosperity, Liveability and Happiness and as such will contribute

to the performance reporting for our key strategic documents which pave the way forward to creating a prosperous, liveable and happy City. The importance of data to enable better-informed decisions is increasingly being recognised by governments and cities around the world as they experience a range of social, economic and environmental opportunities and challenges relating to their growth such as:

- Increasing population
- Increasing demands on ageing infrastructure
- Changing economic conditions and competition regionally, nationally and internationally
- Evolving social, cultural and community needs and expectations
- Increasing environmental changes
- Increasing technological capabilities

Like many Australian cities, the City of Playford faces ongoing economic and social headwinds. More than ever our residents and businesses look to its leaders



Youth Advisory Committee

to be more agile, more commercial and better at prioritising the needs of the community. Our Cities own challenges include:

- Impact of the closure of GM Holden in 2017 leading to a high number of job losses and the need to transition from our traditional reliance on automotive manufacturing
- Servicing our growing population which is consistently growing at a rate of 2.68% average per year
- The need to balance the development of new urban developments with the housing, social and infrastructure renewal of the older Playford suburbs.

Despite these challenges Playford has a number of opportunities that can be taken advantage of, including:

- Development of the CBD, Sports and Health Precincts to create jobs and stimulate the local economy
- Partnership, investment and trade opportunities internationally

A focus on transitioning Playford into South Australia's Next Great City will drive our economic prosperity. We have also identified a Smart City approach as a way to embrace these opportunities and challenges, and Local Governments worldwide are using this approach to better service their community needs, improve efficiency of their operations, improve service provision, achieve higher levels of sustainability and stimulate economic activity.

This State of the City Report is therefore of particular importance as the data sets and analysis provided clearly measure the City's progress against our community's vision for 2043, as well as against growth Councils across Australia and other SA and Metropolitan Councils and act as a guide for decision-making going forward.

The Report is divided into the following sections:

Profile Indicators

This section sets the scene, gives an overview of our baseline statistics in the areas of people, housing, economy, government, geography and climate.

Comparative Data at a Glance

This section compares the City of Playford against other Councils including other Growth Councils across Australia, SA Councils and Metropolitan Adelaide Councils. Comparisons are made on topics including population growth, SEIFA Index of Disadvantage, Labor Force, Education and Dwelling Tenure.

State of the City Indicators

A comprehensive set of indicators linked to our Community Vision 2043 pillars of Prosperity, Liveability and Happiness. Includes use of *ISO 37120-2014 Sustainable development of communities - Indicators for city services and quality of life* indicators where relevant.

Collectively the information contained in this State of the City Report serves to give a comprehensive overview of the City of Playford, tracks our progress against the Community Vision 2043, benchmarks us against other comparable councils and provides an important resource to guide our transition into South Australia's Next Great City.



City of Playford **PROFILE INDICATORS**

Total city population	92,066		
Population density (per square kilometre)	263 people/ Km ²		
Percentage of country's population	0.36%		
Percentage of population that are children (0-14)	23.1%	Australian Bureau of Statistics (ABS). Estimate Resident Population (ERP) Census of Population and Housing	2017
Percentage of population aged 15-64	64.7%		
Percentage of the population that are senior citizens (65+)	12.2%		
Number of males per 100 females	98.4		
Annual population change	1.7%		
Population dependency ratio ¹	54%	ABS. Census of Population and Housing	2016
Percentage of the population that are overseas born	29%	ABS. Census of Population and Housing	2016
Percentage of population that are new immigrants	3%	ABS. Census of Population and Housing	2011 to 9-Aug 2016

1. Population dependency ratio: is a measure used to compare the size of the working age population to the size of the non-working age population, calculated as the sum of people aged 0-14 and 65 years

and over (that is, 'dependents') divided by the number of people aged 15-64 years, multiplied by 100.

South Australia Median Weekly Income per Household	\$ 1,206	SACOSS Cost of Living Update. No. 31, June Qtr 2017 South Australian Council of Social Service	Jun 2017
Annual inflation rate based on average of last 5 years	1.9%	Reserve Bank of Australia	2013/14 -2016/17
Cost of living ²	\$562.17/week	SACOSS Cost of Living Update. No. 28, September Qtr 2016 South Australian Council of Social Service	2016
Income distribution (Gini Coefficient ³)	0.323 (AUS) 0.291 (SA)	6523.0 - Household Income and Income Distribution, Australia, 2015/16	2015/16
Country's GDP	\$ 1,205 Trillion	World Bank	2016
Country GDP per capita	\$ 51,491		
City Product per capita	\$29,889	National Institute of Economic and Industry Research (NIEIR)	2016
City Product as a percentage of Country's GDP	0.2%		
Employment percentage change based on the last 5 years	-3.2% (87.3%, 2016; 90.5%, 2011)	ABS. 2011-2016 Census of Population and Housing	2011/16

2. Calculated for a single person on the base rate of Newstart with two children.

3. Gini Coefficient

The Gini coefficient is a single statistical indicator of the degree of inequality. It equals zero when all people have the same level of income and equals one when one person receives all the income. In general the smaller the Gini coefficient, the more equal the distribution of income or wealth.

Any increase in the income of a person with income greater than the median will always lead to an increase in the Gini coefficient, while an increase in the income of a person with income lower than the median will always lead to a decrease in the coefficient. The distribution of income becomes more equal when imputed rent and social transfers in kind (STIK) are included in the income measure, down from 0.320 to 0.226 in 2011–12.

HOUSING

Total number of households	31,654		
Total number of occupied dwellings units (owned and rented)	31,646	ABS. Census of Population and Housing	2016
Average Household Size (Persons per unit)	2.6		

ENVIRONMENT

Greenhouse gases per year per capita	9.23 Tn CO ₂ (Scope 2)	Corporate data based on information from SA Power Networks. Emissions are calculated derived only from electricity consumption as energy source.	2015-16
Fine particulate matter (PM2.5) concentration ⁴ (hourly average)	6.9 µg/m ³	Environment Protection Authority (EPA), Elizabeth Air Quality monitoring station particle data	1-Jul/ 1-Aug/2017
Particulate matter (PM10) concentration ⁵ (hourly average)	10.3 µg/m ³		
NO ₂ (nitrogen dioxide) concentration ⁶	9.709 µg/m ³	Environment Protection Authority (EPA), Elizabeth Air Quality monitoring station gaseous data	
O ₃ (Ozone) concentration ⁷	50.09 µg/m ³		

4. Fine particulate matter can cause major health problems in cities. The range of health effects is broad, but they are predominantly to the respiratory and cardiovascular systems. µg/m³ = microgram per square metre

5. PM is a mixture of microscopic solids and liquid droplets suspended in the air. Sources of coarse particles include crushing or grinding operations , and dust from paved or unpaved roads.

6. NO₂ is a major air pollutant which can have impacts on human health and the environment. At raised levels it can increase the likelihood of respiratory problems.

7. High concentrations of ozone in the ambient air are harmful for humans as well as plants. High concentrations of ozone can irritate the respiratory system and are linked to asthma, bronchitis and heart attacks.

GOVERNMENT

Type of government (eg Local, regional, county)	Local Government		
Gross operating budget	\$ 100.8 Million		
Gross operating budget per capita	\$ 1,112	City of Playford Corporate Data	2017/18
Gross capital budget	\$ 58.7 Million		
Gross capital budget per capita	\$ 647		

GEOGRAPHY AND CLIMATE

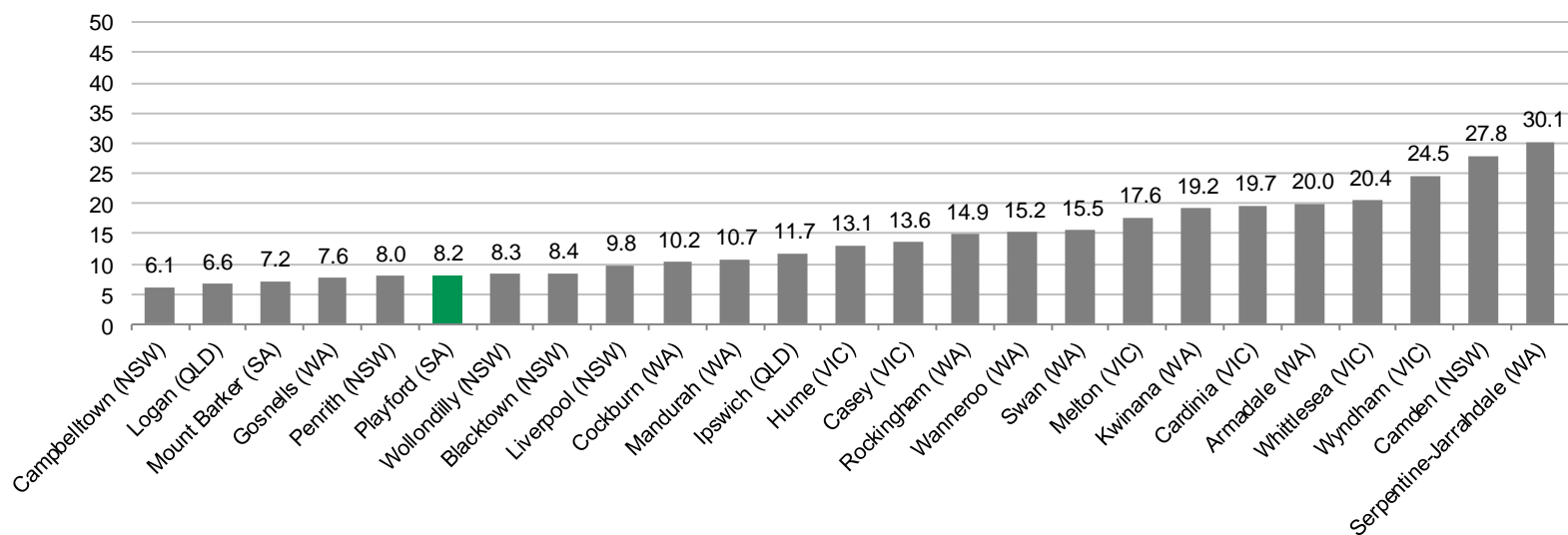
Region	Playford is located in the northern area of the State of South Australia in Australia and is one of Adelaide's 19 Metropolitan Councils .		
Climate type	Metropolitan Adelaide climate is characterised as Hot Mediterranean.	Köppen Climate Classification System	
Land area (Km ²)	345 Km ²		
Number of native species	138	Native species in Playford that have a conservation rating City of Playford Environment Team	
Annual average temperature (Celcius)	Mean maximum temperature: 22.7 Mean Minimum Temperature: 11.1		
Average annual rain (mm)	Mean Rainfall: 434.6.1mm	(General Average not available) Bureau of Meteorology Information Site: Edinburgh RAAF Measurement Span of time: 1972-2015	Years 1972/ 2017
Average annual snowfall (cm)	0 cm		



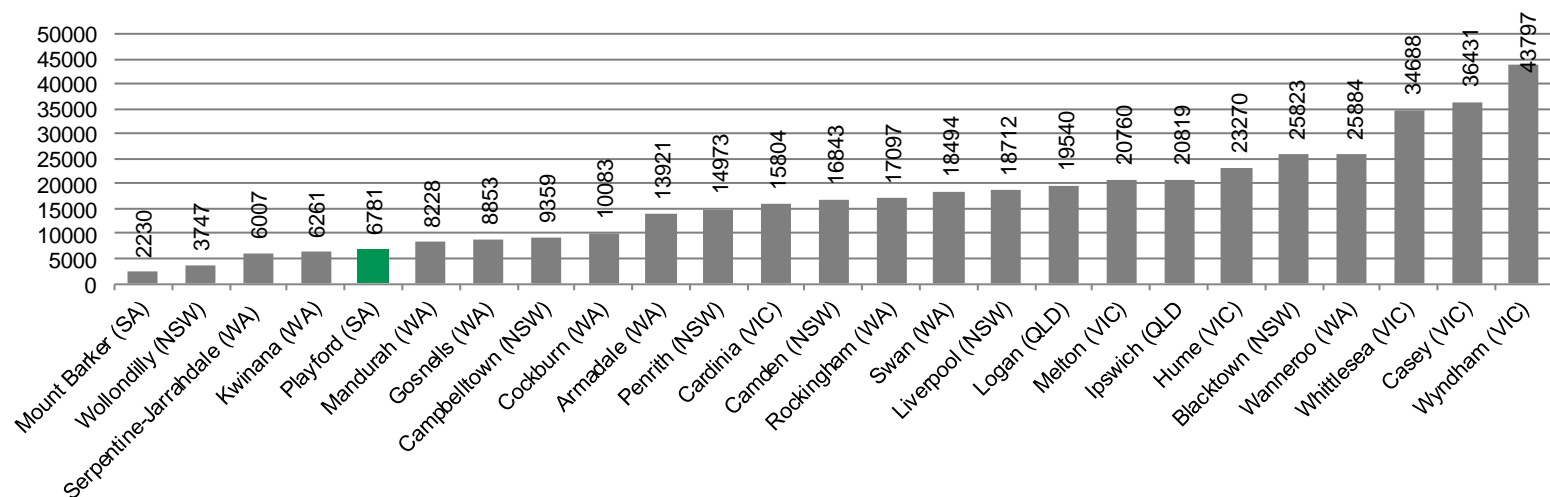
COMPARATIVE DATA AT A GLANCE

Population growth in percentage and number compared to other growth areas in Australia⁸ (2012/2016)

By percentage



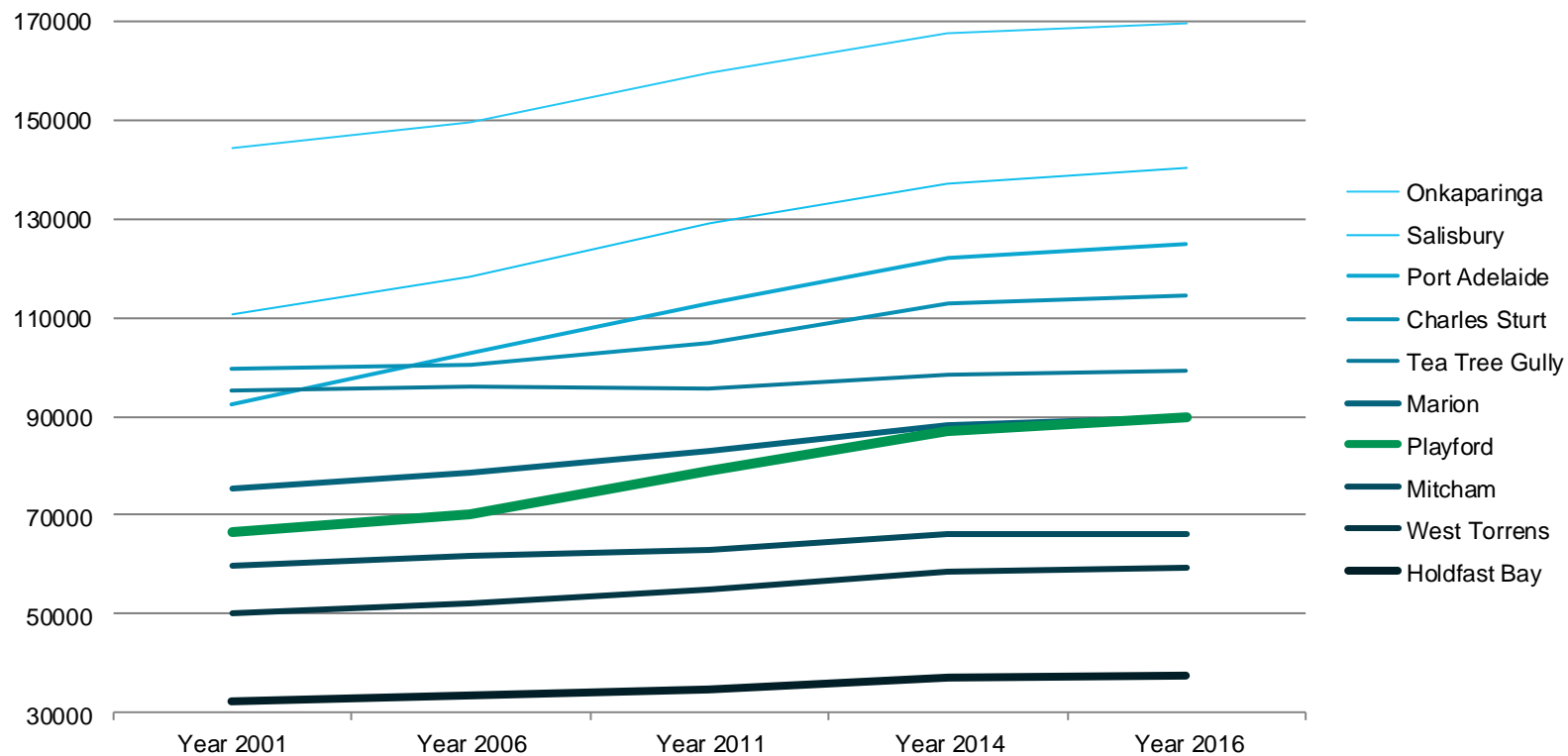
By number of persons



8. For nation-wide comparative purposes, 25 comparable cities were selected with whom Playford shares similar features, namely: population, index of disadvantage, last 5-year growth and housing

tenure (state housing authority and housing co-operative, community or church group). Estimated Resident Population, Local Government Areas, Australian Bureau of Statistics.

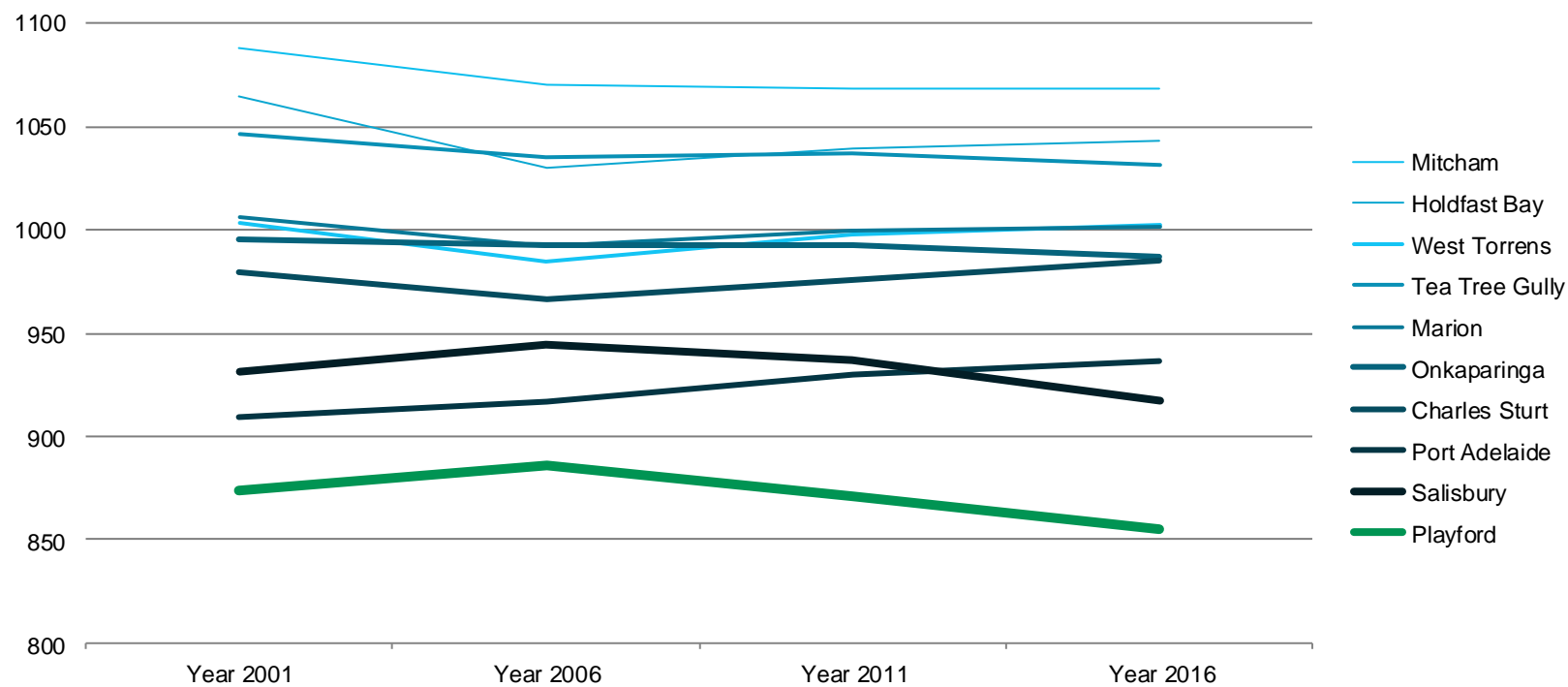
Population Growth against other Metropolitan Adelaide Councils⁹



9. The Remuneration Tribunal Determination of Allowances for members of Local Government groups councils according to their size, population and revenue, and any relevant economic and social factors

in the council area, among other considerations. Councils considered for comparison purposes are those listed in groups 1A and 1B. Playford belongs to Group 1B.

Index of disadvantage (SEIFA)¹⁰ compared to other Metropolitan Adelaide Councils¹¹

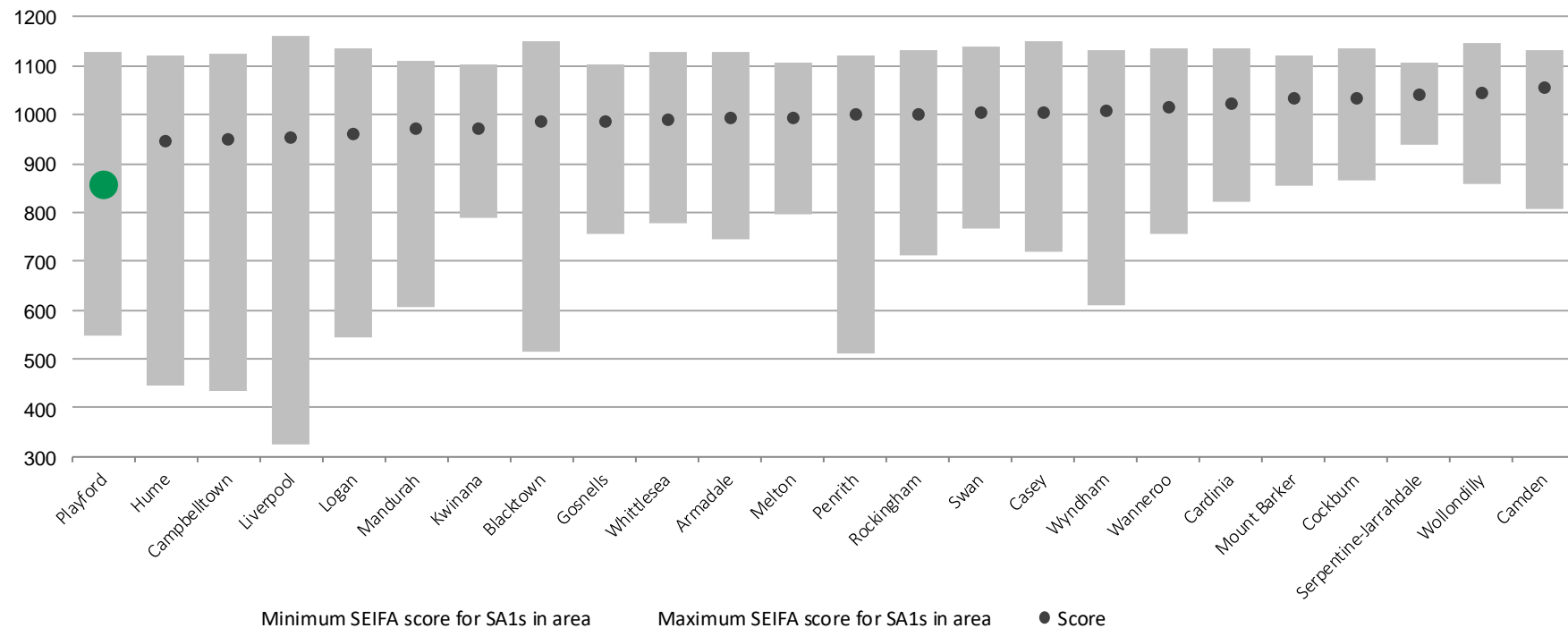


10. The SEIFA index shown here is the Index of Relative Socio-economic Disadvantage (IRSD). It is a general socio-economic index that summarises a range of information about the economic and social conditions of people and households within an area.

11. The Remuneration Tribunal Determination of Allowances for members of Local Government groups

councils according to their size, population and revenue, and any relevant economic and social factors in the council area, among other considerations. Councils considered for comparison purposes are those listed in groups 1A and 1B. Playford belongs to Group 1B.

Index of disadvantage (SEIFA) compared to other growth areas¹² across Australia



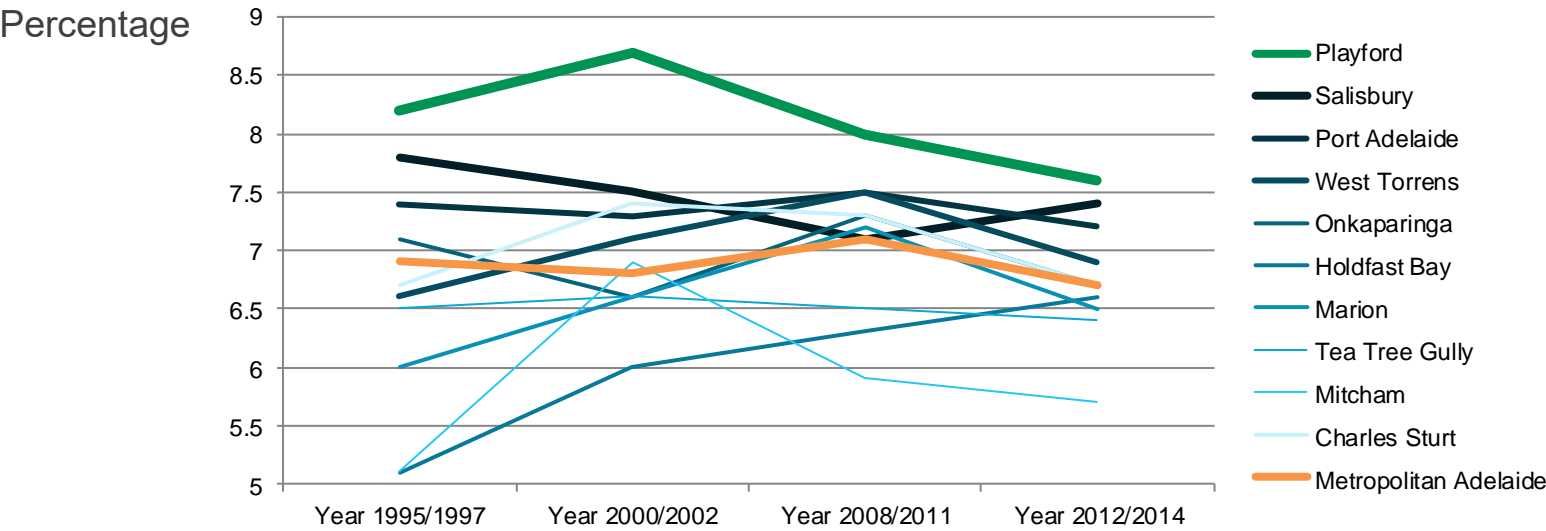
SA1

(Grey bar indicates the range of minimum and maximum scores)

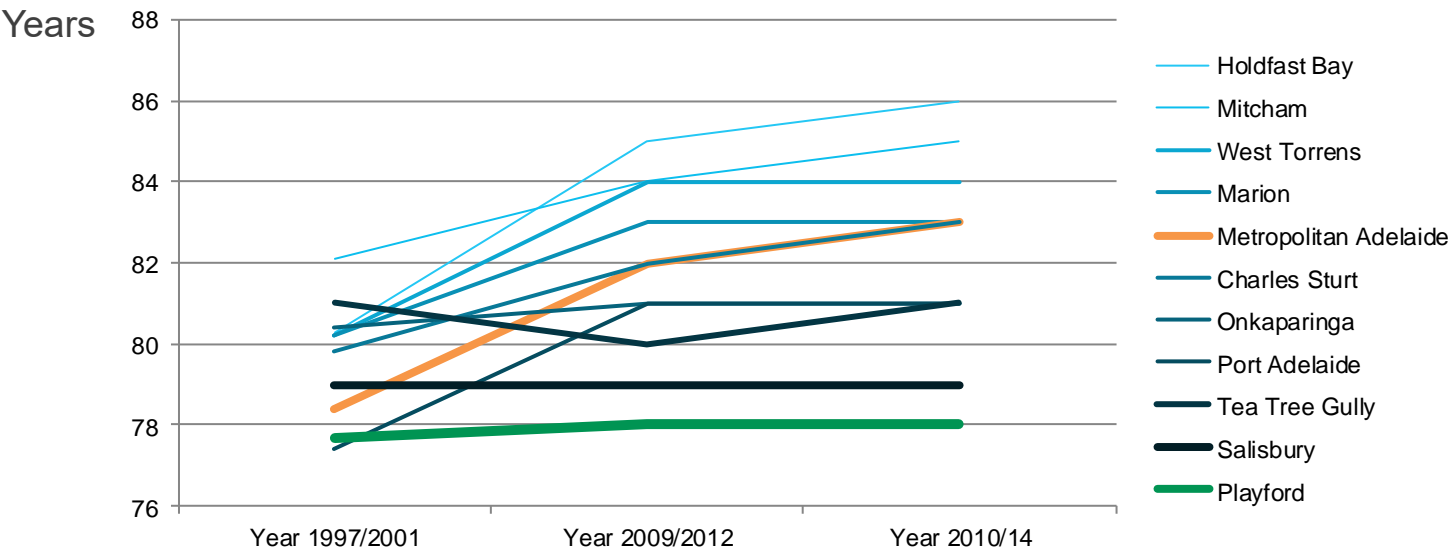
The Statistical Area Level 1 (SA1) is the second smallest geographic area defined in the Australian Statistical Geography Standard (ASGS), the smallest being the Mesh Block.

12. Councils which are members of the National Growth Areas Alliance (NGAA) in 2014. The National Growth Areas Alliance represents Australia's fastest growing municipalities. For more information visit www.ngaa.org.au

Low birth weight (%)

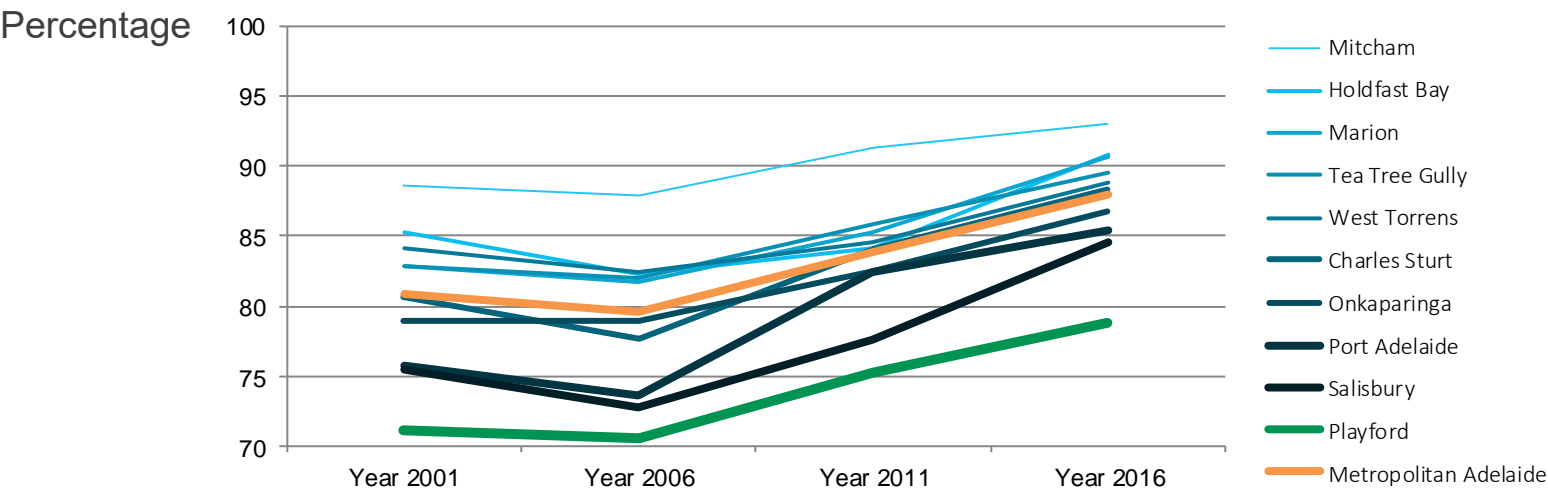


Life expectancy (years)

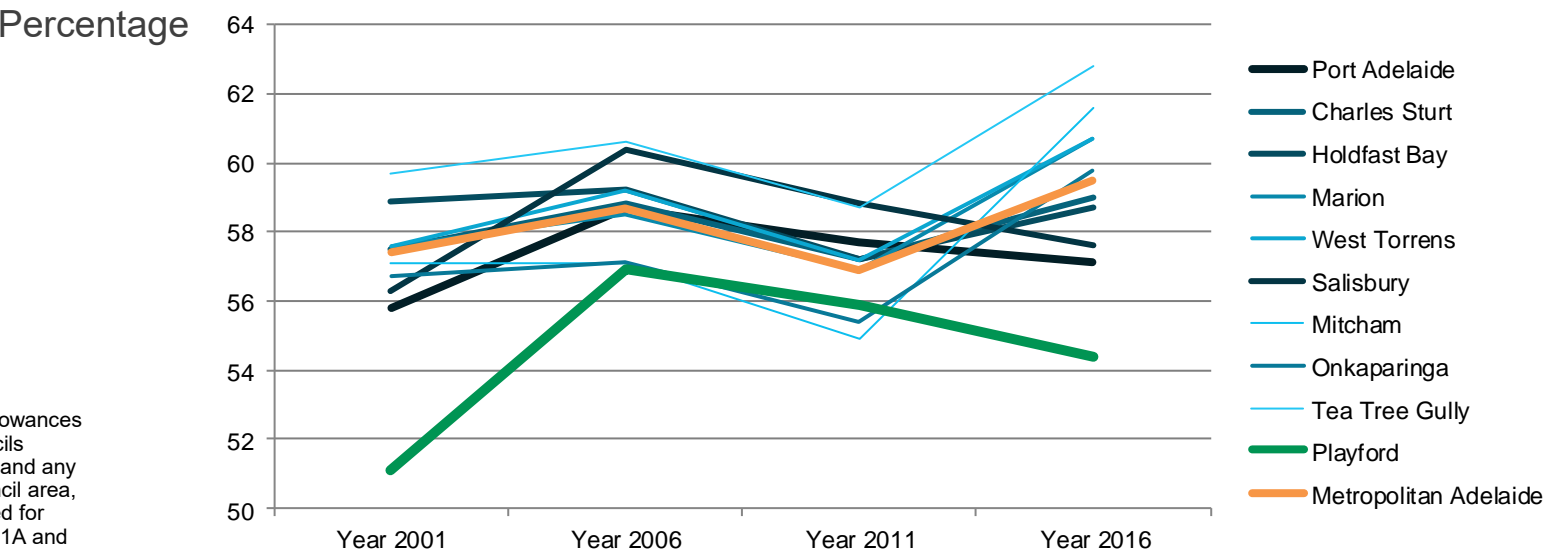


The Remuneration Tribunal Determination of Allowances for members of Local Government groups councils according to their size, population and revenue, and any relevant economic and social factors in the council area, among other considerations. Councils considered for comparison purposes are those listed in groups 1A and 1B. Playford belongs to Group 1B.

Students participating in full-time secondary education at age 16 years



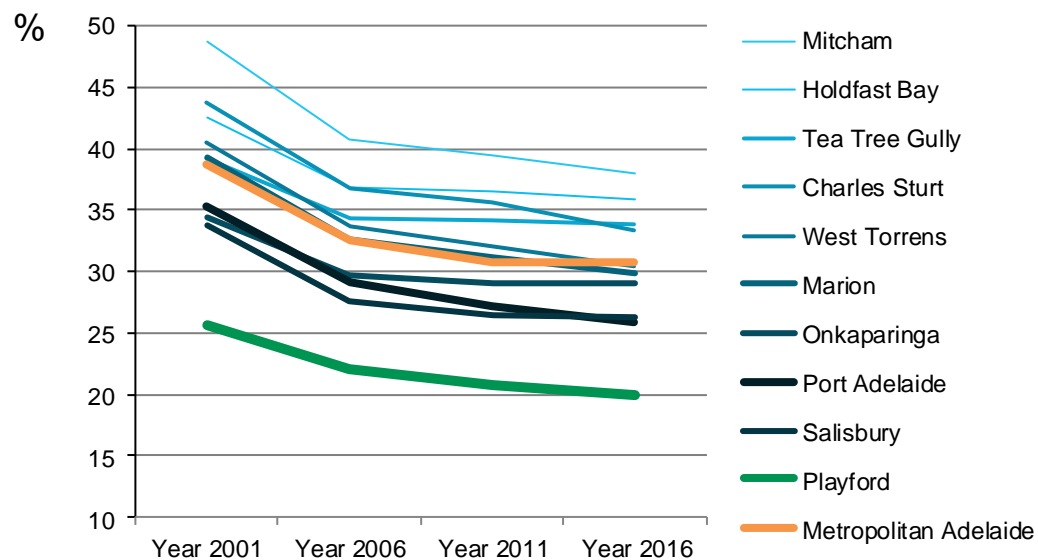
Labour Force Participation - full time



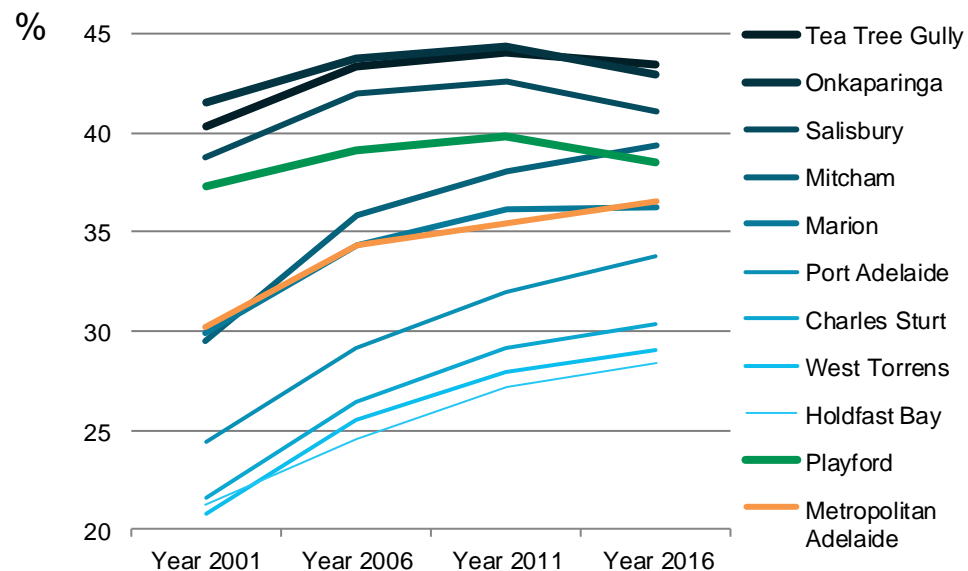
The Remuneration Tribunal Determination of Allowances for members of Local Government groups councils according to their size, population and revenue, and any relevant economic and social factors in the council area, among other considerations. Councils considered for comparison purposes are those listed in groups 1A and 1B. Playford belongs to Group 1B.

Dwelling Tenure

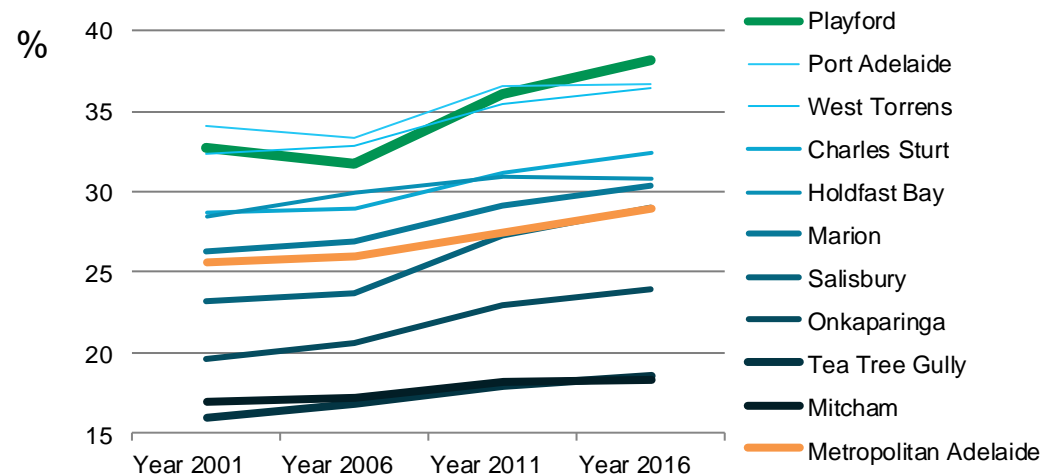
Owned outright



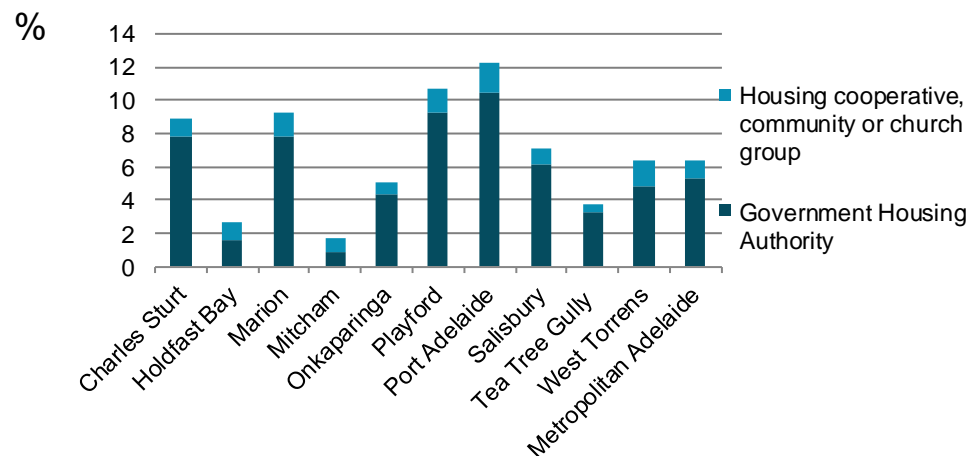
Owned with a mortgage



Rented



Dwellings rented from the government housing authority, a housing cooperative, community or church group in 2016



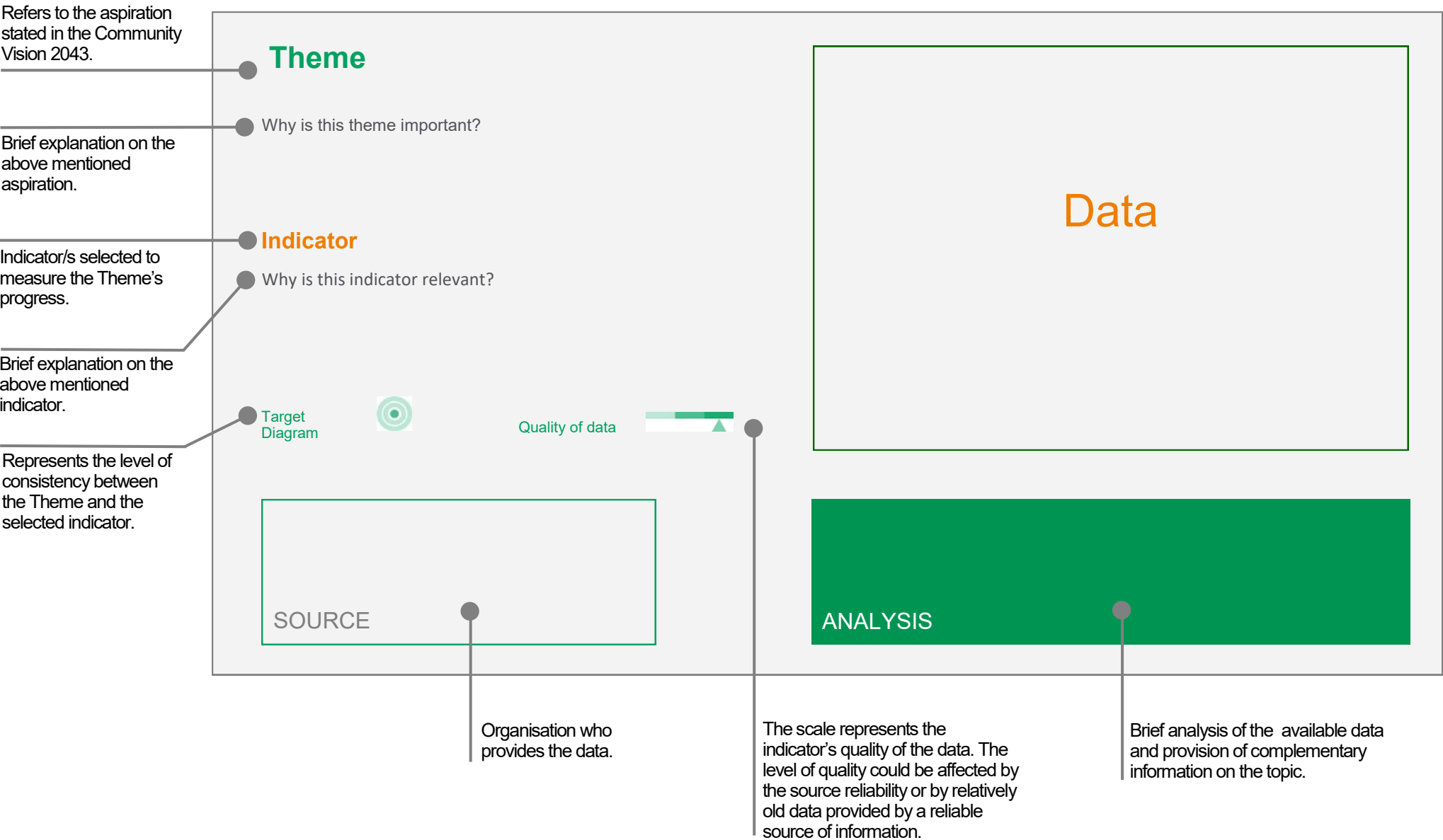
The Remuneration Tribunal Determination of Allowances for members of Local Government, groups councils according to their size, population and revenue, and any relevant economic and social factors

in the council area, among other considerations. Councils considered for comparison purposes are those listed in groups 1A and 1B. Playford belongs to Group 1B.



STATE OF THE CITY INDICATORS

HOW TO READ THE INFORMATION





OUR GOAL
PROSPERITY



OUR GOAL
PROSPERITY

OUR ASPIRATION
**1.1. Economic
development: a thriving
local economy**

Theme

Local jobs for local people (1)

Why is this theme important?

The Playford Community Vision 2043 highlights the requirement for an additional 38,000 jobs to satisfy the need for more local employment opportunities as our population increases.

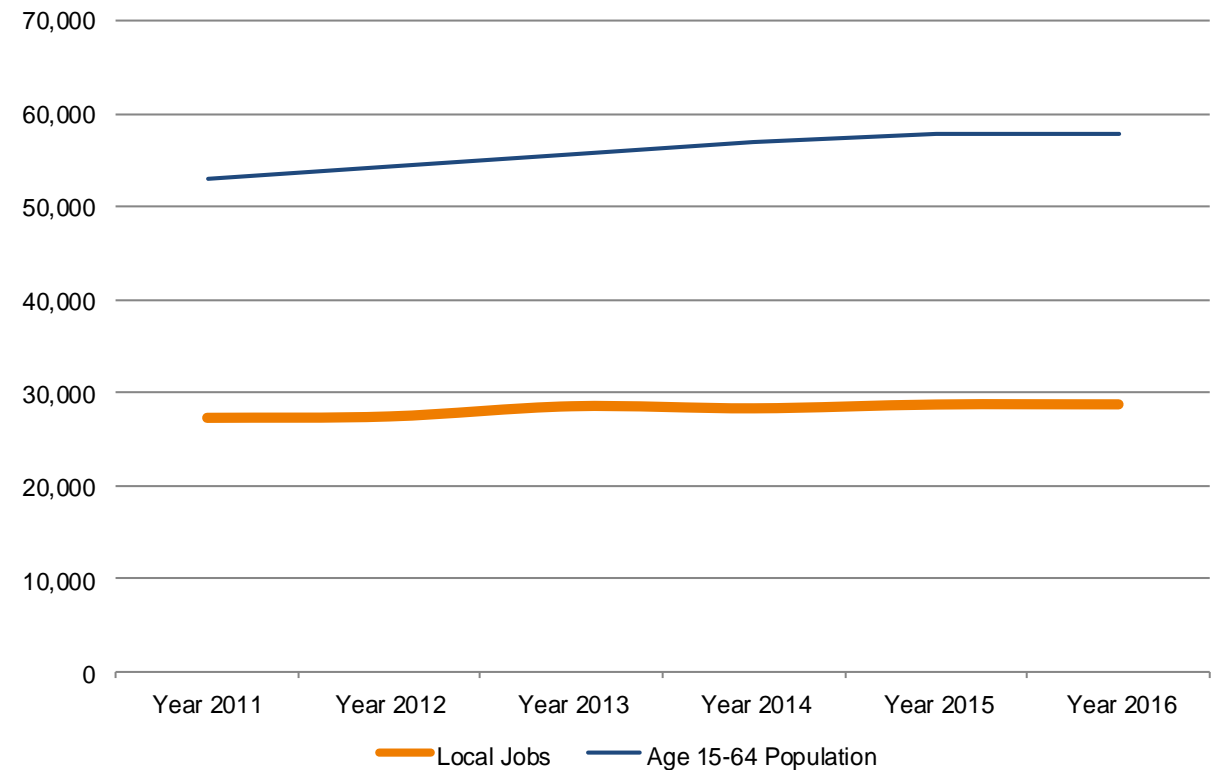
Indicator

Number of local jobs

Why is this indicator relevant?

The number of local jobs is considered a reliable indicator for one of the greatest challenges the City is currently facing.

Evolution of the number of local jobs compared to population growth



Target
Diagram



Quality of
data



SOURCE

National Institute of Economic and Industry
Research (NIEIR) (2016)
For more information visit:
<http://economy.id.com.au/playford>

ANALYSIS

The City of Playford experienced job creation at a rate of 5.3% during the 2011-16 period. In 2016 the number of local jobs was 28,751. However, that growth rate is not keeping up with the high rate at which the working age population has been growing (blue line). There are a number of projects in their early stage occurring at local government and state level that are targeted to strengthen job creation in the region.

Theme

Local jobs for local people (2)

Why is this theme important?

The Playford Community Vision 2043 highlights the requirement for an additional 38,000 jobs to satisfy the need for more local employment opportunities as our population increases.

Indicator

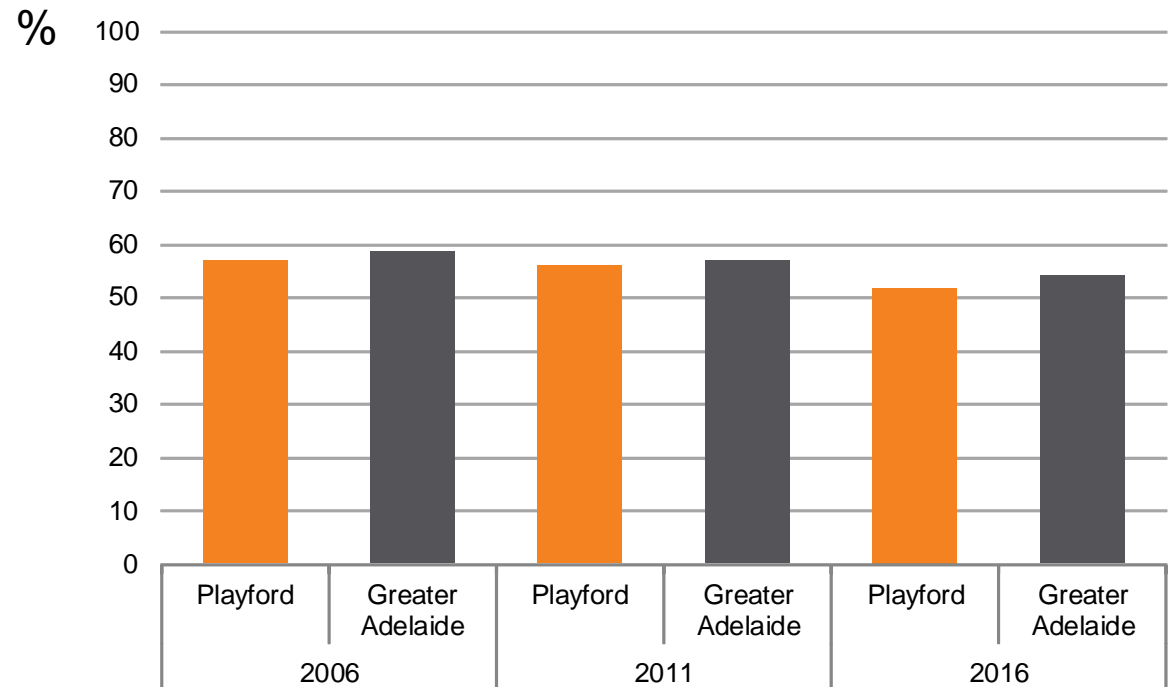
Percentage of people in full-time employment

Why is this indicator relevant?

Full-time employment is not inclusive of all the working categories. However it is the most consistent job category to analyse how society is engaged in working activities.

The relevance of this indicator relies on the population participation in the job market. The Playford Community Vision 2043 states that the City aims to create jobs to sustain population growth but also to have more residents contributing to strengthen the local economy.

Evolution of full-time employment compared to Greater Adelaide area



Target
Diagram



Quality of
data



SOURCES

Australian Bureau of Statistics. Census of Population and Housing 2006-2016.
Percentage of persons in full-time employment

ANALYSIS

In 2016, the percentage of people with full-time employment in the City (51.7%) was below the one for Greater Adelaide (55%). Engagement with work in both areas has been decreasing since 2006.

Local jobs for local people (3)

Why is this theme important?

The Playford Community Vision 2043 highlights the requirement for an additional 38,000 jobs to satisfy the need for more local employment opportunities as our population increases.

Indicator

Workers who live and work in Playford

Why is this indicator relevant?

Playford's commitment not only aims to create a significant number of jobs, but also for those jobs to be located close to residents' homes. Proximity to workplace is an indication of work/ life balance. In the 2016 Census, the Australian Bureau of Statistics (ABS) surveyed the Residents' place of work and this indicator has been adopted to monitor the Residence/ Work Location relationship.

Target
Diagram



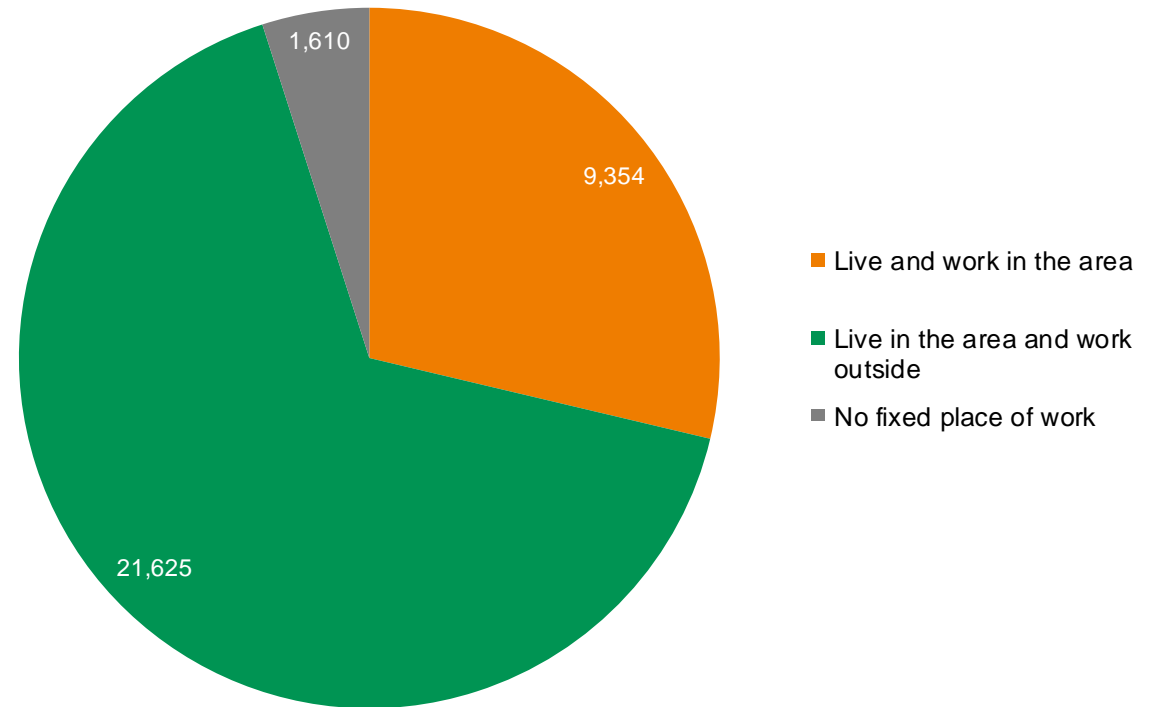
Quality of
data



SOURCE

Australian Bureau of Statistics, Census of Population and Housing 2016

Workers who live and work in Playford



ANALYSIS

66% of the people living in the area (21,625) work outside the City of Playford, while only 28.7% (9,354) live and work within the City area. Finally 4.9% (1,610) have no fixed place of work.

This is significantly relevant from the perspective, on the one side, the City is behind in regard to the number of local jobs for current residents, and on the other, for the need to create local jobs for the increasing number of people choosing Playford as their place of residence.

Theme

Local jobs for local people (4)

Why is this theme important?

The Playford Community Vision 2043 highlights the requirement of an additional 38,000 jobs to satisfy the need for more local employment opportunities as our population increases.

Indicator

City's unemployment rate

Why is this indicator relevant?

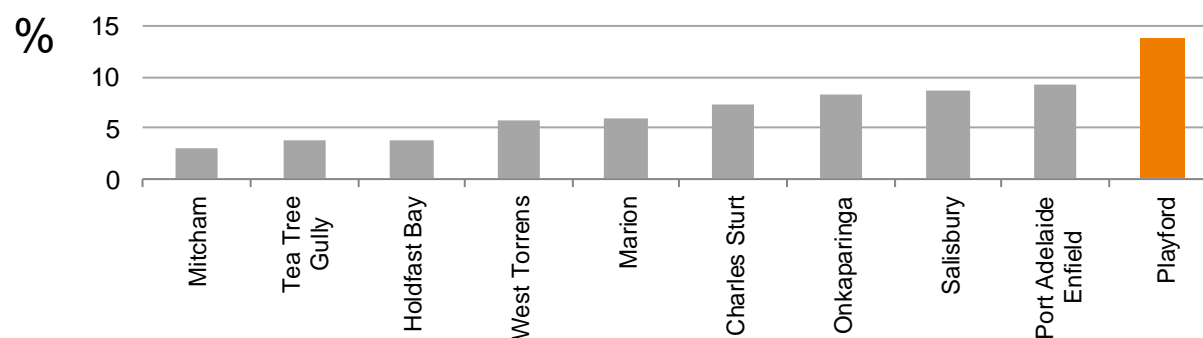
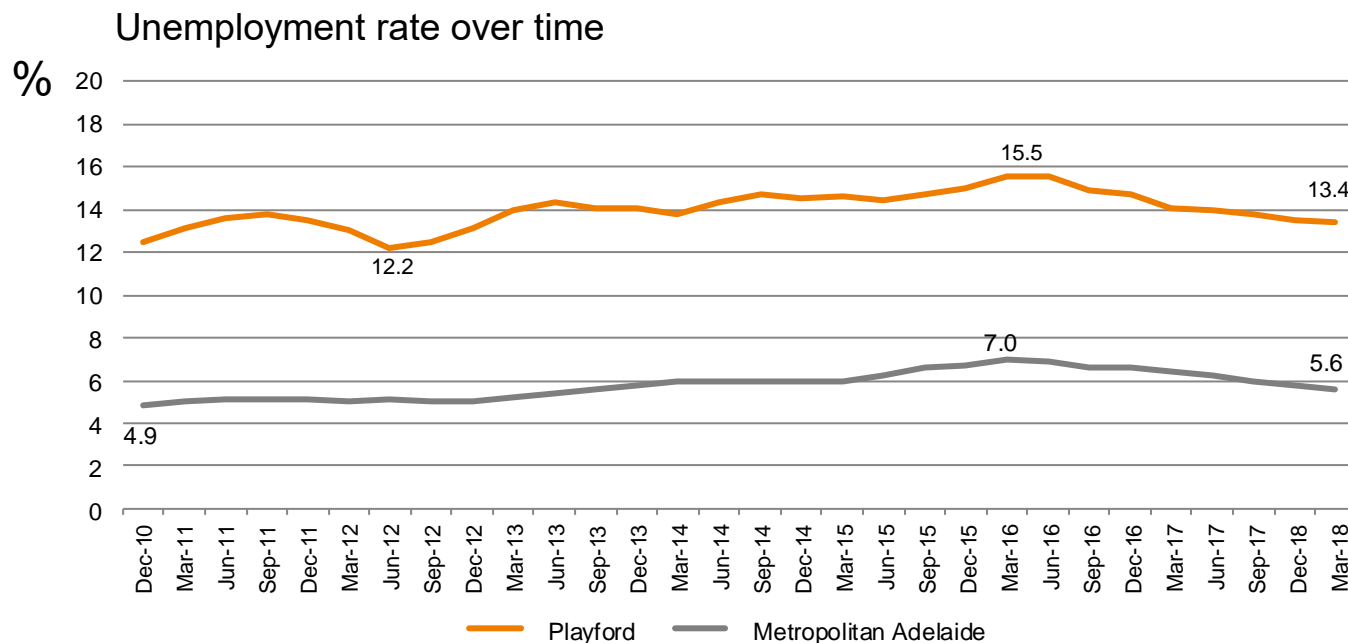
Regardless of the number of local jobs and our residents' workplace, the City's unemployment rate remains the most relevant indicator to oversee our residents' work status.

With high unemployment present in the city for some time, this is the most relevant indicator to monitor. Moreover, since it is updated quarterly it is the best tool to track the pace of job creation in the City.

Target
Diagram



Quality of
data



SOURCES

Australian Government
Department of Employment
LGA Data tables - Small Area Labour Markets -
Mar-2018

ANALYSIS

The City of Playford is suffering from structural unemployment, mainly due to its social and economic implications. In the last six years the City's unemployment rate has fluctuated between 12.2% (Jun-2012) and 13.4% (Mar-2018) being 15.5% the highest rate in Mar-2016. The situation is worse when compared to the State's unemployment figure of 5.6% for March 2018.

Theme

Local jobs for local people (5)

Why is this theme important?

The Playford Community Vision 2043 highlights the requirement of an additional 38,000 jobs to satisfy the need for more local employment opportunities as our population increases.

Indicator

Youth unemployment rate

Why is this indicator relevant?

Youth unemployment is one of the most pressing social problems the City of Playford is experiencing. There are difficulties in engaging our youth into the labour market and fully participating in the economic life of the City.

Target
Diagram



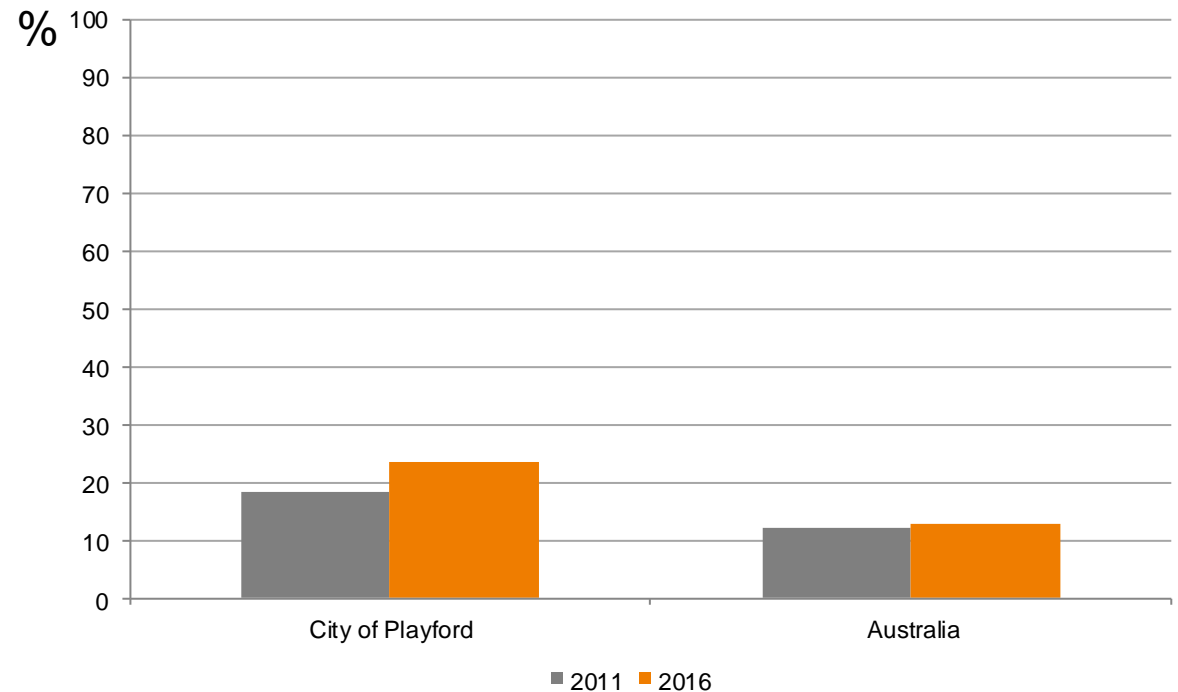
Quality of
data



SOURCES

Australian Bureau of Statistics. Census of Population and Housing 2011-2016.
Youth Unemployment Rate

Local Youth unemployment rate compared to Australia



ANALYSIS

Playford youth unemployment rate (23.5%) is high compared with Australia wide statistics and represents nearly 1 out of 4 youngsters. It increased 28% from the 18.3% in 2011. These figures highlight the importance of this social issue for the City. Several small areas rates across some suburbs show how dire the situation is, namely Davoren Park (61%), Elizabeth North (50%), Elizabeth Downs (52%), Elizabeth East (50%), Elizabeth (59%), Elizabeth South (57%) and Smithfield (60%).

Theme

Diversifying industries and businesses (1)

Why is this theme important?
The Playford Community Vision 2043 states “strategic employment lands will house a diverse range of industries such as advanced manufacturing, research and innovation, logistic, green technologies, defence and social enterprise that will secure the future of sustainable and prosperous economic development in the region”.

Indicator

Gross Regional Product (GRP)

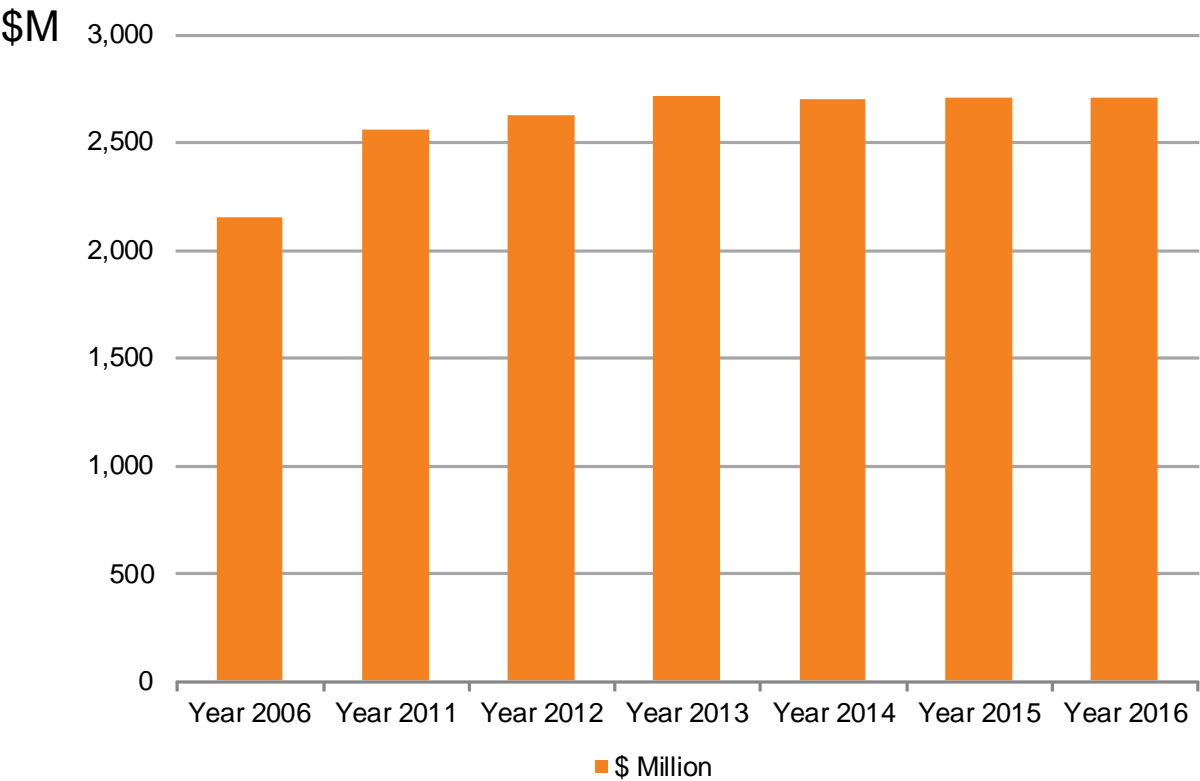
Why is this indicator relevant?
GRP is one of several methods to measure the size of a given territorial economy. It is defined as the market value of all final goods and services produced within a metropolitan area in a given period of time. By tracking this figure we can see how the Playford economy is growing over time.

Target Diagram

Quality of data

SOURCES
Australian Bureau of Statistics. Australian National Accounts: National Income, Expenditure and Product, catalogue number 5206.0, and the National Institute of Economic and Industry Research (NIEIR), 2016.

City’s Gross Regional Product (millions of dollars)



ANALYSIS
The City of Playford’s GRP was \$2.7 billion in 2016 and it represents 2.7% of South Australia’s total. Across the last four years it has remained steady (\$2,713-\$2,709) after a period of growth. The growth of Playford’s economy will be supportive of future job creation.

Theme

Diversifying industries and businesses (2)

Why is this theme important?

The Playford Community Vision 2043 states “strategic employment lands will house a diverse range of industries such as advanced manufacturing, research and innovation, logistic, green technologies, defence and social enterprise that will secure the future of sustainable and prosperous economic development in the region”.

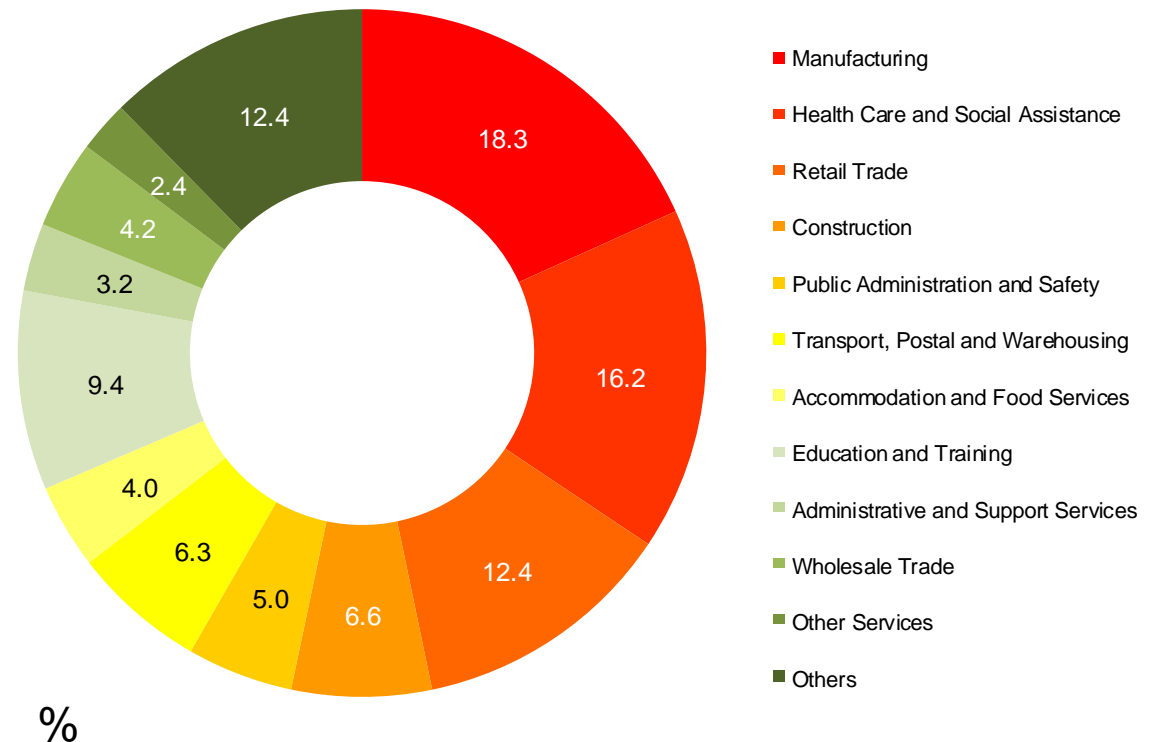
Indicator

Employment by type of industry

Why is this indicator relevant?

The City is already enjoying a diverse industry landscape. The diversity of employment by industry can give us a picture of industry diversity present in the City along with its weight for Playford’s economy. This indicator illustrates how new sectors are being incorporated to our local economy.

Employment by type of industry



Target
Diagram



Quality of
data



SOURCES

Australian Bureau of Statistics, Census of Population and Housing 2016

ANALYSIS

The City of Playford enjoys a diversified economy and workforce, as depicted in the chart above. Manufacturing (18.3%), Retail Trade (12.4%), Health Care and Social Assistance (16.2%) and Construction (6.6%) exceeding 50% of the industries are the main job suppliers in the City. At the moment of measuring this indicator, the GM Holden Plant was still open and this could make the current manufacture figure dated.

In line with the City’s economic transformation, sectors such as advanced manufacturing, knowledge-based industries, food and wine, education and logistics are expected to become more prevalent.

Theme

Magnet for investment (1)

Why is this theme important?

The attraction for investment is an indicator not only of economic growth but also a reliable sign of confidence in the City. The capacity of the City to capture investment will contribute to building a virtuous economic cycle.

Indicator

Assessed value of commercial and industrial property
(as a percentage of total assessed values of properties)

Why is this indicator relevant?

Due to the unavailability of appropriate indicators measured at local government level, it is difficult to measure the City's capability to attract investment. Therefore, two indicators have been selected to provide insight on this theme: Total Value of Commercial and Industrial Properties and Building Approvals. These indicators provide a sense of the investment trends in the City.

Target
Diagram



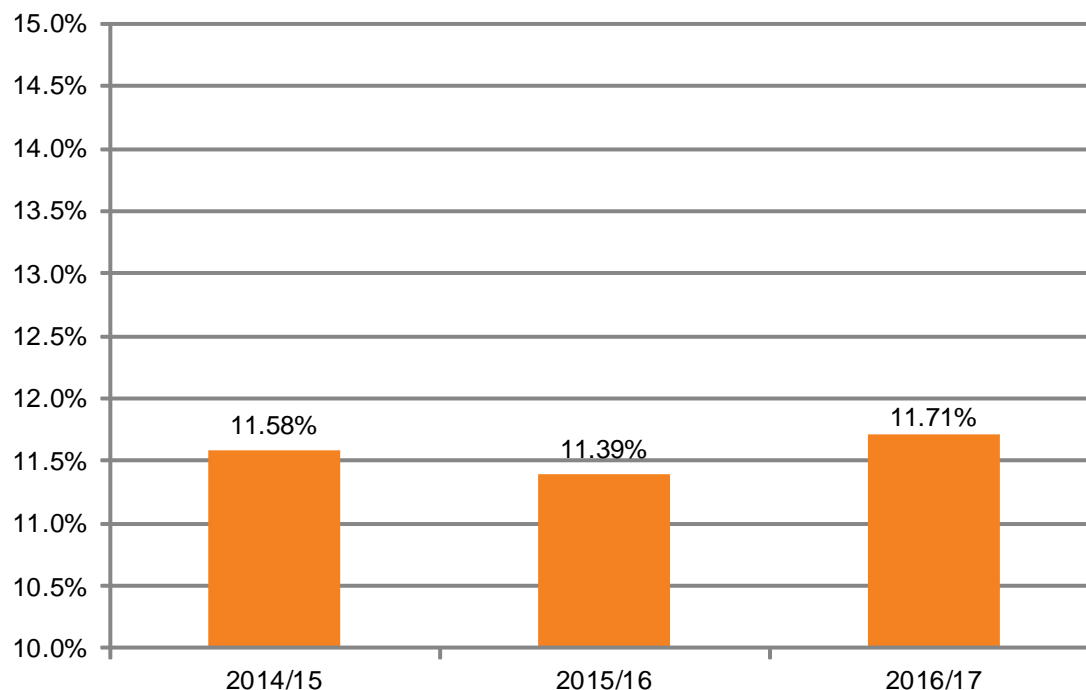
Quality of
data



SOURCES

City of Playford. Corporate Data 2017

Assessed value of commercial and industrial property



ANALYSIS

The assessed value of commercial and industrial properties as a percentage of total assessed value of all properties provides an understanding of the mix of assessed values of properties as well as the stability of the assessed base. A downward trend in the proportion of commercial and industrial properties could indicate an eroding economic base. In 2016/17 Playford's total property capital value reached \$10,619 Million, of which commercial and industrial was \$1,241 Million.

The current transformations the City is undergoing, in terms of population and housing growth, are conditions that need to be taken into account when analysing these figures. Furthermore, the closure in 2017 of GM Holden may have also impacted these figures.

Theme

Magnet for investment (2)

Why is this theme important?

The attraction for investment is an indicator not only of economic growth but also a reliable sign of confidence in the City. The capacity of the City to capture investment will contribute to build a virtuous economic cycle.

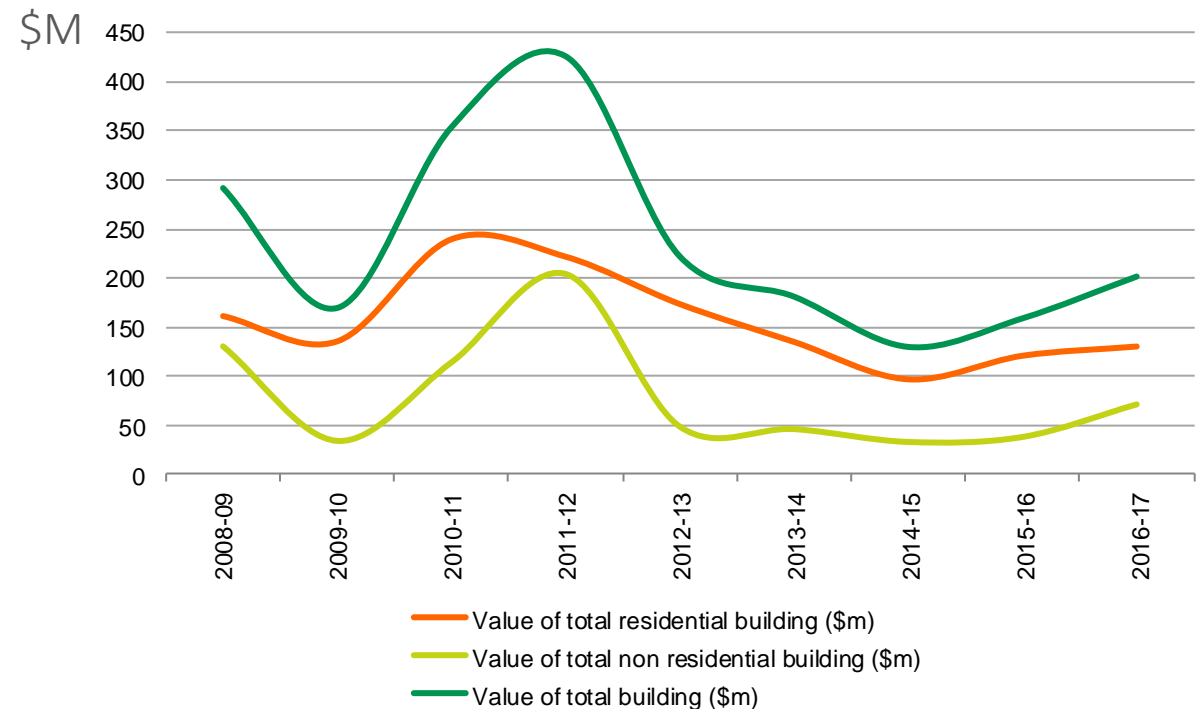
Indicator

Building approvals by category

Why is this indicator relevant?

Due to the unavailability of appropriate indicators measured at local government level, it is difficult to measure the City's capability to attract investment. Therefore, two indicators have been selected to provide insight on this theme: Total Value of Commercial and Industrial Properties and Building Approvals. These indicators provide a sense of the investment trends in the City.

Evolution of Building approvals' value by category in millions of dollars



Target
Diagram



Quality of
data



SOURCES

Australian Bureau of Statistics. Building Approvals for Playford, 2008/09-2016/17.

ANALYSIS

Aside from the dips and peaks experienced in 2009/10 and 2011/12 respectively, the trend shows the value of building approvals in Playford has been growing above 20% in the last two years. The latest figure for total building approvals was \$201.5 million, of which 35% was for non-residential buildings and 65% for residential buildings.

Theme

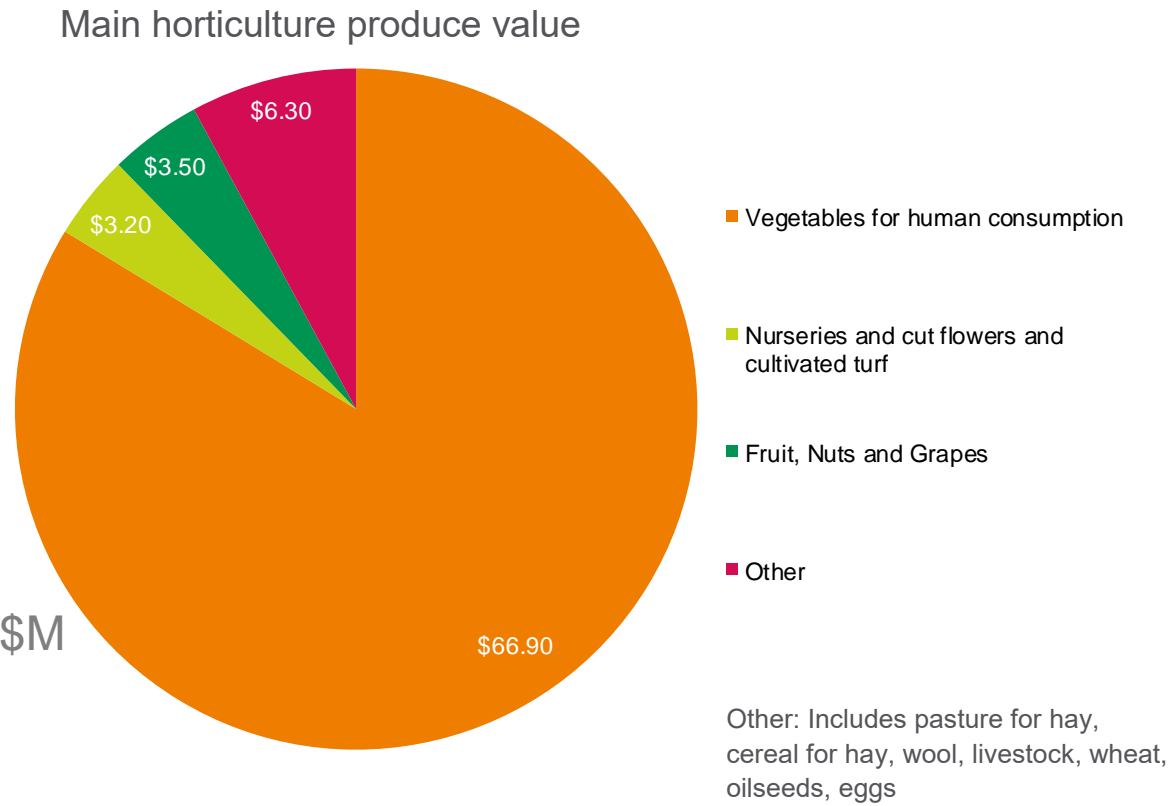
Food Bowl of South Australia (1)

Why is this theme important?
The Playford Community Vision 2043 states the City “will be recognised as the food bowl of South Australia, supplying clean, green food and quality wines not only for the local community but also with a thriving export market”. Food production is, along with manufacturing, the most traditional industry present in the City. Proper planning and infrastructure development will enhance that sector.

Indicator

Main horticulture produce value

Why is this indicator relevant?
By tracking the total value of the agricultural, and in particular the horticultural sector we can monitor how our produce performs in volume and/or quality.



Target Diagram

Quality of data

SOURCES

Australian Bureau of Statistics
Value of Agricultural Commodities produced, Australia, 2015-16

ANALYSIS

Over 84% of Playford’s produce value comes from horticultural products. In 2015-16 its value was worth \$66.9 million out of \$79.9 million for total agricultural production. Within horticultural products, carrots (\$12 million), capsicums (\$15.6 million), potatoes (\$5 million), cauliflowers (\$1.9 million) and almonds (\$4.3) are the main contributors to that value.

Theme

Food Bowl of South Australia (2)

Why is this theme important?

The Playford Community Vision 2043 states that the City “will be recognised as the food bowl of South Australia, supplying clean, green food and quality wines not only for the local community but also with a thriving export market”. Food production is, along with manufacturing, the most traditional industry present in the City. Proper planning and infrastructure development will enhance that sector.

Indicator

Area of holding and number of associated businesses

Why is this indicator relevant?

In the context of a city with urban life coexisting with rural life and agriculture, the use that is made of land has significant importance. With a vast green area devoted to agricultural activities “good planning, the protection of primary production land and access to water, energy and transport links will enable us to utilise our high quality soils to guarantee food security and create sustainable employment”, as stated in the Playford Community Vision 2043. The area of holding and number of associated businesses are indicators through which the City’s appropriate land use can be monitored.

Target
Diagram



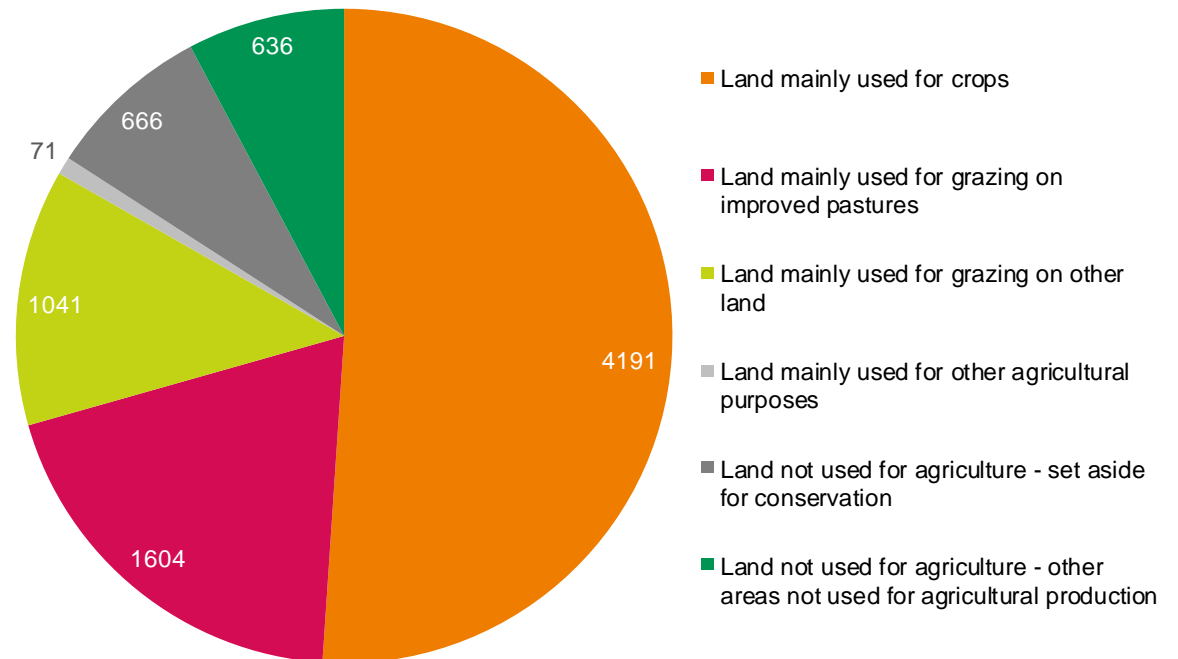
Quality of
data



SOURCES

Australian Bureau of Statistics
Agricultural Census
Agricultural Commodities, Australia, 2010-11

Area of holding (hectares)



ANALYSIS

Playford’s total area is 34,500 hectares and the total area of holding is 8,563 hectares distributed among 385 businesses. The average area of holding is 21 hectares, although horticultural businesses on a regular basis hold less than that average. 51% of that land is devoted to crops, 20% for grazing and 8% is set aside for conservation.

Theme

Food Bowl of South Australia (3)

Why is this theme important?

The Playford Community Vision 2043 states that the City “will be recognised as the food bowl of South Australia, supplying clean, green food and quality wines not only for the local community but also with a thriving export market”. Food production is, along with manufacturing, the most traditional industry present in the City. Proper planning and infrastructure development will enhance that sector.

Indicator

Businesses associated with the food and agriculture cluster

Why is this indicator relevant?

The food and wine cluster goes beyond the scope of primary agricultural production. Its value chain extends to services, products, manufacturing, logistics and marketing activities among many others. Through this indicator we can measure how those directly-involved associated businesses contribute to the local economy.

Target
Diagram



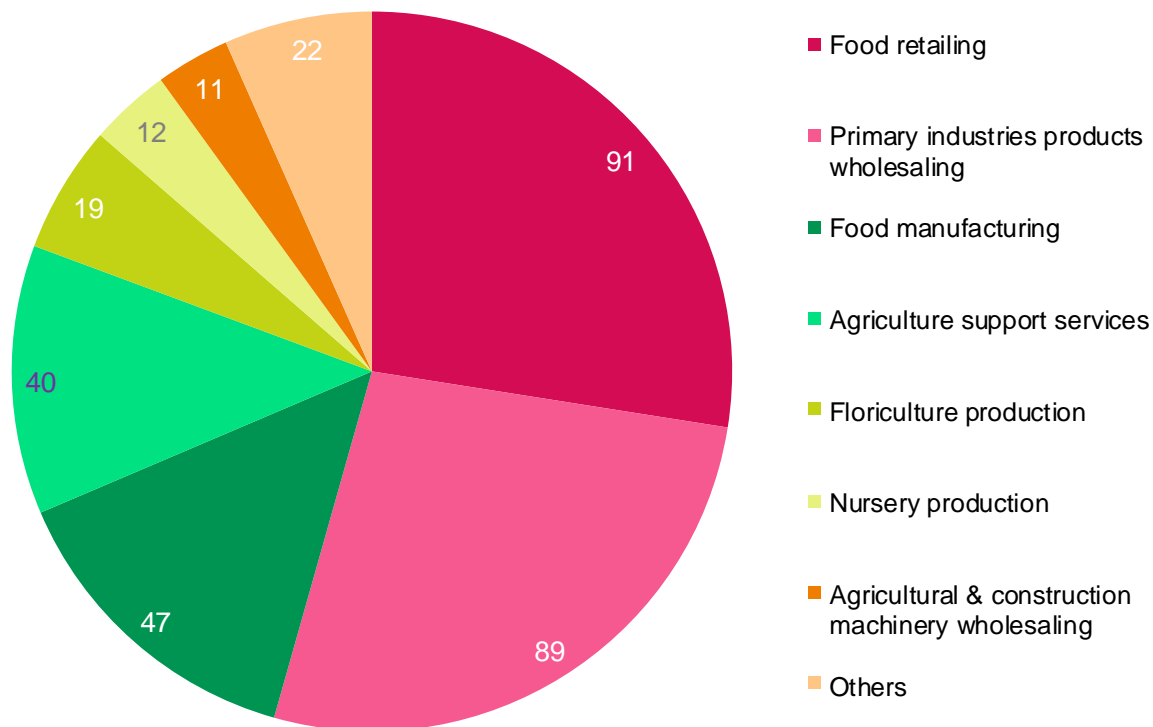
Quality of
data



SOURCES

Australian Business Register. April 2015

Number of businesses



Others include: non-traditional farming activities, agricultural products wholesaling, fertiliser manufacturing, business and professional association services

ANALYSIS

Within 353 identified businesses, over three quarters of them belong to food retailing, primary industries products wholesaling, food manufacturing and agriculture support services. Big, medium and small-size enterprises are included in these sectors.

The remaining 25% includes floriculture, nursery production and agricultural and construction machinery wholesaling. All these businesses encompass one of the main sources for sustainable jobs creation and contribution in value to the economy.

Theme

Gateway to the North

Why is this theme important?

The creation of “a business precinct in Edinburgh North-Greater Edinburgh Parks will become the ‘Gateway to the North’, bringing together Playford globally and nationally, supported by major road and rail transport networks”.

(Playford Community Vision 2043)

Indicator

City of Playford connectivity map

Why is this indicator relevant?

The main freight routes and railway lines heading to northern Australia pass through the City of Playford which provides opportunities for further economic growth, particularly with logistics, freight and transport sectors.



Target
Diagram



Quality of data
source



SOURCES

City of Playford. Strategy & Policy Team

ANALYSIS

Most of Playford's territory is covered by the main routes to Sydney, Darwin and Perth or regionally to Barossa Valley, Riverland, Clare Valley, Port Augusta and Port Wakefield. In addition, two major railway lines connect Playford intra and interstate. The construction of the Northern Connector underpins such connectivity enhancing Playford's freight, logistics and transport capabilities even further .

Theme International and national connections (1)

Why is this theme important?

The creation of “a business precinct in Edinburgh North-Greater Edinburgh Parks will become the ‘Gateway to the North’, bringing together Playford globally and nationally, supported by major road and rail transport networks”. (Playford Community Vision 2043)

Indicator

Map depicting Playford’s Connectivity

Why is this indicator relevant?

The main freight routes and railway lines heading to northern Australia pass through the City of Playford which provides opportunities for further economic growth, particularly with logistics, freight and transport sectors.

Target Diagram



Quality of data



SOURCES

City of Playford. Planning Strategy

ANALYSIS

The City of Playford, as one of Adelaide’s Metropolitan Councils, has enviable international connectivity with the Adelaide Airport and the Port in addition to other railway and routes linkages. The Port may be easily accessed by both truck or railway. These features give Playford a versatile and diverse means of freight through which its various goods and produce can be transported.



Theme

International and national connections (2)

Why is this theme important?

The creation of “a business precinct in Edinburgh North-Greater Edinburgh Parks will become the ‘Gateway to the North’, bringing together clusters of specialised industries and services linking Playford globally and nationally, supported by major road and rail transport networks”. (Playford Community Vision 2043)

As part of the Adelaide Metropolitan area, all terrestrial, aerial and maritime means of communications will enhance the City connectivity. The NBN infrastructure will ensure the City makes the most of opportunities on a global scale.

Indicator

Domestic and global visits to the City’s website

Why is this indicator relevant?

Due to the City’s interest in becoming well-connected and part of the global world, yearly number of worldwide visits to the city portal and their origin was chosen as an indicator of the interest the City is attracting nationally and worldwide.

Target
Diagram



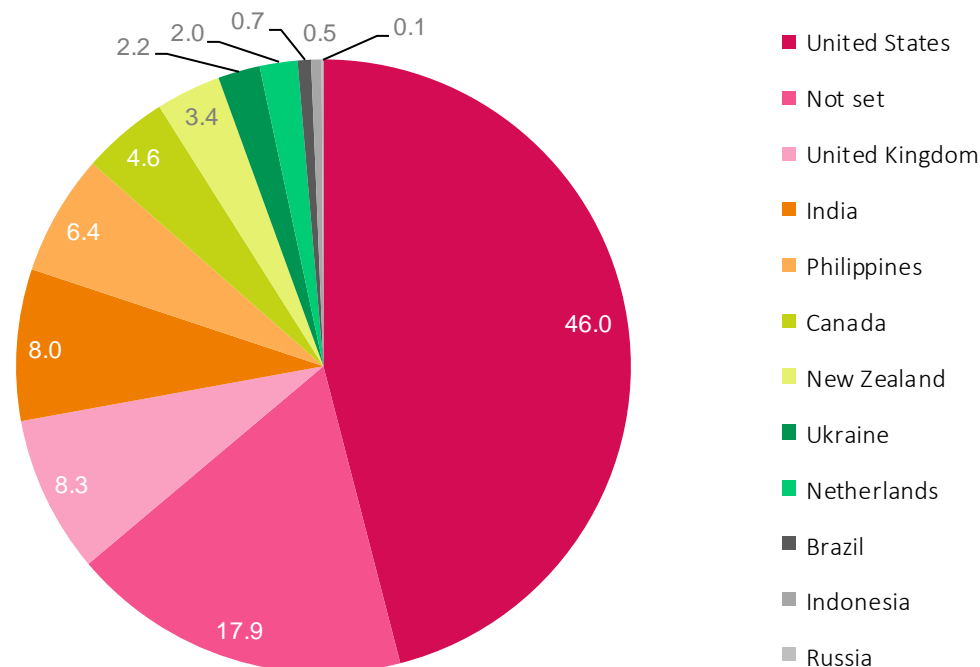
Quality of
data



SOURCES

City of Playford. Marketing
Google Analytics (Portal visits)
Corporate Data (Social media)

Number of City of Playford’s worldwide website visitors



97% (245,962) of the visitors are from Australia.
Visitors from other countries are as depicted above.

ANALYSIS

In the March 2017-March 2018 timeframe 245,962 people visited the City of Playford’s three websites, City of Playford, Playford Smart City and Playford News. 97% of them were domestic visits with only 3% from overseas. Within those countries the USA represents nearly half of visits whereas the other half are from UK, India, Philippines, Canada, New Zealand, Ukraine, the Netherlands, Brazil, Indonesia and Rusia.

In regard to social media activity, the City currently counts 2,727 followers on Twitter (compared to 1,506 in 2015) and 9,391 on Facebook (compared to 2,272 in 2015).



OUR GOAL
PROSPERITY

OUR ASPIRATION
1.2. Educated and Skilled:
right skills for the right job

Theme

Upskilling and educating (1)

Why is this theme important?

In Playford we are committed “to be a place where people can and will learn over their entire life. Facilities and opportunities will be provided from birth to retirement. It will be a highly educated, learning community embracing different needs and desires”. (Playford Community Vision 2043).

Indicators

Percentage of students completing secondary education (Survival Rate)

Percentage of school-aged population enrolled in schools

Why are these indicators relevant?

Both indicators provide an important perspective of the current state of education in the City. They illustrate the level of the City’s educational achievements and the road ahead for improvement.

Target
Diagram



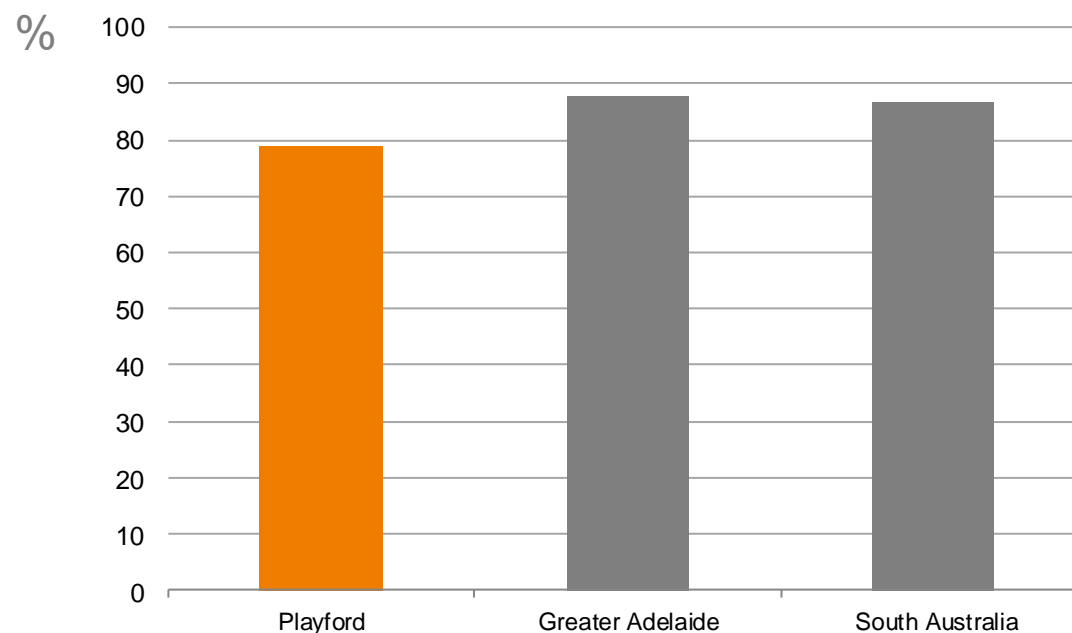
Quality of
data



SOURCES

Australian Bureau of Statistics. Census of Population and Housing 2016.
Public Health Information Development Unit (PHIDU) Social Health Atlas of Australia: South Australia, 2017.

Percentage of students completing secondary education (Survival Rate)



87.6% of school-aged population enrolled in schools in 2016

ANALYSIS

The students’ high school completion rate for Playford is 78.8%, 3.5% above the previous Census and over 9% below the figure for Greater Adelaide. The disadvantaged position the City has in comparison with the rest of Adelaide and South Australia depicts the challenges the City currently faces.

87.6% of school-aged population in Playford is enrolled in schools. School-aged population incorporates children from five (reception) to 17 years old (Year 12).

Theme

Upskilling and educating (2)

Why is this theme important?

Playford “will be a highly educated, learning community embracing different needs and desires. This ambitious goal involves a great community endeavour for the coming years. The diversification of industries in Playford will require re-educating and upskilling people currently employed to provide a highly skilled workforce and increase employee retention” (Playford Community Vision 2043).

Indicators

People engaged in further education
Number of higher degrees per 100,000 population

Why are these indicators relevant?

These two indicators track how the City is progressing in regard to re-education and upskilling and tertiary educational achievements. In addition they give an idea on how the City is performing towards a knowledge based society.

Target
Diagram



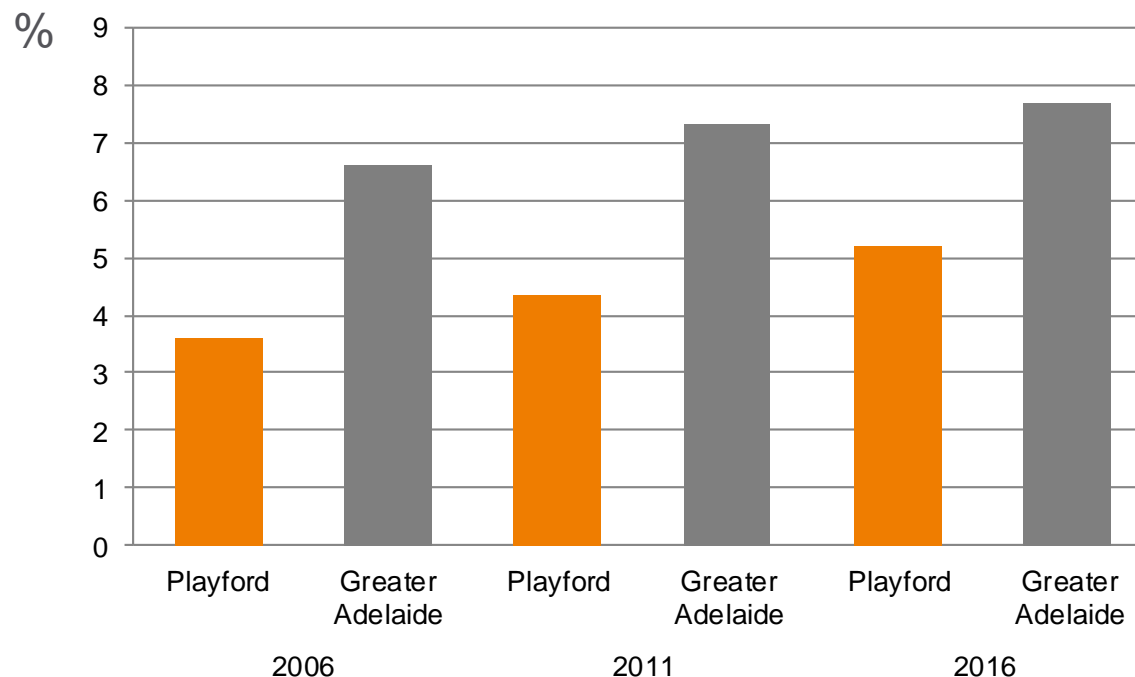
Quality of
data



SOURCES

Australian Bureau of Statistics, Census of Population and Housing 2006, 2011, 2016.

Percentage of people engaged in further education



4,866 higher degrees per 100,000 population

ANALYSIS

In 2016, 4,645 people in Playford were engaged in further education. That represents 5.2% compared to 7.7% for Greater Adelaide. Regardless of that difference, the comparison against the previous two censuses depicts an increasing engagement in further education which represents a positive attitude towards their and the City's future. Furthermore, in 2016 the City achieved 4,866 higher degrees. That number represents 6.3% of the population (For benchmarking against international standards the figures above are expressed proportionally per 100,000 population).

Theme

Knowledge rich

Why is this theme important?

"The diversification of industries in Playford will require re-educating and upskilling people currently employed to provide a highly skilled workforce and increase employee retention. Increased educational opportunities will add to the region's prosperity by ensuring the community has the relevant skills to take advantage of our future economic growth". (Playford Community Vision 2043).

Indicator

Workforce field of qualification

Why is this indicator relevant?

The workforce qualification by industry is the most appropriate available indicator to broadly depict Playford residents' capabilities.

Target
Diagram



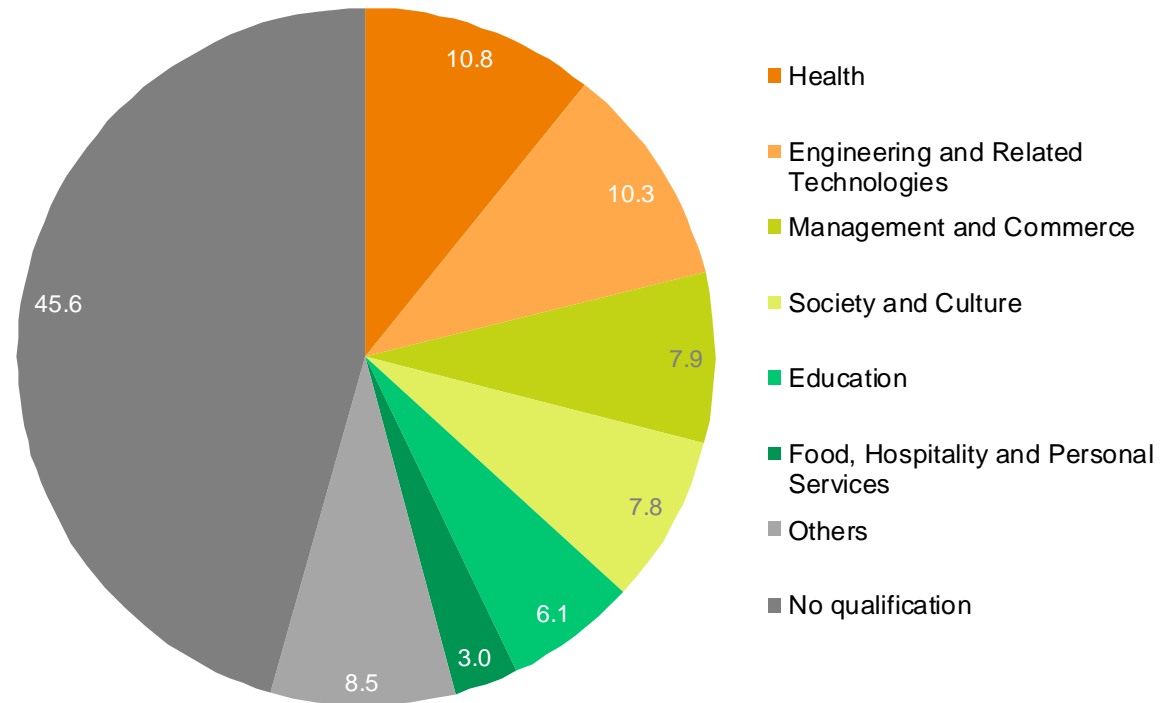
Quality of
data



SOURCES

Australian Bureau of Statistics, Census of Population and Housing 2016.

Workforce distribution by industry qualification (%)



ANALYSIS

54% of Playford's workforce has some level of job qualification. The fields of qualifications are spread predominantly across Health (10.8%), Engineering and Related Technologies (10.3%), Management and Commerce (7.9%), Society and Culture (7.8%) and Education (6.1%). Sectors such as Engineering and Related Technologies, Food Production and IT are anticipated to grow in coming years to cope with the new targeted and advocated fields of industry development in the City.

Theme

Local learning facilities

Why is this theme important?

“Playford will be a place where people can and will learn over their entire life. Facilities and opportunities will be provided from birth to retirement. It will be a highly educated, learning community embracing different needs and desires” (Playford Community Vision 2043). Through this statement, the City envisions its approach to facilities for learning and social infrastructure enhancement, creating the most favorable conditions for residents aimed at achieving the necessary capabilities and upskilling for future jobs.

Indicators

Number of educational institutions in the city by level

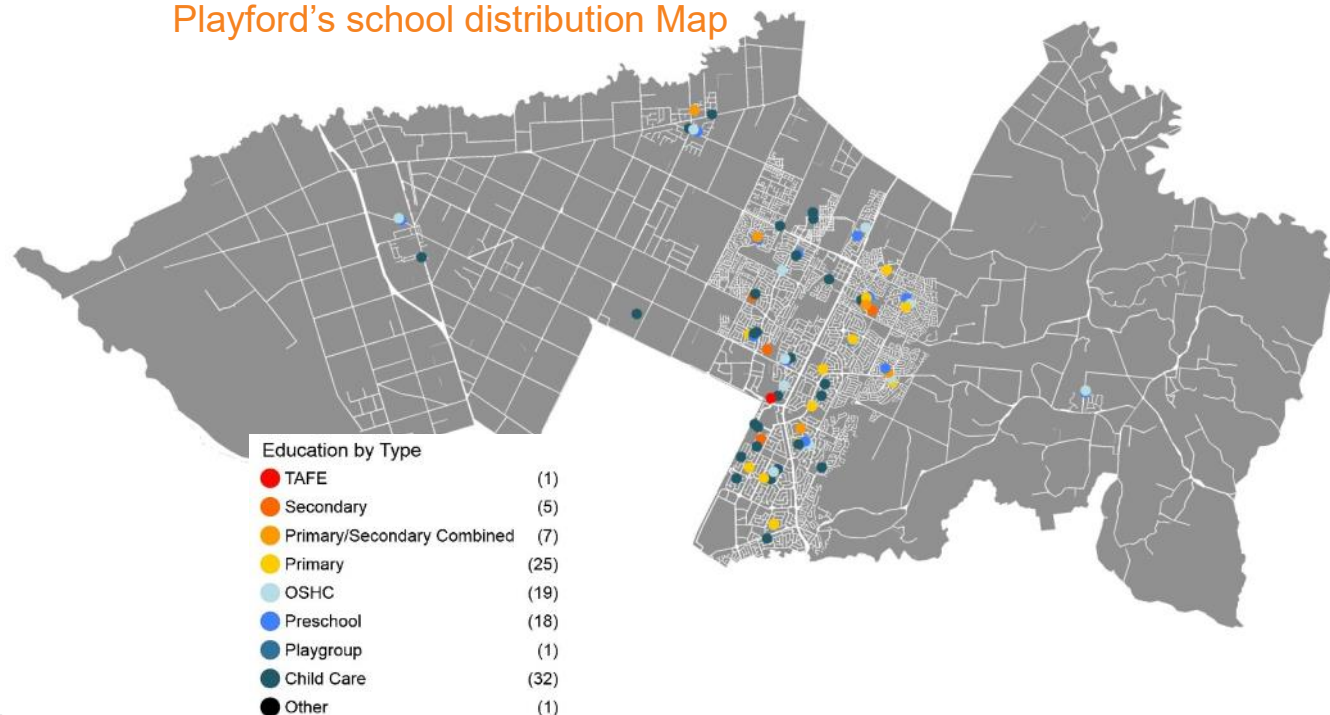
Primary education student ratio

Why are these indicators relevant?

By stating the number of educational institutions and depicting them in a map it can be seen how and where they are located in the Council area.

The Student/Teacher ratio tells, on an average basis, the size of student group a teacher must deal with.

Playford's school distribution Map



Student to Teacher ratio - 14:2

(this indicator shows the number of students per teacher ratio in the school. As there are a number of teachers educating on special subjects, this indicator must not be regarded as number of student per teacher in the classroom)

Target Diagram



Quality of data



SOURCES

Map: City of Playford. Corporate Data. Prepared by ICT Team.

Australian Curriculum Assessment and reporting Authority (ACARA)

Teacher/ Student ratio: Australian Curriculum (www.MySchool.edu.au), 2015

ANALYSIS

The City of Playford has 25 primary, five secondary and seven combined schools for the nearly 14,000 school-aged children. Furthermore, children can access services provided by 32 Child Care, 19 Out of School Hours Care (OSCH) and 18 Preschool services for early or complementary education. The map depicts most of those facilities located in the more dense population areas. The remaining ones are located across the three townships of Angle Vale, One Tree Hill and Virginia.

The student-teacher ratio for primary schools (public and private) in Playford is 14.2 (secondary schools and combined schools were not included for this calculation).

Theme

Learning community

Why is this theme important?

The Organisation for Economic Co-operation and Development (OECD) defines Social Capital as “networks together with shared norms, values and understandings that facilitate co-operation within or among groups”. A “learning community” and “a climate of innovation and collaboration” are one of the most sought after goals to strengthen the current social fabric for comprehensive sustainable development.

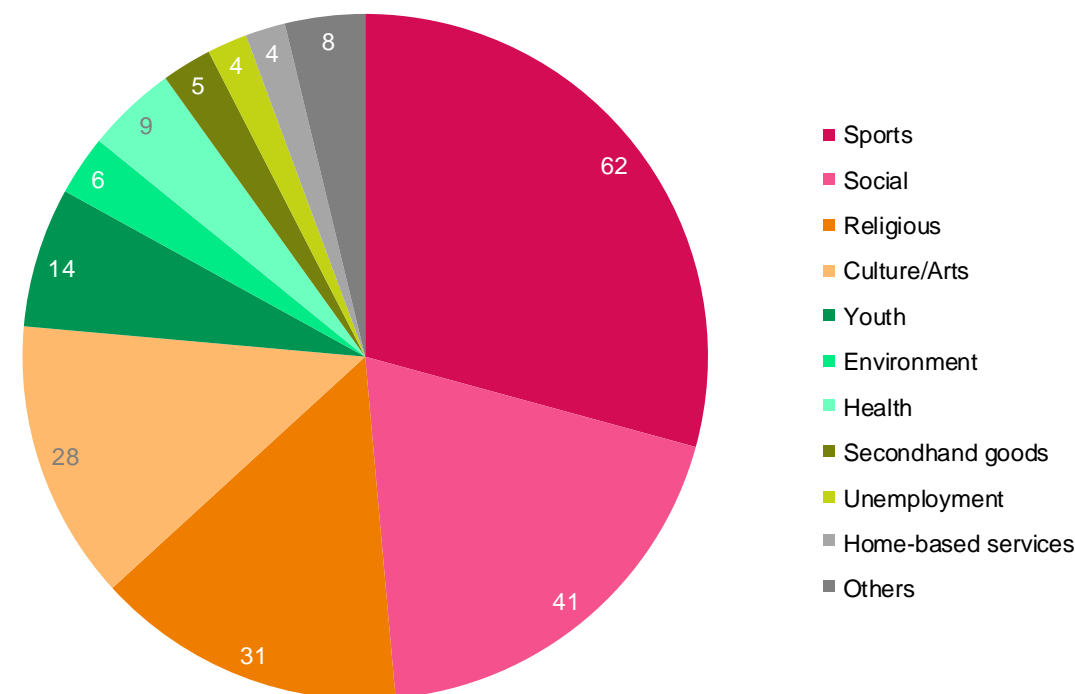
Indicators

Number of not-for-profit organisations present in the city
Percentage of public library members per population

Why are these indicators relevant?

The number, along with the diversity, of not-for-profit organisations present in the City are indicators of community involvement and engagement. The presence of those institutions nurtures the human and social capital in the City. The proportion of residents who are Public Library members is addressed as an indicator of eagerness for learning and accessibility to knowledge.

Number of not-for-profit organisations present in the city



In 2018, 2.4 out of 10 residents are active members of the City's public libraries

Target Diagram



Quality of data



SOURCES

<http://www.oecd.org/insights/37966934.pdf>
 (accessed on 17/08/2015)
 Community Directory 2010
 Corporate Data. City of Playford's Public Libraries (2018).

ANALYSIS

More than 2.4 out of 10 residents in Playford are currently active members of the Elizabeth (8,910), Stretton Centre (10,841) in Munno Para and Mobile (2,352) libraries. Despite the lack of more recent data, in 2010 the City of Playford counted on the valuable contribution of at least 212 not-for-profit organisations to which we should add a number of community groups. The diversity of their services broadens to Sports and Social (50%), Religion, Culture and Arts and finally services to the young. In a lesser number other organisations are devoted to Environment, Health, Unemployment, Home-based Services and Second Hand goods.

Australia Day. Fremont Park



OUR GOAL
PROSPERITY

OUR ASPIRATION
1.3. Community Vitality:
refreshed, invigorated,
diverse and empowered

Theme

Financial security

Why is this theme important?

"The conditions in Playford will be ripe for people to grasp every opportunity to prosper, both economically and individually, and to have confidence in their future financial security". (Playford Community Vision 2043).

Indicators

Housing stress

Council Financial Sustainability

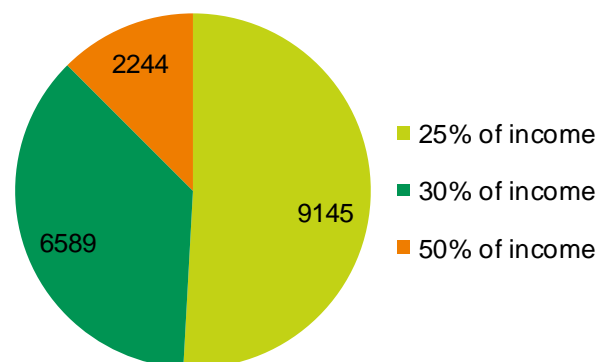
Why are these indicators relevant?

Out of a number of indicators available to track financial security, public finances and private sector finances have been chosen as the most relevant for our City.

Housing stress was selected as a way to analyse financial constraints for families.

The Australian Local Government Association states that 'Council's long-term financial performance and position is sustainable where planned long-term service and infrastructure levels and standards are met without unplanned increases in rates or disruptive cuts to services'. The City of Playford has adopted five financial indicators to measure, understand and report on financial sustainability which can be used to track the overall financial position of the City.

Incidence of housing cost on residents' income (number of households)¹



The pie chart involves 17,978 households, 61% of Playford's totals (29,005).

Council Financial Sustainability²

Financial Indicator	Explanation	2016/17
Operating Surplus Ratio	This ratio expresses Council's operating result as a percentage of Council's total income.	(0.6%)
Cash Flow from Operations Ratio	The cash generated each year from operations compared to the 10 year average requirements in the Asset Management Plan. This ratio measures whether Council is generating enough cash from its operations to cover the replacement of assets over time.	91.8%
Asset Sustainability Ratio	This ratio shows whether or not Council is replacing assets at the rate required in the Asset Management Plan.	89%
Net Financial Liabilities Ratio	This ratio shows net financial liabilities as a percentage of Total Operating Income.	149.9%
Interest Expense Cover Ratio	This ratio shows how much rate income is used to pay interest on borrowings.	6.1%

Target Diagram



Quality of data



SOURCES

- 1, Data source: www.data.sa.gov.au (published 28/05/2013)
2. Data Source: Renewal SA Council Corporate Data (2016)

ANALYSIS

In 2013, 17,978 households (61% of total 29,005) in Playford bore different levels of housing stress. For slightly over half of them it represented 25% of their income. Of them, 47% of dwellings were being purchased. For 6589 households (37%), it represented 30% of their income. Almost half of those houses were being purchased. Finally, for 2244 households (12%), it represented 50% of their income. Of them, 37% of dwellings were being purchased. The Operating Surplus Ratio has been impacted by Federal Government making advance payments in prior years and is an adjusted indicator within target range for 2015/16. The Cash Flow from Operations Ratio is an adjusted target within target range for 2015/16. The Asset Sustainability Ratio is below the target range, and planned expenditure has been carried over into 2016/17. The Net Financial Liabilities Ratio and Interest Expense Cover Ratio are both within target for 2015/16.

Theme Welcoming and diverse community (1)

Why is this theme important?

"Playford's history shows it has been influenced by migration and human development, and this will still be evident in 2043 as we will have encouraged even more skilled migrants to settle in the area. This cultural diversity will be valued and celebrated throughout our communities. Playford will be known, as it always has been, as a place where migrants have the opportunity to prosper in a supportive and welcoming environment". (Playford Community Vision 2043)

Indicators

Population distribution by birthplace Population age breakdown

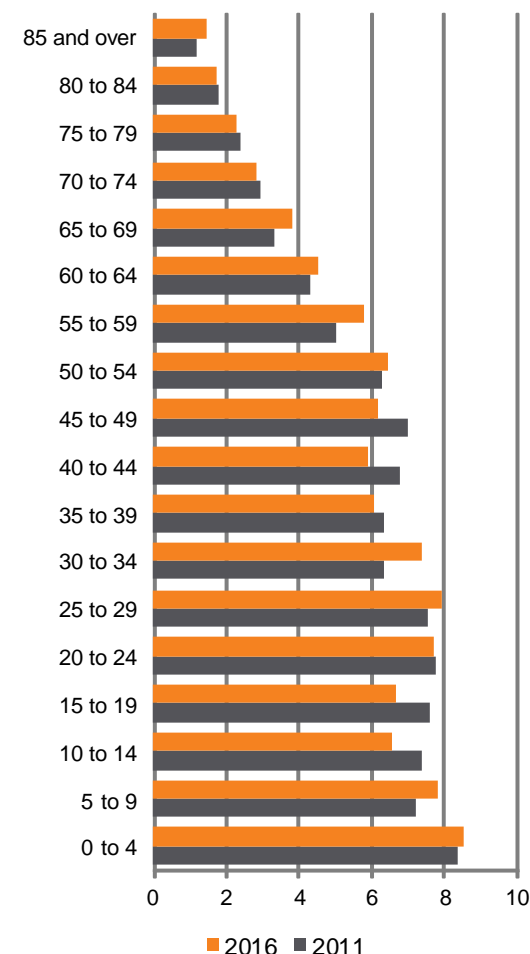
Why are these indicators relevant?

Four indicators were chosen as a way to illustrate the current and future diversity of residents in the City. Playford's rich diversity is strengthened through its residents' country of origin, their age and their place of residence, be it rural or urban. The fourth indicator tracks the cultural reluctance to accept other cultures (see next page).

Population distribution by birthplace

United Kingdom	8,192	9.2
Afghanistan	759	0.8
New Zealand	604	0.7
Philippines	604	0.7
Vietnam	559	0.6
Sudan	477	0.5
India	426	0.5
Germany	398	0.4
Italy	398	0.4
Bhutan	350	0.4
Netherlands	347	0.4
Cambodia	279	0.3
Nepal	251	0.3
Kenya	215	0.2
South Africa	207	0.2
Congo, Democratic Republic of	197	0.2
Tanzania	173	0.2
Ireland	170	0.2
Syria	158	0.2
United States of America	153	0.2
Greece	152	0.2
Pakistan	152	0.2
China	145	0.2
Burma (Myanmar)	142	0.2
Zimbabwe	136	0.2
Thailand	130	0.1
Romania	129	0.1
Sri Lanka	112	0.1
El Salvador	110	0.1
Malaysia	109	0.1
Poland	102	0.1
Iran	101	0.1

Population age breakdown



Target Diagram

Quality of data

SOURCES

Population figures: Australian Bureau of Statistics. Census of Population and Housing 2011-2016
Public Health Information Development Unit (PHIDU), Social Health Atlas of Australia 2015

ANALYSIS

From its origin, immigration and diversity have been the base for the City of Playford's growth and development. UK (9.2%) is the main country of origin for migrants. The balance of the population is made up of 32 nationalities, each with over 100 residents in the Council area (in 2011 there were 24). One visible trend is the decline of Europe and New Zealand born residents with others from Afghanistan, Philippines, Vietnam, Sudan, India and Bhutan growing. Population Age Breakdown shows 0-9, 25-34 and 50-69 age groups growing in comparison with Census 2011.

Theme Welcoming and diverse community (2)

Why is this theme important?

"Playford's history shows it has been influenced by migration and human development and this will still be evident in 2043 as we will have encouraged even more skilled migrants to settle in the area. This cultural diversity will be valued and celebrated throughout our communities. Playford will be known, as it always has been, as a place where migrants have the opportunity to prosper in a supportive and welcoming environment". (Playford Community Vision 2043).

Indicators

Urban and rural population Acceptance of other cultures

Why are these indicators relevant?

Four indicators were chosen as a way to illustrate the current and future diversity of residents in the City. Playford's rich diversity is strengthened through its residents' country of origin, their age and their place of residence, be it rural or urban. The fourth indicator tracks the cultural reluctance to accept other cultures.

Target Diagram



Quality of data



SOURCES

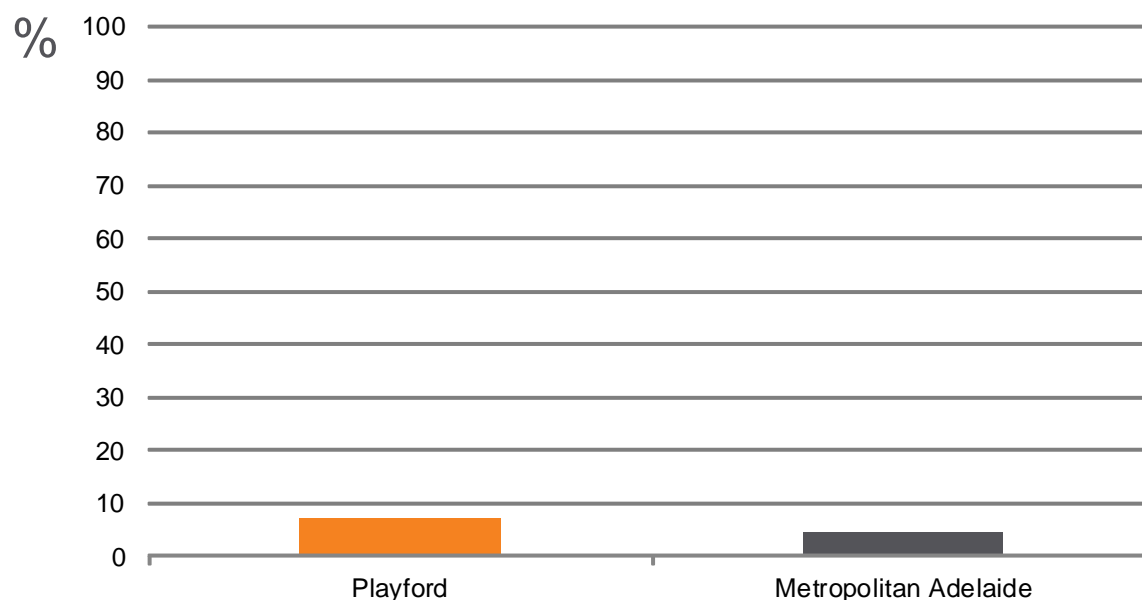
Population figures: Australian Bureau of Statistics.
Census of Population and Housing 2011-2016
Public Health Information Development Unit,
Social Health Atlas of Australia 2017

9.7%

City of
Playford's
Rural
Population

Population in our rural areas
Angle Vale: 3,007
One Tree Hill: 2,822
Virginia-Waterloo Corner: 3,031

Number of people who disagree or strongly disagree with acceptance of other cultures



ANALYSIS

Within a State and a country with most of the population living in urban areas, Playford is a Metropolitan Council that still enjoys and embraces rural life. In 2016 the three rural townships of Angle Vale, One Tree Hill and Virginia had 8,860 residents in total, compared to 9,283 (9.7%) in 2011.

In spite of the reigning diversity, the City still has a higher reluctance (7.3%) to accept other cultures when compared to the Metropolitan Adelaide (4.6%).

Theme

Strong and connected neighbourhoods

Why is this theme important?
“Our communities will be engaged and their diverse needs recognised, creating a flourishing environment in which we work together to create strong and connected neighbourhoods. There will be increased civic participation and volunteering, with people having the confidence to take responsibility for making things happen in their community. Everyone will contribute and share responsibility for the future of Playford”. (Playford Community Vision 2043).

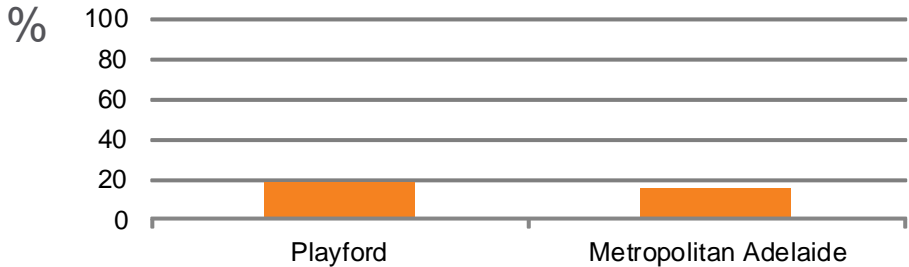
Indicators
Number of internet connections per 100,000 population
Community Strength indicators

Why are these indicators relevant?
Two indicators were chosen as a way to measure “connectivity” from different perspectives. The first is internet connections to track adoption of new technologies. It must be noted the figures for this indicator are from 2011 and do not cover access to the internet through mobile devices or other networks. The second indicator aims to measure community bonds through voluntary work, access to support (out of household) and eagerness to provide others with support.

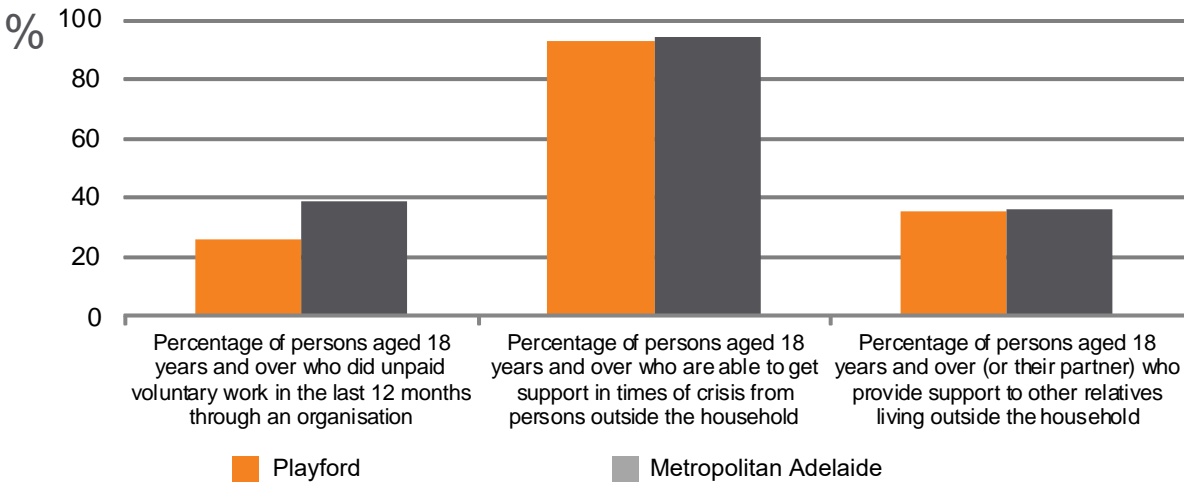


SOURCES
Population figures: Australian Bureau of Statistics. Census of Population and Housing 2016
Public Health Information Development Unit, Social Health Atlas of Australia 2017

Percentage of dwellings without internet connections



Community Strength indicators



ANALYSIS
In 2016, 18.4% of dwellings in the City of Playford did not have an Internet connection, which was 3.4% higher than Metropolitan Adelaide. However this figure mustn't be considered solely as an indicator of internet usage as wifi public spots and mobile phones allow residents to access ubiquitously. The number of mobile phone lines in Playford was not able to be obtained.
In 2014, 25% of residents said they had done voluntary work. Similarly 34.9% said they would provide support to relatives living outside the household in need. Moreover, over 92.7% stated they would be able to get support in times of crisis from persons outside the household. These figures are comparable to other Metropolitan Councils in Adelaide.

Theme

Civic participation

Why is this theme important?

"There will be increased civic participation and volunteering, with people having the confidence to take responsibility for making things happen in their community. Everyone will contribute and share responsibility for the future of Playford".

(Playford Community Vision 2043).

Indicators

Voters participation in the last local elections

Women as a percentage of total elected to Council

Volunteering rate

Why are these indicators relevant?

A set of three indicators was chosen to measure civic participation in the City. Firstly the participation rate in local government elections as a measurement of community engagement with its local government matters. Secondly, the percentage of women as elected members of the Council as a measurement of gender equality. Finally, the percentage of the community engaged in voluntary activities is a measurement of commitment to their City.

Target
Diagram



Quality of
data



SOURCES

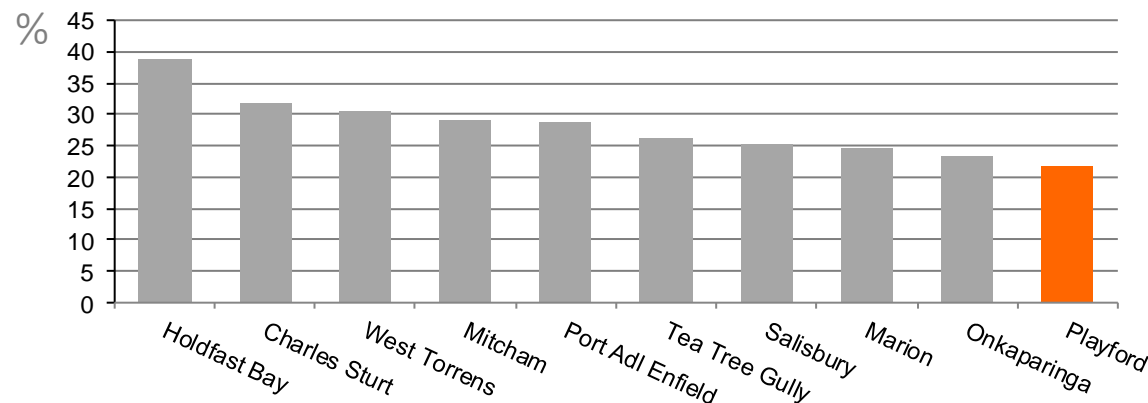
Local Government Association
Census of Population and Housing 2016
Public Health Information Development Unit, Social Health Atlas of Australia 2017

13. The Remuneration Tribunal Determination of Allowances for members of Local Government groups councils according to their size, population and revenue, and any relevant economic and social factors in the council area, among other considerations. Councils considered for comparison purposes are those listed in groups 1A and 1B. Playford belongs to Group 1B.

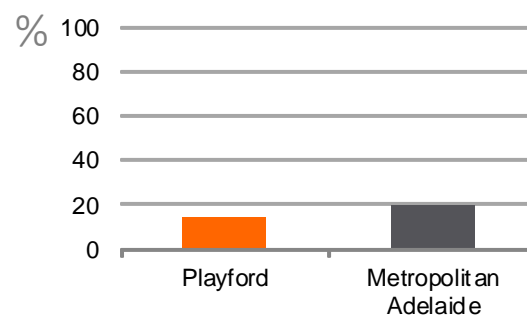
21.7%

Voter Participation Rate for the City of Playford in the Local Government Elections 2014

Percentage of Voter's participation in 2014 Local Election. Comparison to other SA Metropolitan Councils¹³



Voluntary work for an organisation or group



37.5%

of Council Members are women in the period 2014-2018

In the period 2010-2014 the ratio was 25%

45% of the current staff within Council are women

ANALYSIS

At 21.7% the City of Playford had the lowest voter participation rate for the 2014 Local Government Elections among comparable Metropolitan Councils in South Australia. In regard to gender equality at Council, more than 1/3 of Councillors are women. In 2016, 9,041 Playford residents (13.1%) were engaged in volunteering activities.

Theme

Improved standard of living

Why is this theme important?
“The conditions in Playford will be ripe for people to grasp every opportunity to prosper, both economically and individually, and to have confidence in their future financial security”.
(Playford Community Vision 2043).

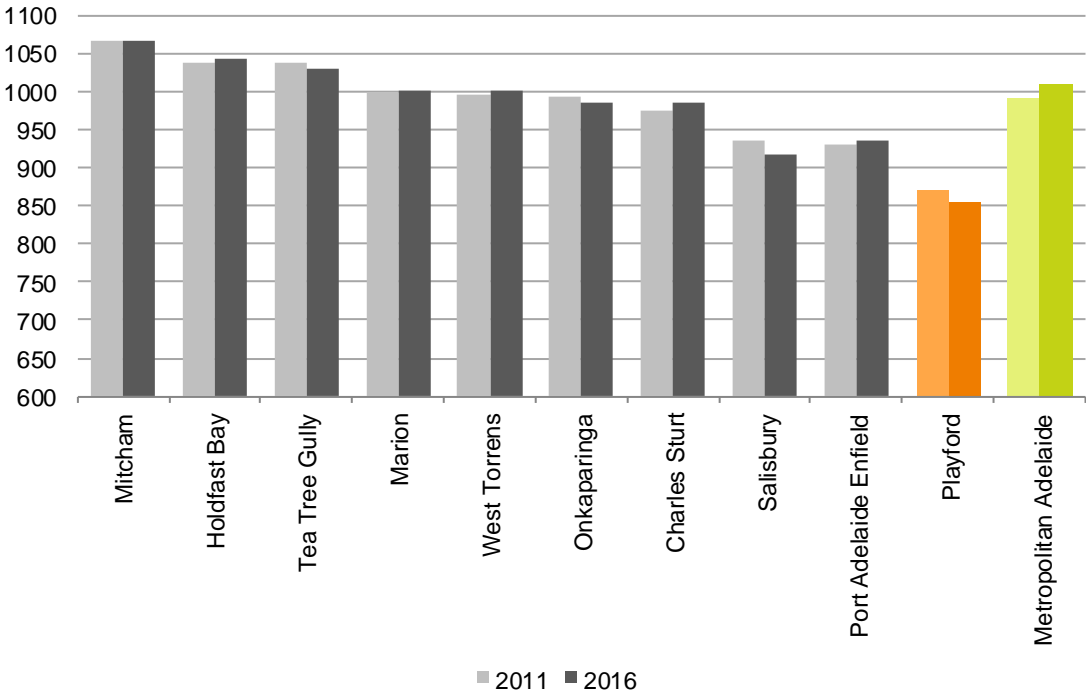
Index of disadvantage in Metropolitan Adelaide

Why is this indicator relevant?
The Socio-Economic Indexes for Areas (SEIFA Index) has been chosen to track how the standard of living is progressing in the City. The SEIFA is measured by the ABS and ranks areas in Australia according to relative socio-economic advantage and disadvantage, based on information from the five-yearly Census.



SOURCES
Socio-Economic Indexes for Areas 2011-16 (SEIFA) measured by the Australian Bureau of Statistics.
The Socio-Economic Indexes for Areas (SEIFA) is a product developed by the Australian Bureau of Statistics (ABS) that ranks areas in Australia according to relative socio-economic advantage and disadvantage. The indexes are based on information from the five-yearly Census. It consists of four indexes, each focusing on a different aspect of socio-economic advantage and disadvantage and being a summary of a different subset of Census variables.

Index of disadvantage in Metropolitan Adelaide



ANALYSIS
The City of Playford has the lowest value on the SEIFA Index among other comparable SA Metropolitan Councils. Due to the comprehensive methodology applied to measure this index, it is perhaps the most relevant indicator to track the City’s progress. The lower the SEIFA Index the higher the level of disadvantage. Playford’s average SEIFA Index is 855 (871 in 2011) being 546 the lowest and 1,128 the highest across the different suburbs.

Pom Pom Arts Space. Davoren Park



OUR GOAL
LIVEABILITY

Northern Sound System. Elizabeth



OUR GOAL
LIVEABILITY

OUR ASPIRATION
2.1. Connected
communities: physically
and socially connected

Theme

Accessible and efficient transport networks and services

Why is this theme important?

"Playford will be connected by a network of roads, public transport, walking and cycling paths that link homes, workplaces, shops, schools and other services that will connect people and places. The local passenger transport system will enable easier access around the City with an improved network, frequent bus services and park and ride facilities, linking north to south and east to west". (Playford Community Vision 2043)

Indicators

Annual number of public transport trips per capita¹⁴

Preference in travel mode to work¹⁵

Transportation fatalities per 100,000 population¹⁶

Why are these indicators relevant?

Public Transport usage is a key indicator of how easy it is to travel in the City by modes other than single occupancy vehicles.

Target
Diagram



Quality of
data



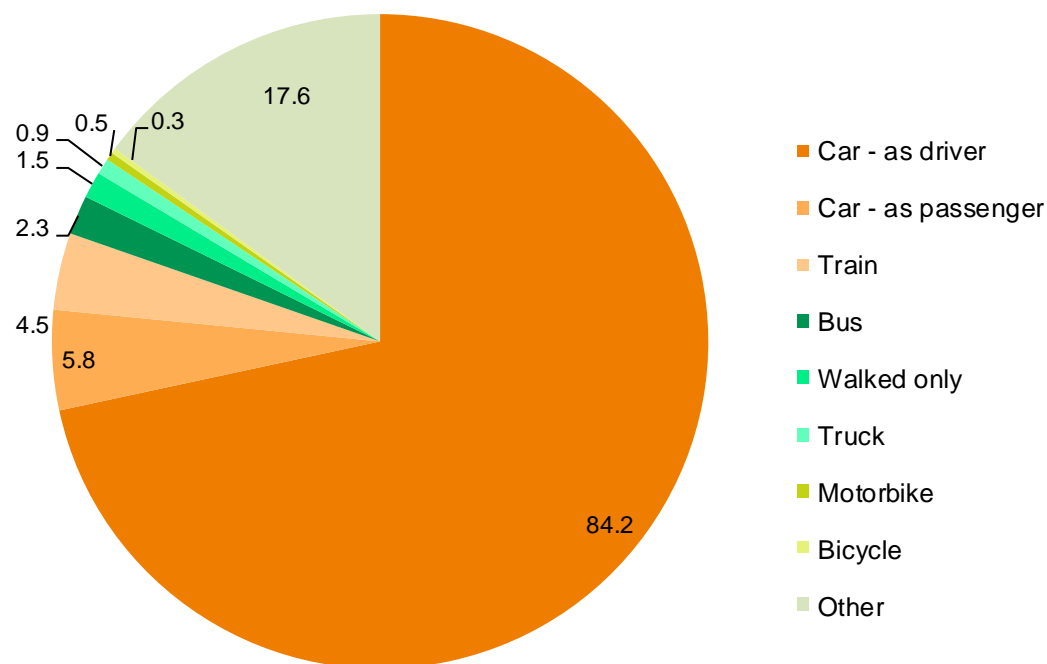
SOURCES

14. Adelaide Metro. Compiled and presented by City of Playford, 2015

15. Australian Bureau of Statistics, Census of Population and Housing 2011

16. University of Adelaide. Public Health Information Development Unit. (PHIDU), 20157

Preference in travel mode to work (%)



2.9

Public transport
number of trips per
capita

5.6

Transportation fatalities
per 100,000 population
per year
(Average 2010-2014)

ANALYSIS

78.8% of commuters travel to work by car as driver (73.3) or passenger (5.5%). Residents' reliance on other means narrows to only 4.3%; Bus and Train, 2.5%; Bicycle, 0.3% and walking, 1.5%.

The main reason that explains the lack of public transport usage is due to low population density and low transport frequencies. Population growth trends and the Gawler Line Electrification will improve service quality.

Transportation fatalities in the last five years (2010-2014) reached 28 persons.

Theme

Self-contained and self-sufficient villages

(inclusive of *Everything in one Place*)

Why is this theme important?

"Social connections will be encouraged through community hubs that provide access to a range of facilities and services such as community centres, schools, housing, shopping, health and aged care. Ideally this social infrastructure will be located on main streets that are within walkable distance from our village communities or near to local train stations or other key transport modes for ease of access".

(Playford Community Vision 2043)

Indicator

Map with access to diverse services, facilities and social infrastructure

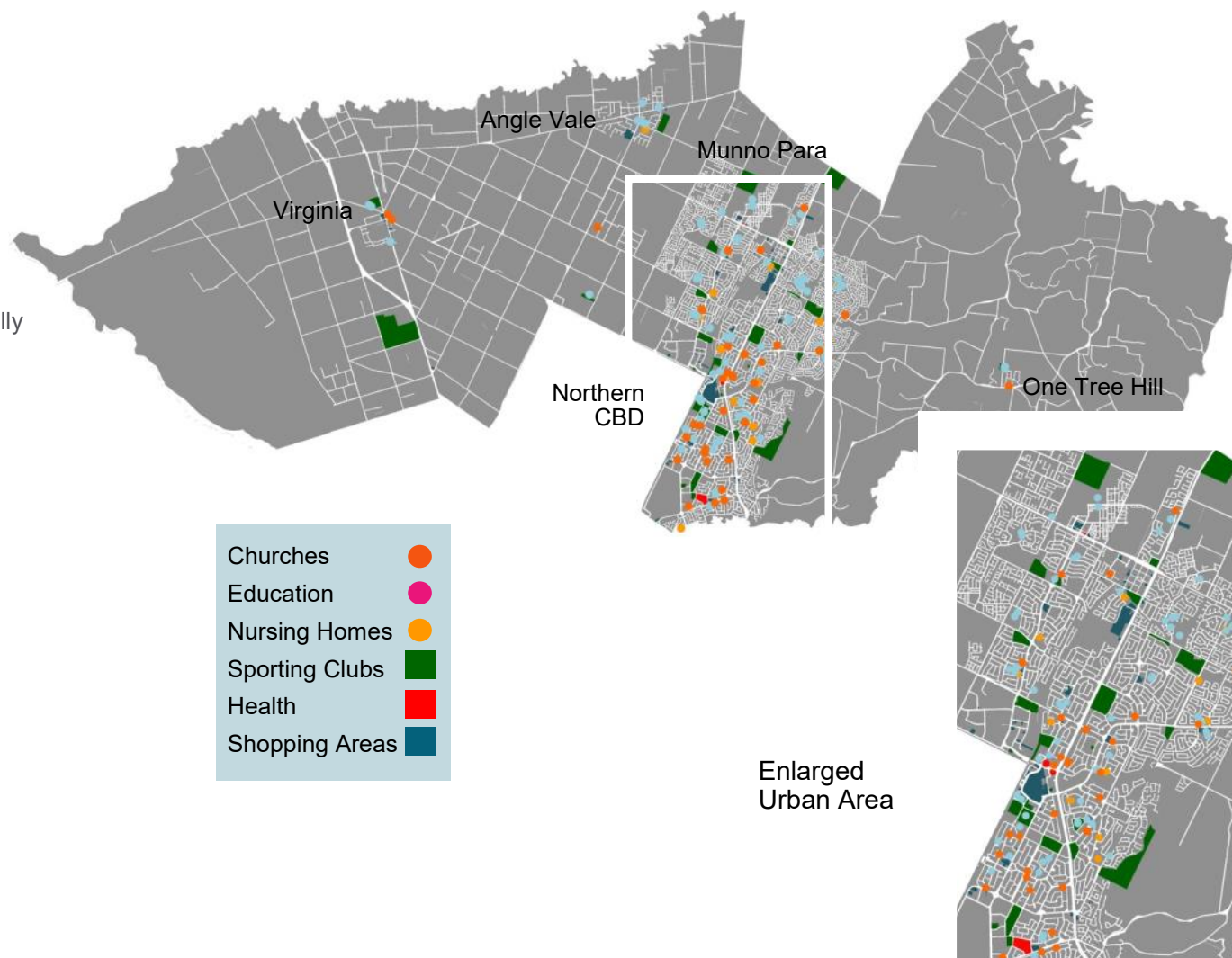
Why is this indicator relevant?

Both, the most urbanised areas and the rural townships (Angle Vale, One Tree Hill and Virginia) are serviced with comprehensive social infrastructure. That infrastructure is scattered proportionally throughout the City according to the population density.

Target
Diagram



Quality of
data



SOURCES

Corporate Data, Information and Communication Technology Team. (2015)

ANALYSIS

Schools, sport clubs, health facilities, churches and shopping centres are among the main social hubs in the City. Along with a high number of community organisations, they form the social fabric upon which life in Playford thrives. The community organisations are denser in the more urbanised area of Elizabeth, however their presence in townships contributes to enrich rural life there. The map above highlights the education and health facilities, clubs, religious organisations and larger commercial shopping areas in the City.

Theme

Community hubs

Why is this theme important?

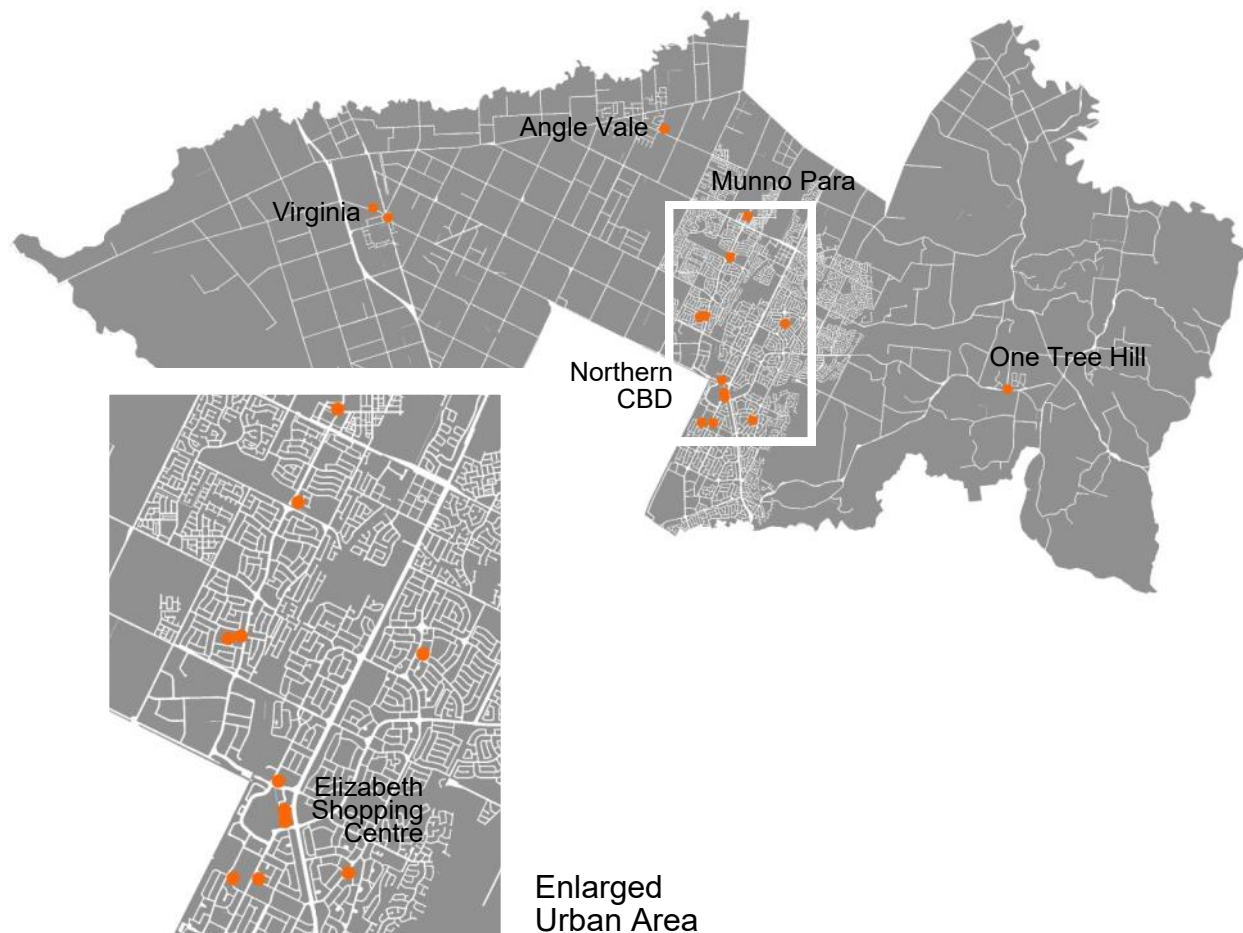
"Social connections will be encouraged through community hubs that provide access to a range of facilities and services such as community centres, schools, housing, shopping, health and aged care. Ideally this social infrastructure will be located on main streets that are within walkable distance from our village communities or near to local train stations or other key transport modes for ease of access". (Playford Community Vision 2043)

Indicators

Community centres throughout the City

Why is this indicator relevant?

By depicting the built social infrastructure spread across the City in a map we can have a deeper understanding on where key service areas are.



Target Diagram



Quality of data



SOURCES

Corporate Data, Information and Communication Technology Team. (2015)

ANALYSIS

In addition to the considerable number of local community organisations that deliver social and community services the Council runs itself or in partnership with other organisations, 15 community centres devoted to different ranges of ages and activities: John McVeity Community Centre (Social/ Sports), Davoren Community Centre (Social, Recreational, Educative), Northern Sound System (Youth), Playford Civic Centre (Social/ Cultural), Grenville Community Connections Hub (Social/ Educative/ Recreational), Midway Road Community House (Social/ Educative), Virginia Community Centre, Elizabeth Civic Centre Library (Cultural), Angle Vale Community Sports Facility (Sports/ Social), One Tree Hill Institute (Social/ Cultural), Virginia Institute (Social/ Cultural), Judd Road House (Social/ Cultural/ Heritage), Elizabeth Rise Community Centre (Social/ Educative/ Recreative), Stretton Centre (Social/ Cultural, Educative/ Technological), Pom Pom (Cultural) and Marni Waiendi (Aboriginal/Educative).

Prince George Plaza



OUR GOAL
LIVEABILITY

OUR ASPIRATION
2.2. A vibrant CBD of the North: an integrated retail, commercial and entertainment hub

Theme

Cosmopolitan experience

Why is this theme important?

"The Elizabeth Regional Centre will become the key activity centre of the North, providing integrated retail, commercial and entertainment facilities. It will also incorporate an elite regional sporting and education precinct for the community. The entertainment area will include services such as gyms and cinemas, while the shopping precinct will provide a lively cosmopolitan experience".

(Playford Community Vision 2043)

Indicators

Citizenships granted by country and continent of origin

Why is this indicator relevant?

Australian Citizenship is granted to foreigners who have been living in Australia for at least four years. Citizenships delivered by the City of Playford are those ones granted not only to those who have chosen Australia as a country to settle in, but also Playford as their City to bring up their families.

The diversity of the countries of origin of those residents is acknowledged as an indicator of a cosmopolitan lifestyle.

Target
Diagram



Quality of
data



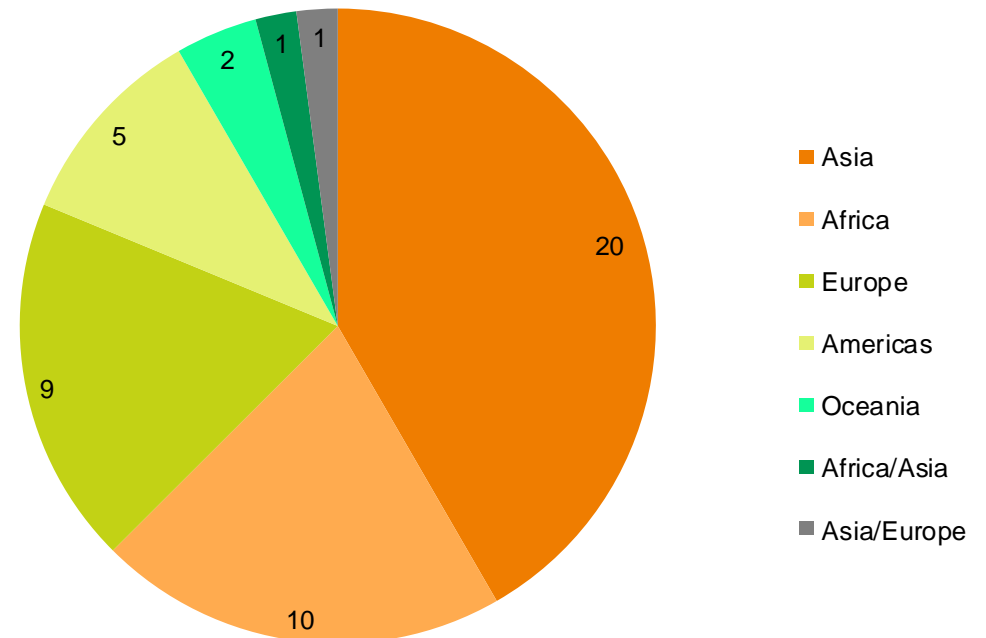
SOURCES

Corporate Data. Marketing Team, 2017

222 citizenships were awarded during 2017.

48 Residents from 48 different nationalities were granted Australian Citizenship.

Number of citizenships granted by continent of origin



ANALYSIS

Alongside the 77.1% of non-Aboriginal Australians, 11.7% of UK-born Australians and 3.7% of Aboriginal Australians, a huge community of people from overseas have made Playford their home. During the last year, 222 Playford residents from 46 different countries pledged Australian citizenship. Coming from the five continents: Asia (42%), Africa (21%), Europe (19%), Americas (10%) and Oceania (4%). The list of countries includes India, United Kingdom, Congo, Afghanistan, Myanmar, Bangladesh, Philippines, Vietnam, Ethiopia, Burundi, Kenya, Zimbabwe, Nepal, Ghana, Nigeria, South Africa, Bhutan, Cambodia, Pakistan, Sudan, Turkey, United States of America, South Korea, Rwanda, Sierra Leone, Canada, Iraq, Malaysia, Taiwan, Netherlands, Egypt, Azerbaijan, Indonesia, Iran, Kazakhstan, Thailand, Denmark, Germany, Ireland, Malta, Romania, Scotland, Ukraine and New Zealand.

Theme

Cultural vibrancy

Why is this theme important?
“The Elizabeth Regional Centre will become the key activity centre of the North, providing integrated retail, commercial and entertainment facilities. Its redevelopment will provide an attractive and vibrant environment for all the community to enjoy. An entertainment area will include services such as gyms and cinemas, while the shopping precinct will provide a lively cosmopolitan experience”.
(Playford Community Vision 2043)

- Indicators
- Local events¹⁷
 - Child-oriented local programs¹⁸
 - Youth-oriented local programs¹⁹
 - Cultural, entertaining and sporting choices in the CBD of the North²⁰

Why are these indicators relevant?
The volume and intensity of the activities present in the City serves as a way of measuring our cultural vibrancy. A number of indicators were chosen to show the available choices across the City offered by the public, private and the not-for-profit sectors.



SOURCES

17. Corporate Data. Marketing Team, 2018

18. Corporate Data. Youth Team, 2018

19. Playford Communities for Children, 2018

20. Australian Business Register, May 2015

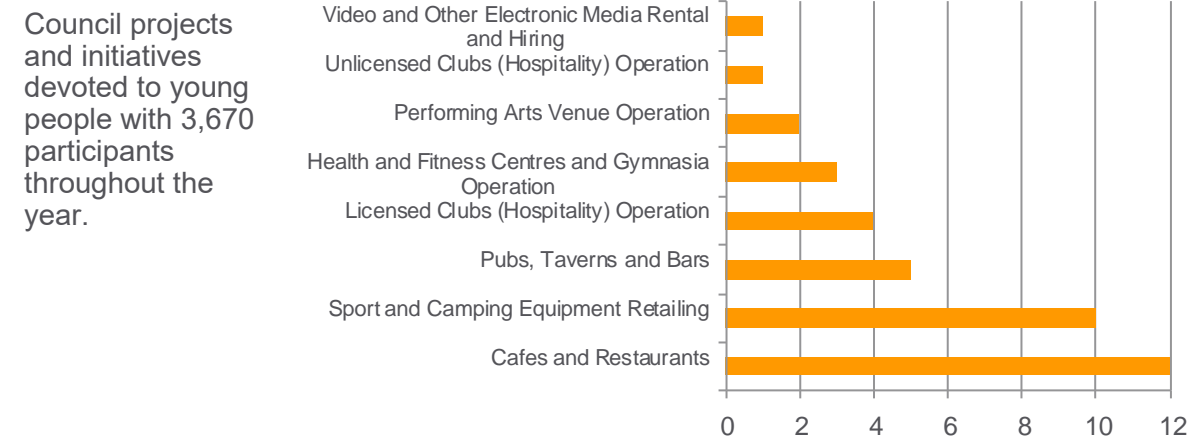
13

Council events held annually across the City and attended by over 18,000 people.

17+

programs for children carried out by Playford Communities for Children, co-ordinated by AngliCare and involving 15 other public and NGOs.

20+ Cultural, entertaining and sporting choices in the CBD of the North



ANALYSIS
During the last year Playford Activation team has been fueling art, culture and entertainment activities. The opening and inauguration of the Prince George Plaza has started to create a more vibrant CBD with the Playford Palace , as part of the Fringe Festival, being held there for the second year. Playford Communities for Children runs a number of programs throughout the City. The scope of their programs covers Art and Culture, Sports, Children Play, Parenthood, Schooling, Teenagers and Youth Culture, Neighbourhood, Health and Food Healthy Habits and Entertainment, among others. It is co-ordinated by Anglicare SA and involves 14 organisations including the City of Playford . Young people aged between 12-25 years old represent a significant proportion of the total population in the City. Based at the Northern Sound System, Council's Youth Team works alongside local young people to deliver a number of innovative programs. Australia Day, Playford Community Carols, Anzac Day Overnight Vigil, Anzac Day Dawn Service, Citizenship ceremonies and Playford Partnership breakfasts are the main annual events organised by Council. A significant number of businesses contribute to the cultural vibrancy of the CBD of the North.

One Tree Hill Institute



OUR GOAL
LIVEABILITY

OUR ASPIRATION
2.3. Village lifestyle:
creating diverse
density and urban
form

Theme

Lifestyle choices/ Village atmosphere


Why is this theme important?
 “Playford will retain its mix of urban and rural areas, which provide different lifestyle choices. Growth areas and the rejuvenation of Playford will be well planned, resulting in mixed use, vibrant, transit oriented communities with the right housing density for each location. Community hubs will encourage a village atmosphere with a real sense of community, a place where everyone knows their neighbours and can rely on each other for support ”. (Playford Community Vision 2043)

Indicator

Population densities in Playford’s suburbs

Why is this indicator relevant?
 Along with the housing densities and varied allotment sizes, the population densities throughout the different suburbs illustrate how Playford, as a Metropolitan City, offers both urban and rural lifestyle choices for its residents.

Target Diagram



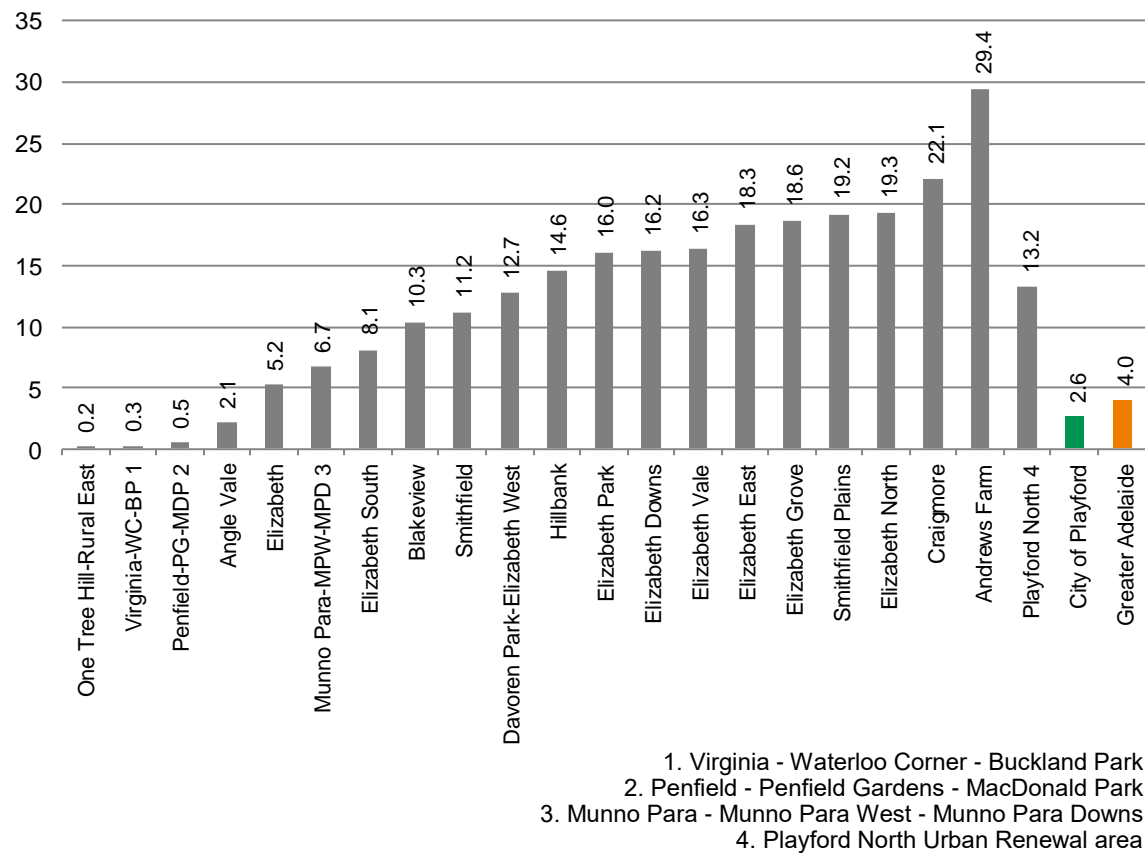
Quality of data



SOURCES

Australian Bureau of Statistics, Census of Population and Housing, 2016.

Playford’s population densities by suburbs (persons/ hectare)



ANALYSIS

Playford, alongside Gawler, is the northernmost metropolitan city in Adelaide. Located 30 kilometers from Adelaide City there are population densities ranging from 0.2 to 29.7 dwellers per hectare, being 2.6 the City average. Compared to Greater Adelaide’s 4 person/ha, we can appreciate how diverse densities, atmospheres and landscapes coexist in the area. This geography and lifestyle is also evident in Playford’s diversified economy ranging from extensive crops and intensive vegetable production to commercial and advanced manufacturing.

Theme

Plentiful open space (1)

Why is this theme important?

“Preservation of our open spaces with quality infrastructure will enable a wide range of activities from organised sports to dog parks and informal social gatherings. Open space’s planning and design will be efficient, competitive and environmentally sustainable”. (Playford Community Vision 2043)

Indicator

Green area per 100,000 population²¹

Why is this indicator relevant?

“The amount of green area, natural and semi-natural, parks and other open space is an indicator of how much green space the City has. Green areas perform important environmental functions in an urban setting. They improve the urban climate, capture atmospheric pollutants and improve quality of life by providing recreation for urban inhabitants”.
(ISO Standard 37120 Sustainable Development of Communities)

Target
Diagram



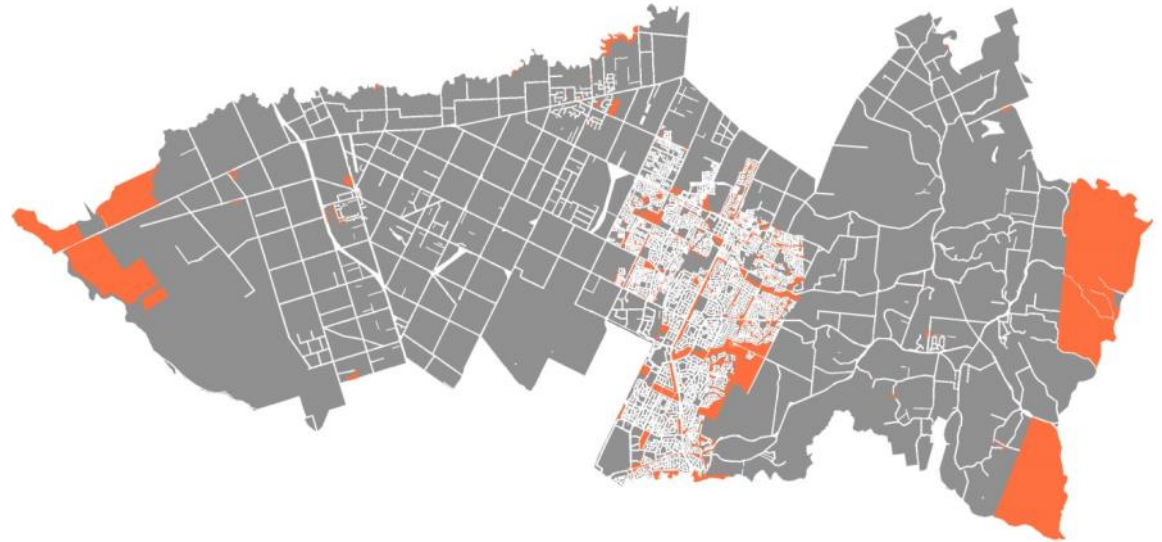
Quality of
data



SOURCES

Corporate Data, Information and Communication Technology Team. (August, 2015)
21. Note that figures are based on 100,000 population for benchmarking purposes.

Green area locations across the City



3,548 hectares of green area per 100,000 population²¹

ANALYSIS

Playford's green area accounts for 3,271 hectares equivalent to 354.8M² per resident. Green areas include: Vacant Lot Conservation, Water Reserve, Reserve, Undeveloped Reserve, Developed Reserve, Outdoor Arenas, Outdoor arenas/football, Football, Australian Rules, Archery, Parks and Gardens.

Theme

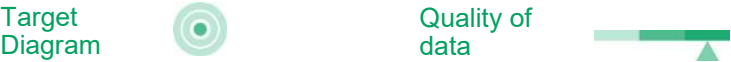
Plentiful open space (2)

Why is this theme important?
“Preservation of our open spaces with quality infrastructure will enable a wide range of activities from organised sports to dog parks and informal social gatherings. Open space’s planning and design will be efficient, competitive and environmentally sustainable”. (Playford Community Vision 2043)

Indicator

Square metres of public indoor recreation space per capita

Why is this indicator relevant?
Indoor recreation facilities are a relevant part of the open space infrastructure.
For this indicator only facilities owned by Council are considered, however there are a significant number of other indoor sports facilities run by clubs.



SOURCE
Corporate Data, Information and Communication Technology Team. (2015)

0.4

Square meters per capita of public indoor recreation space.



ANALYSIS
The Aquadome and John McVeity Centre are the main two indoor recreation venues owned by the City of Playford. This map does not include any of the school facilities which are used by the community among other clubs present in the City.

The John McVeity Centre is a state-of-the-art community recreation facility redeveloped and reopened in December 2014. It is managed and operated by YMCA and includes two indoor courts, a new gymnasium and fitness room, multi-purpose community room, café, outdoor exercise park and seating, new amenities and changing rooms, as well as a crèche.

The Aquadome is an iconic landmark of the North and was recipient of the 2010 Be Active Recreation and Sport Industry Award for best facility. It provides a variety of recreation and leisure activities and includes an upgraded 50m pool and a 25m pool, a leisure pool with beach entry and water features, new 110m waterslide, spa, steam room, gymnasium, group fitness room, crèche and café. In addition to Council’s facilities there are a number of clubs with their own premises and services.

Insects' Hotel. Playford Operation Centre



OUR GOAL
LIVEABILITY

OUR ASPIRATION
2.4. Sustainable and responsible community:
managing our natural,
economic and social
resources

Theme

Community- centred economy (1)

Why is this theme important?

“Playford will benefit from a strong and healthy community-centred economy where people engage in meaningful employment opportunities. They will focus on maximizing local ownership of businesses, reinvesting resources into the local economy and providing accessible and responsive training and education programs that enable the workforce to adjust to future needs.” (Playford Community Vision 2043)

Indicator

Workforce distribution of employment by industry

Why is this indicator relevant?

While the City of Playford is experiencing a significant growth and with its economy under transformation, the number of jobs and qualification needs are changing. The workforce distribution by employment by industry assists us to understand how the job market evolves in time.

Target
Diagram



Quality of
data



SOURCE

Australian Bureau of Statistics, Census of Population and Housing 2016.

Industry

Number

%

Health Care and Social Assistance	5,366	22.1
Retail Trade	3,372	13.9
Manufacturing	2,697	11.1
Education and Training	2,592	10.7
Agriculture, Forestry and Fishing	1,456	6.0
Accommodation and Food Services	1,420	5.9
Public Administration and Safety	1,365	5.6
Construction	1,083	4.5
Administrative and Support Services	872	3.6
Industry not classified	869	3.6
Transport, Postal and Warehousing	820	3.4
Other Services	627	2.6
Professional, Scientific and Technical Services	399	1.6
Wholesale Trade	367	1.5
Rental, Hiring and Real Estate Services	218	0.9
Electricity, Gas, Water and Waste Services	212	0.9
Arts and Recreation Services	182	0.8
Financial and Insurance Services	169	0.7
Information Media and Telecommunications	85	0.4
Mining	76	0.3
Total	24,247	100.0

ANALYSIS

Health Care and Social Assistance and Retail Trade have surpassed Manufacturing as the largest source of labour in comparison to the 2011 Census. Both of them are expected to continue their relevance due to the National Disability Scheme and the Health Precinct on the one side, and the progress of the Northern CBD development on the other. Likewise the Food Bowl of South Australia is boosting opportunities for agriculture, agriculture related services and food processing sectors and is currently in 5th position in comparison to 14th five years ago. Education and Training, currently ranked 4th shows also a growth from 8th in 2011, is reflecting also an opportunity in the retraining and upskilling of our community.

Theme

Community-centred economy (2)

Why is this theme important?

“Playford will benefit from a strong and healthy community-centred economy where people engage in meaningful employment opportunities. They will focus on maximising local ownership of businesses, reinvesting resources into the local economy and providing accessible and responsive training and education programs that enable the workforce to adjust to future needs.”.
(Playford Community Vision 2043)

Indicator

Businesses by industry

Why is this indicator relevant?

The identification of businesses by industry type allows us to track how the economic structure of the City of Playford changes over time.

Target
Diagram



Quality of
data



SOURCE

Australian Bureau of Statistics, Counts of Australian Businesses, including Entries and Exits, 2012 to 2016.

Industry	Number	%
Construction	666	21.4
Agriculture, Forestry and Fishing	506	16.2
Transport, Postal and Warehousing	351	11.3
Rental, Hiring and Real Estate Services	221	7.1
Retail Trade	186	6.0
Professional, Scientific and Technical Services	164	5.3
Other Services	162	5.2
Manufacturing	149	4.8
Administrative and Support Services	135	4.3
Wholesale Trade	120	3.8
Health Care and Social Assistance	114	3.7
Financial and Insurance Services	106	3.4
Accommodation and Food Services	103	3.3
Arts and Recreation Services	35	1.1
Industry not classified	29	0.9
Education and Training	27	0.9
Information Media and Telecommunications	18	0.6
Electricity, Gas, Water and Waste Services	12	0.4
Public Administration and Safety	9	0.3
Mining	3	0.1
Total businesses	3,115	100.0

ANALYSIS

Construction (21.4%) is the main industry present in Playford followed by Agriculture, Forestry and Fishing; and Transport, Postal and Warehousing (16.2-11.3%). Interestingly, the good number of businesses in those industries doesn't match those that employ most of our workforce. They are mainly Small and Medium Enterprises (SME) which complement with our City's main employers. As the economic transformation gets underway in the City, industries such as Manufacturing, Professional Scientific and Technical services, Retail trade, Agriculture and Food industries, Health Care and Social assistance, and Education and Training are expected to join construction as the main industries.

Theme

Carbon zero (1)

Why is this theme important?
“Playford will have a healthy climate and environment through protecting and enhancing local and regional ecosystems and biological diversity. This will involve conserving water, land, energy and non-renewable resources to minimise pollution and break our reliance on fossil fuels as our sole energy source. We will embrace alternative energy resources that can provide baseload energy supply reliably and constantly to the community. Playford will aim to be carbon zero”. (Playford Community Vision 2043)

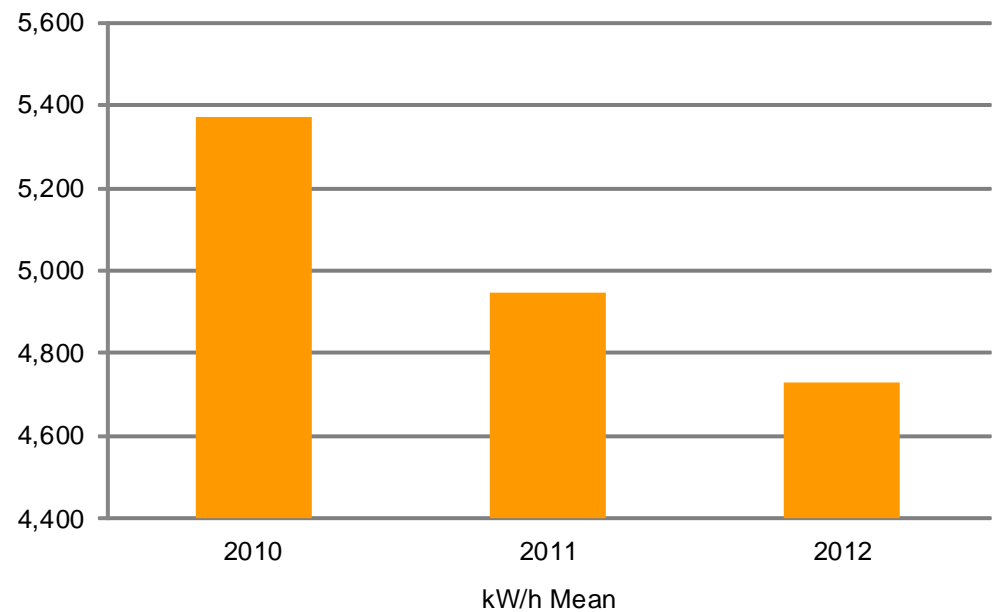
Indicator
Total residential electrical use per capita (kWh/Year)²²
Electricity supply to residential meters (kWh)²³
Percent of total energy derived from renewable sources, as a share of the city’s total energy consumption²⁴

Why are these indicators relevant?
“An understanding of how much electricity is currently being consumed is needed in order to effectively manage generation, consumption and conservation of electricity. Residential areas are one of the major consumers of electricity and its associated resource use. The promotion of renewable energy sources is a high priority for sustainable development, for reasons such as the security and diversification of energy supply and for environmental protection”. (ISO 37120 Sustainable Development of Communities)

Target Diagram  Quality of data 

SOURCE
22. Australian Bureau of Statistics: Household Energy Consumption Survey (2011)/Average Household Size (2011)
23. Australian Bureau of Statistics. Household Energy Consumption Survey. Electricity supplied to residential meters.
24. Australian Energy Regulator (AER)

Total Playford residential electrical use per household (kWh/Year)



Residential electrical use per capita in Playford was 1902 kWh/Year in 2011.

57% of the energy generated within South Australia was from large scale wind power and rooftop solar PV in 2016/17.

ANALYSIS
Residential electrical use per capita in 2011 was 1902 kWh/year and is consistent with the consumption in different cities across the world that were surveyed. According to the ABS Household Energy Consumption Survey, electricity supplied to residential meters has been decreasing in the period 2010-2012 (5,373-4,945-4,726 kWh/Year Mean). However it must be noted the data is slightly dated and new figures will be worth further analysis. In 2016/17 energy generated in South Australia from renewable sources was 57%, 7 points over the 2025 target of 50%.

Theme

Carbon zero (2)

Why is this theme important?

"Playford will have a healthy climate and environment through protecting and enhancing local and regional ecosystems and biological diversity. This will involve conserving water, land, energy and non-renewable resources to minimise pollution and break our reliance on fossil fuels as our sole energy source.

We will embrace alternative energy resources that can provide baseload energy supply reliably and constantly to the community. Playford will aim to be carbon zero".
(Playford Community Vision 2043)

Indicator

Electricity supply to and generated by residential net meters

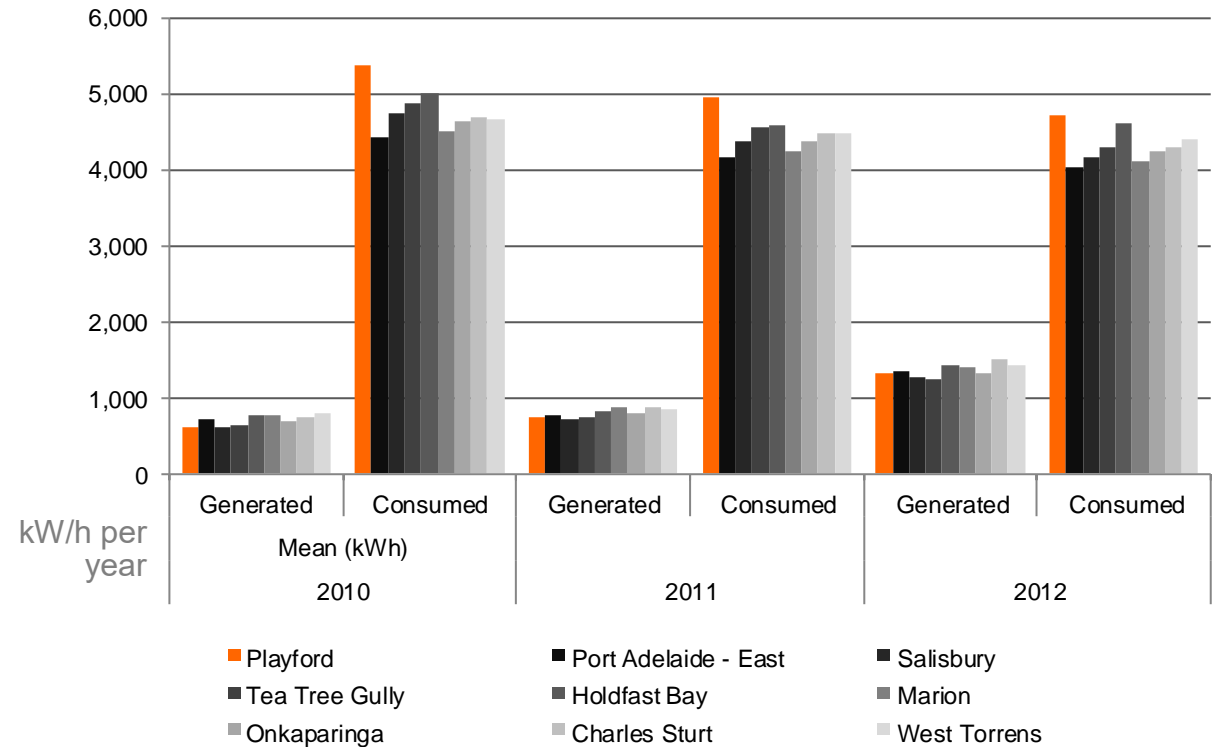
Why is this indicator relevant?

"An understanding of how much electricity is currently being consumed is needed in order to effectively manage generation, consumption and conservation of electricity. Residential areas are one of the major consumers of electricity and its associated resource use.

"The promotion of renewable energy sources is a high priority for sustainable development, for reasons such as the security and diversification of energy supply and for environmental protection".

(ISO 37120 Sustainable Development of Communities)

Household Energy Consumption Survey



Target
Diagram



Quality of
data



SOURCE

Australian Bureau of Statistics: Household Energy Consumption Survey (2012), Australia: Summary of results.

ANALYSIS

According to the ABS Household Energy Consumption Survey, City of Playford electricity generation and consumption have been increasing and decreasing respectively. While in 2010 generation was 600 kWh and consumption 5,373 kWh, in 2012 those figures have improved to 1,311 kWh generated and 4,726 kWh consumed. Currently, along with Holdfast Bay, the City has one of the highest levels of electricity consumption. In regard to generation, Playford is on par with other councils levels between 1,200 and 1,500, with 1,478 the total average per meter for SA.

Theme

Water security (1)

Why is this theme important?

“Playford will have a healthy climate and environment through protecting and enhancing local and regional ecosystems and biological diversity. This will involve conserving water, land, energy and non-renewable resources to minimise pollution and break our reliance on fossil fuels as our sole energy source. Playford will be at the forefront of new water technologies to secure our long term water supply”.
(Playford Community Vision 2043)

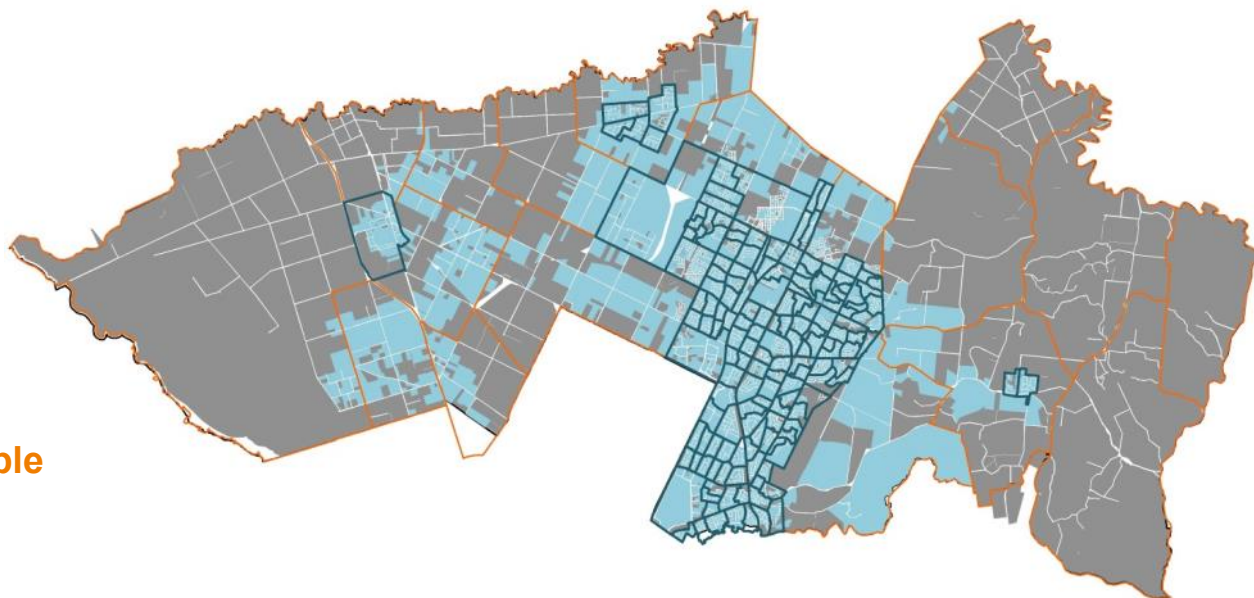
Indicator

Percentage of the city population with potable water supply service

Why is this indicator relevant?

Water, as a finite resource, is closely linked to sustainability. In particular potable water supply is a relevant City health and quality of life indicator, and water used for agricultural purposes has a significant impact for the City's economic sustainability.

The properties serviced with potable water supply are shaded in light blue, with the urbanised areas outlined in dark blue.



85%

of properties and population are serviced with potable water

Target
Diagram



Quality of
data



SOURCE

Australian Bureau of Statistics. Population Estimates 2014
DEWNR (Department of Environment, Water and Natural Resources, SA)

ANALYSIS

Due to the City's size and substantial rural population, not all of Playford is serviced with potable water service. Other households provide themselves with bore water. Figures for these indicators are inferred from number of meters provided by DEWNR for 2014 and Population Estimates for 2014.

Theme

Water security (2)

Why is this theme important?

“Playford will have a healthy climate and environment through protecting and enhancing local and regional ecosystems and biological diversity. This will involve conserving water, land, energy and non-renewable resources to minimise pollution and break our reliance on fossil fuels as our sole energy source. Playford will be at the forefront of new water technologies to secure our long term water supply”.
(Playford Community Vision 2043)

Indicator

Stormwater harvested by the City²⁵

Water use in farms by area and volume²⁶

Why are these indicators relevant?

Water, as a finite resource, is closely linked to sustainability. In particular potable water supply is a relevant City health and quality of life indicator, and water used for agricultural purposes has a significant impact for the City’s economic sustainability.

Target
Diagram



Quality of
data



SOURCE

25. City of Playford. Corporate Data, September 2017.

26. Australian Bureau of Statistics. Agricultural Census 2015/16 Water use on Australian Farms

Stormwater harvested (2016/17):

1 Gigalitre¹

Water sold to customers

645 megalitres²

Banked recycled water in the ground

355 megalitres

Water agricultural use (2015/16)

Total area watered (ha)

2,537.2

Total water used (GL)

11.4 GL

Application rate (ML/ha)

4.6

1. 1GL (gigalitre) = 1 Billion litre

2. 1ML (megalitre) = 1 million litre

ANALYSIS

The City of Playford’s Waterproofing Playford project is a partnership with the Federal and State governments, focused on making the most of our most precious resource—water. Waterproofing Playford aims to capture, cleanse and distribute up to 1,500 megalitres (ML) of local stormwater each year for use on reserves and parks, and for customers such as schools . The City is progressively improving its harvesting and delivery capacity, currently reaching 1GL (763 megalitres in 2015/16).

Agricultural use of water has a significant role for the City with a total irrigated area in Playford of 2,537 ha (2,685 ha in 2010/11). Application rate per hectare is 4,600,000 litres(2,000,000 litres in 2010/11).

2015 Sampson Flat Bushfire Revegetation



OUR GOAL
LIVEABILITY

OUR ASPIRATION
2.5. Environmental
care: protecting our
natural assets

Theme

Preservation of the environment (1)

Why is this theme important?

Solid Waste along with Wastewater management are two of the most relevant services in cities from an environmental perspective. Aside from their environmental implications, they are also indicators of city management with regard to cleanliness, health and quality of life. They also contribute to public health and in particular Solid Waste recycling is steadily gaining attention for its economic implications.

Indicator

Total collected municipal solid waste (Tn)

Total collected municipal solid waste per capita (Tn)

Percentage of the City's solid waste that is recycled

Why are these indicators relevant?

These three indicators were selected with regard to: the total generation of solid waste; the generation of solid waste per resident to track individual waste production and; the proportion of solid waste that is recycled and consequently not going to landfill.

Target
Diagram

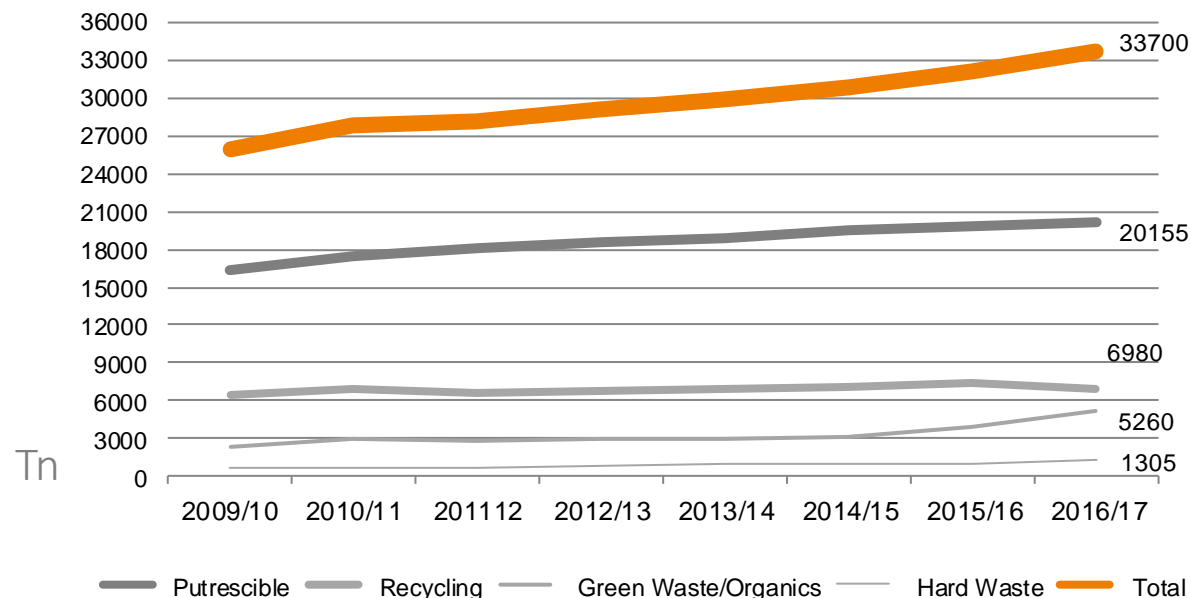


Quality of
data



SOURCE
Corporate Data. Environment and Waste

Total collected municipal solid waste (Tn) sorted by categories



Total collected municipal waste
per capita per year (2016/17)

0.38 tonnes

City's solid waste that was recycled
in 2016/17

40.2%

ANALYSIS

In the last seven years the total amount of solid waste has increased over 7,845 tonnes. That growth is mainly explained by the putrescible waste collected. However, green waste has doubled in the same period. In the case of recycled solid waste, it has barely grown throughout those years.

The total volume of solid waste generated per person in 2016/17 was 380 kilograms. The percentage of solid waste recycled has grown from 34% to 40% in the last seven years.

Theme

Preservation of the environment (2)

Why is this theme important?
Solid Waste along with Wastewater management are two of the most relevant services in cities from environmental perspective. Aside from their environmental implications, they are also indicators of city management with regard to cleanliness, health and quality of life. They also contribute to public health and in particular Solid Waste recycling is steadily gaining attention for its economic implications.

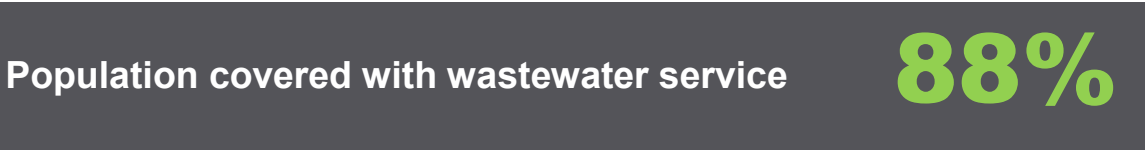
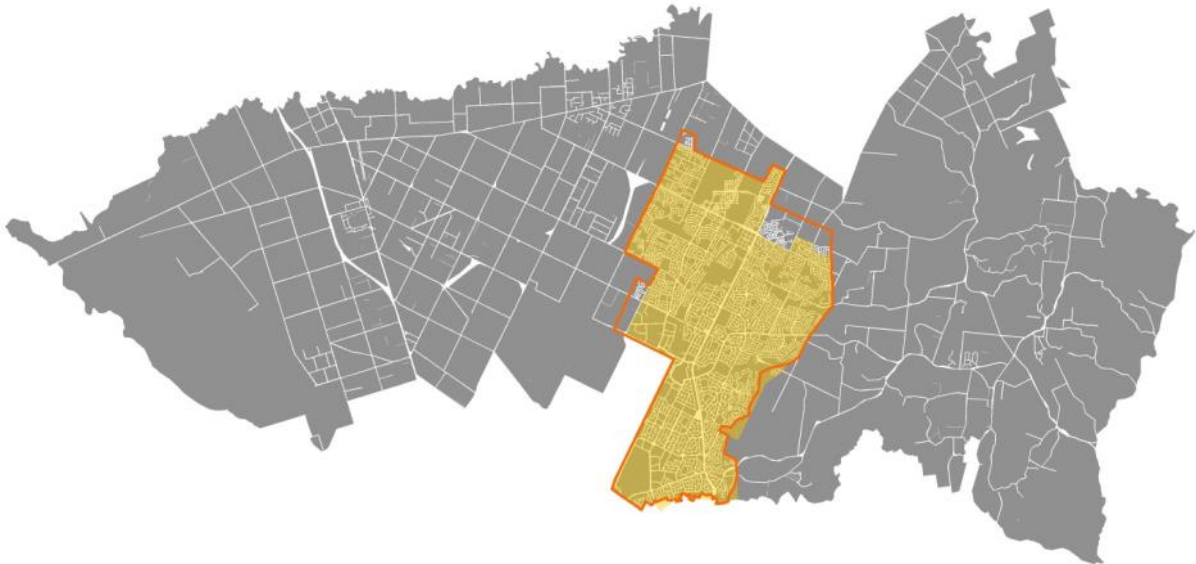
Indicator
Percentage of the population served with wastewater collection

Why is this indicator relevant?
This indicator states the City's coverage of wastewater management services. It is considered an environmental indicator as wastewater is processed to improve and purify the water, removing some or all of the pollutants, making it fit for reuse or discharge back to the environment.



SOURCE
Corporate Data. Environment and Waste

Properties serviced with wastewater collection are highlighted in orange



ANALYSIS
Wastewater services in the City of Playford are concentrated in urban areas (see highlighted areas in orange). 12% of residents living in townships, semi-rural or rural areas are not covered with wastewater services. Residents living in those areas require on-site wastewater systems to safely store and dispose of all the wastewater generated at the property. There are two main types of on-site wastewater treatment systems available in South Australia; septic and aerobic systems. Both septic and aerated wastewater treatment tanks must be pumped out at least every four years by a licensed contractor to remove the solids.

Theme

Protection and enhancement of biodiversity assets

Why is this theme important?

"By 2043 we will be renowned for our effective preservation and sustainable use of our resources. From the coast to the hills our natural assets will be protected to enhance the liveability of the area for generations to come.

Our environmental focus will encourage reinstatement of native vegetation, the maintenance of biodiversity corridors and the protection of significant trees, coastal habitats, samphire ecosystems and other areas of high environmental significance."

(Playford Community Vision 2043)

Indicators

Annual number of trees planted and delivered per 100,000 population

Number of volunteer hours for environment-related activities

Hectares of urban reserves with native vegetation, including native grass cover

Kilometres of rural roadsides managed for biodiversity conservation

Number of native species in Playford which have a conservation rating

Why are these indicators relevant?

These indicators provide the most suitable measures available to gauge efforts being undertaken for biodiversity protection and enhancement of the City. Biodiversity indicators show the extent to which remnant native flora is preserved in the City of Playford.

Target
Diagram



Quality of
data



SOURCE

Corporate Data. Environment and Waste

16,350

native plants were grown by volunteers and were delivered to the community in 2016/17

3,559

volunteer hours for environment-related activities in 2016/17

572.70

hectares of urban reserves with native vegetation

64.3

km rural roadsides managed for biodiversity conservation

138

native species in Playford have a conservation rating

ANALYSIS

More than 16,000 local-native tubestocks were handed over to the community through the *Buffers to Bushland* Program, the Council held Citizenship Ceremonies and the inaugural *10 plant per \$10*.

City of Playford grew 13,600 tubestocks in the Council nursery and purchased other 5,750 from *Trees For Life*.

In 2016/17, Environment Volunteers at City of Playford devoted 3,559 hours to environmental activities, combined midweek and weekend hours.

The native vegetation of the City's urban reserves have been mapped during a biodiversity survey conducted in 2017 and 2018.

83.6km of rural roadsides with native vegetation are signposted under the Roadside Marker System, of which 64.3 km have been actively managed for biodiversity conservation in 2016 and/or 2017.

138 native species have a conservation rating under the SA Government Regional Species Conservation Assessment Project's rating system, meaning that they are not well conserved and could eventually become extinct in this region without good management.

Australia Day. Fremont Park



OUR GOAL
LIVEABILITY

OUR ASPIRATION
2.6. Safe communities

Theme

Safe design of spaces (1)

Why is this theme important?

“Our prosperous, vibrant and connected communities will contribute to Playford being a safer place to live, work and play. Perceptions of safety influence how people use spaces and places and, as such, our public spaces, walking and cycling routes, entrances and exits to buildings and public transport facilities will be designed for safe use, thereby encouraging people to use them”.

(Playford Community Vision 2043)

Indicator

Offences against person

Offences against property

Why are these indicators relevant?

City of Playford has embraced the Crime Prevention Through Environmental Design (CPTED) guidelines approach to the design of spaces.

The set of indicators related to offences against person and property explain broadly the safety issues revolving around design of spaces.

These indicators updated monthly by the SA Police serve as background information to improve the upgrade of current and design of new spaces throughout the City.

Target
Diagram



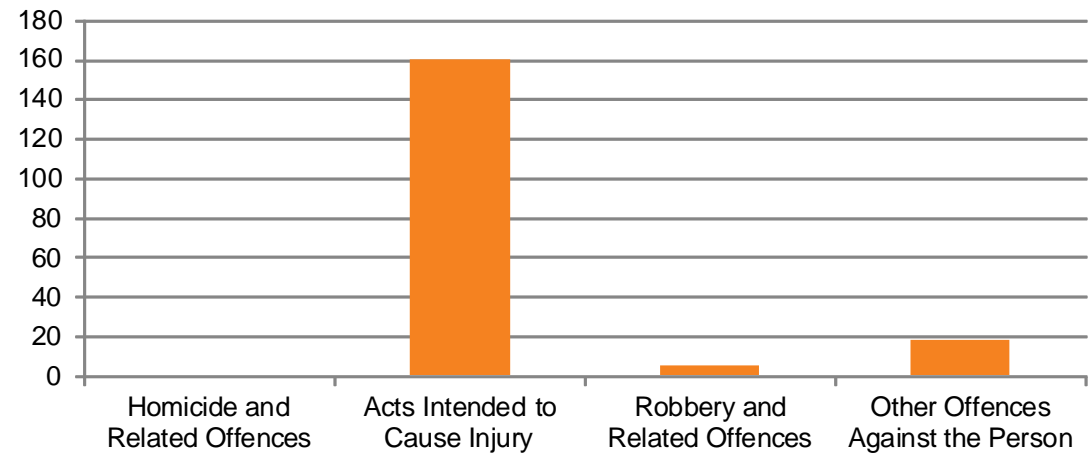
Quality of
data



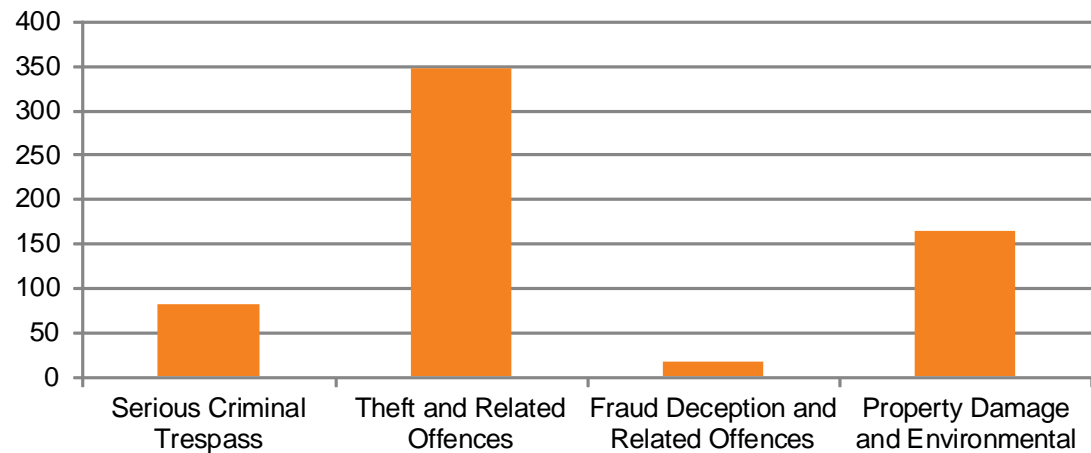
SOURCE

South Australia Police, Monthly Crime Statistics
November 2017

Offences against the person in Playford in November 2017



Offences against the property in Playford in November 2017



ANALYSIS

Safety is one of the most relevant issues in the City of Playford. In the charts above we can see the two categories into which SA Police sort offences: against the person and against the property. Within the different offences occurring in the City, Acts Intended to Cause Injury (Person), Theft and Related Offences and Property Damage and Environmental (Property) stand out.

Theme

Safe design of spaces (2)

Why is this theme important?

“Our prosperous, vibrant and connected communities will contribute to Playford being a safer place to live, work and play. Perceptions of safety influence how people use spaces and places and, as such, our public spaces, walking and cycling routes, entrances and exits to buildings and public transport facilities will be designed for safe use, thereby encouraging people to use them”. (Playford Community Vision 2043)

Indicator

Persons who feel safe walking alone in their local area after dark

Why is this indicator relevant?

Despite Council's commitment to the implementation of Crime Prevention Through Environmental Design (CPTED), the City currently does not conduct any survey which could lead to statistics in regard to this matter.

As an alternative, this indicator tracks the perception of safety across the community.

Target
Diagram



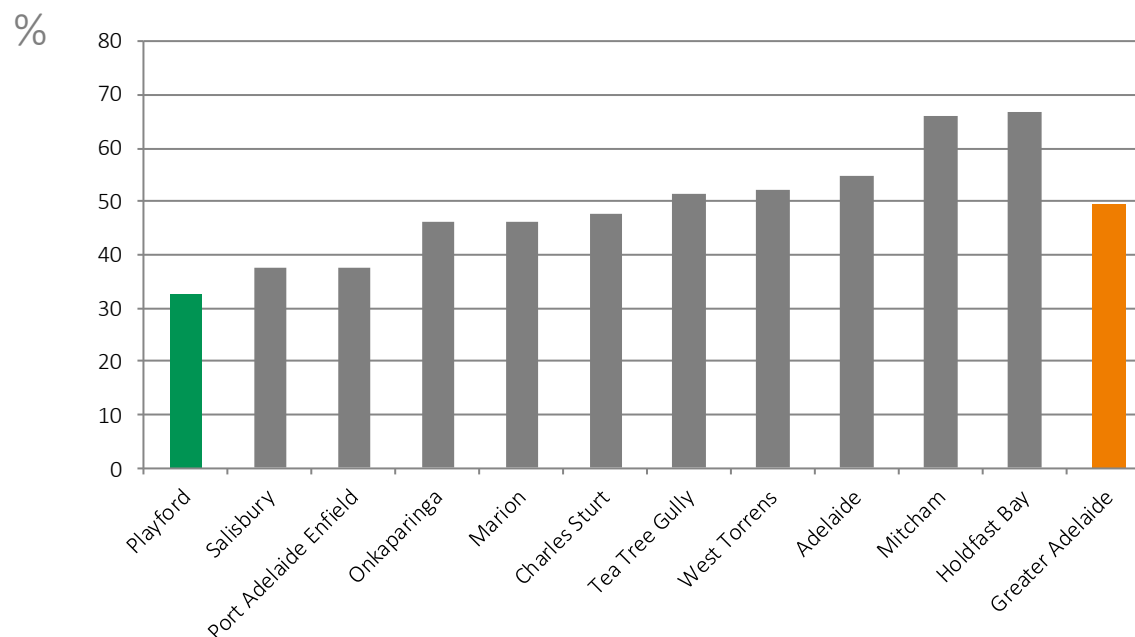
Quality of
data



SOURCE

Public Health Information Development Unit (PHIDU). Health Atlas 2017. Statistics dated in 2014

Percentage of persons who feel safe walking alone in their local area after dark



ANALYSIS

With 32.5%, Playford's feeling of safety was among the lowest in Metropolitan Adelaide in 2014. It has dropped from its previous measurement 42.1% in 2010. On that occasion Playford was only 1.4% below the Metropolitan Adelaide average.

Australia Day Parade. Elizabeth



OUR GOAL
HAPPINESS

Australia Day. Fremont Park



OUR GOAL
HAPPINESS

OUR ASPIRATION
**3.1. Ambitious and
proud communities**

Theme Community Spirit

Why is this theme important?

“Playford will have moved past its negative stereotypes and taken advantage of the new opportunities on offer to prosper both individually and as a community. The community spirit and sense of identity on which Playford was built, and is justifiably proud, will have been strengthened by embracing these opportunities”. (Playford Community Vision 2043)

Indicator

Community pride of living in the City of Playford

Why is this indicator relevant?

There are a number of indicators stated previously in this document which could also account for Playford’s community spirit. This indicator was chosen to track residents’ sense of belonging to the community.

Target
Diagram



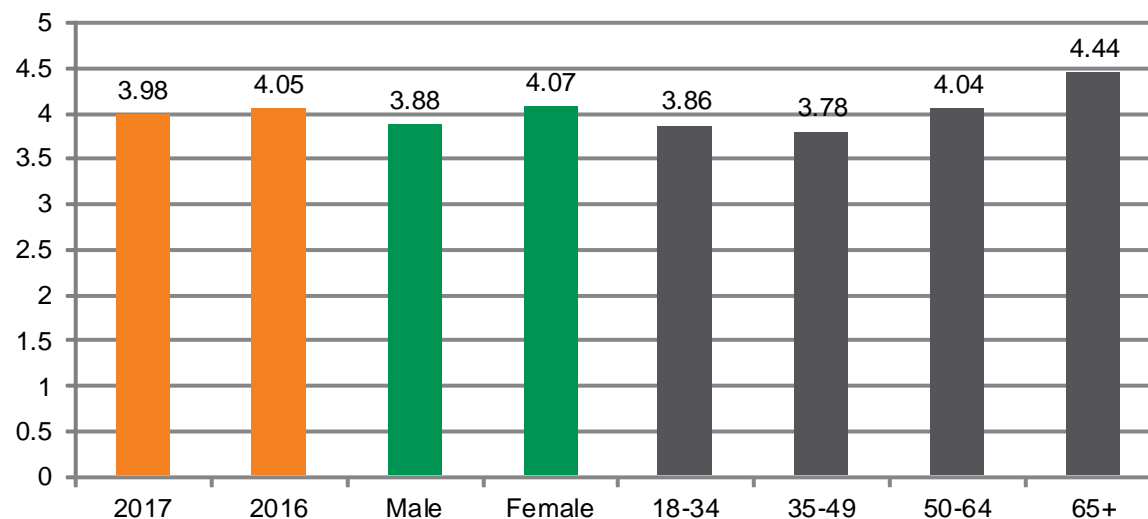
Quality of
data



SOURCE

City of Playford Resident Satisfaction Survey 2012-14, 2015, 2016, 2017.

Agreement with the statement ‘I am proud to live in the City of Playford’
(Scale 1-5)



The resident Satisfaction Survey consulted residents on the following statements:
(Scale 1-5)

I am proud to live in the City of Playford	3.98 (2017)
City of Playford displays a positive image of the City	3.89 (2016)
City of Playford is innovative	3.27 (2016)

ANALYSIS

People’s pride with the City of Playford remained high in 2017 with a slight 0.07 drop compared to 2016. That pride is mainly reflected in women, and residents above 50 years old. Likewise their overall consideration for our City in regard to innovation, reputation and image have rated positively.

Theme

Sense of identity

Why is this theme important?

“The community spirit and sense of identity on which Playford was built, and is justifiably proud, will have been strengthened by embracing these opportunities. Our communities will be characterised by their innovative nature, with support for all including our new arrivals and our aged population. Community groups will play an increasingly important role in bringing together such a diverse community, encouraging people to get involved and take responsibility for creating the conditions that contribute to this feeling of pride and identity”.

(Playford Community Vision 2043)

Indicator

City of Playford's happiness index

City of Playford's pride

Why are these indicators relevant?

Happiness and Pride are two strong concepts on which the City's sense of identity is built. Both attributes give a sense of our citizens' sense of achievement in their life and pride they feel for the city where they have put their roots down.

Both indicators have been tracked through the annual Resident Satisfaction Survey.

Target
Diagram



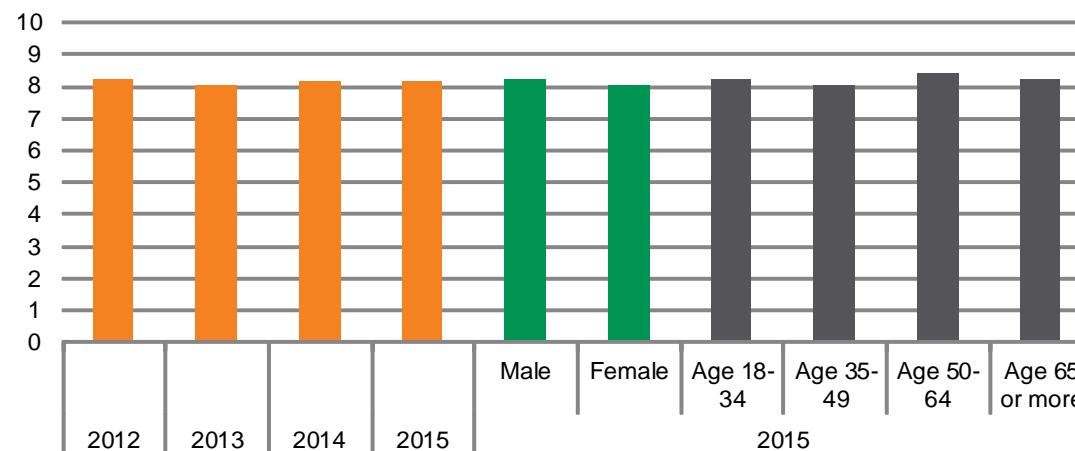
Quality of
data



SOURCE

City of Playford Resident Satisfaction Survey 2012-17.

City of Playford's Happiness Index



City of Playford's Pride

67% of residents feel proud to live in the City of Playford.

ANALYSIS

The Happiness General Index is an indicator obtained on the basis of eight different questions asked to the community in the Resident Satisfaction Survey (RSS). Those questions cover personal (1) Work/Life balance, (2) Health, (3) standard of Living, (4) Occupation, (5) Relationships, (6) Future Financial Security, (7) Achievements in Life and (8) feeling part of the Community. The Index (1-9 scale) has been fluctuating between 8.0 and 8.2 in recent years, the score being higher among those age 65 or more.

Playford Pride is also surveyed in the RSS. In 2016 and 2017 the city scored 4.05 and 3.98 respectively on a 1-5 scale.

Theme

A place to put down roots

Why is this theme important?

“The community spirit and sense of identity on which Playford was built, and is justifiably proud, will have been strengthened by embracing these opportunities. In 2043 Playford will be a place where the young people of today want to put down roots”.
(Playford Community Vision 2043)

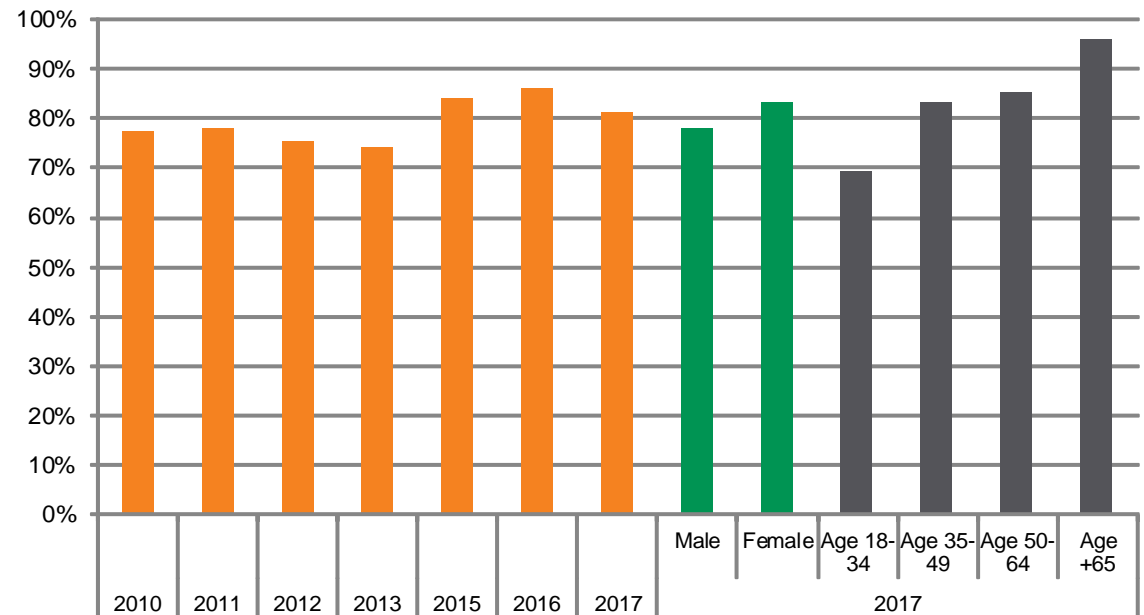
Indicator

Intention to stay in Playford

Why is this indicator relevant?

‘Intention to stay in Playford’ has consistently been surveyed through the Resident Satisfaction Survey (RSS). Despite people’s changing circumstances that make them settle in a particular place it is considered relevant as an indicator of residents’ engagement and commitment towards the city.

Intention to stay in Playford



Target
Diagram



Quality of
data



SOURCE

City of Playford Resident Satisfaction Survey
2010-2017

ANALYSIS

Playford, as one of the most socially disadvantaged cities throughout Australia, is often stigmatised due to its condition. Nonetheless, with percentages that fluctuate between 77-86%, residents show outstandingly high and growing levels of commitment towards the City. In 2017, those high scores are evenly shown by both females (83%) and particularly within Age 35-49 (83%), Age 50-64 (85%) and Age 65+ (96%) groups. Attention should be focused on the younger segments of the community (69%).



OUR GOAL
HAPPINESS

OUR ASPIRATION
3.2. Healthy living

Whole of community approach (1)

Why is this theme important?

“Playford will embrace a whole of community approach to health that promotes physical, mental, social, emotional and spiritual wellbeing”.
(Playford Community Vision 2043)

Indicator

Under age five mortality per 1000 livebirths⁽¹⁾

Average life expectancy⁽²⁾

Why are these indicators relevant?

There are a large number of indicators that measure public health in the City, with the two selected being fundamental ones.

Both Child Mortality and Life Expectancy are listed in the ISO 37120 Sustainable Development of Communities as Core Indicators.

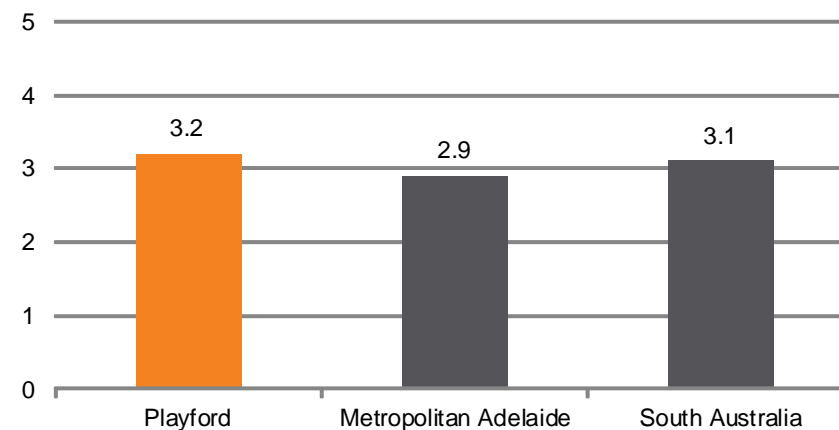
Target
Diagram



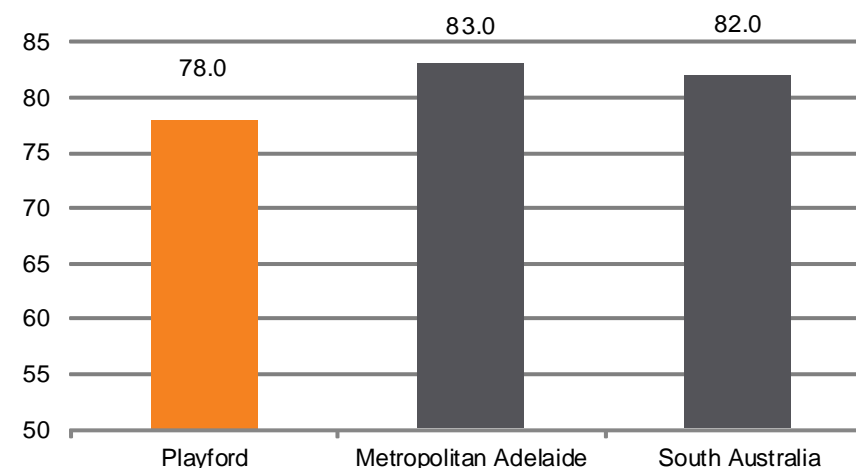
Quality of
data



Infant deaths
per 1000
livebirths
(2010-2014)



Average life
expectancy



SOURCE

Social Health Atlas of Australia 2017, South Australia, Data by Local Government Public Health Information Development Unit (PHIDU)¹. Data for the 2010/14 timeframe
2. Data for 2010/14 timeframe

ANALYSIS

In 2010-2014, Playford's Child Mortality (3.2 per 1,000) raised 0.8 points compared to 2008-2012 bracket (2.4 per 1,000) and is higher than Metropolitan Adelaide (2.9) and South Australia (3.1).

On the contrary, Life Expectancy levels remain at 78 years and is lower when compared to either the Metropolitan Adelaide (83) and South Australia (82). On average, in the period 2010/14, life expectancy is five and four years lower respectively.

Whole of community approach (2)

Why is this theme important?

“Playford will embrace a whole of community approach to health that promotes physical, mental, social, emotional and spiritual wellbeing”.
(Playford Community Vision 2043)

Indicator

Number of teenage pregnancies

Persons aged 18 years and over who are able to get support in times of crisis from persons outside the household

Persons aged 18 years and over (or their partner) who provide support to other relatives living outside the household

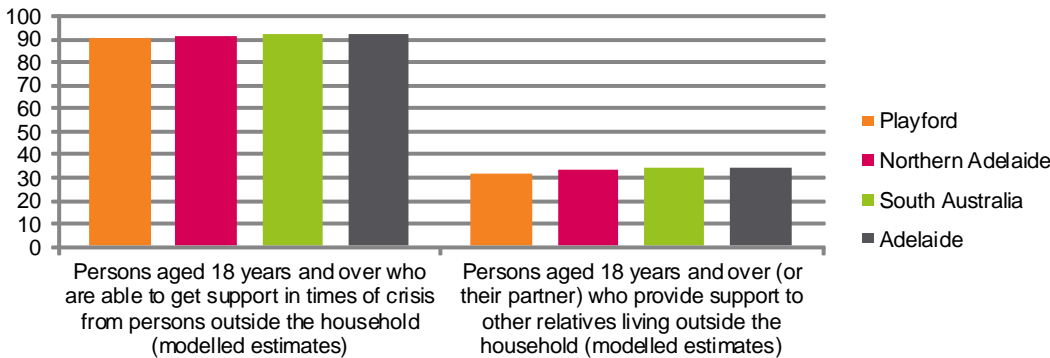
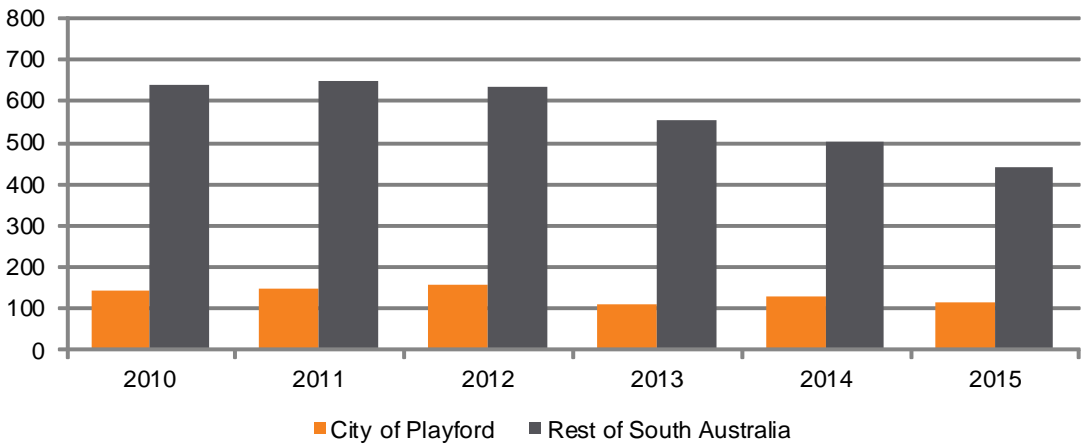
Why is this indicator relevant?

Early pregnancy is in most cases an unexpected outcome that hinders young girls' and sometimes young boys' full development.
By tracking Teenage Pregnancy Rates we are able to shape better youth-oriented policies to prevent it.
Probability to get and to provide support from/to other people are two indicators of community strength



SOURCE
27. Pregnancy Outcome Statistics Unit, SA Health.
Social Health Atlas of Australia 2017, South Australia, Data by Local Government
Public Health Information Development Unit (PHIDU)

Number of teenage pregnancies²⁷



ANALYSIS

There were 112 babies born from teenage mothers in 2015 in Playford and they experienced a slight decrease compared to the previous year, however the figure still represents over 20 % of the total teenage mother pregnancies in South Australia (550). The overall number of births in the City in 2015 were 1,582.
In regard to likelihood to get support from and provide to other people, Playford's rates (90.4–31.1%) are comparable to Northern Adelaide (91–32.8%), Metropolitan Adelaide (91.9–33.7%) and South Australia (91.9–33.6%).

Theme

Whole of community approach (3)

Why is this theme important?

"Playford will embrace a whole of community approach to health that promotes physical, mental, social, emotional and spiritual wellbeing".
(Playford Community Vision 2043)

Indicator

Satisfaction with your personal health

Satisfaction with your personal relationships

Satisfaction with achievement in life

Satisfaction with your work/life balance

Why are these indicators relevant?

An important part of our residents' health relates to daily circumstances that revolve around their lives and to their predisposition towards its achievement. The indicators chosen have a profound influence on personal health and wellbeing.

Target
Diagram



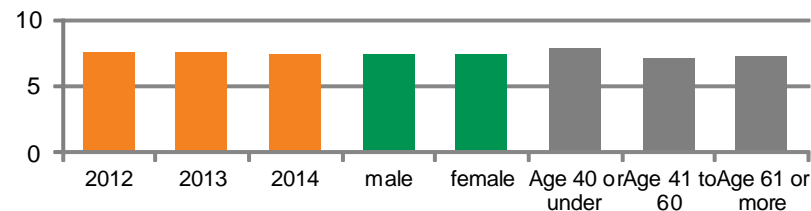
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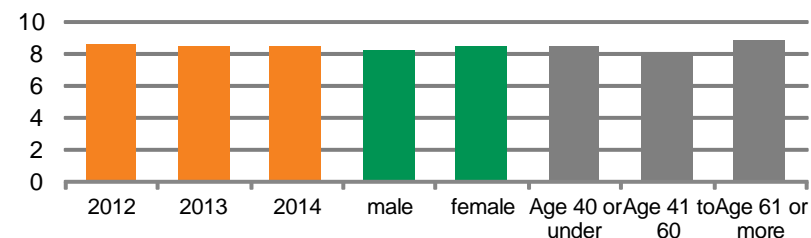
SOURCE

Resident Satisfaction Survey 2014

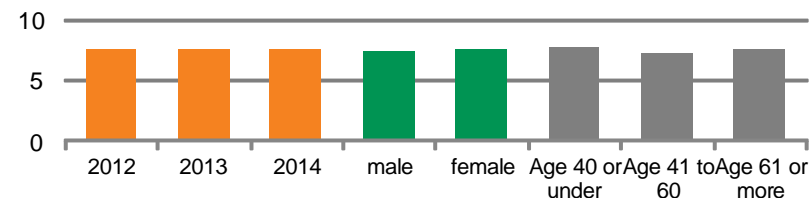
Satisfaction with
your personal
health



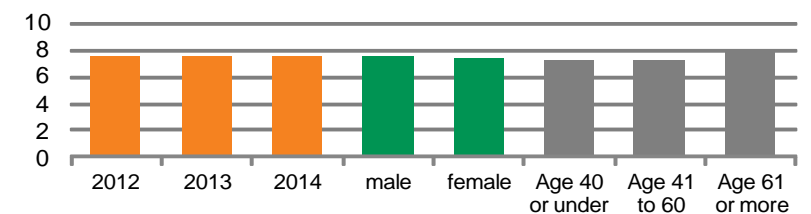
Satisfaction with
your personal
relationships



Satisfaction with
achievement in life



Satisfaction with
your work/life
balance



ANALYSIS

In 2014 values, all four indicators fluctuate between 7.4 and 8.4 in categories in a 0-10 scale, with *Satisfaction with your personal relationships* the one that stands out.

In a context of very similar values for every category (year, gender and age), *Satisfaction with your personal health* reaches its higher score among Age 40 or under (7.9), *Satisfaction with your personal relationships* and *Satisfaction with work/life balance* stands out among the Age 61 or more group (8.8), and finally *Satisfaction with achievement in life* reaches its higher score among the Age 40 or under group.

Theme

Whole of community approach (4)

Why is this theme important?

“Playford will embrace a whole of community approach to health that promotes physical, mental, social, emotional and spiritual wellbeing”.
(Playford Community Vision 2043)

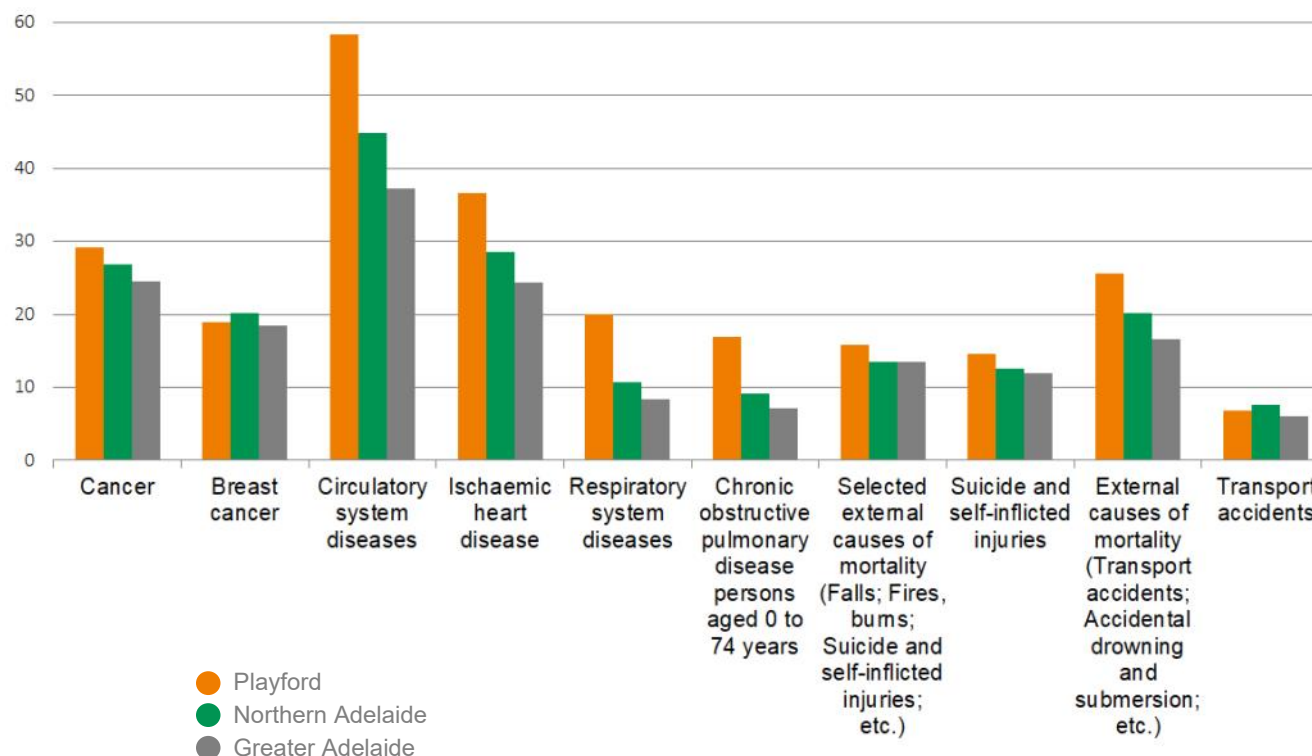
Indicator

Avoidable deaths

Why is this indicator relevant?

This data shows where the highest avoidable death rates are so that preventative actions can be implemented. In the present indicator, the highest 10 (of the 13 reasons for of avoidable deaths featured in the Health Atlas) are depicted. These 10 have higher prevalence in the City of Playford.

Number of avoidable deaths (Average annual deaths per 100,000 population)



Target
Diagram



Quality of
data



SOURCE

Social Health Atlas of Australia 2015, South Australia, Data by Local Government
Public Health Information Development Unit

ANALYSIS

In the period 2009-12, the above mentioned avoidable death causes were the most relevant for the City. Among them deaths from Cancer (29.2), Circulatory System Diseases (58.3), Coronary Artery Disease (36.6) and Other External Causes of Mortality (25.7). Deaths from Transport Accidents, in particular reach 6.8. Out of Breast Cancer and Transport Accidents, Playford has higher rates when compared to the Northern Area and Metropolitan Adelaide. The widest gaps can be seen in deaths from Circulatory System Diseases (58.3-44.8-37.3), Ischaemic Heart Disease (36.6-28.6-24.4) and Respiratory System Diseases (20-10.8-8.4). The Suicide Rate in Playford in the period 2009-12 was 14.6 per 100,000 population, compared to 12.6 and 12 for Northern Area and Metropolitan Adelaide respectively.

Theme

Accessible Healthy Lifestyle

Why is this theme important?

“A healthy lifestyle will be the norm with open space, walking, nearby shops, public transport and access to social and recreational infrastructure, cycle paths, trail networks and fresh food availability being key characteristics of our communities. Younger families will benefit with better provision of parks, playgrounds and schools all within walking distance of their homes. Building on our strong sporting culture will see continued growth in amateur sports with opportunities to progress to an elite level”.

(Playford Community Vision 2043)

Indicator

Health risks factors

Why is this indicator relevant?

Health risk factors account for residents' healthy lifestyle and disease prevention. Smoking, alcohol consumption and being overweight are three basic habits associated with serious and avoidable diseases that can demonstrate the City's progress in this field.

Target
Diagram



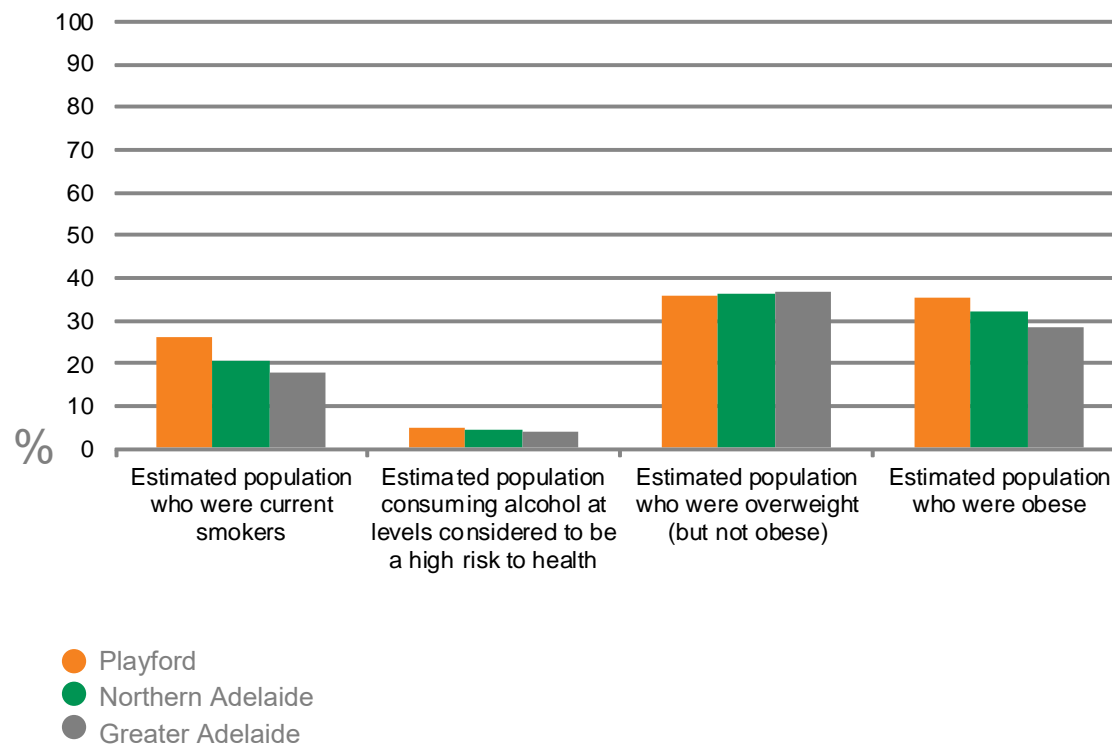
Quality of
data



SOURCE

Social Health Atlas of Australia 2015, South Australia, Data by Local Government
Public Health Information Development Unit

Percentage of the population facing health risks factors



ANALYSIS

In the period 2011-13, 26% of the estimated population age 18 and over were smokers, 4.6% stated they were consuming alcohol at levels considered to be a high risk to health, 35.5% were overweight (but not obese) and 35.2% suffered from obesity. Three of these –smokers, alcohol consumers and obese—are above the Northern Adelaide and Metropolitan Adelaide rates.

Theme

State of the Art Health Precinct

Why is this theme important?

“The state-of-the-art Lyell McEwin Health Precinct will cater for all of our residents’ health issues and provide support services such as allied health, accommodation for staff and patient families, retail and commercial facilities, as well as additional opportunities for healthcare research”.

(Playford Community Vision 2043)

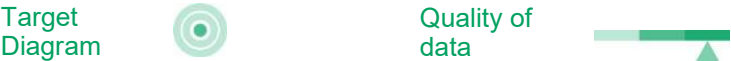
Indicator

Lyell McEwin Hospital Services²⁸

Allied Health Services present in Playford²⁹

Why are these indicators relevant?

These indicators show the breadth of services provided by the Health Precinct as well as allied health services in Playford. As the Health Precinct is further developed the variety of services will continue to increase.



SOURCE

28. Lyell McEwin Hospital Website (accessed on July 2015)

29. Australian Business Register, May 2015

Lyell McEwin Hospital Services

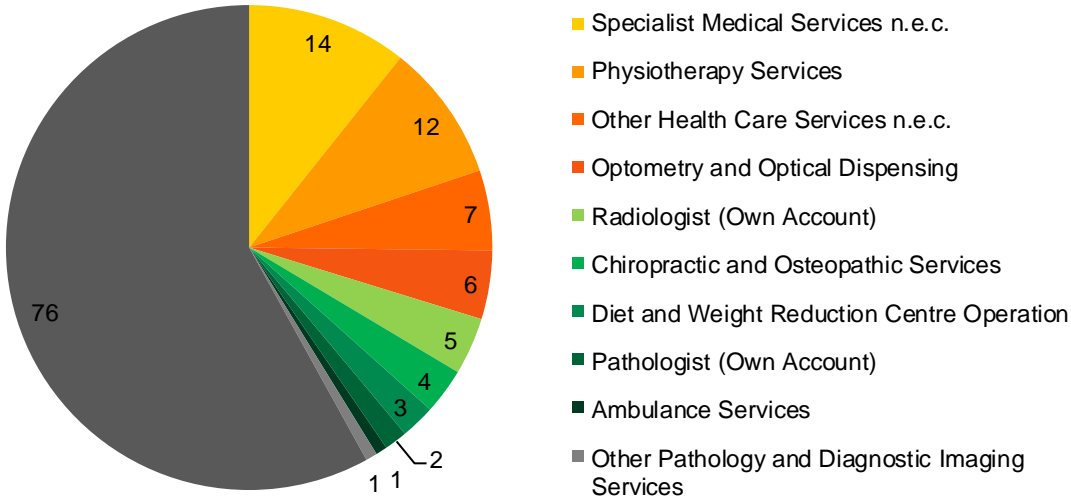
Clinical Areas:

Cardiology, Orthopaedics, Respiratory, Stroke/Neurology, General Medicine, Rehabilitation, General Surgery, Gastroenterology, Vascular.

Specialty services:

Allied Health, Coronary Care and Cardiac Step Down Unit, Day Procedures, Emergency Extended Care Unit, Emergency Medicine, Endocrinology, Gastroenterology, General Medicine, General Surgery, Gynaecology, High Dependency Unit, Hospital in the Home, Intensive Care Unit, Medical/Surgical, Medical Imaging, Medical Oncology, Neonatal, Obstetrics, Ophthalmology, Orthopaedic Surgery, Otolaryngology, Paediatric Medicine, Paediatric Surgery, Pathology, Psychiatry, Rehabilitation, Renal and Transplantation, Respiratory Medicine, Rheumatology, Stomal Therapy, Urological Surgery.

Number of Allied Health Services present in Playford



ANALYSIS

As one of the three main regional hospitals in Metropolitan Adelaide, the Lyell McEwin Hospital delivers a range of health services upon which the City builds the Health Precinct. The health precinct project aims to develop further health, retail and commercial activities in an attempt to boost and diversify the local economy even more.

Currently in Playford there are 14 Specialist Medical Services, 12 Physiotherapy Services, six Optometry and Optical Services, five Radiology Services, four Chiropractic and Osteopathic Services, three Diet and Weight Reduction Centres, two Pathologists and Ambulance Services among more than 76 Other Allied Health Services.

Index by indicator topic

achievement in life , Satisfaction with	87	Electricity supply to residential meters (kWh)	68	Low birth weight (%)	18
Allied Health Services present in Playford	90	Employment by type of industry	31	Lyell McEwin Hospital Services	90
Building approvals by category	33	Employment percentage change based on the last 5 years	9	males per 100 females , Number of	8
Businesses associated with the food and agriculture cluster	36	employment , Percentage of people in full-time	26	mortality per 1000 livebirths , Under age five	85
Businesses by industry	67	energy derived from renewable sources as a share of the city's total energy	68	native species in Playford which have a conservation rating, Number of	12, 75
capital budget per capita, Gross	11	fatalities per 100,000 population, Transportation	55	NO₂ (nitrogen dioxide) concentration	10
capital budget , Gross	11	Fine particulate matter (PM2.5) concentration	10	not-for-profit organisations present in the City, Number of	45
Children-oriented local programs	60	further education , People engaged in	42	Offences against the person	77
Citizenships granted by country and continent of origin	59	GDP , Country's	9	Offences against the property	77
Climate type	12	GDP per capita, Country's	9	O₃ (Ozone) concentration	10
commercial and industrial property , Assessed value of	32	government (e.g. local, regional, county), Type of	11	operating budget per capita, Gross	11
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Community Strength indicators	50	Greenhouse gases per year per capita	10	Particulate matter (PM10) concentration	10
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connectivity , Map depicting Playford's	38	happiness index, City of Playford's	82	personal relationships , Satisfaction with your	87
Cost of living	9	Health Risk Factors	89	Population age breakdown	48
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Cultural , entertaining and sporting choices In the CBD of the North	60	horticulture produce value, Main	34	Population densities in Playford's suburbs	62
Cultures , Acceptance of other	49	household size (persons per unit), Average	10	Population density (per square kilometre)	8
deaths , Avoidable	88	Households , Total number of	10	Population dependency ratio	8
degrees per 100,000 population, Number of higher	42	Housing stress	49	Population distribution by birthplace	48
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disadvantage (SEIFA) compared to other Metropolitan Adelaide Councils, Index of	16	Income , Average household	9	Population growth in percentage and number compared to other growth areas in Australia (2010-2014)	14
Disadvantage , Index of	52	inflation rate based on average of last years, Annual	9	population aged 25-64 , Percentage of	8
Domestic and global visits to the City's website	39	Intention to stay in Playford	83	population that are children (0-14) , Percentage of	8
Dwelling tenure	20	internet connections per 100,000 population, Number of	50	population that are new immigrants , Percentage of	8
dwellings units (owned and rented), Total number of occupied	10	Labour force – full time	19	population that are overseas born , Percentage of	8
educational institutions in the city by level, Number of	44	Land area (km ²)	12	population that are senior citizens (65+) , Percentage of	8
electrical use per capita (kWh/year), Total residential	68	library members per population, Percentage of	45	Population , Percentage of country's	8
Electricity supply to and generated by residential net meters	69	Life expectancy (years)	18	Population , Total City	8
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		Local events	60		
		local jobs , Number of	25		

Index by indicator topic (cont)

potable water supply service, Percentage of the city population with	70	population , Annual number of	75
Pride , City of Playford's	82	unemployment rate , City's	28
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Region	12	Water use in farms by area and volume	71
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safe walking alone in local area after dark, Persons who feel	78	work/life balance , Satisfaction with your	87
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solid waste (Tn), Total collected municipal	73		
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temperature (°C), Annual average	12		
travel mode to work , Preference in	55		
trees planted and delivered per 100,000			

DATA GAPS

The tiles highlighted in grey represent those themes for which appropriate indicators or information was not publicly available.

PROSPERITY

ECONOMIC DEVELOPMENT: A THRIVING LOCAL ECONOMY	Local jobs for local people	Diversifying industries and businesses	Magnet for investment	Reinvest in our local economy	Food Bowl of South Australia	Gateway to the North
	International and National Connections	Innovative and Creative Excellence				
EDUCATED AND SKILLED: RIGHT SKILLS FOR THE RIGHT JOB	Upskilling and Educating	Sharing Skills and Expertise	Knowledge Rich	Local Learning Facilities	Learning Community	
COMMUNITY VITALITY: REFRESHED, INVIGORATED, DIVERSE AND EMPOWERED	Financial Security	Welcoming and Diverse Community	Strong and Connected Neighbourhoods	Civic Participation	Improved Standard of Living	

LIVEABILITY

CONNECTED COMMUNITIES: PHYSICALLY AND SOCIALLY CONNECTED	Accessible and Efficient Transport Network	Community Hubs	Walkable Communities	Self-Contained and Self-Sufficient Villages
A VIBRANT CBD OF THE NORTH: AN INTEGRATED RETAIL, COMMERCIAL AND ENTERTAINMENT HUB	Cosmopolitan Experience	Cultural Vibrancy	Heart of the City	Café Culture
VILLAGE LIFESTYLE: CREATING DIVERSE DENSITY AND URBAN FORM	Everything in one Place	Lifestyle Choices	Village Atmosphere	Plentiful Open Space
SUSTAINABLE AND RESPONSIBLE COMMUNITY: MANAGING OUR NATURAL, ECONOMIC AND SOCIAL RESOURCES	Community Centred Economy	Carbon Zero	Water Security (Water Sensitive Design)	Equitable Access
ENVIRONMENTAL CARE: PROTECTING OUR NATURAL ASSETS	Preservation of the Environment	Protection and Enhancement of Biodiversity Assets		
SAFE COMMUNITIES	Safe Design of Spaces and Places			

HAPPINESS

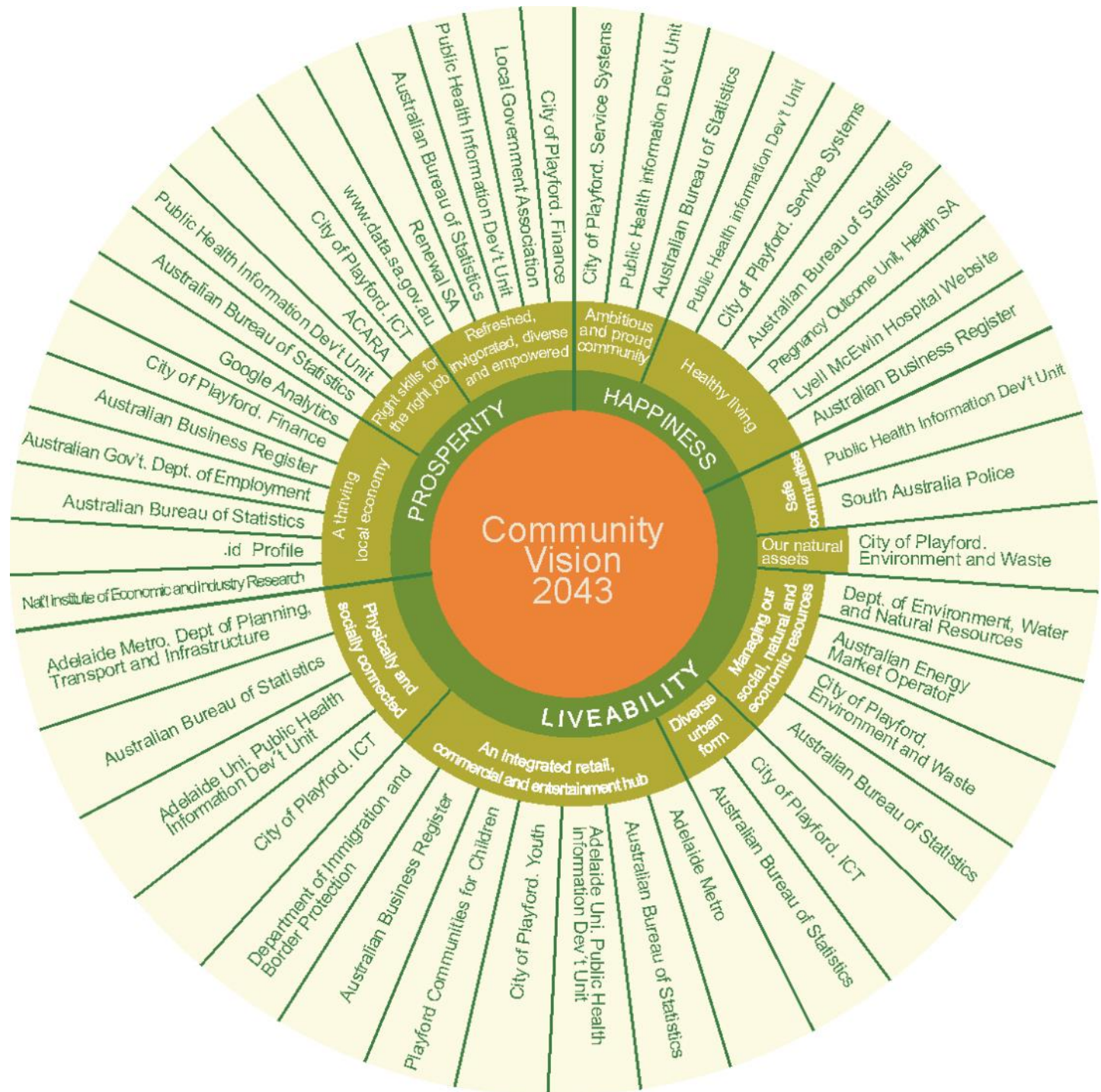
AMBITIOUS AND PROUD COMMUNITIES	Community Spirit	Sense of Identity	A Place to Put Down Roots	Cultural Diversity
HEALTHY LIVING	Whole of Community Approach	Accessible Healthy Lifestyle	State-of-the-art Health Precinct	

DATA NETWORK

This State of the City Report has been possible thanks to a great number of people and organisations who kindly shared their information with the City of Playford.

We thank them for their willingness to share their data and for their collaborative attitude.

We extend our gratitude to *.id*, the population experts.



Map Disclaimer

The maps depicted throughout this document are a representation of the information currently held by the City of Playford.

Cadastral, roads, suburbs, wards and local government areas are supplied by the Department of Environment, Water and Natural Resources.

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