



# Playford Community Pulse Survey

**What We Heard Report**  
2022



# Playford Community Pulse Survey

## What We Heard Report

### 2022

## Thank you

City of Playford Council would like to acknowledge and thank the many community members from across the area and beyond that participated in the City of Playford Community Pulse Survey 2022.

Your voices matter and are making a positive impact on how Council understands our diverse community needs.

Get ready! As we near the end of our 2020-24 Strategic Plan, your ideas and your views will be important to shape our next 2025-2029 Plan. If you want to stay in the loop on this upcoming engagement, become a Connected Community member via the City of Playford Engagement Hub page - [playford.engagementhub.com.au](https://playford.engagementhub.com.au)



The Community Insights Team (and furry mascot, Beau) seeking feedback from the community at Fremont Park.

## Kaurna Acknowledgement

We acknowledge and pay our respects to the Kaurna people, the traditional custodians whose ancestral lands we gather on.

We acknowledge the deep feelings of attachment and relationship of the Kaurna people to country. We respect and value their past, present and ongoing connection to the land and cultural beliefs.

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# Playford Community Pulse Survey

## What We Heard Report

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Community Theme 1  
Improving safety  
and accessibility

**3.33**



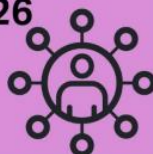
Community Theme 2  
Lifting city  
appearance

**3.03**



Community Theme 3  
Connecting with  
our community  
and each other

**3.26**



Community Theme 4  
Supporting  
business and  
local employment  
opportunities

**3.28**



Community Theme 5  
Using money  
wisely

**2.91**



Average  
community  
sentiment

**3.07**



Ratings are on a  
1-5 scale

### Executive Summary

As a Council, we have a strong commitment to understand, listen to and engage our community better. One of the ways we do this is through our community survey which helps us understand our community's experiences when it comes to living, working, and visiting City of Playford.

In 2022, the Playford Community Survey acted as a 'pulse check' with our community to measure how people experiencing our city halfway through the delivery of our 2020-24 Strategic Plan.

Feedback was collected online, over the phone, through field work and promotional QR codes across the city. Over 1200 members of the Playford community shared their thoughts and experiences. The graphics on the left show the average rating out of 5 for each Community Theme within our Strategic Plan. The 'Average Community Sentiment' represents community trust, confidence and satisfaction in Council over the past 12 months.

Overall, ratings within each Community Theme have remained steady compared to the previous survey in 2021.

Ratings are also moderate, with many participants rating in the middle of the 1-5 scale. This presents opportunity for Council to improve which can be achieved by understanding and addressing community's expectations and level of awareness on matters within each Theme.

Results vary in agreeance within each theme and reinforces the diverse needs and expectations of our community. This layer of data, in addition to suburb locations will assist Council to understand and address ways to improve people's experiences within the city.

In addition to Community Theme ratings, our community highlighted what they enjoy about City of Playford and what they think could be improved.

Results expressed our community's love for open space and reinforced the strong community spirit and connections people have with places and each other. Participants also enjoy the proximity to the services they need and the location of City of Playford from Adelaide's CBD, the Barossa Valley, the beach, and Adelaide Hills.

When it comes to improvements, growth continues to be a hot topic which was evident from feedback talking to traffic congestion and road safety. Roads, footpaths, Council's management of finances and level of awareness about council services were common topics shared by community members who thought 'more could be done'.

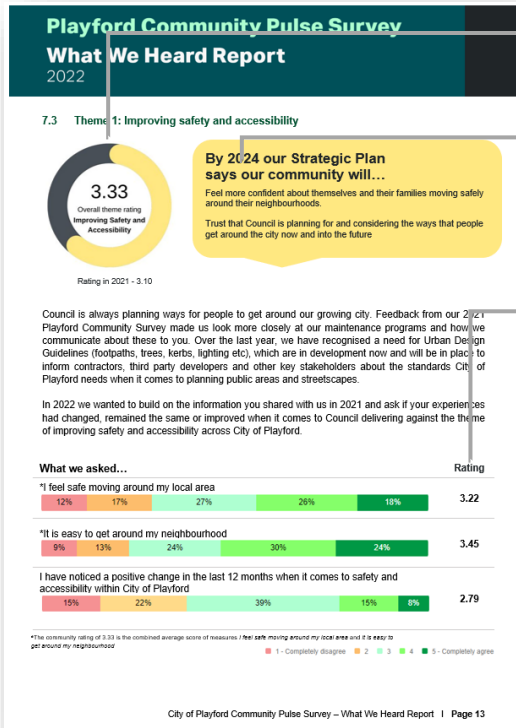
In addition to tracking our progress towards key themes in Council's 2020-24 Strategic Plan, community feedback will inform planning and decision making across Council a number of ways, including how we track and review service delivery, provide data for reports, and shape how we engage and communicate. Key results will also align to Council's Community Experience Measurement Program and inform CEO key performance indicators.

# Playford Community Pulse Survey

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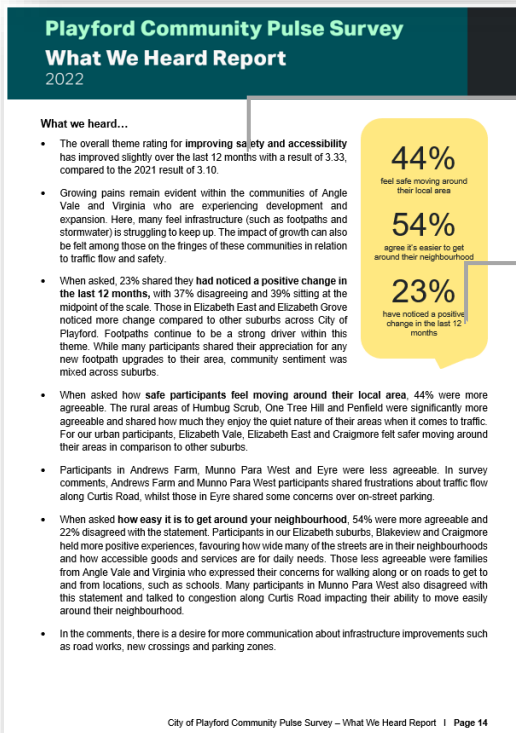
## 1. Understanding this report



This represents our community's overall experience with each community theme.

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

The results on the right-hand side of the page represent the community ratings for each statement asked. These results are based on a scale of agreeance out of 5, where 1 = completely disagree and 5 = completely agree.



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

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

# Playford Community Pulse Survey

## What We Heard Report

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### 2. Need to know

#### Thank you

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

#### 5 point scale

All results are represented on a five-point scale of agreeance, where 1 = completely disagree and 5 = completely agree.

#### Context

In 2022, over 2000 comments were received throughout the survey. All of these are coded and categorised for ongoing use, which will help build a picture of community experiences and stories behind ratings.

#### Your experience

In 2022, our community rated and talked to their experience when it comes to living, studying, working, or visiting City of Playford. This is a big step away from asking participants level of satisfaction on all Council services.

#### Strategic Plan

Questions and the structure of the survey and this report have been aligned to City of Playford's Strategic Plan 2020-24 Community Themes.

#### Margin of error

The greatest margin of error at 95% confidence is +/-3%. Margin of error tells you how much you can expect your survey results to reflect the overall views of the population.



# Playford Community Pulse Survey

## What We Heard Report

### 2022

### 3. Background

As a Council, we have a strong commitment to understand, listen to and engage our community better. One of the ways we do this is through our community survey which helps us understand our community's experiences when it comes to living, working, and visiting City of Playford.

Information collected each year, and over time, assists Council to understand what our community enjoys about our city and what things we can look to improve.

After receiving so much rich, meaningful and relevant feedback in the 2021 Playford Community Survey, we decided to 'check in' with the community with a shorter Playford Community Pulse Survey in 2022 that asked if people's experiences had changed over the last 12 months in relation to each of our Strategic Plan themes.

Information from both surveys has enabled us to measure community theme ratings and track how we are delivering at the halfway mark of the 2020-2024 Strategic Plan.

Our research objectives were:

- Understand community perception, sentiment and lived experiences of our city at the halfway mark of Council's 2020-24 Strategic Plan.
- Be a Council that actively listens by building on the narrative and learning from previous surveys and engagements.
- Deliver a survey that makes community data more accessible to staff, support and compliment other data sources and insight and build staff's understanding of the community.
- Continue building our database of community members who want to be involved in future engagement activity.

In August 2022, the Playford Community Pulse Survey was delivered in collaboration with Micromex Research.

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

# Playford Community Pulse Survey

## What We Heard Report

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#### 4. What we asked

Topic	Description
<b>Community Theme Statements</b>	<p>To understand how our community experience City of Playford, a series of 'I' statements were developed based on each theme within Council's Strategic Plan. Participants were asked to respond based on their level of agreement with these statements.</p> <p>In 2022, participants were also asked if they have noticed a positive change in the last 12 months for each community theme.</p>
<b>Sentiment</b>	<p>Questions were included about trust, confidence, and overall satisfaction to uncover how our community feel towards Council and understand the drivers of positive and negative sentiment.</p>
<b>Demographics</b>	<p>Questions about age and suburb were asked to secure a representative sample and breakdown the data by segments of our community.</p>
<b>Further engagement</b>	<p>At the end of the survey, we asked participants would like to be involved in future research. This database will help us reengage this group in any future engagement activity, where relevant.</p>

#### 5. How we sought information

The Playford Community Survey was conducted between 5 – 21 August 2022. A total of 1,289 participants completed the survey at an average time of 10 minutes.

A mixed methodology was utilised consisting of phone interviews, field work at different locations across City of Playford, online surveys advertised through social media, and printed materials (figure 1).

Of the 1,289 participants, 300 respondents completed the survey over the phone. This was administered by market research company, Micromex Research. All other survey channels were administered by City of Playford and all results are presented in this report.

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



# Playford Community Pulse Survey

## What We Heard Report

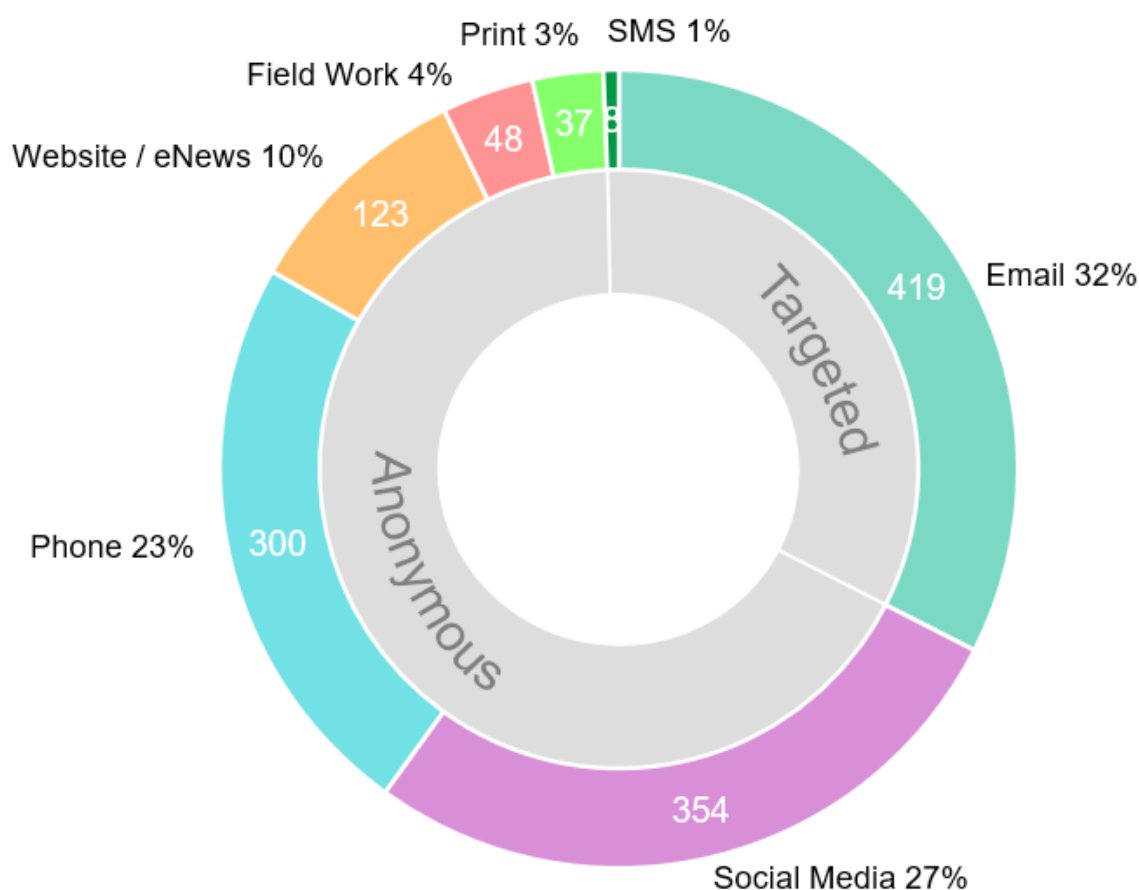
2022

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

- One Tree Hill Country Markets
- Blakes Crossing Shopping Centre
- Angle Vale Shopping Centre
- Virginia Shopping Centre
- Fremont Park
- Playford Civic Centre
- Grenville Hub
- Stretton Centre Library
- Stretton Town Park

As a result, a broad reach and age representation was achieved.

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



**Figure 1:** Survey Channels

# Playford Community Pulse Survey

## What We Heard Report

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About our  
participants  
in 2022

1,289

total responses

58%



contacted  
Council  
in the last 12  
months

2,019

verbatim comments

95%

Call Playford home



5%

Work, visit or study in Playford

70+  
18.9%

16 - 34  
13.8%

60 - 69  
21.6%

35 - 49  
26%

50 - 59  
19.7%



Age breakdown

150

100

50

0

Andrews Farm  
Angle Vale  
Bibaringa  
Blakeview  
Buckland Park  
Craigmore  
Davoren Park  
Edinburgh  
Elizabeth  
Elizabeth Downs  
Elizabeth East  
Elizabeth Grove  
Elizabeth North  
Elizabeth Park  
Eyre  
Gould Creek  
Hillbank  
Hillier  
Humbug Scrub  
Macdonald Park  
Munno Para  
Munno Para Downs  
Munno Para West  
One Tree Hill  
Parafield Gardens  
Sampson Flat  
Smithfield  
Smithfield Plains  
Uleybury  
Virginia  
Waterloo Corner  
Yattalunga

# Playford Community Pulse Survey

## What We Heard Report

2022

### 7. What we heard

#### 7.1 Key observations

##### Steady

Ratings across each of the 5 Community Themes has remained steady in 2022 when compared to the 2021 results.

##### Craigmore

We heard the most from you, with 152 participants! You shared with us how much you enjoy shopping and open spaces, like our parks. You also think more could be done when it comes to traffic management and general maintenance of your area, like replacing trees, verge mowing and keeping streets clean.

##### Positive sentiment

Our Elizabeth suburbs held more positive sentiment when it comes to experiencing our city, with Elizabeth Grove being the happiest!

##### Growing pains

Growing pains remain evident within communities experiencing development, with concern around infrastructure not keeping up. It is also impacting those on the fringes who are having negative experiences moving around their neighbourhood due to traffic flow.

##### What our community **enjoys** about City of Playford

- Proximity and location - to local shops, services, and regions of Adelaide
- Green and open spaces
- Community spirit and connection to home
- Affordable living

##### What our community says could **improve** about City of Playford

- Roads and footpaths – condition, connection, and traffic safety
- City presentation – more trees and keeping streets clean
- Council management of finances
- Awareness of services available to you
- Infrastructure in developing townships, in particular footpaths and drainage

##### Questions with the **highest** agreement

- 'I was satisfied with 'how my contact was handled by Council' (3.76)
- 'It is easy to get around my neighbourhood' (3.45)
- 'I agree Council is doing what it can to support jobs and business' (3.28)

##### Questions with the **lowest** agreement

- 'I have noticed a positive change in the last 12 months when it comes to improving safety and accessibility within City of Playford' (2.79)
- 'I have noticed a positive change in the last 12 months when it comes to Council using money wisely' (2.81)
- 'I agree that Council is spending rates wisely and using resources for the good of the community' (2.91)

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

# Playford Community Pulse Survey

## What We Heard Report

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### 7.2 Strategic Plan Community Theme Ratings

When looking at Strategic Plan ratings, we can see there has been an increase in participants perceptions of safety and accessibility around the city (Theme 1) and Council using money wisely (Theme 5). We also see some slight decreases in the areas of lifting city appearance (Theme 2) and supporting business and local employment opportunities (Theme 4). Ratings remaining steady in 2022 is connecting with community and each other (Theme 3) and community sentiment towards Council.

Across all results, ratings are considered 'moderate', with many participants rating in the middle of the 1-5 scale. This presents opportunity for Council to improve which can be achieved by understanding and addressing community's expectations and level of awareness on matters within each theme.

Further to this, each measure varies in agreeance, which reinforces the diverse needs and expectations of our community. This layer of data, in addition to suburb locations will assist Council to understand and address ways to improve or maintain people's level of experience within the city.

Strategic Plan 2020-2024 Community Theme	2021 Survey	2022 Survey	Tracker	% of those who noticed a positive change in last 12 months (T2B*)
1 – Improving safety and accessibility	3.10	3.33	↑	23%
2 – Lifting city appearance	3.60	3.03	↓	35%
3 – Connecting with community and each other	3.21	3.26	↔	32%
4 – Supporting business and local employment opportunities	3.80	3.28	↓	28%
5 – Using money wisely	2.70	2.91	↑	25%
Community sentiment (trust, confidence, and satisfaction)	3.10	3.07	↔	NA

↑ Increase   ↔ Steady   ↓ Decrease

\*T2B refers to those who selected 4/5 in the agreeance scale.

The agreeance scale is a 5-point scale, where 1 = completely disagree and 5 = completely agree.

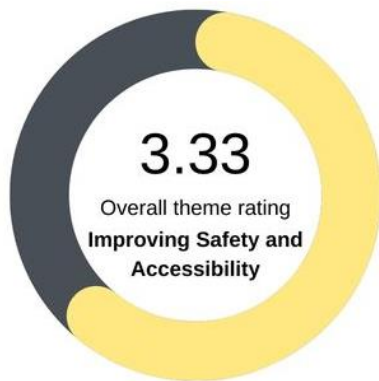


# Playford Community Pulse Survey

## What We Heard Report

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### 7.3 Theme 1: Improving Safety and Accessibility



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

Feel more confident about themselves and their families moving safely around their neighbourhoods.

Trust that Council is planning for and considering the ways that people get around the city now and into the future

Council is always planning ways for people to get around our growing city. Feedback from our 2021 Playford Community Survey made us look more closely at our maintenance programs and how we communicate with you about these. Since then, we have recognised a need for Urban Design Guidelines (footpaths, trees, kerbs, lighting etc), which are in development now and will be in place to inform contractors, third party developers and other key stakeholders about the standards City of Playford needs when it comes to planning public areas and streetscapes.

In 2022 we wanted to build on the information you shared with us in 2021 and ask if your experiences had changed, remained the same or improved when it comes to Council delivering against the theme of improving safety and accessibility across City of Playford.

What we asked in 2022	Rating
*I feel safe moving around my local area	
<div><div>12%</div><div>17%</div><div>27%</div><div>26%</div><div>18%</div></div>	3.22
*It is easy to get around my neighbourhood	
<div><div>9%</div><div>13%</div><div>24%</div><div>30%</div><div>24%</div></div>	3.45
I have noticed a positive change in the last 12 months when it comes to safety and accessibility within City of Playford	
<div><div>15%</div><div>22%</div><div>39%</div><div>15%</div><div>8%</div></div>	2.79

\*The community rating of 3.33 is the combined average score of measures *I feel safe moving around my local area* and *it is easy to get around my neighbourhood*

1 - Completely disagree 2 3 4 5 - Completely agree

# Playford Community Pulse Survey

## What We Heard Report

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### What we heard in 2022

- The overall theme rating for **improving safety and accessibility** has improved slightly over the last 12 months with a result of 3.33, compared to the 2021 result of 3.10.
- Growing pains remain evident within the communities of Angle Vale and Virginia who are experiencing development and expansion. Here, many feel infrastructure (such as footpaths and stormwater) is struggling to keep up. The impact of growth can also be felt among those on the fringes of these communities in relation to traffic flow and traffic safety.
- When asked, 23% shared they **had noticed a positive change in the last 12 months**, with 37% disagreeing and 39% sitting at the midpoint of the scale. This measure was also found to be the lowest rated question across the survey (at 2.79). This could be due to the strong driver of footpaths within this theme which received mixed feedback across the city. While many participants shared their appreciation for any new footpath upgrades to their area, community sentiment was mixed across suburbs. Those in Elizabeth East and Elizabeth Grove noticed more change compared to other suburbs across City of Playford.
- When asked how **safe participants feel moving around their local area**, 44% were agreeable. The rural areas of Humbug Scrub, One Tree Hill and Penfield were significantly more agreeable and shared how much they enjoy the quiet nature of their areas when it comes to traffic. For our urban participants, Elizabeth Vale, Elizabeth East, and Craigmore felt safer moving around their areas in comparison to other suburbs.
- Participants in Andrews Farm, Munno Para West and Eyre were less agreeable. In survey comments, Andrews Farm and Munno Para West participants shared frustrations about traffic flow along Curtis Road, whilst those in Eyre shared some concerns over on-street parking.
- When asked **how easy it is to get around your neighbourhood**, 54% agreed and 22% disagreed with the statement. Participants in our Elizabeth suburbs, Blakeview and Craigmore held more positive experiences, favouring how wide many of the streets are in their neighbourhoods and how accessible goods and services are for daily needs. Those less agreeable were families from Angle Vale and Virginia who expressed their concerns for walking along or on roads to get to and from locations, such as schools. Many participants in Munno Para West also disagreed with this statement and talked to congestion along Curtis Road impacting their ability to move easily around their neighbourhood.
- In the comments, there is a desire for more communication about infrastructure improvements such as road works, new crossings, and parking zones.

44%

feel safe moving around  
their local area

54%

agree it's easier to get  
around their neighbourhood

23%

have noticed a positive  
change in the last 12  
months

# Playford Community Pulse Survey

## What We Heard Report

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### 7.4 Theme 2: Lifting city appearance



Rating in 2021: 3.60

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

Feel more pride in the appearance of their neighbourhood.

Be inspired to take more initiative in how their street and local neighbourhood looks.

Experience increased wellbeing as they enjoy spending more time in public realm spaces that look and feel nice.

We want our community to be proud of living in City of Playford and enjoy spending time in public spaces that look and feel nice.

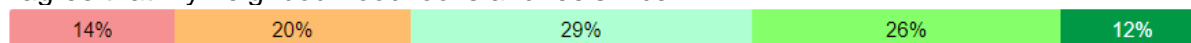
Our 2021 Playford Community Survey results showed we have many proud residents across our city which reinforced why City of Playford is home. While our community acknowledged Council are doing their best to lift city appearance, there was still a sense 'more could be done' when it came to the condition of roads, kerbs and footpaths and illegally dumped rubbish. We wanted to explore this again in 2022 to see if this perception had changed.

Since 2021, survey results and service data has informed many of the services contributing to this theme, including our tree, graffiti, streetscape and footpath programs as well as marketing campaigns to help tackle illegally dumped rubbish. To support a greener and cooler environment for our community now and into the future, we have introduced an Urban Tree Strategy.

#### What we asked in 2022

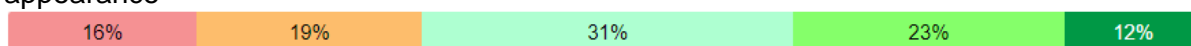
Rating

I agree that my neighbourhood looks and feels nice



3.03

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



2.95

1 - Completely disagree 2 3 4 5 - Completely agree

# Playford Community Pulse Survey

## What We Heard Report

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### What we heard in 2022

- The overall theme rating for **lifting city appearance** has declined over the last 12 months with a result of 3.03, compared to the 2021 result of 3.60.
- A total of 38% of respondents were more agreeable when asked if their **neighbourhood looks and feels nice**, with 34% disagreeing and a further 29% sitting in the middle. Participants shared their love for the abundance of parks, open space, playgrounds, and walking trails. These were highly regarded, along with much acknowledgement for the recent upgrade to our city's premier park, Fremont Park. Those in Blakeview are significantly more agreeable that their neighbourhood looks and feels nice.
- A total of 35% participants indicated they have **noticed a positive change in the last 12 months**. Those in Elizabeth Downs noticed this positive change more compared to all other suburbs in City of Playford, whereas those in Angle Vale were less agreeable.
- In the comments, participants shared there is still a bit to do when it comes to rubbish, illegal dumping and encouraging residents to maintain their properties. Concern has also emerged around animal management, along with rising interest about trees (maintenance, new trees, native trees, and removal) across our city over the last 12 months.
- Participants aged above 70 years were significantly more agreeable to both measures.

38%

feel their neighbourhood  
looks and feels nice

35%

have noticed a positive  
change in the last 12  
months

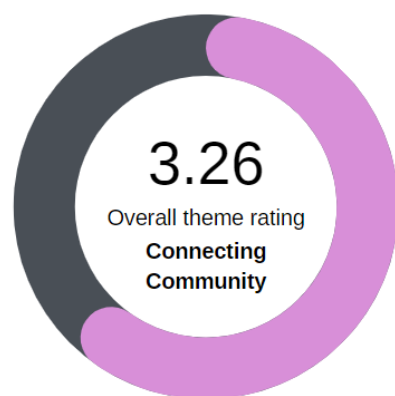


# Playford Community Pulse Survey

## What We Heard Report

### 2022

#### 7.5 Theme 3: Connecting with our community and each other



Rating in 2021: 3.21

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

Trust Council, understand the services it delivers and actively use those services. Value what Council does and what Council can do for them.

Feel that Council is approachable and easy to interact with.

Feel listened to.

Believe that Council has its best interests at heart.

We want to help you interact with us and be aware of the services you can access.

Our 2021 survey results told us our community were not aware of the variety of Council services available and indicated a strong desire to get involved with us.

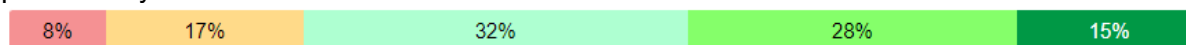
Since then, we have been looking more closely at different ways we communicate news and information about the services available to you. We have also strengthened the ways we engage and consult with our community to help shape our projects, our services, and other initiatives.

#### What we asked in 2022

Rating

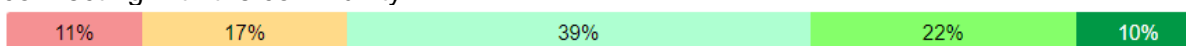
I am satisfied with the level of information available about the services and facilities provided by Council

3.26



I have noticed a positive change in the last 12 months when it comes to how Council is connecting with the community

3.03



1 - Completely disagree 2 3 4 5 - Completely agree

# Playford Community Pulse Survey

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### What we heard in 2022

- The overall theme rating for **connecting with our community and each other** has remained steady at 3.26 out of 5 compared to 3.21 in 2021.
- Many participants value their neighbourhoods, the community feel and the strong connections to their family, friends, and home in City of Playford.
- Making sure our diverse community is informed and aware of the services, programs, facilities, and events that matter is important and highly valued by participants, whether they are run by Council or other service providers.
- A total of 43% were **satisfied with the level of information available about the services and facilities provided by Council**, with a further 25% disagreeing and 32% sitting in the middle. While many were satisfied with the level of communication, there is still a strong desire for more communication about what's happening across the city, what Council is doing, local events and the range of services available.
- Participants were sympathetic towards those in our community who may have low levels of digital literacy, or unable to access information online. Here, participants want us to do what we can to ensure important information is reaching those who are offline or in more vulnerable situations.
- When asked if participants had **noticed a positive change over the last 12 months with how Council is connecting with the community**, 32% agreed. Those based in Elizabeth and Elizabeth East were significantly more agreeable, while those in Andrews Farm and Angle Vale less agreeable.
- Council libraries and aged care services (such as our Grenville Hub) were strong contributors to how our community connects with each other and Council. Community sports for children was also highly valued across survey results.
- Across both measures, those aged 60 and over were significantly more agreeable across all measures while those aged 35-49 were slightly less agreeable.

43%

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

32%

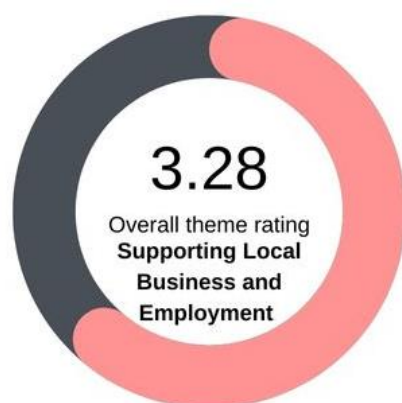
have noticed a positive change in the last 12 months

# Playford Community Pulse Survey

## What We Heard Report

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### 7.6 Theme 4: Supporting business & local employment opportunities



Rating in 2021 - 3.80

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

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

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

Council is committed to supporting local jobs and businesses to do the best they can.

We want our community to have an increased chance of working locally and get the training and skills they need to secure a job.

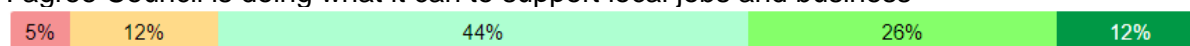
In 2021, our survey participants strongly agreed Council plays an important role in supporting local jobs and business in Playford – and we agree! But many were unclear about how this was being achieved.

Since then, Council has been actively seeking and supporting companies to invest in City of Playford. Part of this is making sure land is planned and ready for them to establish themselves in our city. Council's Stretton Centre also continues to provide new and existing businesses with information, education, and training to support their growth.

#### What we asked in 2022

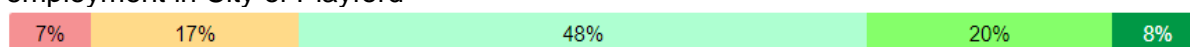
Rating

I agree Council is doing what it can to support local jobs and business



3.28

I have noticed a positive change in the last 12 months when it comes to local business and employment in City of Playford



3.05

1 - Completely disagree 2 3 4 5 - Completely agree

# Playford Community Pulse Survey

## What We Heard Report

2022

### What we heard in 2022

- The theme rating for **supporting business and local employment opportunities** has declined from 3.80 in 2021 to 3.28 in 2022.
- Proximity and location of shopping areas and the variety of businesses available in City of Playford was highly regarded. Many shared there was no need to go outside their local community for their needs.
- The provision of good medical services and proximity to health facilities and businesses was another feature highly valued.
- 32% of participants agreed Council **is doing what it can to support local jobs and business**. 44% of participants were in the middle and in commentary participants shared their level of uncertainty about what Council's role and strategies are in this theme.
- There is a strong desire from participants to encourage Council to protect small local businesses in the area from closing due to cost increases.
- Diversification of business across the city was an additional item shared in comments, with a focus to attract more shopping, cafes, restaurants, and entertainment venues.
- Recreation and local job opportunities for young people was also an important factor for many in comments.
- When asked if participants have **noticed a positive change in the last 12 months when it comes to local business and employment**, 28% agreed and 48% were in the middle.
- Participants living in Davoren Park and Elizabeth Grove are significantly more agreeable with both statements compared to other suburbs across City of Playford.

32%

agree Council is doing what it can to support local jobs and business

28%

have noticed a positive change in the last 12 months

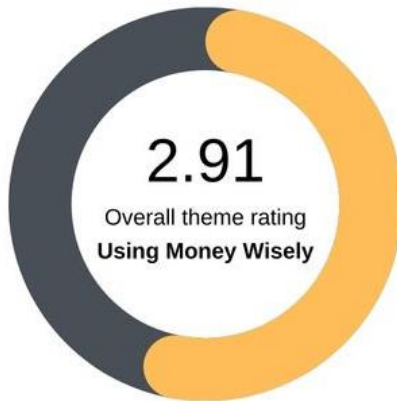


# Playford Community Pulse Survey

## What We Heard Report

### 2022

#### 7.7 Theme 5: Using money wisely



Rating in 2021: 2.70

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

Trust that Council is spending their rates wisely and using resources for the good of the community.

Trust Council is responsibly managing our finances, including debt.

Be reassured that Council does business honestly and fairly.

We want you to have trust in Council's use of resources and how we use money.

In 2021, our survey results said our community would like Council to 'stick to the priorities' when it comes to building infrastructure, city maintenance and maintaining services. You also told us you would like us to share more information about how and where rates are being spent and how we reduce and manage debt.

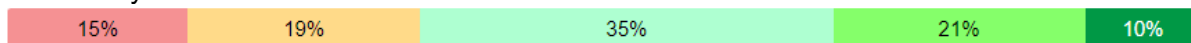
As a Council, we continue to stick to our finance strategy and only spend the income we have and not borrow money for ongoing service delivery. We have used grant funding where we can and offset rising costs with \$1M of ongoing savings to minimise impact on our rate payers. We invest in things we know will make a positive difference to people's lives today and for the future, such as upgrading community infrastructure.

#### What we asked in 2022

Rating

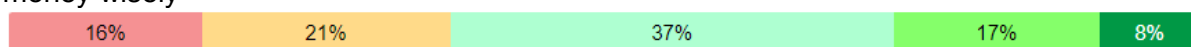
I agree that Council is spending rates wisely and using resources for the good of the community

**2.91**



I have noticed a positive change in the last 12 months when it comes to Council using money wisely

**2.81**



1 - Completely disagree 2 3 4 5 - Completely agree

# Playford Community Pulse Survey

## What We Heard Report

2022

### What we heard in 2022

- The theme rating for **using money wisely** has increased from 2.71 in 2021 to 2.90 in 2022 which is a positive result for Council. A total of 31% agree **Council is spending rates wisely and using resources for the good of the community**, with a further 34% disagreeing and 35% in the middle.
- In comments, those who access Council services feel there is a good range of facilities and services which has contributed positively to this theme.
- Conflicting views remain between both new and old, and rural and urban areas, where there are perceptions about where Council needs to focus investment in infrastructure and maintenance.
- Commentary on Council's financial management largely anchored around rates not correlating to the perceived amount and variety of services available and delivered.
- When asked if participants have **noticed a positive change in the last 12 months** to Council using money wisely, 25% agreed, 37% were in the middle and 37% disagreed. Those participants who were more agreeable came from the areas of Elizabeth East, Elizabeth Grove and Elizabeth Park and referenced the maintenance and park upgrades in their areas which contributed to the rating. Those who were less agreeable came from Angle Vale and Andrews Farm.
- The upgrade to Fremont Park, tree plantings and maintenance to open spaces, parks and playgrounds across the city has been noticed and have all been highly valued by participants in the last 12 months.

31%

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

25%

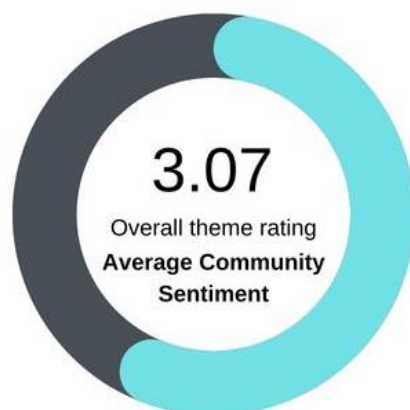
have noticed a positive change in the last 12 months

# Playford Community Pulse Survey

## What We Heard Report

### 2022

#### 7.8 Community Sentiment



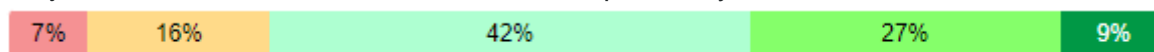
Rating in 2021 – 3.10

In the final section of the Playford Community Pulse Survey, we asked participants to help Council understand how well we are doing to meet your expectations by asking three questions relating to overall satisfaction, confidence, and trust.

#### What we asked in 2022

Rating

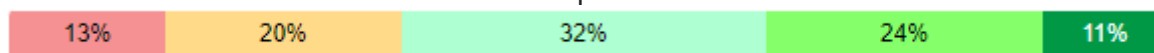
Overall, for the last 12 months, how satisfied are you with the performance of City of Playford, not just on one or two issues but across all responsibility areas?



3.16

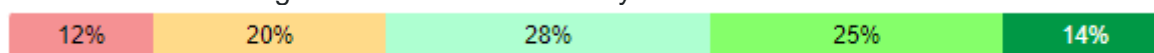
Not at all satisfied Not very satisfied Moderately satisfied Satisfied Very satisfied

I am confident Council will deliver on what it promises over the next 12 months



2.98

I trust Council is doing its best for the community



3.08

1 - Completely disagree 2 3 4 5 - Completely agree

# Playford Community Pulse Survey

## What We Heard Report

2022

### What we heard in 2022

- The overall theme rating of 3.07 indicates participants acknowledge Council is doing a good job and trust it is making positive changes for the community.
- To support this, 78% of participants stated they are at least moderately satisfied with the **performance of City of Playford Council over the past 12 months**. This level of satisfaction has remained on par with 2021 results (77%).
- Participants acknowledge and appreciate the hard work Council is doing in the community. Those who are more satisfied hold more trust and confidence with Council, mention general improvements to the area and the provision and maintenance of spaces. Those who were more positive towards Council's delivery were in the suburbs of Elizabeth and aged between 16-34 and 60+.
- Those less satisfied mention assets like roads and footpaths, maintenance and cleanliness and financial management. These areas align to Council's Strategic Plan themes, *Using Money Wisely*, *Improving Safety and Accessibility* and *Lifting City Appearance*.
- Participants located in Angle Vale and those aged 35-59 were less likely to talk positively about Council. Therefore, it is important Council understands and addresses concerns from these participants to improve relationships and overall satisfaction levels.

78%

of participants are at least moderately satisfied with Council over the past 12 months

35%

are confident Council will deliver on what it promises over the next 12 months

39%

trust Council is doing its best for the community

# Playford Community Pulse Survey

## What We Heard Report

### 2022

#### 7.9 Contact with Council

A total of 58% had come into contact with Council over the last 12 months. Participants aged 35-49 and those who live in Craigmore, Andrews Farm and Munno Para West had the higher levels of contact. 65% of those who made contact with Council were satisfied with how their contact was handled.

Interestingly, those who did not come into contact with Council held a higher overall satisfaction score with Council (3.27), compared to those who did (3.08).

# 65%

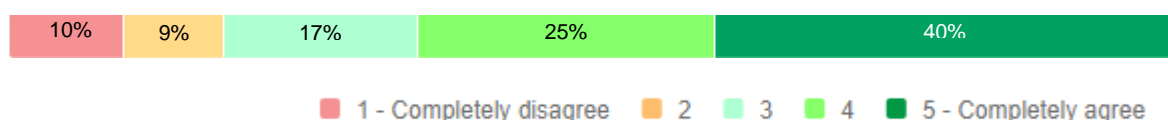
of participants were  
satisfied with how their  
contact was handled

#### What we asked in 2022

Have you contacted Council in the last 12 months?



I was satisfied with how my contact was handled by Council



Rating

3.76



2022

What do you enjoy about City of Playford?



**Figure 2:** Verbatim feedback illustrated in a word cloud. The larger the word, the greater the number of mentions.

## Location and proximity

The variety of shopping options was highly valued among survey participants. Many talked to different neighbourhood shopping areas as well as Elizabeth Shopping Centre as a key destination for retail and entertainment.

There is a strong appreciation for open space, in particular parks, playgrounds and walking trails.

People feel they have access to everything they need in City of Playford to make it a liveable destination. The city's location was also brought up and described as conveniently situated from the Adelaide CBD, Barossa Valley, the beach, and Adelaide Hills. The Northern Expressway was highlighted as an important connector to these regions.

## Affordable living

Many participants could not help but share the special connection they have to their neighbourhoods and people who inhabit them. Comments often included phrases like 'sense of community', 'tight knit community', 'togetherness' and 'friendly people' which reinforces why many people call City of Playford home.

Many commented on the space, privacy, and peace and quiet in their areas which have to what they enjoy about City of Playford.

City of Playford was described as offering an affordable lifestyle for many compared to other areas of metropolitan Adelaide.

## 2022

[illegible]

Roads	City presentation	Street infrastructure
<p>Roads continue to impact our residents' experience across City of Playford. In this theme, people shared frustration with road works causing disruptions, the condition of some roads in their suburbs and traffic intersections raising safety concerns. Curtis Road also continues to be a pain point for traffic congestion for many residents across Munno Para West, Andrews Farm and Angle Vale</p>	<p>Planting trees and keeping streets clean (i.e., free of illegally dumped rubbish, litter on roads/footpaths and verge maintenance) are important and participants believe by improving these aspects our city will be a greater place to experience. Mention was also made about the unsightly state of other people's properties and how more should be done.</p>	<p>Participants shared lighting and visibility along roads and footpaths would make them feel safer when moving around City of Playford at night. The condition of kerbs and drainage was also influencing participants' experience.</p>
Council Rates & Service Awareness	Footpaths	Parking
<p>Participants expressed concern about how and where rates are being spent. Awareness about services available was also an item participants would like more information on. Ensuring this information is available to those without internet access was important to many participants.</p>	<p>Mixed feedback was received about footpaths. Many acknowledged the work Council has done over the last few years to upgrade footpaths and their networks across areas. Lack of footpaths was a strong theme from participants in townships where many want to be connected to more places through a safe and considered footpath network (particularly to and from schools).</p>	<p>The availability of parking and people's behaviour when it comes to parking (i.e., across driveways and footpaths, and along narrow streets) was found to negatively impact people's experiences living and accessing some areas in the city.</p>

# Playford Community Pulse Survey

## What We Heard Report

2022

### 8. Conclusion

Thank you to the 1,289 participants who completed the City of Playford Community Pulse Survey in 2022.

The survey has highlighted our community's love for open space, access to local services and reinforced the strong community spirit and connections people have with places and each other.

When it comes to improvements, growth continues to be a hot topic which was evident when participants shared their concerns around traffic congestion and safety. Roads, footpaths, Council's management of finances and awareness of services available were also topics frequently shared when asked what could be improved in our city.

This information has provided us with the opportunity to look at how we inform and engage our community on service delivery to ensure people are aware of key projects and how Council funding is being allocated and why.

While overall we found moderate levels of agreement across all measures, ratings at the mid-point of the scale present an additional opportunity for improvement. This was particularly evident within the theme *Supporting Local Business and Employment Opportunities*, where 44% of participants indicated a level of uncertainty about Council's role and strategy.

When it comes to how people feel about Council, we found levels of satisfaction, trust and confidence remained steady since 2021.

Results also indicate levels of agreeance vary across City of Playford within each theme. This reinforces the diverse needs and expectations of our community and provides Council with layers of data to understand and address ways we can improve people's experiences within City of Playford.

# Playford Community Pulse Survey

## What We Heard Report

2022

### 9. How we are using survey results

Publishing this report is not the end for us, in fact, it's just the beginning! We want to make sure your voice is heard when we consider and make decisions.

In addition to tracking our progress towards key themes in Council's 2020-2024 Strategic Plan, the feedback you shared will assist us to inform decision making across Council a number of ways, including how we:

- track and review our services, plans and strategies
- inform service assurance initiatives
- provide data for reports, presentations, and workshops
- shape how we engage with you on future topics and matters
- develop marketing campaigns and communication activity to help keep you in the loop
- align survey measures to our customer experience measurement program (CXMP)
- track performance in our [2021/2022 Annual Report](#)
- inform annual CEO key performance indicators

**Important:** To make more informed decisions, it is important this survey is not viewed in isolation. It is just one measure among a range of other data points that help build a picture, but not the whole story. That's why it is important in any decision making to use and consider different data sources, such as service usage data, maps, customer request data and information from community engagement activities.

# Playford Community Pulse Survey

## What We Heard Report

2022

### Appendix: Questionnaire

#### Section 1: Introduction

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

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

Before we start, I would like to ask two quick questions around your eligibility to complete this survey:

**1. Have you already completed a City of Playford community survey online or over the phone?**

- ☐ Yes **(Terminate survey)**  
☐ No

**If survey is terminated:** Thank you for your time today. Unfortunately we are not able to progress with any other questions at this time. Would you like to stay in touch with City of Playford and have the opportunity to provide feedback in the future?

- ☐ Yes  
☐ No

**2. Choose the answer that best reflects you**

- ☐ I live in Playford  
☐ I visit, study or work in Playford

**If yes:** That is great to hear. I will just need to capture your name, email, and phone number so that our teams can reach out to you. **(Go to Q23)**

**3. In which suburb do you live? \_\_\_\_\_**

**4. Which age group best reflects your age?**

- ☐ 16 – 34 **(phone is 18-34)**  
☐ 35 - 49  
☐ 50 - 59  
☐ 60 - 69  
☐ 70 years and over



# Playford Community Pulse Survey

## What We Heard Report

2022

### Section 2: Customer Service

Council provides dedicated customer service counters at the Playford Civic Centre and the Stretton Centre. You may also contact Council via telephone, email, web chat, or complete a request online.

I'd like you now to please think about your recent experiences with City of Playford.

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

- ☐ Yes
- ☐ No

If No - (Go to Section 3)

#### 6. I was satisfied with with how my contact was handled by Council

- ☐ 1 – Completely disagree
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5 – Completely agree

### Section 3: Council's Delivery

In 2020, with extensive input from our community, Council developed a Strategic Plan that outlines what we will focus on between 2020 and 2024, and how we will go about it.

These next questions are framed around each of our Community Themes within this Strategic Plan. We asked similar questions last year to 1,400 community members and got some great feedback. Now we want to check in with you to understand what your experience has been like living, working and visiting Playford in the last 12 months and how satisfied you are with Council delivering on its promises.

We also hope to share some information with you along the way.

#### Improving safety and accessibility

Council is always planning ways people to get around our growing city. We want you to feel more confident about moving safely around your neighbourhood and have access to well-maintained local infrastructure, like roads and footpaths.

Feedback from last year's survey found our community's experience varied across different areas of Playford. This has helped us to look at our maintenance programs more closely and how we communicate to you about these.

Council has also started developing Urban Design Guidelines. These will be in place to inform contractors, third party developers and other key stakeholders about the standards our city needs when it comes to planning Playford's public areas and streetscapes.

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

# Playford Community Pulse Survey

## What We Heard Report

2022

	1 – Completely disagree	2	3	4	5 – Completely agree
7 I feel safe moving around my local area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8 It is easy to get around my neighbourhood	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
9 I have noticed a positive change in the last 12 months when it comes to safety and accessibility within City of Playford	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

### Lifting city appearance

We want our community to be proud of living in Playford and be able to enjoy spending time in public spaces that look and feel nice.

Last year our survey results showed we have many proud Playford residents which reinforced why they call Playford home. While our community acknowledged Council are doing their best to lift city appearance, there was still a sense 'more could be done' when it came to the condition of roads, kerbs and footpaths and illegally dumped rubbish.

These insights are being used when we deliver our services like our tree, graffiti, streetscape and footpath programs and communications to tackle illegally dumped rubbish. To support a greener and cooler environment for our community now and into the future, we have also introduced an Urban Tree Strategy.

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

	1 – Completely disagree	2	3	4	5 – Completely agree
10 I agree that my neighbourhood looks and feels nice	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
11 I have noticed a positive change in the last 12 months when it comes to lifting city appearance					

# Playford Community Pulse Survey

## What We Heard Report

2022

### Connecting with our community and each other

We want to help you interact with us and be aware of the services you can access.

Last year's survey told us that our community were not aware of the variety of Council services available and indicated a strong desire to get involved with us.

Since then, we have been looking more closely at different ways we communicate news and information about the services available you. We have also strengthened the ways we engage and consult with our community to help shape our projects, our services, and other initiatives.

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

	1 – Completely disagree	2	3	4	5 – Completely agree
<b>12</b> I am satisfied with the level of information available about the services and facilities provided by Council	0	0	0	0	0
<b>13</b> I have noticed a positive change in the last 12 months when it comes to how Council is connecting with the community					

### Supporting business and local employment opportunities

Council is committed to supporting local jobs and businesses to do the best they can.

We want our community to have an increased chance of working locally and get the training and skills they need to land a job.

Last year our survey respondents strongly agreed Council plays an important role in supporting local jobs and business in Playford – and we agree! But many were unclear about how this was being achieved.

Since then, Council has been actively seeking and supporting companies to invest in Playford. Part of this is making sure land is planned and ready for them to establish themselves in our city. Council's Stretton Centre also continues to provide new and existing businesses with information, education, and training to support their growth.

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

# Playford Community Pulse Survey

## What We Heard Report

2022

	1 – Completely disagree	2	3	4	5 – Completely agree
<b>14</b> I agree that Council is doing what it can to support local jobs and businesses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>15</b> I have noticed a positive change in the last 12 months when it comes to local business and employment in City of Playford	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

### Using money wisely

We want you to have trust in Council's use of resources and how we spend money.

Last year our survey results said our community would like council to 'stick to the priorities' when it comes to building infrastructure, city maintenance and maintaining services. Our community also told us they would like us to share more information about how and where rates are being spent and how we reduce and manage debt.

As a Council, we continue to stick to our finance strategy and only spend the income we have and not borrow money for ongoing service delivery. We have used grant funding where we can and offset rising costs with \$1M of ongoing savings to minimise impact on our rate payers. We invest in things we know will make a positive difference to people's lives today and for the future, such as upgrading community infrastructure.

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

	1 – Completely disagree	2	3	4	5 – Completely agree
<b>16</b> I agree that Council is spending rates wisely and using resources for the good of the community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>17</b> I have noticed a positive change in the last 12 months when it comes to Council using money wisely	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

# Playford Community Pulse Survey

## What We Heard Report

2022

### Section 4: Community Sentiment & Experience

Thank you for the feedback you have provided so far. We are almost done. I will now ask you some general questions about how you feel about Council.

Considering the themes, we have discussed, from lifting city appearance, connecting with our community through to using money wisely, how much do you agree or disagree with the following statements:

		1 – Completely	2	3	4	5 – Completely
18	I am confident Council will deliver what it promises over the next year	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
19	I trust Council is doing its best for the community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

20. Overall, how likely are you to speak positively about Playford to your friends or family?

1 – Not likely	2	3	4	5	6	7	8	9	10 – Extremely
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

### Overall Satisfaction with Playford

21. Overall for the last 12 months, how satisfied are you with the performance of City of Playford, not just on one or two issues but across all responsibility areas?

- ☐ Very satisfied
- ☐ Satisfied
- ☐ Moderately satisfied
- ☐ Not very satisfied
- ☐ Not at all satisfied



# Playford Community Pulse Survey

## What We Heard Report

2022

### Community Experience

Since last year's survey, we have been actively using feedback from our community's experiences to inform our planning and delivery. To help us continue this, we would like to know what you enjoy about living, working or visiting Playford – and what could be improved.

22. What are some of the things you enjoy about living, working or visiting Playford?

23. What you would like to see improve when it comes to living, working or visiting Playford?

### Section 5: Interest in future engagements

24. Council is committed to listening and understanding your thoughts and experiences to help improve the outcomes for your community. Would you like to opt-in and have the opportunity to add your voice to the conversation?

- ☐ Yes
- ☐ No **(Go to end)**
- ☐ I'm already registered **(Go to end)**

25. What are your contact details?

Name.....  
Telephone.....  
Email.....