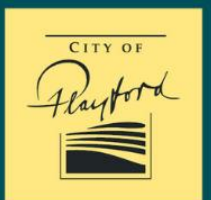




Playford Community Survey

What We Heard Report

August 2025



Your **community**. Your **voice**.
Your **Playford**.

Thank you

Thank you to everyone in the community who took part in this year's survey!

Your insights help us understand our vibrant and diverse community and play a key role in shaping a better Playford for everyone.

We're committed to listening, learning, and making sure your voices guide Council's planning and decisions, and we're excited to keep the conversation going.

Want to stay in the loop and have your say in future projects? Join our Connected Community at the City of Playford Engagement Hub - a great way to stay informed and involved!

playford.engagementhub.com.au

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Listening to Playford – summary

At the City of Playford, we're committed to listening to our community. The annual Playford Community Survey is a key initiative that gathers insights from those who live, work, study, and visit our city, helping us understand their experiences and perspectives.

We analyse the survey feedback to identify themes and trends, which are shared in this report. The insights then guide service improvements, inform decision-making and help us collaborate with partners to deliver outcomes that reflect the needs and interests of our community. The survey has been conducted for over 20 years, and in its current format since 2021 to help us compare experiences over time and continue to build the story of our Playford community.

Who we heard from

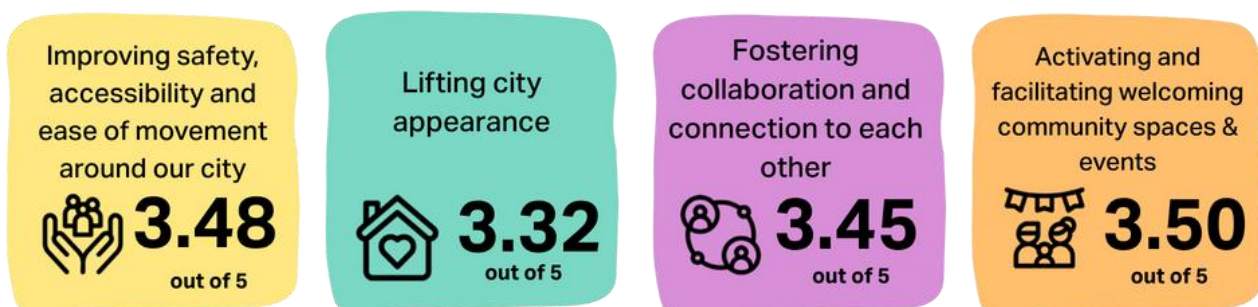
This year, over 1,500 community members participated, with 1,418 completing the survey in full. The survey was accessible online, on paper, in person, and by phone, ensuring broad and inclusive participation.

What we asked

Survey questions aligned with our 2025-28 Strategic Plan, focusing on the four key Community Themes that guide Council decision-making.

We asked our community for their views on these themes, their trust and confidence in Council, satisfaction with life in Playford, and thoughts on the city's growth. Demographic questions ensured we captured diverse voices across age, suburb, household structure, disability, and cultural background.

This year, the Community Themes changed slightly following the introduction of the new Strategic Plan 2025-28. Community sentiment, however, has remained consistent with previous years - the 2025 average scores out of 5 are shown below for each theme.



What our community enjoys about Playford

Our community told us Playford is a welcoming, diverse and family-friendly place, with local amenities and events that help them feel included and able to participate. Most feel positive and supported, with many saying they feel safe, especially during the day, and value the easy access to parks, community spaces and essential services.

What we learned

Participants also shared areas where improvement is needed, noting that experiences are different across our city. Those living in growth areas spoke about the challenges of rapid development, infrastructure and connectivity. Feelings about growth were mixed, some saw optimism and opportunity, while others expressed uncertainty and frustration.

Here's a closer look at our community's experience:

- Playford is home: Quiet streets, friendly neighbours, local parks, shops, and schools are loved and valued by many.
- Pride in established suburbs: Residents in Elizabeth's older suburbs feel a strong sense of community and enjoy easy access to services.
- Keeping Playford looking its best: Many participants told us parks, footpaths, green spaces, lighting, and rubbish management could get extra attention.
- Growing pains: In fast-growing areas like Angle Vale, Munno Para, and Andrews Farm, residents feel traffic, roads, and infrastructure need extra support.
- Activities and events matter: Nearly half of participants enjoy Playford's events and activities, especially when they feel welcome and well-informed.
- Trust and confidence: Residents in older suburbs generally feel more satisfied and confident in Council, while those in growth areas and people aged 35 to 59 reported lower confidence - an area for us to explore further.

What this means for Council

These insights confirm that Council is focusing on the right priorities, as outlined in the 2025-28 Strategic Plan:

- Enhancing neighbourhood infrastructure to support a growing population.
- Investing in greener, more inviting public spaces to support wellbeing and social connection.
- Building community pride through improved public spaces and neighbourhood appearance.
- Creating trusted networks that connect residents.
- Building trust in Council as a responsible leader of growth and change.

What happens next?

Our community's feedback matters - and we use it all year to make Playford better. Across Council, services and teams draw on survey insights when planning and delivering services, and we compare results with previous surveys to understand how experiences are changing and how our city is evolving.

From improving services and planning projects to understanding life across our suburbs, our community's voice helps guide what we do.

This report is more than a snapshot - behind the scenes, ideas and experiences from our community shape Council decisions, community engagement, and the future of our neighbourhoods.

About the survey

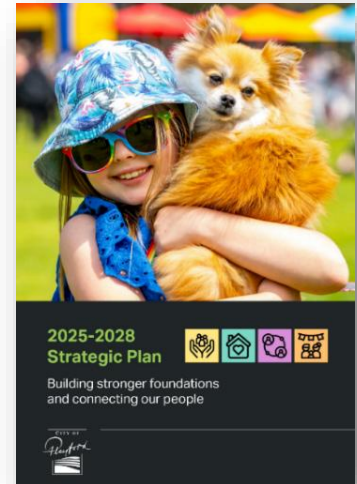
In this section, we explain why we run this survey,
how it was conducted, what we asked, and who took part.

Background

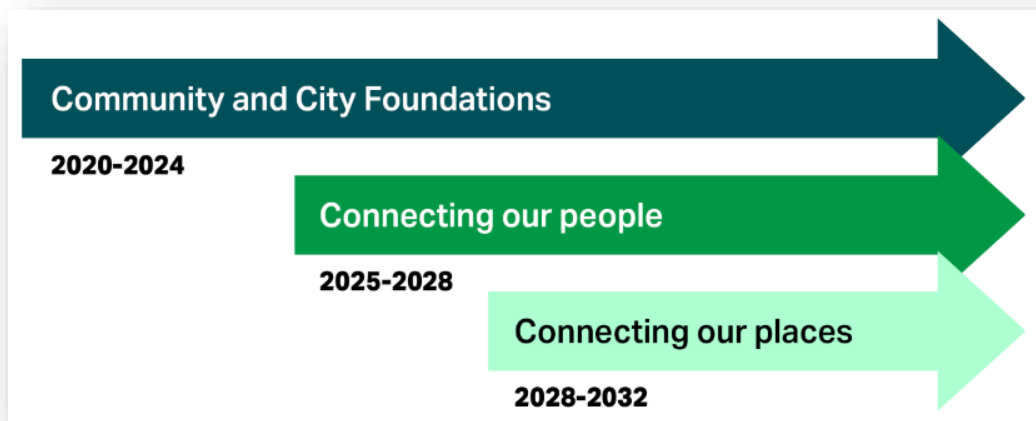
At the City of Playford, we're committed to listening to our community. One way we do this is through our annual Playford Community Survey, which helps us understand the experiences of people who live, work, study, and visit our city.

Each year, the survey unpacks what our community values most about Playford, as well as the challenges and opportunities our community experiences. By learning both the positive and difficult experiences, we can plan more effectively as a Council and make decisions that truly respond to our community's needs.

This survey is one of many ways we track the progress of our Strategic Plan. The Strategic Plan serves as our high-level framework and outlines Council's four-year goals for the city, providing direction for decision-making and how we prioritise our resource allocation. Each four-year period, forms part of our twelve-year planning horizon shown below.



Click the image to read more about the Strategic Plan



This year, the survey questions were designed to align with our 2025 – 28 Strategic Plan, reflecting the priorities our community helped shape for the next four years:

Building stronger foundations (continuing from 2020-24 Community and City Foundations)

Connecting our people (increased focus from the 2020-24 Strategic Plan)

2025 Playford Community Survey Objectives

The 2025 survey continues the goals of previous years while aligning with the new Strategic Plan.

Our objectives were to:

- Understand what matters most to our community by exploring experiences and perceptions across the city.
- Listen and learn from feedback, sharing insights across Council to support continuous improvement.
- Reach a diverse mix of voices, including residents, workers, visitors, and those who may not usually engage with Council.
- Make survey data easy to use, complementing other information to deepen understanding of our community.
- Build a connected community network for future conversations and collaboration.

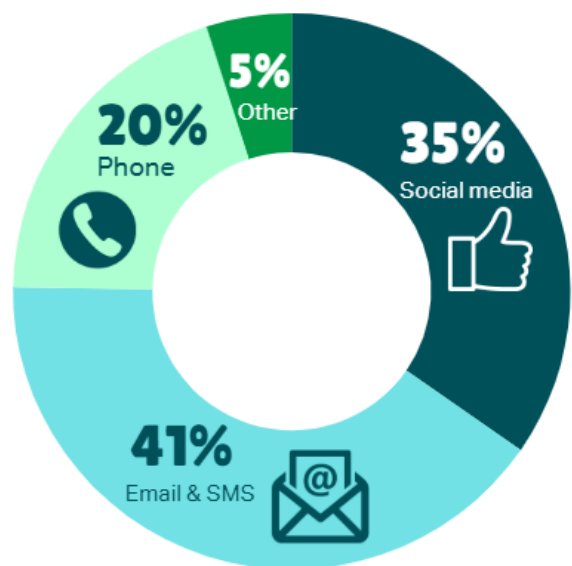


Methodology

How did we collect information?

From 2 to 24 August 2025, an amazing 1,533 community members shared their thoughts, with 1,418 people completing the survey in full!

We made it easy for people to get involved, offering the survey online, on paper, in person, or over the phone. To spread the word, we held face-to-face pop-ups around the city at markets, events and shopping centres, and shared information through social media, email newsletters, outdoor advertising, printed materials, and our Civic and community centres.



We had 300 participants who completed the survey by phone, thanks to our project partners at New Focus Research. All other responses were collected directly by the City of Playford, and the combined results are presented in this report. To help promote the survey every participant had the chance to win one of five \$50 Elizabeth City Centre Gift Cards - just a little thank you for their time and effort.

What did we ask?

The Playford experience – what the community sees, hears, does and needs.

We asked the community to rate their level of agreement with a series of statements related to each Strategic Plan Community Theme as well as their trust and confidence in Council to deliver on promises. We also asked about their experience living in Playford and satisfaction with Council to help us understand what impacts overall experience.

Who are we?

Questions about age and suburb were asked to ensure we gathered feedback from a variety of people across the community. Further questions on household structure, disability, and cultural background were included to help us understand how our different community groups experience our city.

Future engagement opportunities

At the end of the survey, we asked participants if they would like to be involved in future research by becoming a member of our Connected Community. This database will help us re-engage this group in any future engagement activity, where relevant.

See Appendix 4 for the full survey

How is the information reported?

The report is divided into sections:

- Overall Playford experience
- What people love about their neighbourhood and what could make it better
- Pride and belonging
- Communication
- Living in a growing city
- Strategic Plan Community Themes sentiment – *Our foundations* and *Building connections*

We received 3,500 comments related to what people love about their neighbourhood, what 'growth in Playford' means, communication and what can make the city better.

All of these are summarised in key themes, which helps us to understand people's thoughts and experiences behind ratings and identify the important issues.

Reading the graphs

The graphs through the report represent the answers selected by participants, who for most questions, rated each statement on a scale of agreement out of 5, where 1 = strongly disagree and 5 = strongly agree. Some graphs have different scales. The scores on the right of the graph are average scores out of 5.

Sample size & margin of error

We had over 1,500 responses! This means that the survey responses are a strong representation of how our community feels.

The margin of error tells us how much we can expect the survey results to reflect the overall views of the population.

The total sample size for each question varies slightly based on different numbers of people who answered. At a general level, 1,500 people at 95% confidence is +/- 3%. This means that if we asked these questions again, we could expect the result of each question to be the same, plus or minus 3%.

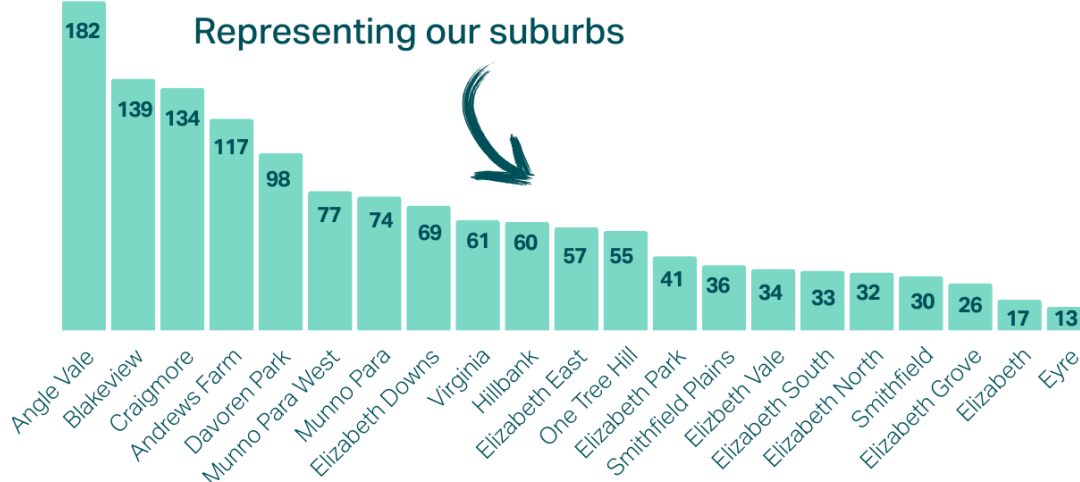
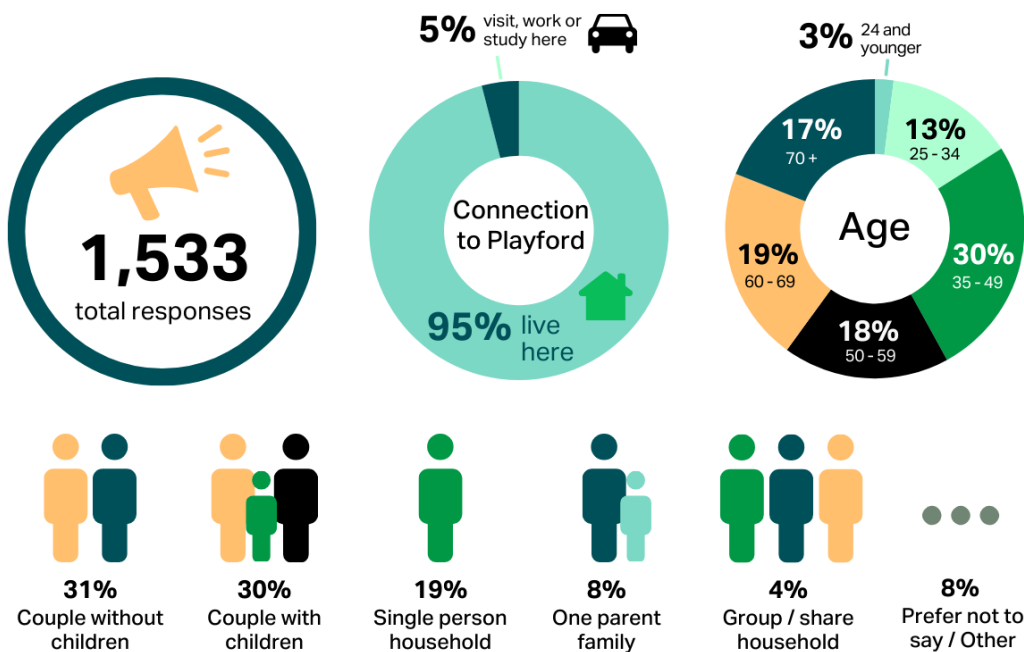
Suburb groupings

Some similar suburbs have been grouped for ease of comparison across different areas of Playford. Groupings are primarily based on location. Reference: Appendix 1.

Playford Community Survey 2025

What We Heard Report

Who did we hear from?



Note: Playford suburbs not listed, had less than 10 responses.

Want more?

Head over to Appendix 2 for a detailed respondent age, suburb and household by distribution channel.

What we heard

This section shares what the community shared about life in Playford, such as what they enjoy about their neighbourhood, what could be improved, their experiences with Council, and their sense of pride and belonging.

Key insights from our community



What people love about their neighbourhoods...

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



Top priorities for Council...

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



More likely to agree ...

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



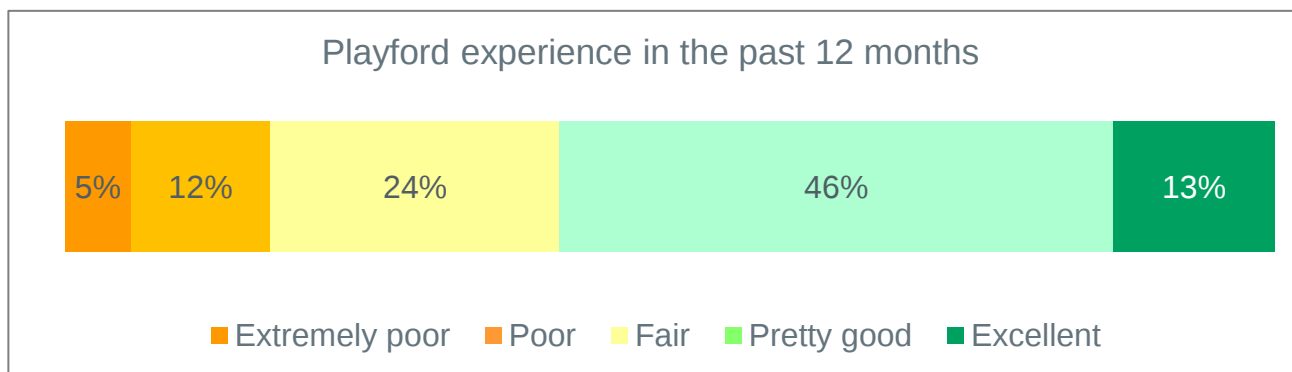
Less likely to agree ...

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

Life in Playford – our community's experience

Survey results over the years tell us that life in Playford is diverse and experienced in many different ways. There are different aspects that influence how people experience Playford, such as neighbourhood appearance, movement around the city and access to services.

Across the city, 59% of residents describe their past 12 months of living in Playford as either excellent (13%), or pretty good (46%), with 24% rating their experience as fair.



n=1456

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

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

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

What people love about their neighbourhood

We love hearing what people enjoy and value in their neighbourhoods, so we asked Playford residents and they said....



Quiet & peaceful

Many people describe their neighbourhoods as quiet, peaceful, and calm, contributing to a sense of safety and comfort. Living in quiet streets or tree-lined areas enhances this feeling.



Green spaces

Many value parks, trees, green belts, open spaces, and natural surroundings. Nature is seen as both aesthetic and functional, helping keep the area cool and pleasant. Some mention new tree planting and upgraded recreational areas as signs of improvement.



Proximity & convenience

There is a strong appreciation for being close to shops, parks, schools, medical facilities, and public transport. Locals particularly value proximity to shopping centres, Fremont Park, local parks and other nearby green spaces. As we can see in Table 1, by the percentage of the community that use services and facilities across Playford, convenience plays a key role in positive sentiment, especially among long-term residents. (Full details in Appendix 3.)

Visitation of local community services, facilities, or spaces in Playford		
Shops and entertainment	Large shopping centres	69%
	Smaller, local shopping centres	62%
	Restaurants, cafes, bars	55%
	Cinema, Shedley Theatre or entertainment venues	36%
Health	Medical, dental and allied health	50%
Parks and open space	Large parks, reserves, playgrounds and outdoor spaces	46%
	Local parks, within 1km of your home	44%
	Walking or cycling paths	34%
Community programs and sport facilities	Library services	28%
	Sports clubs and recreation centres	24%
	Community centres, programs and activities	21%

n=1450 (includes residents and non-residents of Playford)



Friendly neighbours & community

Good neighbours, friendly people, and community support are frequently mentioned. Several respondents note a sense of belonging, mutual respect, and long-term relationships with neighbours. Community activities, clubs and volunteering are positive contributions to local life.



Affordability & opportunity

Affordability is valued, especially by those who've lived in the area for decades. Some mention that the area is flourishing, with new developments and modernisation of older blocks.

What improvements would make neighbourhoods better?

We want our residents to feel proud of where they live and to live with ease so we asked what would make neighbourhoods better. Over 1100 comments were provided with the common themes identified below, starting with the most common.



Roads & traffic

By far the biggest concern especially comments on Curtis Road, congestion, and poor infrastructure. Many respondents expressed frustration with ongoing roadworks, lack of parking, and unsafe intersections.



City appearance & maintenance

Council services primarily related to city appearance, maintenance and rubbish was the second highest area for improvement. Improved footpaths and lighting were mentioned as well as verge maintenance and upgrades of older parks, particularly through Blakeview and Craigmore.



Parks & green spaces

Parks & green spaces were often related to uplift of older playgrounds and the desire for more tree-lined streets, greenery and pretty roundabouts as examples.

The following areas for improvement were mentioned by less than 10% of the survey sample. While not as common as the three top priorities, these topics are noted more commonly amongst certain age groups.

- Younger groups (24 and under, 25 - 34) focused more on parks, youth support, and public transport.
- Middle-aged groups (35 - 49, 50 - 59) emphasised roads, council services, and crime/safety.
- Older groups (60 - 69, 70+) were more concerned with maintenance, safety, and accessibility.



Youth &
family
support

Crime &
safety



Community
events



Shops &
amenities



Homelessness
& housing



Public
transport



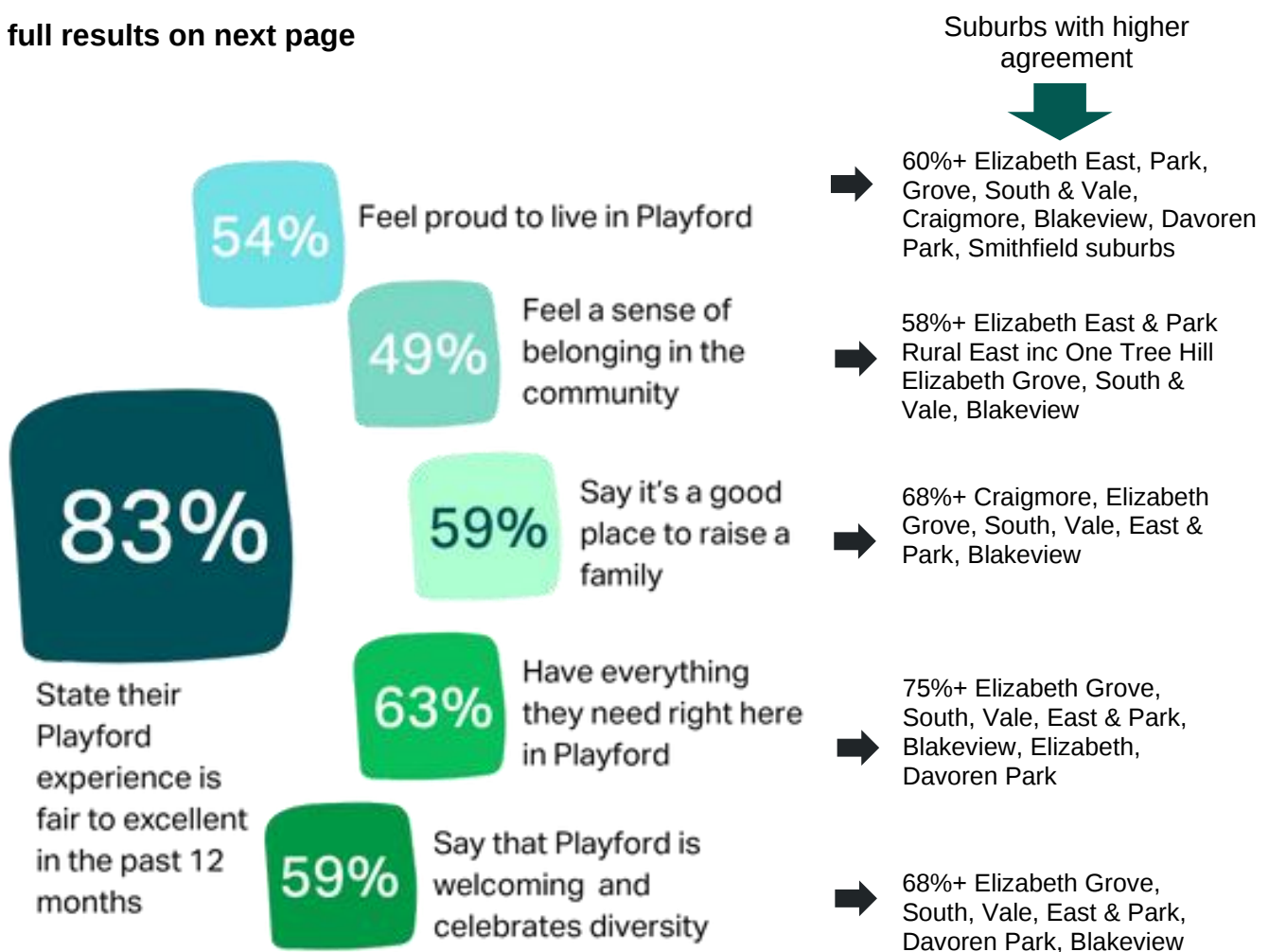
Pride and belonging

Around half of our community “feel proud to live in Playford” (with 32% feeling neutral). This varies by suburb with 41 percentage points between the highest and lowest agreement. Pride appears to be strongest in historical, established areas, such as the Elizabeth suburbs, where long-standing community identity, deeper local connections and easy access to services contribute to a stronger sense of belonging (as identified in comments about what our community enjoys about their neighbourhood).

In contrast, levels of pride are not as strong in some newer and growing suburbs like Angle Vale and Virginia, where rapid development, change, infrastructure and local services, are influencing overall sentiment, liveability and connection to place.

While suburbs are more alike in their **“sense of belonging”**, there's a 25 percentage point gap between the highest - Elizabeth East & Park - and the lowest, Angle Vale.

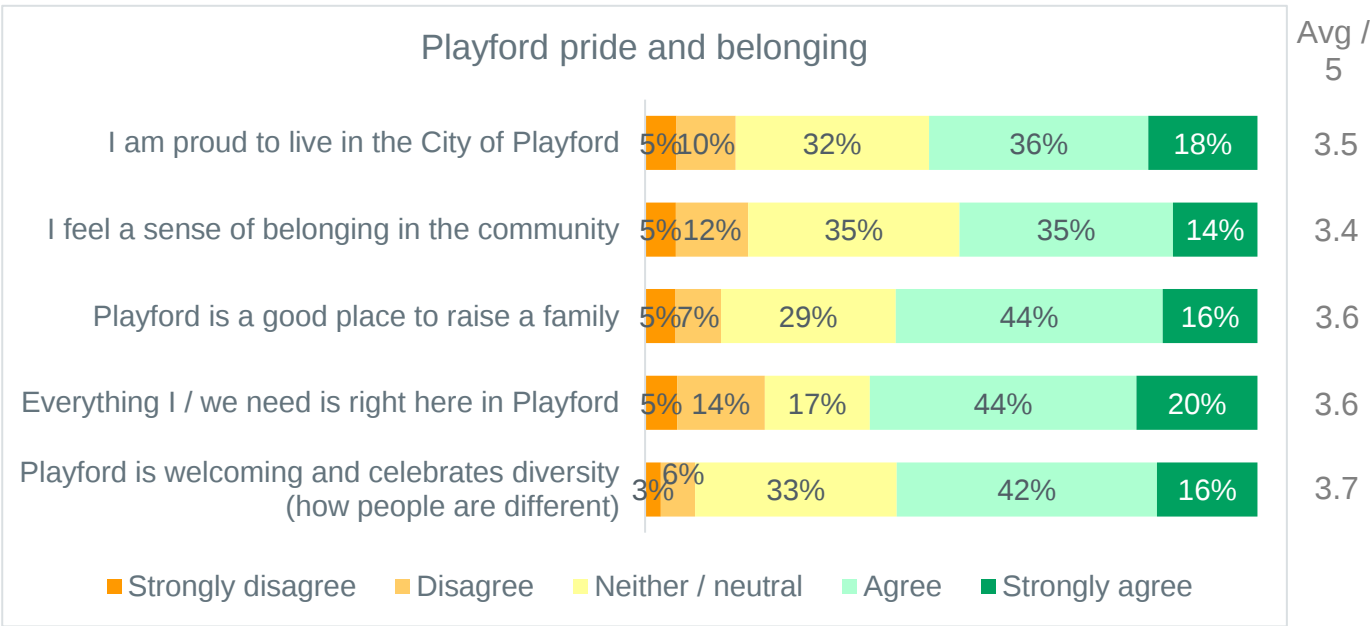
See full results on next page



Perceptions of Playford being a “**good place to raise a family**” vary between 73% in Craigmare to less than 50% in Angle Vale, Andrews Farm and Munno Para. It’s important to note that across all suburbs, disagreement is less than 20% while many remain neutral in their views, rating 3 out of 5.

The differences across suburbs are most evident in responses to the statement, “**we have everything we need right here in Playford.**” Suburbs closer to the heart of Elizabeth centre show much higher levels of agreement, with most recording over 70%. In comparison, the townships of Angle Vale (31%), Virginia (32%), and One Tree Hill and surrounds (55%) - are significantly less likely to agree.

Perceptions of Playford being “**welcoming and celebrating diversity**” also vary greatly, with similar sentiment shown between suburbs.



n=1450

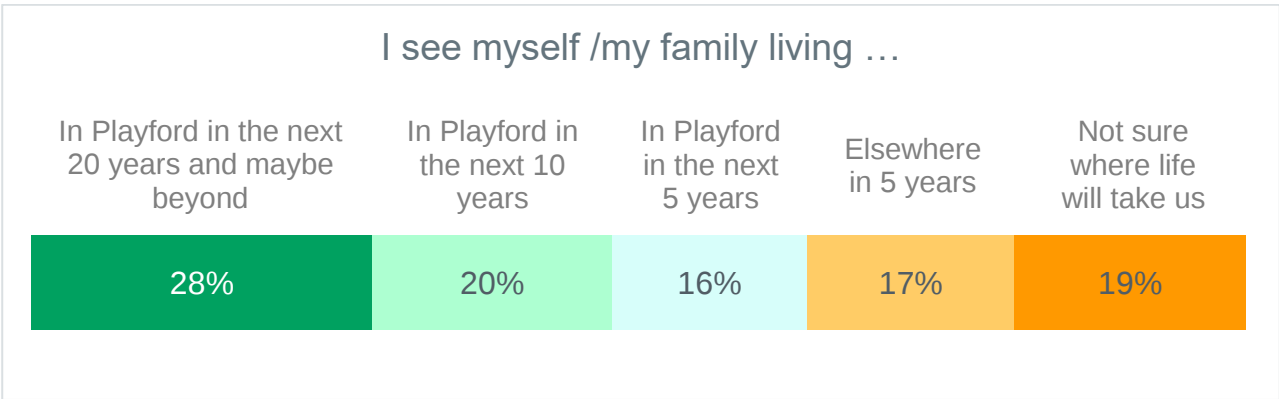


Opportunity

Building a stronger sense of community within townships and suburbs to feel more connected, while we strive to overcome the challenges of growth.

Plans to live in Playford in the future

We asked the community about their intentions for living in Playford in the future. While many factors influence this decision, analysing this information alongside age, other demographic details, personal experiences, and sentiment provides valuable insights to help us plan for the future of our community. Residents said...



Key suburb comparisons

There are some key differences across suburbs, similar to the trends we see throughout the other data:

"I see myself / us living in Playford in the next 20 years and maybe beyond"	
Elizabeth Grove, South & Vale	43%
Smithfield suburbs	38%
Elizabeth East & Park	34%
Davoren Park	34%
Rural East inc. One Tree Hill	31%
Craigmore	31%
Hillbank	30%
Virginia & surrounds	25%
Blakeview	24%
Munno Para suburbs	24%
Andrews Farm	23%
Angle Vale	15%

Some suburbs have not been included due to smaller sample sizes, but this illustrates the vast difference across some suburbs in their future plans to live in Playford.

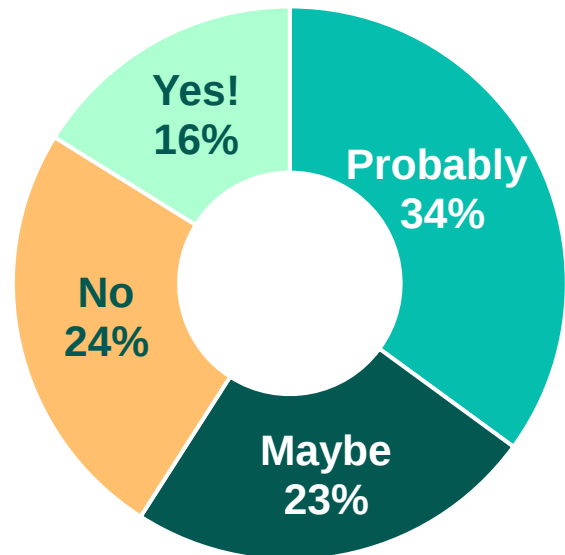
Speaking positively about Playford

Each year we ask the community if they would speak positively about Playford, rating their likelihood from 0 to 10.

Half stated they would be likely to speak positively (*yes/probably*) rating 7 to 10, while many are unsure rating 5 to 6 (*maybe*) and others are far less likely (*no*), rating 0 to 4.

The likelihood of speaking positively about Playford is impacted by many factors including:

- Overall experience in the past 12 months
- Satisfaction with Council
- Perceptions of Council leading growth
- Experience with most aspects of safety and accessibility, lifting city appearance and connection.



“Over the past few years, living in Playford has become incredibly challenging. I now feel like relocating is the only option, as the area struggles with both congestion and a reputation for crime—factors that understandably deter many prospective residents.”
(Smithfield, aged 35-49)

“I love all the open space and the many trees that give the neighbourhood a peaceful, natural feel. I often spot wildlife, which really shows there's healthy biodiversity around. Plus, having nice neighbours nearby makes me feel safe and knowing many people make me feel part of a community.”
(Hillbank, aged 50-59)

Communication from Council

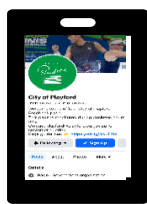
Looking for information

Our website is a vital part of how Council communicates, helping people quickly find information about services, programs, and facilities that matter to them. When looking for information:



75%

would visit Council's website



32%

would check our social media



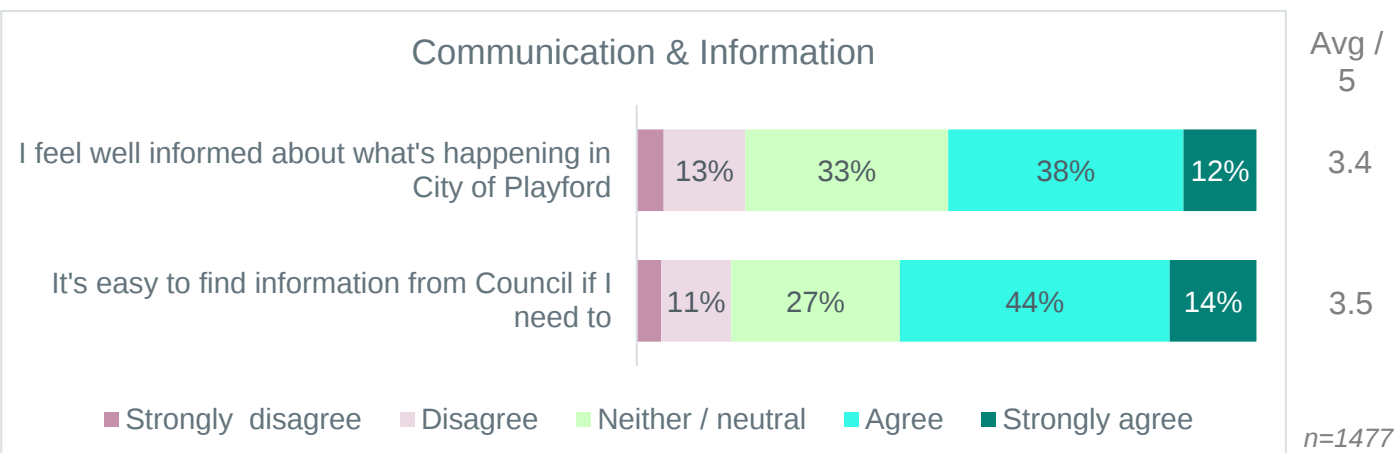
17%

would give us a call

Feeling informed

Half of survey participants noted that they feel well-informed about what's happening in Playford, with 58% letting us know it's easy to find information if they need. While those who do not feel informed (20%), or find information easy to find (15%), is a smaller portion of the community, it is important for us to understand why that is so we can support.

Of the 15% who find it difficult, some said they are unsure where to look, while others found the website hard to navigate. A few mentioned challenges in finding specific information, such as understanding rates, reporting nuisances, or checking road closures. These are important areas for us to address to make information easier to access.



Living in a growing city

In this section we explore what growth means to our community and their feelings about the city's future direction.

Growth in Playford

What growth means to the community

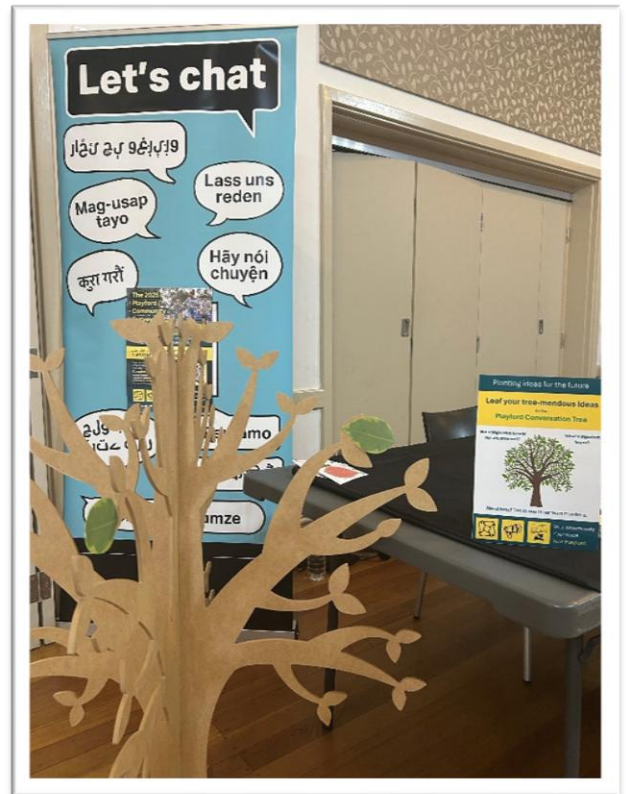
Through the survey and our community pop-ups, we asked participants what growth in Playford means to them, how it impacts their daily life, and how much information they need to help understand what is happening in the city.

We found there is a strong link between the impacts of a growing city and sentiment regarding community liveability, perceptions of Council, and overall experience.

Growth across the community means 'more'. This can be seen as positive and negative.

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

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



More people which means more of everything that creates a good environment.

(Elizabeth East, aged 70+)

Looking after the next generation by giving them the best facilities we can so that they want to stay in the area as well.

(Craigmore, aged 60-69)

Greater population, more opportunities for all, more work, access to different demographics and culture.

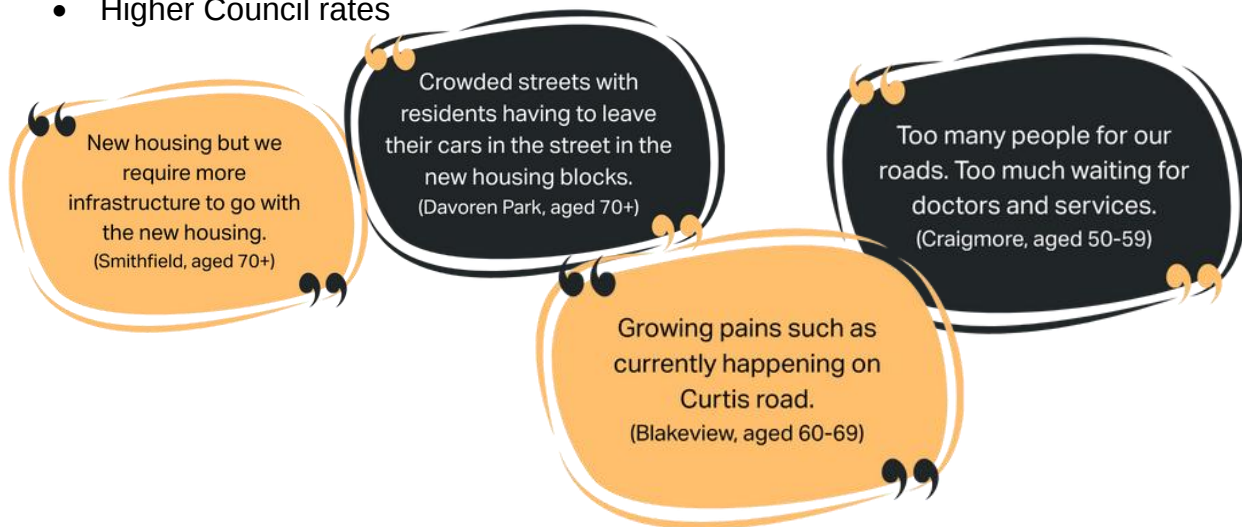
(Elizabeth Park, aged 60-69)

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

(Elizabeth Park, aged 35-49)

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

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



Overall, some of the more common words used to define growth were related to housing, people, roads, traffic and infrastructure.

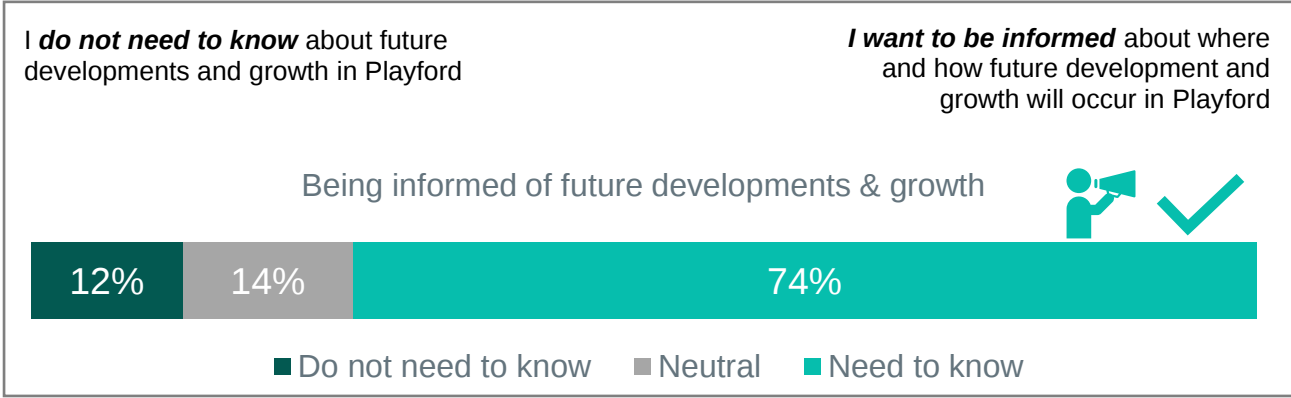
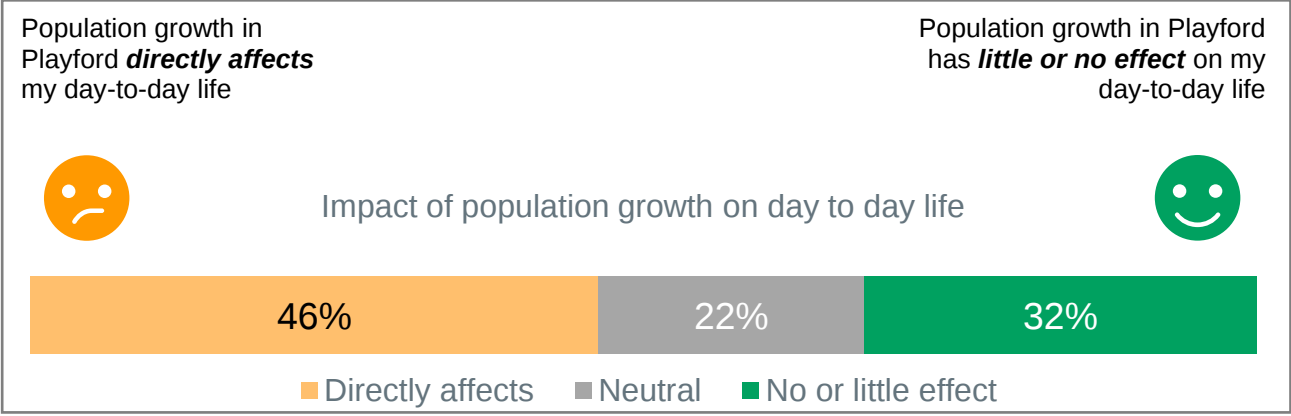
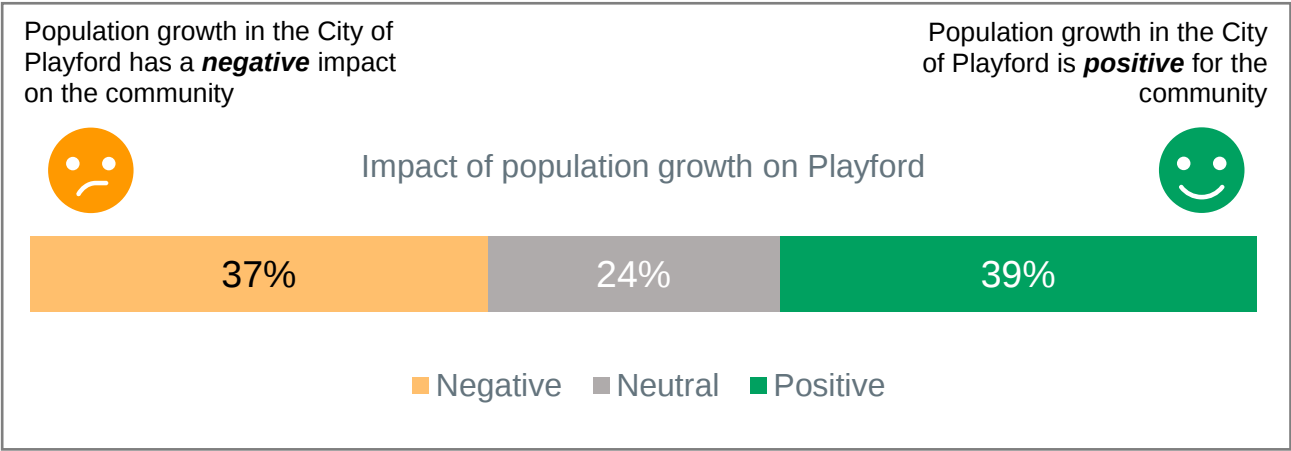


Impact of growth on everyday living

We asked participants how population growth in the city affects the community and people’s daily lives. Three questions were asked with opposing statements to choose from using a 5-point scale (with 3 being neutral). Phone respondents used a 3-point scale, so for consistency, all scores have been converted to a 3-point scale.

The responses clearly highlighted that growth impacts different areas of the community differently.

n=1430



We heard that the effects of growth are felt differently across Playford - and sometimes across different age groups. Growth can influence how people experience life in Playford, and even resident's long-term plans to stay in the community.

To unpack this, we compared different areas of Playford and looked at how people responded across a range of topics:

Growth has a greater impact on...	Growth has less of an impact on...
Middle age groups: 35 - 49, and 50 - 59	Younger and older residents
Angle Vale, Munno Para area, Virginia	Historic Elizabeth suburbs, Hillbank, Davoren Park
Those more likely to have reported a poor to extremely poor Playford experience in the past 12 months	Those more likely to report a good to excellent Playford experience in the past 12 months
Those more likely to see themselves living elsewhere in 5 years	Those who see themselves living in Playford for 10 years or 20 years +

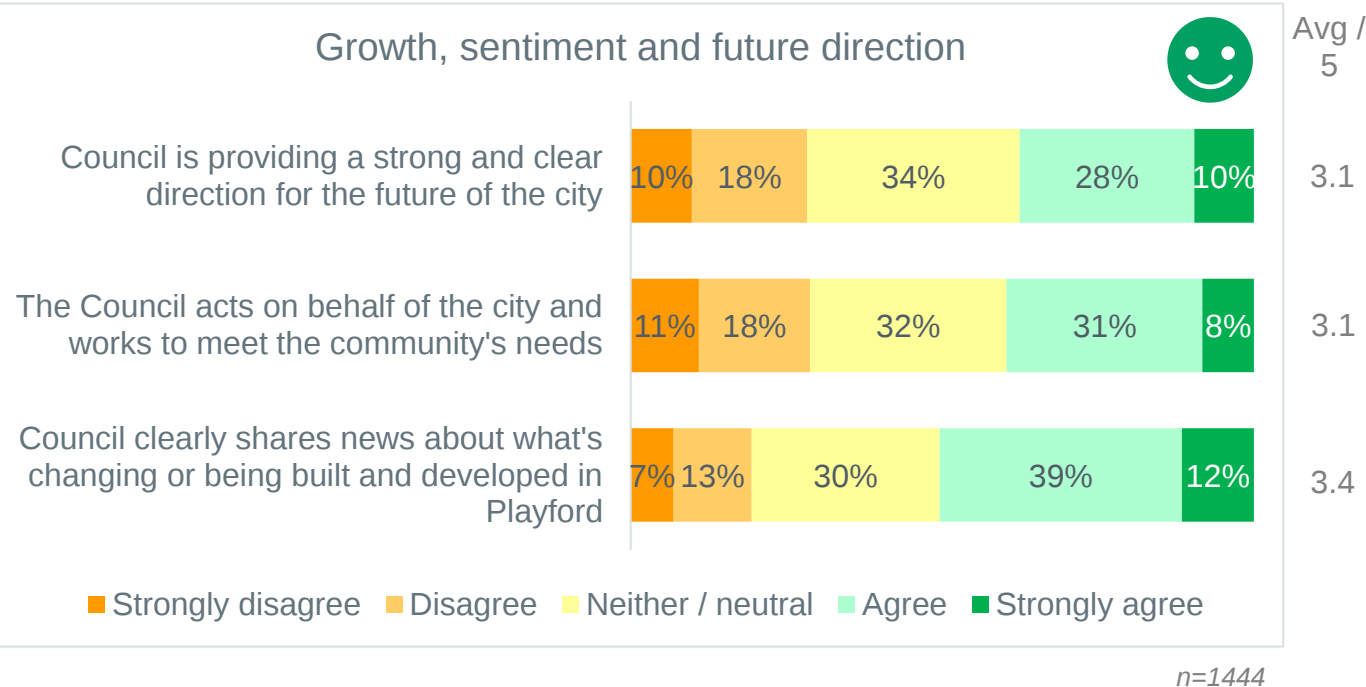
When I hear that Playford is a "growing city," I think of new homes, more people, and better services like schools, parks, and transport. Growth means more opportunities - jobs, shops, and activities for families and young people. It also brings new cultures and ideas to the community. But growth also means making sure we keep what's special about Playford like our green spaces and local connections, while improving things for everyone.

(Munno Para, aged under 24)

Future direction

We also asked about understanding the future direction of Playford.

The community have mixed views on the future direction of the city. While over one third of survey participants express confidence in Council's direction and efforts, an equal proportion remain neutral in their views, indicating potential low awareness or knowledge of what is changing across the city.



Opportunity

While there is also a moderate level of positivity, there is opportunity to strengthen communication and engagement to build greater trust and understanding across the community.

Community Themes

In this section, we explore our community's experiences across each of Council's Community Themes in the 2025-28 Strategic Plan.

2025-28 Strategic Plan Community Themes – overview

The four themes of our Strategic Plan reflect the key areas the community has identified as important. Each year, we measure perceptions and experiences for each theme, as well as overall satisfaction with Council. These results help track Council performance as reported in the Annual Report, ensure services align with community priorities, and monitor change and improvement over the four years of the Strategic Plan.



3.48

Improving safety,
accessibility and ease of
movement around our city

Most of the community feel safe during the day and find it easy to access local services. However, challenges of moving around easily persist in areas like Angle Vale and Andrews Farm, where infrastructure has not kept pace with growth.



3.32

Lifting city appearance

Parks and green spaces are highly valued across the city, and there is a desire to better maintain, or upgrade empty or outdated spaces, while keeping strong focus on rubbish management and maintenance of green spaces across the city.



3.45

Fostering collaboration
and connection to each
other

Many residents describe their neighbourhoods as quiet, peaceful, and friendly, with strong appreciation for local parks, shops, and transport. Pride is highest in established Elizabeth suburbs, where long-standing community identity and access to services contribute to a stronger sense of belonging and a positive experience.



3.50

Activating and facilitating
welcoming community
spaces & events

Nearly half of respondents agree that Playford offers a good variety of activities and events. Those who feel informed are more likely to feel welcome to participate, while others remain unsure or disconnected.



3.05

Trust, confidence and
satisfaction with Council

Trust and confidence in Council is influenced by seeing a clear direction for the future and visible progress. Growth has a significant impact on experience.

Community Themes – across the years

Through the delivery of the 2020-24 Strategic Plan and Playford Community Survey results, Community Theme measures have been consistent year on year since 2021.

The scores below are out of 5 and show the averages of questions asked within each Community Theme from the survey. These scores are also included in Council's Annual Report each year to help track how our community experiences the city in relation to our Community Theme areas.

With the introduction of the new 2025-28 Strategic Plan, the Community Themes have changed slightly, with the *connection* theme moving from one general theme to two specific themes.

	Theme	2025	2024	2023	2022	2021
Building stronger foundations	Improving Safety & Accessibility	3.48	3.44	3.21	3.33	3.10
	Lifting City Appearance	3.32	3.23	3.68	3.03	3.62
Connecting our people	Fostering collaboration and connection to each other	3.45	n/a	n/a	n/a	n/a
	Activating and facilitating welcoming community spaces and events	3.50	n/a	n/a	n/a	n/a
Overall Community Sentiment	(Confidence, trust and satisfaction)	3.05	3.06	3.03	3.07	3.06



Explore the results of the previous year's Playford Community Survey and theme scores at playford.gov.au and search 'community survey'.



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



3.48

out of 5

By 2028, our community will...

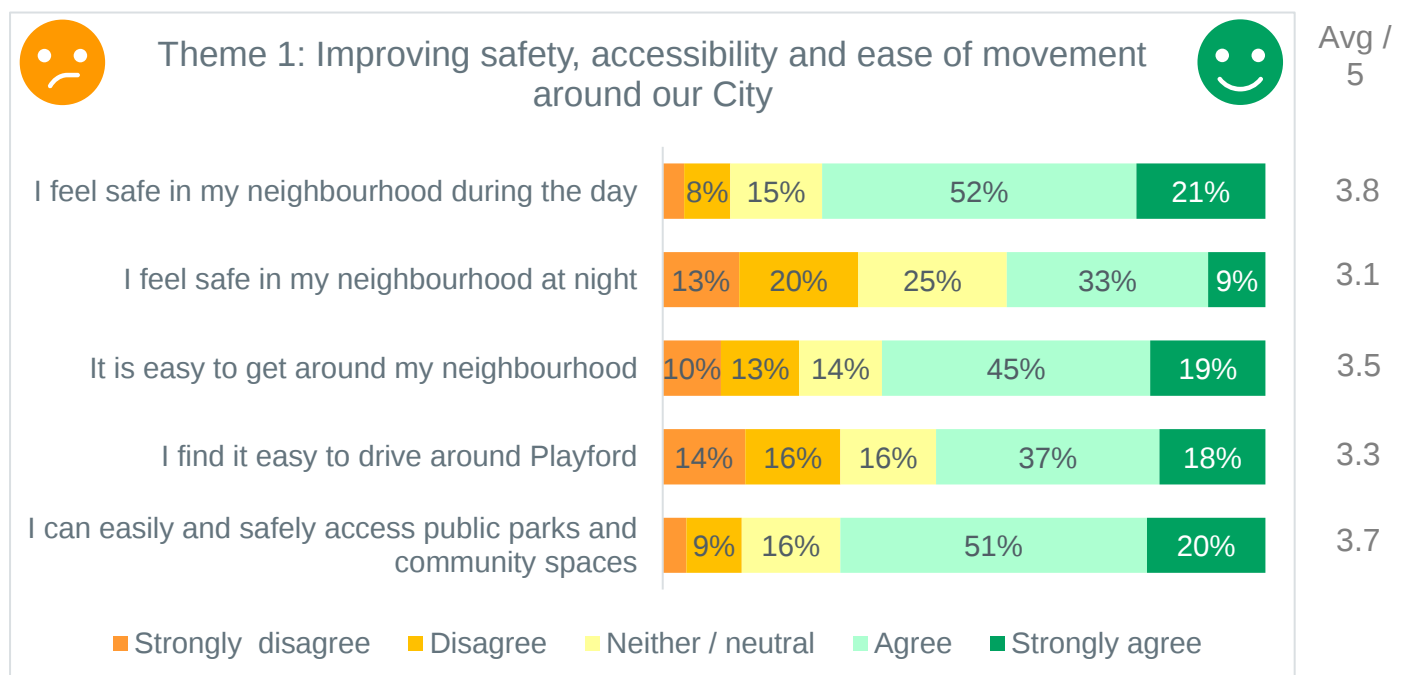
Experience travelling around the city safely and easily, with well-planned and maintained roads, footpaths and cycleways. Trust that Council is investing in infrastructure to keep pace with the growth of our city. Enjoy welcoming and accessible public and community spaces.

[Strategic Plan outcomes]

What our community told us in 2025

Sentiment remains consistent with previous years on the aspects within this theme, with an average score of 3.48/5 across the statements. **Generally, our community feel safe in their neighbourhoods during the day** (less so at night), with an average rating of 3.8 out of 5, and 74% agreeing.

People tend to find it easier to move around within their own neighbourhoods than across Playford more broadly. People living in Andrews Farm, Munno Para, and Angle Vale continue to report more difficulty getting around, especially when compared to those in Elizabeth suburbs, Hillbank, and Craigmore. 50% of Angle Vale residents disagree that it's easy to get around their neighbourhood – twice as high as the overall response of 23%.



n=1528



Theme 2: Lifting city appearance



3.32
out of 5

By 2028, our community will...

Feel a stronger sense of pride in the appearance of their neighbourhood. Be inspired to be more involved in how their street and local neighbourhood look. Experience increased well-being as they enjoy spending more time in greener public realm spaces that look and feel nice.

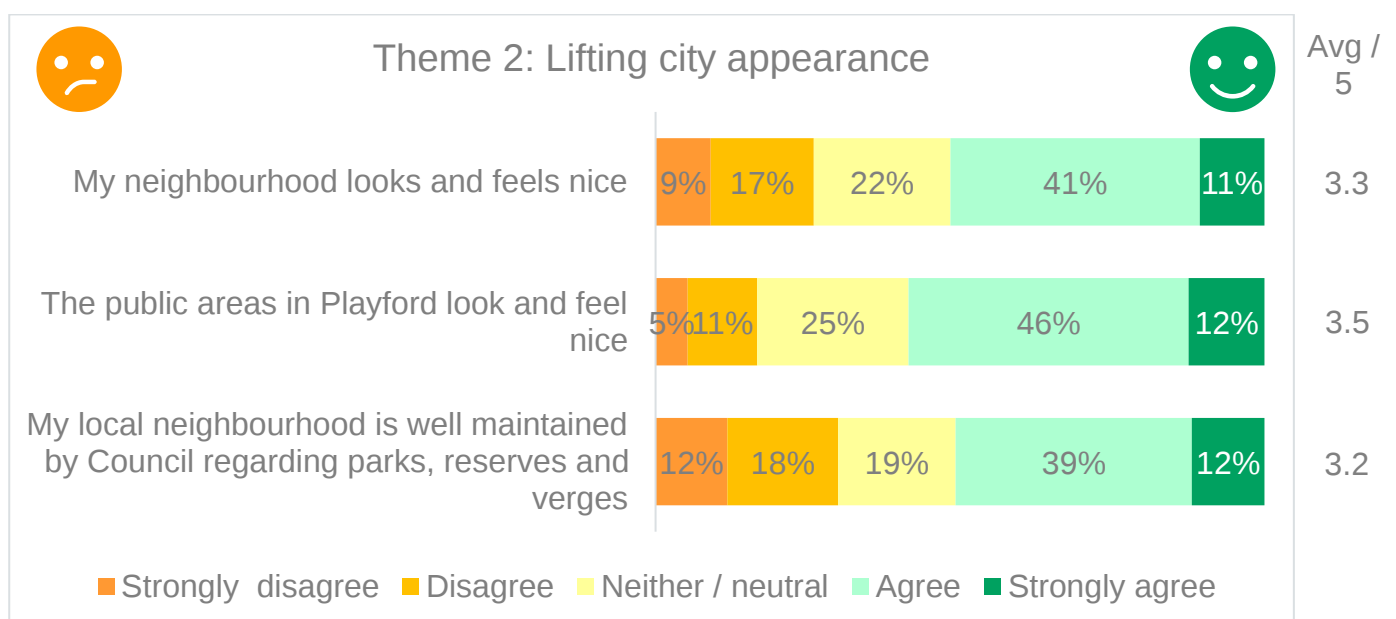
[Strategic Plan outcomes]

What our community told us in 2025

Our community continues to have varied experiences regarding city and neighbourhood appearance, with a moderate total city average of 3.32 out of 5.

Blakeview, Craigmore and older Elizabeth suburbs are more likely to agree that areas look and feel nice, whereas most others are moderate or neutral in their views. This theme is seen to be impacted by perceptions of neighbourhood progress, not just appearance.

There's a clear link between neighbourhood pride and how people perceive their surroundings. Those who feel proud to live in Playford are more likely to agree that their neighbourhood and public spaces look and feel nice. On the other hand, residents who feel their local area does not look and feel nice are less likely to feel proud of living in Playford.



n=1533



Theme 3: Fostering collaboration and connection to each other



3.45

out of 5

By 2028, our community will...

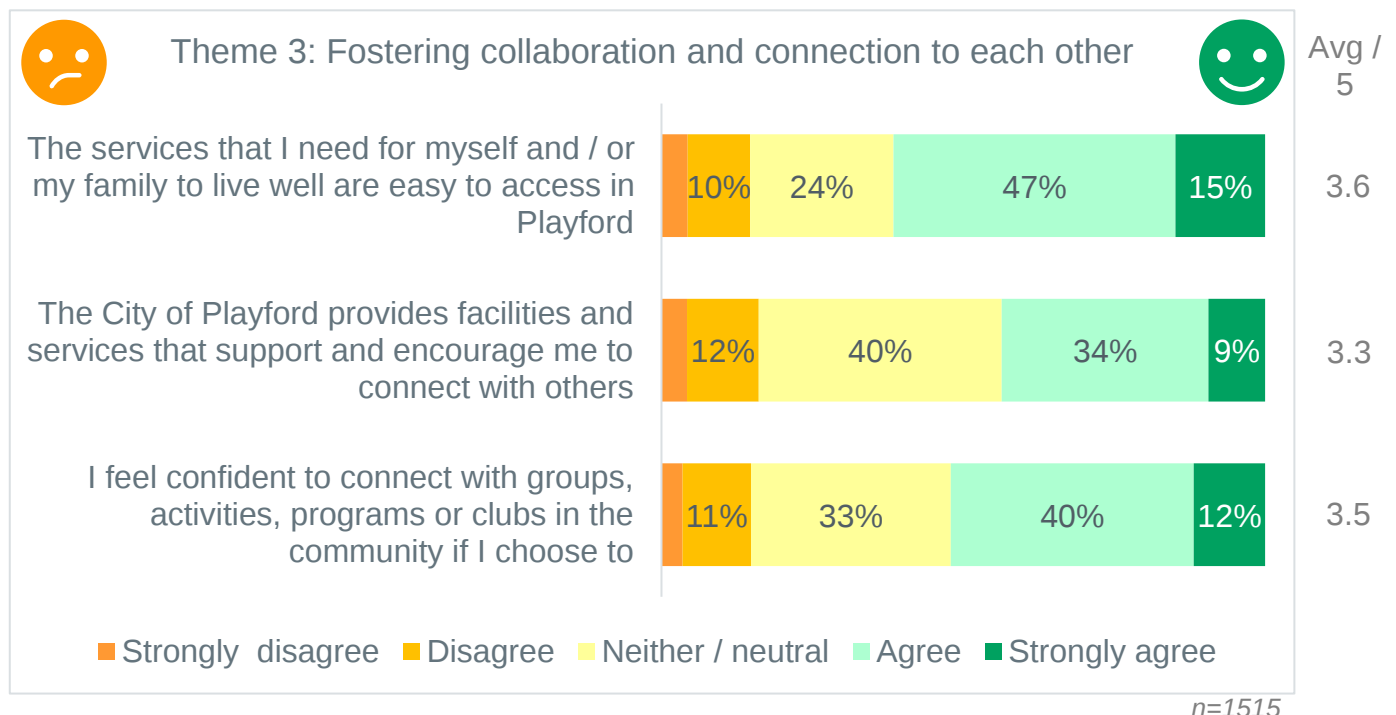
Experience more opportunities to build trusted and reliable networks that connect them with different services and organisations across the city. Have the knowledge and confidence to proactively connect with and use services from a range of organisations that help them successfully live their everyday lives. Be supported in engaging with different groups of people, cultures and abilities.

[Strategic Plan outcomes]

What our community told us in 2025

Community views are similar across most suburbs in relation to collaboration and connection, with many agreeing they have the right access to the services they need, and opportunities for connecting with others. However, 25% to 40% remain neutral, indicating people may be unsure of opportunities to connect with others or may not be seeking opportunities.

One Tree Hill and the Rural East region, Virginia and surrounds, and Angle Vale are least likely to agree across all statements, noting access to services can be more difficult due to proximity to Elizabeth centre. Age groups between 35 and 59 are less agreeable across the statements as we have seen in previous years.





Theme 4: Activating and facilitating welcoming community spaces & events



3.50
out of 5

By 2028, our community will...

Feel they have plenty of opportunities to connect, with things to do and places to visit. Be supported to deliver their own events and activities with ease, thanks to accessible, fit-for-purpose public spaces and places. Know about the events, activities and social opportunities that are happening in their city. Feel confident, welcomed and supported at events and activities that are easily accessible and encourage broad participation. Have opportunities to attend activities and events that build community pride and a stronger, more connected Playford community.

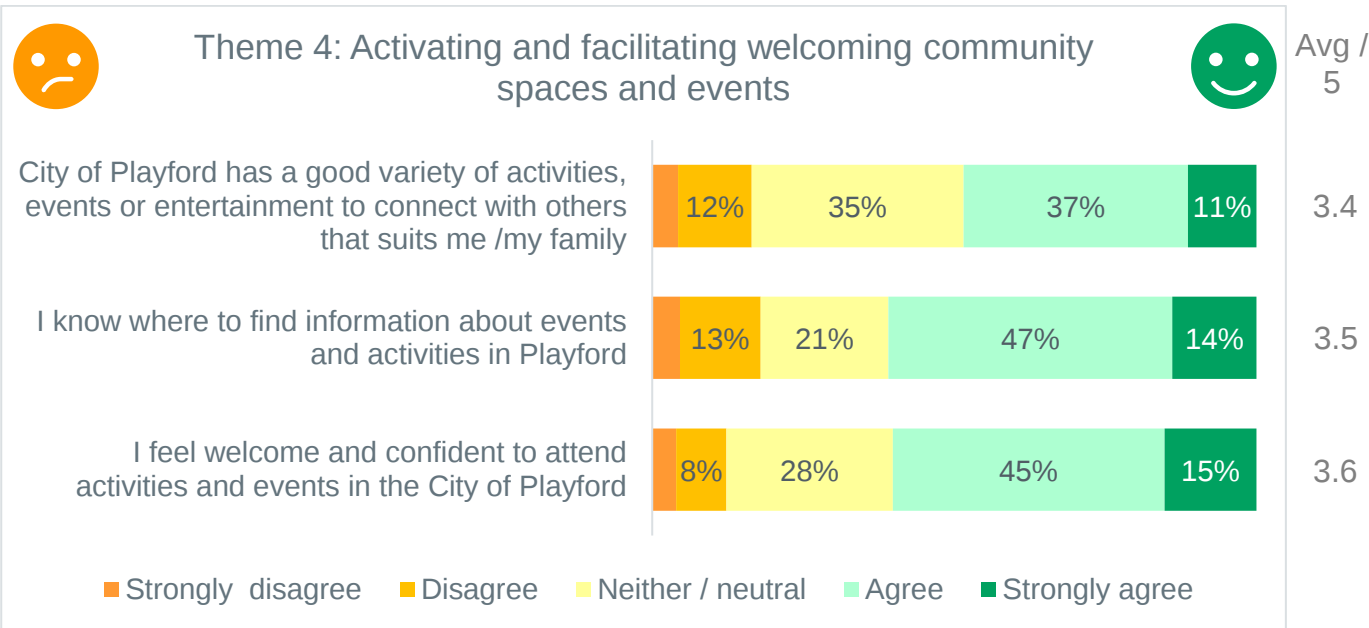
[Strategic Plan outcomes]

What our community told us in 2025

Nearly half of survey participants (48%) agree that Playford offers a good variety of activities and events that suit their interests. This group also reports feeling welcome and confident to attend what’s available.

In contrast, those who disagree with the variety of offerings also tend to feel less welcome and are less likely to know where to find information about activities and events.

Higher levels of agreement across this theme are most evident among residents in the established Elizabeth suburbs, Smithfield, Craigmore, and Blakeview.



n=1499



Community sentiment

Overall community sentiment: Trust, confidence and satisfaction with Council



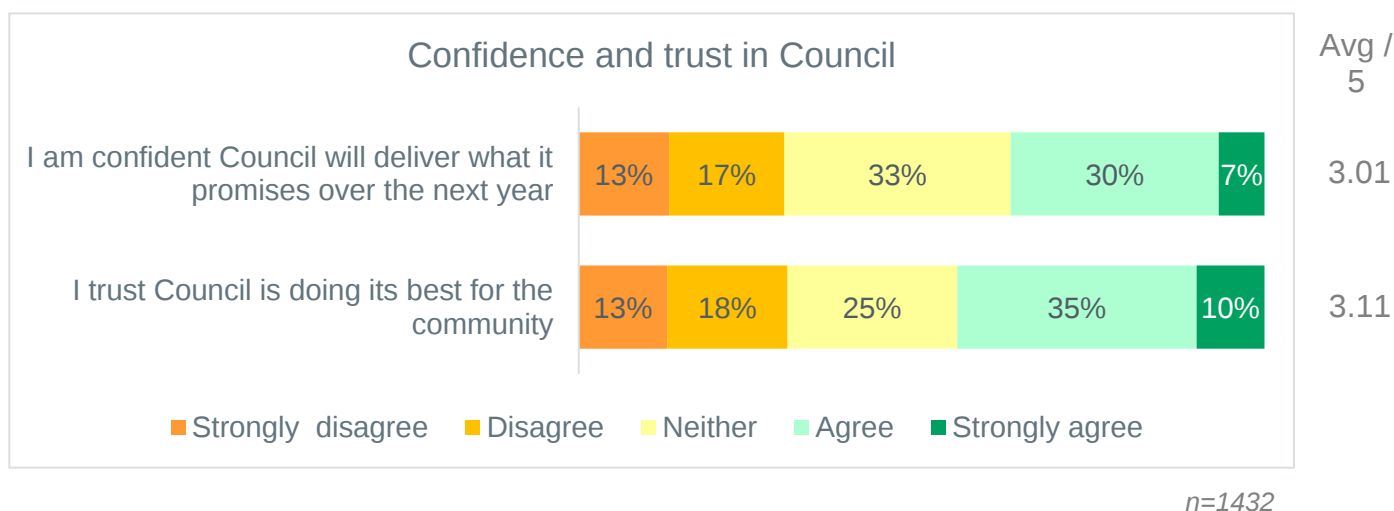
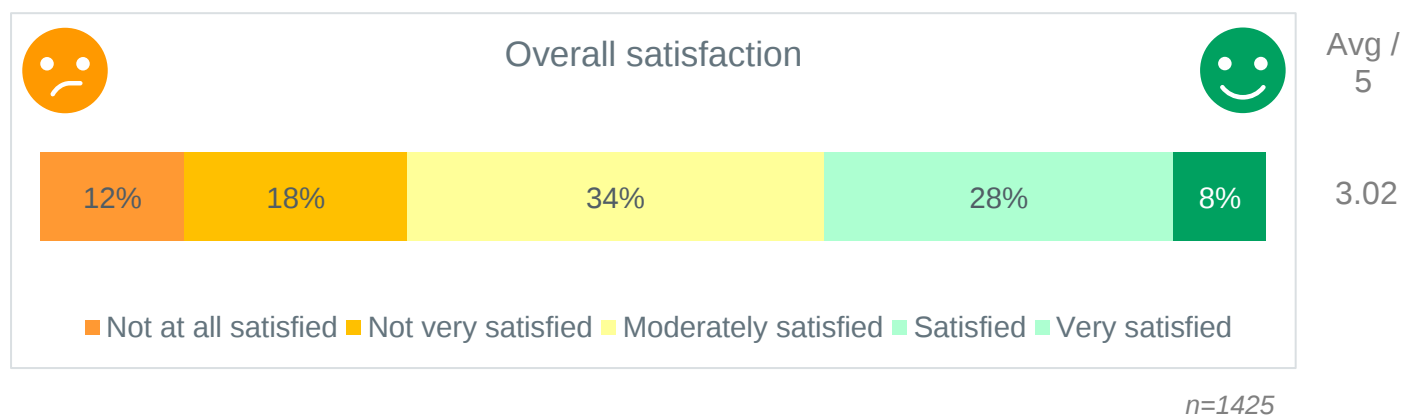
3.05
out of 5

Overall community sentiment of combined trust, confidence and satisfaction is consistent with previous years across age groups and suburbs. 70% report moderate or higher satisfaction with Council, while 30% are not satisfied.

Differences across suburbs

We see positive sentiment from many established areas that have easy access to services and facilities, with less challenges around travel and the impacts of growth on daily life.

Suburbs and townships experiencing the challenges of growth and infrastructure are less satisfied with Council and have lower trust and confidence for Council to deliver on promises in the future.

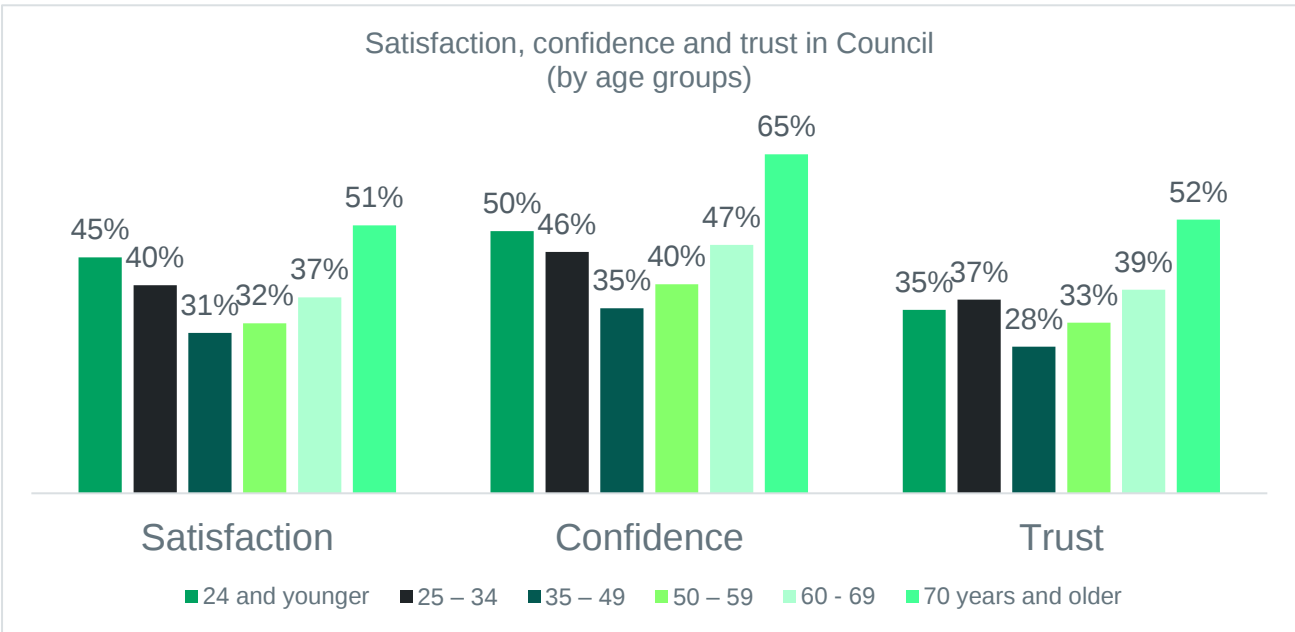


Differences across age groups

Over recent years, we've seen that older and younger age groups tend to report higher levels of satisfaction, trust, and confidence in Council.

In comparison, community members aged 35 – 49 and 50 – 59 are less likely to feel satisfied or confident, often expressing lower levels of trust and agreement across most themes. These age groups typically represent busy families who are frequently navigating their neighbourhoods for work, school, and daily activities.

The impacts of a growing city, such as increased traffic, ongoing roadworks, and infrastructure strain, are felt most in these suburbs, directly affecting daily movement, accessibility, and overall experience. These challenges contribute to a more complex and often less positive sentiment toward living in Playford among these households.



n=1425



Opportunity

Strengthen positive sentiment and alignment across all suburbs to achieve a more consistent and equitable experience of living in Playford.

Ensure the community clearly understands the goals behind each Community Theme and feels informed and engaged in the progress being made toward achieving them

What matters most to our community

Our community has shared how they experience life in Playford. By looking at the average level of agreement across all survey questions, we get a better understanding of what matters most and where we can focus effort. This insight helps guide our communication, planning and resource allocation to better reflect community needs, experiences and expectations.

Areas of higher, stronger agreement and positive sentiment	Average / 5	% Agree
I feel safe in my neighbourhood during the day	3.8	74%
I can easily and safely access public parks and community spaces	3.7	71%
Playford is welcoming and celebrates diversity (how people are different)	3.7	59%
I feel welcome and confident to attend activities and events in the City of Playford	3.6	60%
Everything I / we need is right here in Playford	3.6	63%
The services that I need for myself and / or my family to live well are easy to access in Playford	3.6	62%
Playford is a good place to raise a family	3.6	59%
I know where to find information about events and activities in Playford	3.5	61%
It's easy to find information from Council if I need to	3.5	58%
I am proud to live in the City of Playford	3.5	54%
It is easy to get around my neighbourhood	3.5	64%
The public areas in Playford look and feel nice	3.5	58%
I feel confident to connect with groups, activities, programs or clubs in the community if I choose to	3.5	52%
Areas of moderate sentiment	Average / 5	% Agree
I feel a sense of belonging in the community	3.4	49%
I feel well informed about what's happening in City of Playford.	3.4	50%
City of Playford has a good variety of activities, events or entertainment to connect	3.4	49%
Council clearly shares news about what's changing or being built and developed in	3.4	50%
The City of Playford provides facilities and services that support and encourage me	3.3	44%
I find it easy to drive around Playford	3.3	55%
My neighbourhood looks and feels nice	3.3	52%
My local neighbourhood is well maintained by Council regarding parks, reserves	3.2	51%
Focus areas to explore	Average / 5	% Agree
I trust Council is doing its best for the community	3.1	45%
Council is providing a strong and clear direction for the future of the city	3.1	38%
The Council acts on behalf of the city and works to meet the community's needs	3.1	40%
I feel safe in my neighbourhood at night	3.1	43%
I am confident Council will deliver what it promises over the next year	3.0	37%

Where to from here?

Where to from here?

Overall, survey participants have told us life in Playford is positive and supportive. Many feel safe, especially during the day, and value easy access to parks, community spaces, and essential services. Our community sees Playford as a welcoming, diverse, and family-friendly place, with local amenities and events that make them feel included and confident to participate. There's a strong sense that Playford meets their needs and is a great place to live and raise a family.

At the same time, we recognise that experiences vary across suburbs, age groups, and households. These include:

- Community pride: Strong in established suburbs, where residents value local parks, services, and neighbourhood identity.
- Influence of trust and experience: Pride is shaped by overall experience, confidence in Council, and seeing progress in the community.
- Satisfaction with Council: Highest in established areas, lower in growth-affected suburbs and among residents aged 35 – 59.
- Feeling safe and supported: Most residents feel safe and can access essential services and community spaces - especially in Elizabeth, Blakeview, and Craigmore. Suburbs further from the Elizabeth centre are less likely to agree to being able to access services as easily.
- Growth areas: Suburbs like Angle Vale, Virginia, and Munno Para report more challenges, including infrastructure and connectivity issues.
- Activities and events: Nearly half of residents feel Playford offers a good range, with participation highest among those who feel welcome and informed.
- Opportunities for improvement: City maintenance, infrastructure, and communication remain key areas where we can do more so all residents enjoy the benefits of living in Playford.

This knowledge plays a vital role in shaping our city. It helps Council understand community needs, improve communication about projects and services, and make decisions that align with our community's priorities.

This survey is one of many ways we capture the voice of the community. These insights help teams across Council understand life at the neighbourhood level, identify challenges and opportunities, and prioritise improvements. Together, we can enhance the liveability of Playford and create better experiences for residents and visitors alike.

Appendices

Appendix 1: Suburb groupings

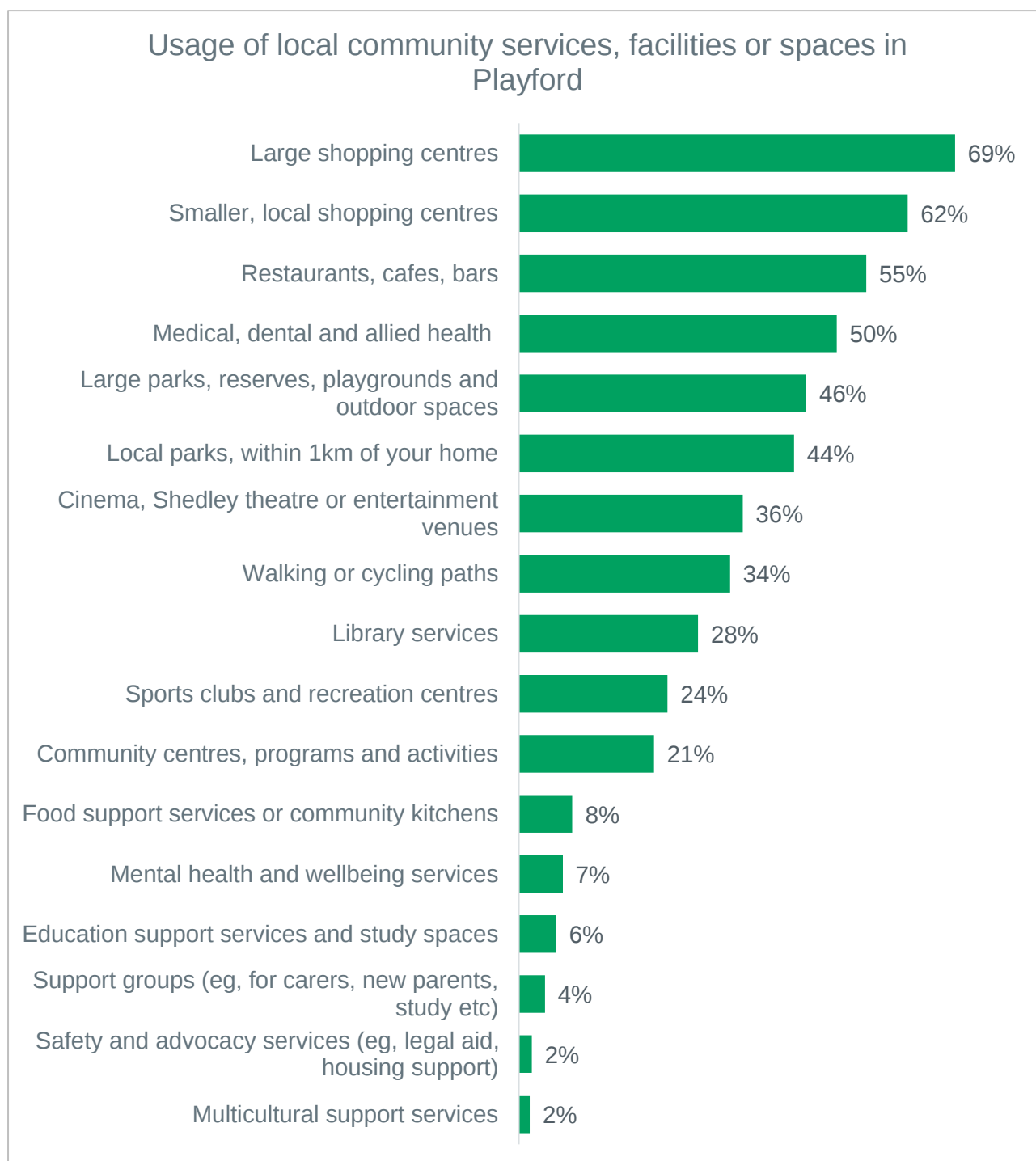
To ensure meaningful comparisons with adequate response numbers per suburb, some suburbs have been grouped by location and / or age of suburb establishment. All other suburbs are represented individually.

Elizabeth suburbs west of Main North Road	Elizabeth suburbs east of Main North Road	Elizabeth & smaller populated suburbs	Smithfield
Elizabeth Grove	Elizabeth East	Edinburgh North	Smithfield
Elizabeth South	Elizabeth Park	Elizabeth	Smithfield Plains
Elizabeth Vale	Elizabeth Downs	Macdonald Park	
		Penfield	
		Penfield Gardens	
Munno Para suburbs	Rural East inc One Tree Hill	Virginia & surrounds	Riverlea Park
Munno Para	One Tree Hill	Virginia	Buckland Park
Munno Para Downs	Bibaringa	Port Gawler	Riverlea Park
Munno Para West	Gould Creek	St Kilda	
Evanston Park	Humbug Scrub	Waterloo Corner	
Hillier	Sampson Flat		
	Uleybury		
	Yattalunga		

Appendix 2: Respondent profile by distribution channel

	Total	Social media / website / QR	Email database	Phone	SMS database
Age					
Total (Answering)	1,533	611	528	300	94
24 and younger	45	12	14	19	0
25 – 34	203	94	62	41	6
35 – 49	455	187	156	90	22
50 – 59	277	107	103	42	25
60 - 69	296	116	107	52	21
70 years and older	245	88	82	56	19
Prefer not to say	12	7	4	0	1
Suburb					
Total (Answering) excluding non-Playford residents	1,455	583	487	300	85
Rural East inc One Tree Hill	86	36	39	7	4
Virginia & Surrounds	63	27	28	4	4
Smithfield suburbs	66	26	15	21	4
Elizabeth & Smaller Suburbs	65	17	19	25	4
Munno Para Suburbs	164	60	62	29	13
Riverlea Park	8	3	3	2	0
Elizabeth East & Park	167	61	45	52	9
Elizabeth Grove, South & Vale	93	30	29	32	2
Andrews Farm	117	49	39	22	7
Angle Vale	182	94	63	15	10
Blakeview	139	61	52	21	5
Craigmore	134	50	42	31	11
Davoren Park	98	36	29	25	8
Eyre	13	7	4	1	1
Hillbank	60	26	18	13	3
Household structure					
Total (Answering)	1,418	554	478	300	86
Single person household	224	64	74	70	16
Couple without children	373	159	133	60	21
Group/share household	71	15	21	28	7
One parent family	130	47	45	33	5
Couple with children	489	211	162	90	26
Other	74	31	19	19	5
Prefer not to say	57	27	24	0	6

Appendix 3: Additional data



n=1450 (includes residents and non-residents of Playford)

Appendix 4: Questionnaire



Playford Community Survey 2025

Hello and thank you for taking part in our annual survey, joining others in the Playford community to share your experiences of living, working, studying in, and visiting Playford over the past 12 months.

This is an important time for us to listen to our community and keep our finger on the pulse of what's happening right now!

How long will it take?
The survey will take approximately **10 minutes** (depending on how much you would like to share with us).

Once you have finished, you may enter the draw to win 1 of 5 x \$50 Elizabeth City Centre gift cards. If you do not complete the survey, we will still include the responses you have taken the time to give us.

Your privacy matters to us!
Your responses will remain anonymous, and any contact details will only be used to contact the lucky winners. They will not be linked to your responses.

P.S. Please ensure you only complete the survey once.

Firstly, we have a few questions to make sure we are receiving a good mix of people.

1. Do you live in Playford, or are you are a visitor?
(select one answer)

☐ **I live in Playford** (please write your suburb) _____
(now go to Q2)

☐ **I visit, work or study in Playford**
(now go to Q1a)

↓

1.a If you are a visitor to Playford, what is the main reason you visit?
(select one answer)

☐ To visit friends or family in Playford

☐ I work in Playford

☐ I study in Playford

☐ To attend community groups, programs or activities in Playford

☐ To attend events

☐ To attend sports

☐ Shopping

☐ Health or medical needs

☐ Other



Playford Community Survey 2025

2. Please select your age group.

- | | |
|--|---|
| ☐ 24 or younger | ☐ 60 – 69 |
| ☐ 25 – 34 | ☐ 70 years and older |
| ☐ 35 – 49 | ☐ Prefer not to say |
| ☐ 50 – 59 | |



If you live in Playford, please answer questions 3 to 6. If you are a visitor to Playford, please skip to question 7.

Tell us about your Playford Experience

3. What do you love about your neighbourhood?

4. Thinking generally, how has your overall experience been living in City of Playford over the past 12 months?

If you are new to Playford (less than 12 months), please think about your recent time here.

- ☐ Extremely poor
- ☐ Poor
- ☐ Fair
- ☐ Pretty good
- ☐ Excellent

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

	 Strongly disagree	Disagree	Neither	Agree	Strongly agree 
A I am proud to live in the City of Playford	☐	☐	☐	☐	☐
B I feel a sense of belonging in the community	☐	☐	☐	☐	☐
C Playford is a good place to raise a family	☐	☐	☐	☐	☐
D Everything I / we need is right here in Playford	☐	☐	☐	☐	☐
E Playford is welcoming and celebrates diversity (how people are different)	☐	☐	☐	☐	☐



Playford Community Survey 2025

6. Which of the following best describes you / your family about your future in Playford?

- ☐ I see myself / us living in Playford in the next 5 years
- ☐ I see myself / us living in Playford in the next 10 years
- ☐ I see myself / us living in Playford in the next 20 years and maybe beyond
- ☐ I / we will be living somewhere else in the next 5 years
- ☐ Unsure - I'm not sure where life will take us next



If you do not live in Playford, but visit us, please think about the suburb you visit most for the remaining questions.

7. Which of the following local community services, facilities, or spaces in Playford do you visit or use? These may or may not be provided by Council

- ☐ Large parks, reserves, playgrounds and outdoor spaces
- ☐ Local parks, within 1km of your home
- ☐ Community centres, programs and activities
- ☐ Library services
- ☐ Medical, dental and allied health (eg, physiotherapy)
- ☐ Mental health and wellbeing services
- ☐ Walking or cycling paths
- ☐ Sports clubs and recreation centres
- ☐ Support groups (eg, for carers, new parents, study etc)
- ☐ Multicultural support services
- ☐ Education support services and study spaces
- ☐ Food support services or community kitchens
- ☐ Safety and advocacy services (eg, legal aid, housing support)
- ☐ Large shopping centres, such as Elizabeth City Centre
- ☐ Smaller, local shopping centres
- ☐ Cinema, Shedley Theatre or entertainment venues
- ☐ Restaurants, cafes, bars
- ☐ Any others? _____



Playford Community Survey 2025

Improving safety, accessibility and ease of movement around our City

Thinking about the services, spaces, safety and accessibility in your neighbourhood...

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

	 Strongly disagree	Disagree	Neither	Agree	Strongly agree 
A I feel safe in my neighbourhood during the day	☐	☐	☐	☐	☐
B I feel safe in my neighbourhood at night	☐	☐	☐	☐	☐
C It is easy to get around my neighbourhood	☐	☐	☐	☐	☐
D I find it easy to drive around Playford	☐	☐	☐	☐	☐
E I can easily and safely access public parks and community spaces	☐	☐	☐	☐	☐

Lifting city appearance

Thinking about the appearance and maintenance of your local area and the places you visit in Playford...

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

	 Strongly disagree	Disagree	Neither	Agree	Strongly agree 
A My neighbourhood looks and feels nice	☐	☐	☐	☐	☐
B The public areas in Playford look and feel nice	☐	☐	☐	☐	☐
C My local neighbourhood is well maintained by Council regarding parks, reserves and verges	☐	☐	☐	☐	☐



Playford Community Survey 2025

Fostering collaboration and connection to each other

Thinking about opportunities and access to the services and activities that you need including all of those mentioned in the previous questions...

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

	 Strongly disagree	Disagree	Neither	Agree	Strongly agree 
A The services that I need for myself and / or my family to live well are easy to access in Playford	☐	☐	☐	☐	☐
B The City of Playford provides facilities and services that support and encourage me to connect with others	☐	☐	☐	☐	☐
C I feel confident to connect with groups, activities, programs or clubs in the community if I choose to	☐	☐	☐	☐	☐

Activating and facilitating welcoming community spaces and events

Thinking about the facilities, activities and events to meet the needs of our diverse community

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

	 Strongly disagree	Disagree	Neither	Agree	Strongly agree 
A City of Playford has a good variety of activities, events or entertainment to connect with others that suits me /my family	☐	☐	☐	☐	☐
B I know where to find information about events and activities in Playford	☐	☐	☐	☐	☐
C I feel welcome and confident to attend activities and events in the City of Playford	☐	☐	☐	☐	☐

12. Would you like to share your thoughts on any of the above, to help us better understand your answers?



Playford Community Survey 2025

How we communicate with you

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

- ☐ Yes
- ☐ No (skip to question 15)

14. How did you contact Council for your most recent interaction?

- ☐ Phone/ contact centre
- ☐ Customer service desk at the Civic Centre or Stretton Centre
- ☐ Website chat
- ☐ Submit a request online (website 'Online services')
- ☐ Email
- ☐ Social media page comments or Facebook messenger
- ☐ Snap Send Solve App
- ☐ Other

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

	 Strongly disagree	Disagree	Neither	Agree	Strongly agree 
A	I feel well informed about what's happening in City of Playford.				
B	It's easy to find information from Council if I need to				
	☐	☐	☐	☐	☐
	☐	☐	☐	☐	☐

16. If you answered disagree or strongly disagree at Q15.B, can you please share why it's not easy to find information and what you are looking for?



Playford Community Survey 2025

17. Where would you mainly look for information about a Council service, program, or facility? *Select up to 2.*

- ☐ Council website
- ☐ Council social media (Facebook, Instagram)
- ☐ Council customer service - phone
- ☐ Council customer service – email or webchat
- ☐ Council Customer service – in person
- ☐ Council mobile app
- ☐ Other (please specify)

Growing Playford

As Playford continues to grow and change, we want to ensure we understand what community needs and that we are meeting those needs.

18. How strongly do you agree or disagree with the following statements regarding the City of Playford:

		 Strongly disagree	Disagree	Neither	Agree	Strongly agree 
A	Council is providing a strong and clear direction for the future of the city	☐	☐	☐	☐	☐
B	The council acts on behalf of the city and works to meet the community's needs	☐	☐	☐	☐	☐
C	Council clearly shares news about what's changing or being built and developed in Playford	☐	☐	☐	☐	☐



Playford Community Survey 2025

19. Which statement do you agree with more? The one on the left, or right? Indicate by marking on one of the 5 points the scale. If you don't know or sit in the middle, circle the one in the middle.

A	Population growth in the City of Playford has a negative impact on the community		Population growth in the City of Playford is positive for the community
B	Population growth in Playford directly affects my day-to-day life		Population growth in Playford has little or no effect on my day-to-day life
C	I don't need to know about future developments and growth in Playford		I want to be informed about where and how future development and growth will occur in Playford

Overall Satisfaction with Council

The next few questions ask generally how you feel about Council. Considering all of the themes we have discussed.

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

		Strongly disagree	Disagree	Neither	Agree	Strongly agree
A	I am confident Council will deliver what it promises over the next year	☐	☐	☐	☐	☐
B	I trust Council is doing its best for the community	☐	☐	☐	☐	☐

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 Survey 2025

22. How likely are you to speak positively about Playford to your friends or family?

 0 Not at all | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 Extremely likely 

☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐ | ☐



If you do not live in Playford, please skip to Q24.

23. Taking all of the above topics and themes into account, what would make your neighbourhood an even better place to live?

Now just 5 quick questions about you to help us look at what's important to different people in our community.

24. Which gender do you identify with?

☐ Female	☐ Male
☐ Non-binary	☐ Prefer not to say
☐ Other (please specify) _____	☐

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

☐ Yes (specify) _____ | ☐ No | ☐ Prefer not to say

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

☐ Yes | ☐ No | ☐ Prefer not to say



Playford Community Survey 2025

27. What is your household structure? Do you live on your own, with others etc

- | | |
|--|--|
| ☐ Single person household | ☐ Other |
| ☐ Couple without children | ☐ Prefer not to say |
| ☐ Group/share household | |
| ☐ One parent family | |
| ☐ Couple with children | |

28. Do you identify as having a disability?

- ☐ Yes ☐ No ☐ Prefer not to say

Interest in future engagements

Would you like to join our connected community where from time to time we will ask you to provide feedback on other topics?

- ☐ Yes ☐ No ☐ I'm already registered

Would you like to enter the draw for 1 of 5 x \$50 gift cards?

- ☐ Yes ☐ No

If you answered YES to either question above, please leave your contact details below.

First Name: _____

Last Name: _____

Telephone: _____

Email: _____

Thank you very much for your time and feedback.

How to submit this survey

Drop off Playford Civic Centre or Stretton Centre customer service centres

Post Attn: City of Playford Community Survey, 12 Bishopstone Road,
Davoren Park SA 5113

Email connected@playford.sa.gov.au

