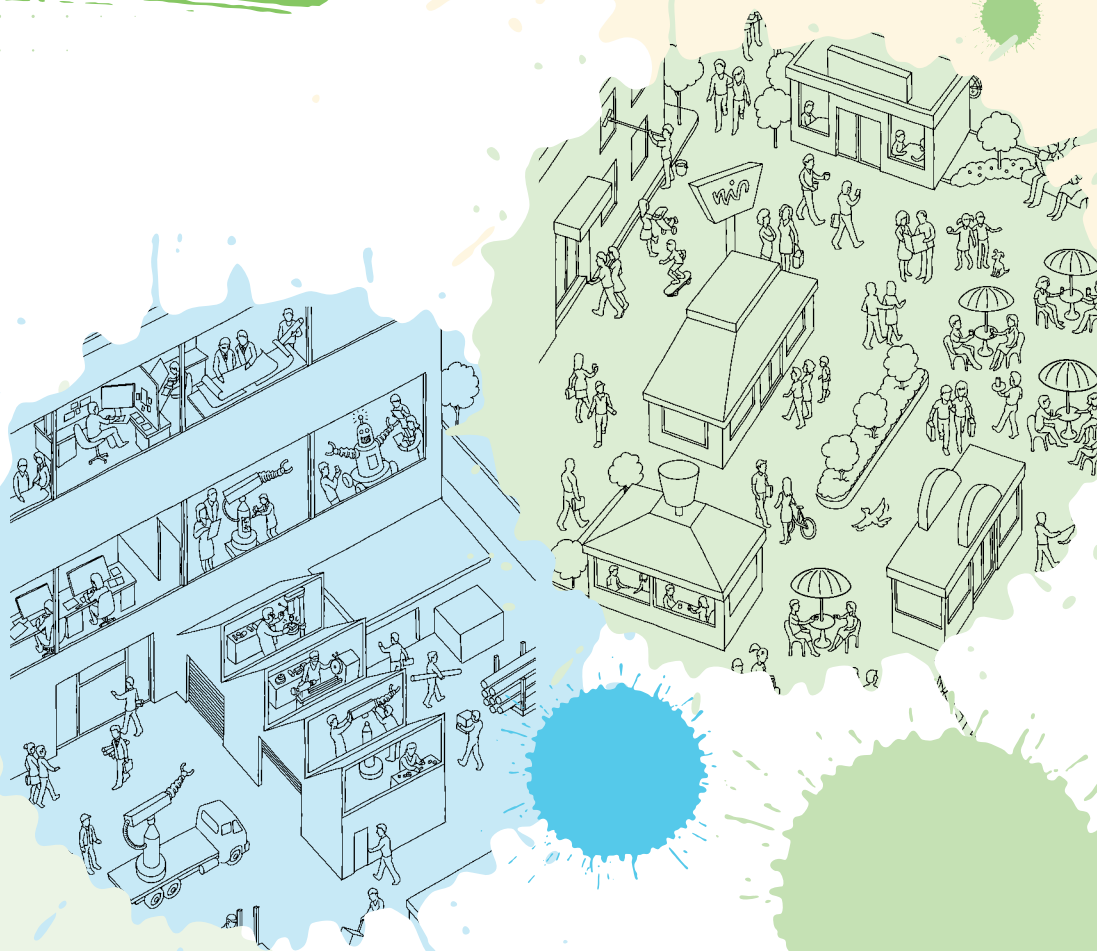




Playford Community Vision 2043

Looking forward
30 years



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Thanks to the many people involved in the entire project and to the community who has put so much time and effort into making the plan what it is.

For more information visit www.playford.sa.gov.au

Disclaimer: the illustrations and map in this document are visual representations of the community's vision for Playford in 2043 and should be used for information purposes only.

Playford is the City of Opportunity, supporting the community's hopes and aspirations to be vibrant, thriving and sustainable. It provides an enviable lifestyle that is connected, healthy, happy, ambitious and proud, where each individual can take advantage of the many opportunities offered, making the City prosperous, liveable and happy.

This vision reflects the insight, experience, priorities, challenges and hopes of the Playford community for 'their place' in 2043 - and what a place it will be!

Welcome to Playford 2043

Playford is a growing, dynamic and creative place full of opportunities. It has vibrant neighbourhoods and diverse, proud cultures. It is also a centre of business excellence with a bustling Regional Centre and strong suburbs and townships.

As Playford continues to grow there are numerous changes an increasing population will bring with it such as pressure on our environment, social services, transport, infrastructure and community. We need to heed the warning signs and decide how we wish to respond. Playford will also need to further forge its own destiny whilst celebrating and strengthening its identity as a dynamic, prosperous and creative city, distinguishing itself from other parts of South Australia, yet integrating with it

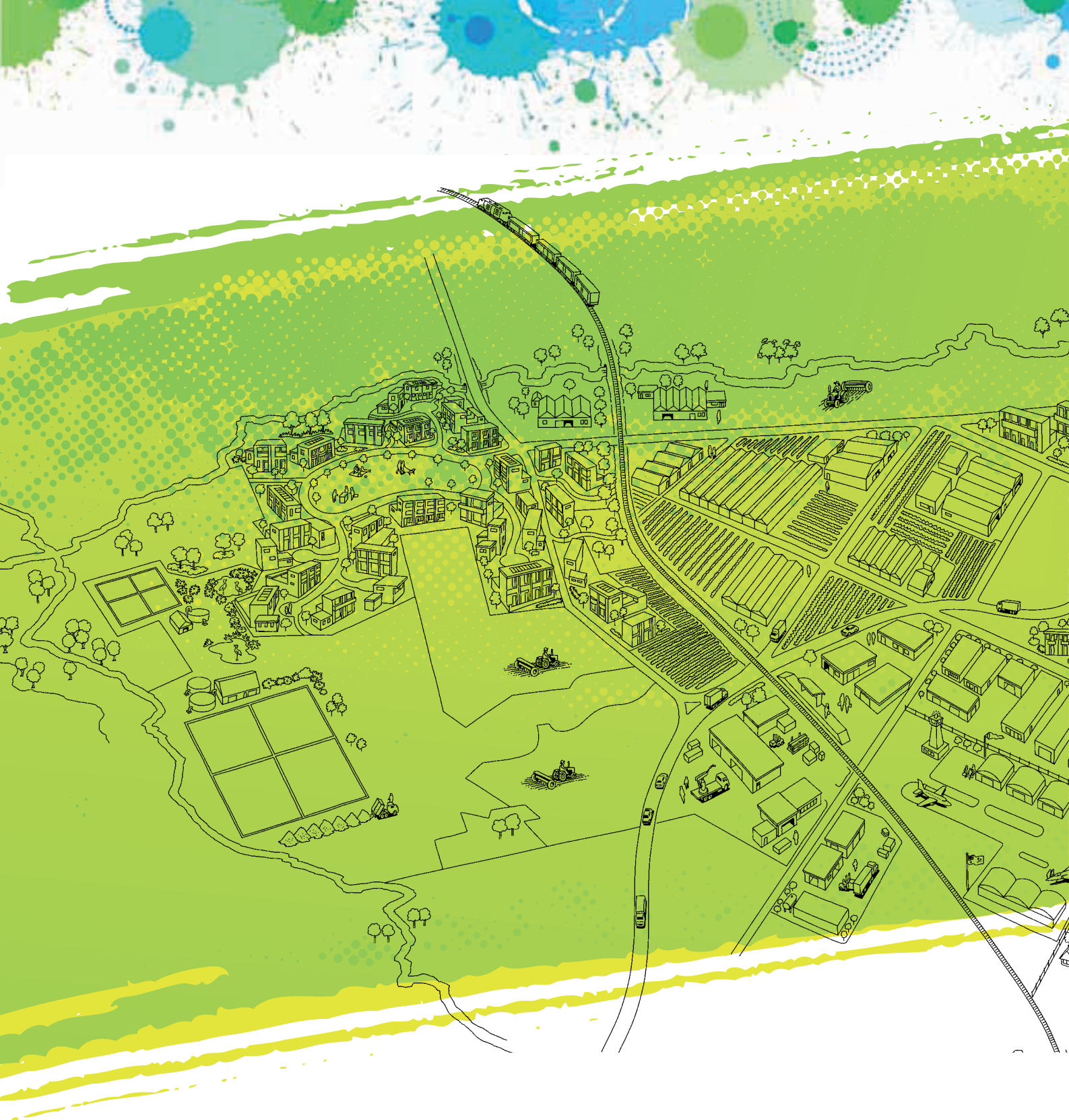
This vision has been developed to respond to and manage these opportunities, and to guide and inspire the future of the city. It outlines the destinations we want to reach in the next 30 years and our aspirations to get there. It will help to facilitate the community, government and stakeholders to work together on a shared vision – to make Playford the City of Opportunity.

The Playford Community Vision 2043, with its 30 year horizon, responds to the Plan for Greater Adelaide released by the South Australian Government by identifying the community's preferred vision on the growth expected over the next 30 years. It also addresses its future land use and the priorities it places on ensuring that Playford retains its strengths and character whilst recognising the opportunities ahead. This will require innovation, creativity, cooperation, partnerships and commitment if the vision is to be realised.

The Playford Community Vision 2043 is about the future. Although its development has been led by the City of Playford, it is not a vision for one organisation or group. It is a vision highlighting the aspirations of Playford's diverse communities as well as the people who live, work and visit here, and represents a collaborative effort between government, business and the community. The vision reflects the insight, experience, priorities, challenges and hopes of the Playford community for 'their place' in 2043 - and what a place it will be!

Mayor Glenn Docherty





“The Playford
Community Vision
2043 is about
the future.”

Past, Present and Future

“To be able to understand the future we must recognise the past. We need to acknowledge what has taken us to where we are today and what has changed along the way and what has created those changes.”

Playford Past

Playford's history of development in the 1950s and prosperity in the 1960s has defined and powerfully punctuated the region with a certain local character, one that experiments, has imagination but also a practical approach, and is not afraid of innovation. The City of Playford, named after one of South Australia's most influential leaders, Sir Thomas Playford, was formed in 1997 with the amalgamation of Elizabeth and Munno Para Councils. It has been a place influenced by migration and human movement, a place that people settled to ensure a good future for their children, a place where the migrant could triumph. It is this unwavering ambitious and motivating character of the people that makes this community a place to move to, to stay in and to build upon.

Playford Present

Often referred to as the CBD of the North, Playford is becoming a vibrant and prosperous place. We are home to a diverse community that can take advantage of numerous activities and amenities, from wine tasting in the hills, visiting our townships, and shopping at one of the major shopping centres, to enjoying quality parks and reserves, using outstanding community facilities such as the Aquadome, or taking part in one of our many community programs. Having a mix of rural and suburban areas makes the place diverse, meeting the needs and desires of many different people.

As one of the State's fastest growing areas, Playford is at the forefront of the strong growth that South Australia is experiencing. Our local economy is diversifying and is now home to a myriad of industries, with a focus on local jobs for local people. Urban regeneration projects as well as new residential developments are continuing to enhance the population and appearance of the area. Playford has a strong history of experience in adapting and embracing change.

The South Australian Government's 30 Year Plan for Greater Adelaide envisages massive transformation for the area and the City of Playford lies at the heart of this vision. The City is at an exciting phase of its development as those who have already chosen to live, work and play here are fast discovering.

Here's a snapshot of the key demographics for Playford:

Growth

Playford had the fastest population growth rate in SA between 2009 and 2010. Our population has risen to 80,748 a 15% increase from 2006-2011, with an average of 35 people every week choosing to make Playford their home from 2006-2011.

Space

Playford covers 345 square kilometres and is the third largest council area in metropolitan Adelaide, but it also has the second lowest population per hectare. Approximately 85% of the area is classified as open space. Our community strongly values this aspect of the City.

Rural Living

12% of the population live in one of our three rural areas of Virginia, One Tree Hill and Angle Vale.

Diversity

22% of residents were born overseas from 83 different countries. 268 overseas immigrants settled in Playford during 2009-10 with 51% from Asia and 29% from Africa. The City has an Indigenous population of 2.6%, with 78% of people under the age of 32.

Industry

Total manufacturing regional output from the northern region is \$20.3 billion a year. The motor vehicles/parts and other transport equipment sector is the largest within the manufacturing industry, producing \$4.3 billion of regional output.

Playford's Future

We can expect big changes in the North of Adelaide - and particularly Playford - in the next 30 years, determined through state government policy such as the Plan for Greater Adelaide and feedback from the community: These include:

- A mix of housing densities and types to suit changing community needs
- Plentiful open space
- World class shopping, entertainment and business hub, making Playford Adelaide's northern CBD
- Walkable village communities with integrated and accessible community facilities and services
- Redevelopment of the Elizabeth Regional Centre
- National and state transport routes to support economic growth
- A connected, high technology, integrated passenger transportation system covering all of Playford
- Commitment to protect primary production Areas
- Determining the future nature of horticulture on the Plains
- Reticulation of recycled water across the region
- Expansion of hospital and related medical facilities at Lyell McEwin Health precinct
- Embracing opportunities driven by South Australia's resource opportunities
- New strategic employment lands in Greater Edinburgh Parks
- The protection of significant coastal habitat and hills face zones
- Integrated high tech learning facilities and hubs and the presence of a University
- Development of Buckland Park to a population of 32,000
- Expansion of the Angle Vale township through future urban growth to the south and the north, with an estimate of 6300 more people and 2400 extra houses
- Expansion of the Virginia township with 6300 more people and 2400 new houses
- Expansion of Blakeview with a population of 15,000
- Playford Alive Project with an increase of population from 13,000 to 45,000
- Expansion of the urban growth boundary - Playford North - with an increase in population of 14,400
- Rejuvenation of Playford suburbs
- Mass transit connection between Buckland Park, Virginia and Elizabeth





“ We can expect
big changes
in the North of
Adelaide.

The opportunities we face

From a developed world perspective the next 50 years will likely see a focus on moving from an industrialised, oil dependent society to a technologically advanced society with the advancement of alternative fuel options, the development of artificial intelligence, continued exploration of space, challenges in climate change and the development of more inventions that make life easier and more entertaining¹.

Populations will grow. It is estimated that the Asia Pacific region alone will have a population of 3.2 billion by 2030 and Australia will have a population of 30 million by 2040.

Australia's relationship with China and India will be important as we enter the Asia Century, a complex and varied relationship that is evolving as the structure of the Chinese and Indian economies changes. Australia is fortunate to have a booming mining sector, high terms of trade and commodity prices, and a geographic position that places us in the future economic powerhouse of the world - Asia. It is likely that there will be a restructure of Australia's manufacturing and retail sector over the next few years, with recreational and personal services increasing².

Additionally, it is likely that over the next 30 years the proportion of older Australians will nearly double. There will also be longer periods of reliance on retirement incomes as average life expectancy continues to increase.

We will be challenged by the effects of climate change, and this will vary according to how fast we act as a nation and world to reduce carbon dioxide and greenhouse gas emissions.

South Australia will likely have a population of 2.14 million by 2050 with a focus on developing a highly skilled flexible workforce; the establishment of new sectors that maximise the state's resource potential, exploiting our existing manufacturing strengths to diversify into advanced manufacturing, defence and electronic sectors; and ensuring our infrastructure is sufficiently innovative and practical to manage a growing population³.

Playford will need to consider how it intends to develop and grow in a sustainable manner, how it will adapt to changes in Australia's economic structure, and how it will embrace technological change and community expectations.

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Playford will need to consider how it intends to develop and grow in a sustainable manner, how it will adapt to changes in Australia's economic structure, and how it will embrace technological change and community expectations.

1. http://www.newsoffuture.com/about_the_future.htm

2. An Ageless Australian workforce- QLD Parliamentary Library 2004

3. State Strategic Plan 2011

The challenges Playford will need to prepare for, which will be driven by global and national forces, include:

Climate change

Global economic competition

Greater community tolerance

Transport congestion

Ageing population

Rebuilding infrastructure

Building affordable homes

Persistent social disadvantage

Maintaining of living standards

What puts us ahead

Playford has seen major investment in upgrading rail and road infrastructure, which provides the foundation for major economic development and enables access and efficiency in the transit of people and goods.

Major industries such as defence, transport, storage, advanced manufacturing and health services are growing and Playford, with its infrastructure and availability of industrial land, is a strategic point of access for markets and services. People choose to live in Playford for the lifestyle it offers, its natural and built character - particularly its range of housing styles, its reasonable housing affordability, its regional centre that meets residential, business, retail and educative needs, and an integrated network of open spaces for active and passive recreation.

Playford has a strong competitive future, based on:

- Proximity to both northern and southern regions of the state
- Major freight routes and distribution facilities
- Access to multiple water supplies, both new and recycled
- Jobs can cater for the needs of local residents and will be growing in proportion and diversity
- Proximity to agricultural land for food security and clean, green food
- Employment and residential design are integrated and accessible
- Local character and values
- Experience in major urban transformation





“ Strategic point of
access for markets
and services

Listening to your ideas and creating the future

Sometimes conversations need to be prompted, but once started they can be hard to stop. Such conversations have been at the heart of community strategic planning in Playford, where the best of the community's ideas have been revealed and explored.

When the City of Playford asked the community "What do you want Playford to be in the year 2043?" a community conversation started that lasted for three months. From the abundance of feedback received, it's a conversation the community is keen to continue.

More than 1000 people were directly involved in this conversation – through one on one interviews, surveys and workshops; online blogs and questionnaires; written submissions and community conversations. Thousands more were also indirectly part of the conversation – by talking with each other, reading newspaper articles and listening to the radio.

Over the months, ideas flowed. People listened, shared, laughed, took on the challenges and refused to shy away from the hard topics.

The messages are clear. People want a city, community and lifestyle that is:

- Prosperous
- Liveable
- Happy

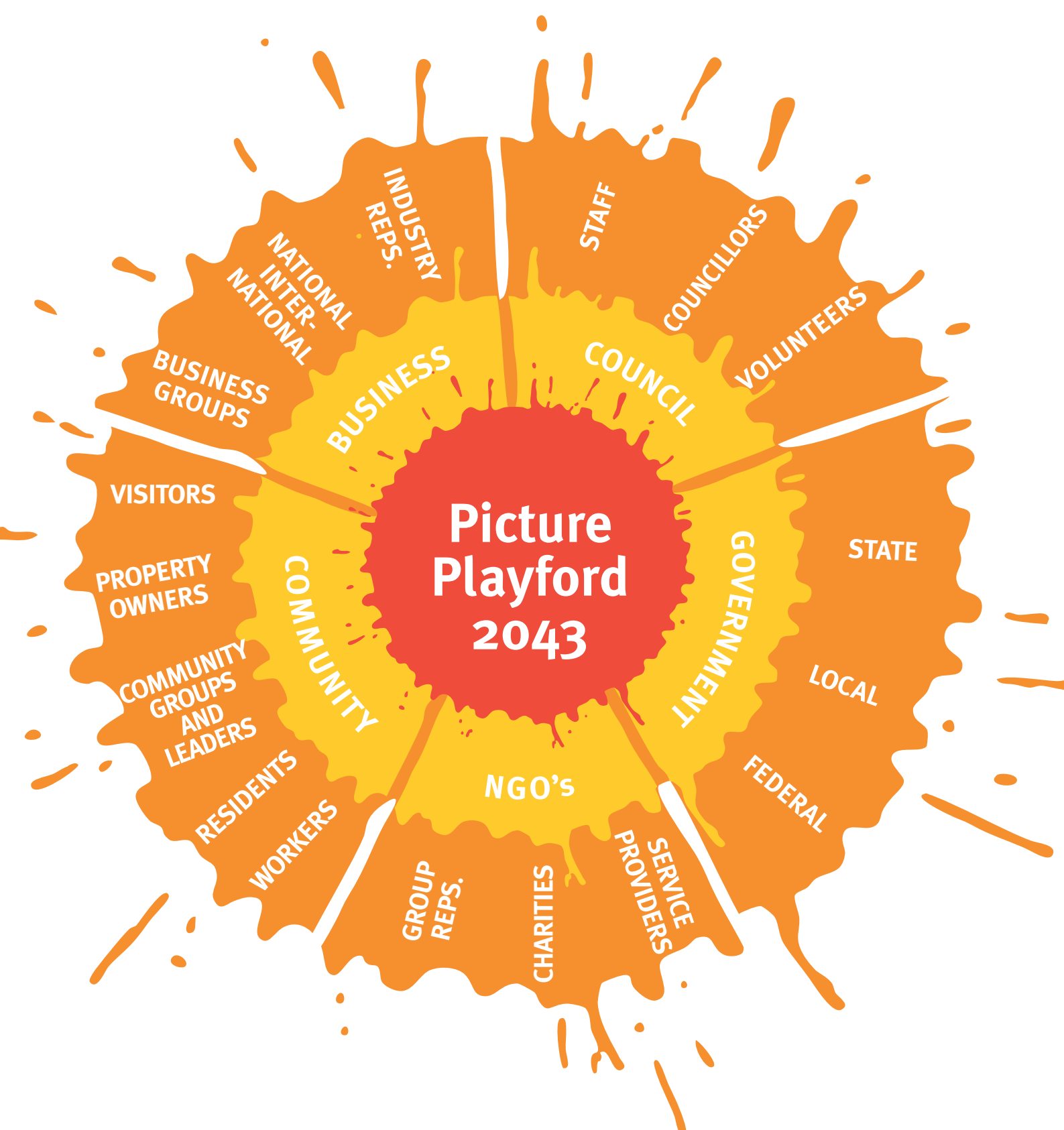
People also recognised that there are many challenges and changes they would like to make to Playford. These include:

- City appearance
- Safety
- Reputation
- Transport
- Equal opportunity

At the very heart of what everyone wants is for Playford to be a happy community.

What we discovered is that economic factors do not measure what makes us happy and satisfied, and that our community values earth's life support systems, food supplies, clean water and a stable environment - all the things necessary for health and our survival. Playford can do this by adopting lifestyles and technologies that improve our life satisfaction whilst reducing human damage to the environment.

The key is to measure our community's natural, human, social, and cultural wealth, rather than relying on the success of its manufactured and financial capital, otherwise known as a Happiness Index.





Community Vision

The City of Opportunity

Playford is the City of Opportunity, supporting the community's hopes and aspirations to be vibrant, thriving and sustainable. It provides an enviable lifestyle that is connected, healthy, happy, ambitious and proud, where each individual can take advantage of the many opportunities offered, making the City prosperous, liveable and happy.

City Shape 2043

This City Shape 2043 map is a work in progress. It provides a basis for ongoing discussion about the changing shape of Playford as it grows. It also reflects community input during the Picture Playford 2043 process.

Retaining our horticulture

Thriving local economy

Disclaimer: the illustrations and map in this document are visual representations of the community's vision for Playford in 2043 and should be used for information purposes only.

This map is not to scale.

Village lifestyle

**Caring for our
environmental assets**

**Vibrant central
business district**

Our aspirations

Looking forward 30 years the community sees Playford as the City of Opportunity being prosperous, liveable and happy. Here's how we plan to get there.

Prosperity

Playford will be a thriving City with the right conditions for people to be able to take advantage of the many opportunities on offer to prosper as individuals and as communities.

Our aspirations for prosperity...

Economic development: a thriving local economy

- Local jobs for local people
- Diversifying industries and businesses
- Magnet for investment
- Reinvesting in our local economy
- Food bowl of South Australia
- Gateway to the North
- International and national connections
- Innovative and creative excellence

What does it mean?

The 30 Year Plan for Greater Adelaide foresees an additional 79,000 jobs in our region and more than 24,400 hectares of new employment lands to be created.

These strategic employment lands, such as Greater Edinburgh Parks, will house a diverse range of industries such as advanced manufacturing, research and innovation, logistics, green technologies, defence, and social enterprise that will secure the future of sustainable and prosperous economic development in the region.

The creation of 38,000 jobs will satisfy the need for more local employment opportunities as our population increases. A business precinct in Edinburgh North will become the 'Gateway to the North', bringing together clusters of specialised industries and services linking Playford globally and nationally, supported by major road and rail transport networks.

Training and education facilities will be located close to homes and employment centres, further promoting local jobs for local people and contributing to the overall prosperity of the region.

Playford will be recognised as the food bowl of South Australia, supplying clean, green food and quality wines not only for the local community but also with a thriving export market. Good planning, the protection of primary production land, and access to water, energy and transport links will enable us to utilise our high quality, fertile soils to guarantee food security and create sustainable employment. Associated industries such as vegetable packing and farm gate sales will add to the prosperity of the horticultural areas.

Educated and skilled: right skills for the right job

- Upskilling and educating
- Sharing skills and expertise
- Knowledge rich
- Local learning facilities
- Learning community

What does it mean?

Playford will be a place where people can and will learn over their entire life. Facilities and opportunities will be provided from birth to retirement. It will be a highly educated, learning community embracing different needs and desires.

Increased educational opportunities in Playford will add to the region's prosperity by ensuring the community has the relevant skills to take advantage of our future economic growth.

General education such as language and numeracy will be enhanced with specialist education skills provided by trade schools, TAFE and a local university. There will be greater links between industry and training and employment agencies, providing coordinated career paths and a seamless link from education into employment.

The diversification of industries in Playford will require re-educating and up-skilling people currently employed to provide a highly skilled workforce and increase employee retention.

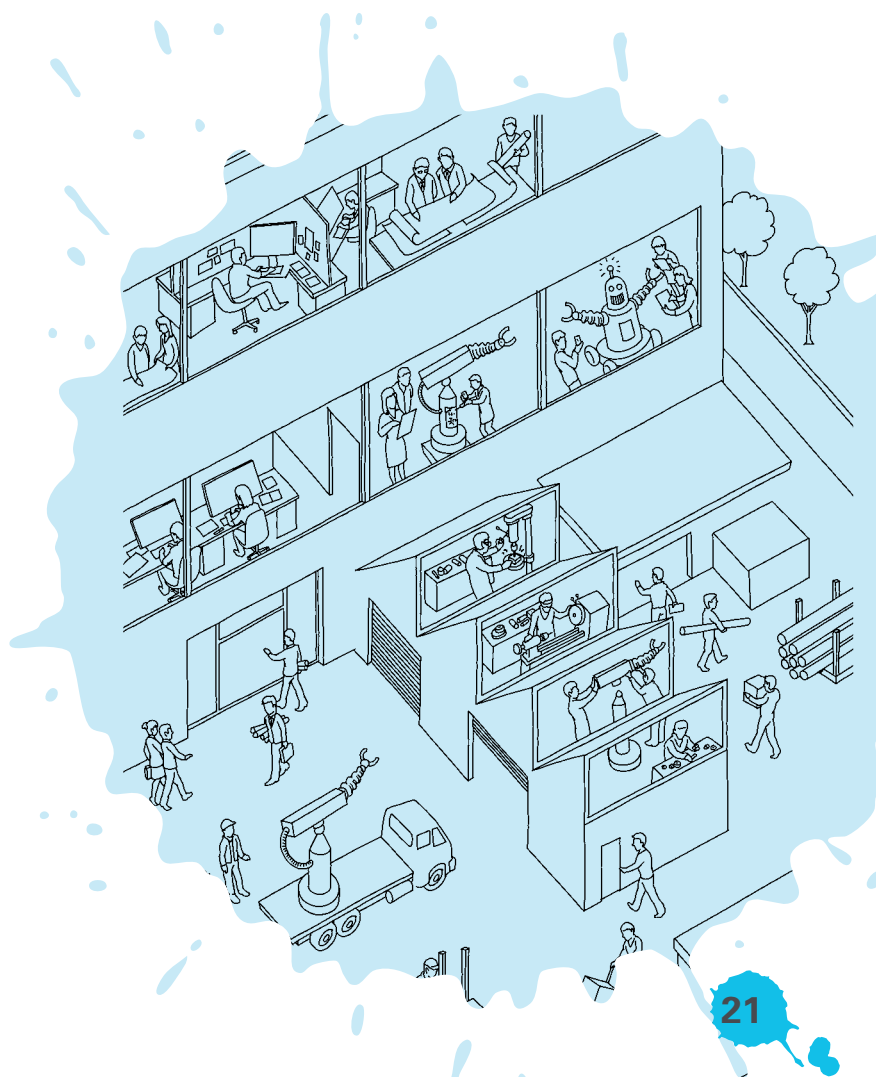
A climate of innovation and collaboration will exist among the various organisations and agencies within the area to facilitate the right people being in the right job at the right time, enabling them to take advantage of the opportunities that will abound in this period of prosperity in Playford.

Community vitality: refreshed, invigorated, diverse and empowered

- Financial security
- Welcoming and diverse community
- Strong and connected neighbourhoods
- Civic participation
- Improved standard of living

What does it mean?

Playford will be a thriving city, a happy place where people feel refreshed, invigorated and empowered to take advantage of the many opportunities on offer to lead a rich and satisfying life. It will be a place that is attractive to live and work in, with a harmonious built and natural environment in which people take pride.



Playford's history shows it has been influenced by migration and human movement, and this will still be evident in 2043 as we will have encouraged even more skilled migrants to settle in the area. With increased migrants from the Middle East, Africa and Asia, the cultural diversity of the City will have grown - and with it the range of facilities and services to meet the needs and desires of the many different people now calling Playford home.

This cultural diversity will be valued and celebrated throughout our communities. Playford will be known, as it always has been, as a place where migrants have the opportunity to prosper in a supportive and welcoming environment.

Our communities will be engaged and their diverse needs recognised, creating a flourishing environment in which we work together to create strong and connected neighbourhoods. There will be increased civic participation and volunteering, with people having the confidence to take responsibility for making things happen in their community. Everyone will contribute and share responsibility for the future of Playford.

People will be more satisfied with their standard of living as household wealth increases. Local jobs will improve our work/life balance and, with higher disposable incomes, people will be better placed to enjoy more social connections, whether at our thriving entertainment centre in Elizabeth, the cafes and restaurants in our revitalised or new suburbs and townships, or at our community hubs. Our vast open space with parks and playgrounds will be better utilised, contributing to our overall health and wellbeing.

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

Embracing our prosperity

Playford will need a planned and coordinated approach to achieve the full potential of the economic opportunities that lie ahead.

Intergenerational and current high youth unemployment must be tackled to ensure there are real pathways from training into employment, enabling the City to respond in a flexible way when there are times of change and economic slowdown. This will also require a behavioural shift – a drive to increase ambition and positivity in our community. This must start from birth. People must believe they can reap rewards from being skilled and highly trained, and in this way contribute to both their own prosperity and that of the City.

Support for local and small businesses will be crucial as we try to maintain this educated and skilled workforce by providing local jobs for local people. Existing and emerging clusters and networks need to be encouraged, with clear commercial outcomes and strategies for building entrepreneurial and innovation skills.

New technologies and advanced manufacturing must be embraced to ensure the City is not left behind and can continue to provide a diverse range of employment options. We will continue to build an innovative and entrepreneurial culture focussed on reshaping our economy to become more internationally competitive. This will involve fostering the development of innovative products, services and business models, as well as developing a culture of innovation in everything we do by supporting research and fostering leadership, social enterprise and entrepreneurialism.

“The right people
being in the right job
at the right time.”

Liveability

A diversity of lifestyle choices will be on offer based on being connected, well-planned and attractive with the appropriate infrastructure and services to support a village type atmosphere for both urban and rural living.

Our aspirations for liveability...

Connected communities: physically and socially connected

- Accessible and efficient transport network and services
- Community hubs
- Walkable communities
- Self-contained and self-sufficient villages

What does it mean?

Playford will be connected by a network of roads, public transport, walking and cycling paths that link homes, workplaces, shops, schools and other services that will connect people and places.

The liveability of Playford will be enhanced by the provision of quality infrastructure to support new residents and underpin the region's economic development. Major road and rail transport links and the SCT rail freight terminal, the Northern Connector, NExy, and rail electrification and new stations will provide improved access and efficiency of transit of people and goods.

Playford will be linked both nationally and globally, with fly in/fly out facilities bringing new business

opportunities to the region as well as ensuring that local workers are connected to remote workplaces.

The local passenger transport system will enable easier access around the City with an improved network, frequent bus services, and park and ride facilities, linking north to south and east to west. Aerial or underground systems eventually may also reduce journey times between home and work. Urban development will take place near existing transport infrastructure, with homes built along key transit routes such as the Adelaide-Gawler railway. Employment lands will have good access to public transport.

Access to transport networks for horticulture will be crucial for this industry to survive and Virginia will retain and build upon its good transport and freight distribution facilities.

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



A vibrant CBD for the North: an integrated retail, commercial and entertainment hub

- Cosmopolitan experience
- Cultural vibrancy
- Heart of the City
- Café culture

What does it mean?

The Elizabeth Regional Centre will become the key activity centre of the North, providing integrated retail, commercial and entertainment facilities. It will also incorporate an elite regional sporting and education precinct for the community.

The redevelopment of the shopping centre will provide an attractive and vibrant environment for all the community to enjoy. An entertainment area will include services such as a gym and cinemas, while the shopping precinct will provide a lively cosmopolitan experience with cafes, restaurants, public art and events. Wide footpaths will be a feature, encouraging social interaction. There will be high quality transport links into the centre, with bicycle paths further easing access to this vibrant and bustling area. It will be the heart of Playford, providing all the services and facilities that the community need.

Village lifestyle: creating diverse density and urban form

- Everything in one place
- Lifestyle choices
- Village atmosphere
- Plentiful open space

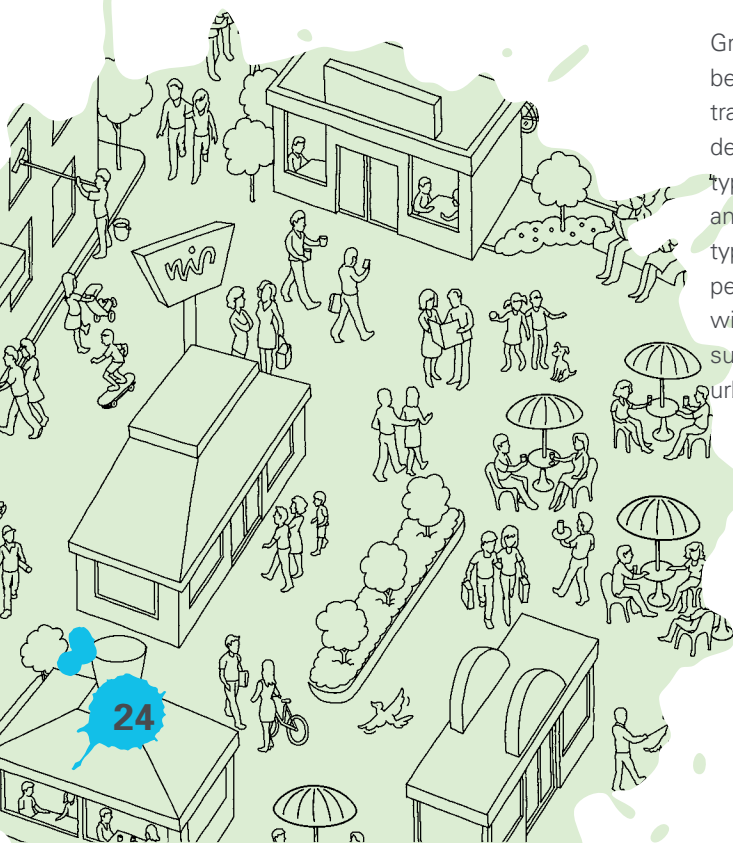
What does it mean?


The right services located in the right places will enhance the liveability of Playford in 2043. Our communities will be living a village lifestyle with places where they can meet, shop, learn and work. Everything will be on their doorstep or within walking distance – shops, cafes, markets, libraries, parks, schools, health and aged care facilities and more.

Playford will retain its mix of urban and rural areas, which provide different lifestyle choices. New buildings will be integrated into and complement the existing character of their area, while public spaces will provide vibrant places where people feel safe, connected and active.

Preservation of our open spaces with quality infrastructure will enable a wide range of activities from organised sports to dog parks and informal social gatherings.

Growth areas and the rejuvenation of Playford will be well planned, resulting in mixed use, vibrant, transit oriented communities with the right housing density for each location. A range of dwelling types and allotment sizes will meet the needs of an increasingly diverse population and household types, supporting the best 'whole of lifecycle' performance for our houses. Planning and design will be efficient, competitive and environmentally sustainable, applying best practice principles of urban sensitive design.





Community hubs will encourage a village atmosphere with a real sense of community, a place where everyone knows their neighbours and can rely on each other for support.

Access to larger centralised services, such as the Lyell McEwin Health Precinct, will be made easier with excellent transport links from our suburbs and rural communities. Elizabeth City Centre will be the CBD of the North, whose entertainment and shopping precinct will provide a cosmopolitan experience with cafes, restaurants, public art and other social events.

Sustainable and responsible community: managing our natural, economic and social resources

- Community centred economy
- Carbon zero
- Urban sensitive design
- Equitable access

What does it mean?

Playford will be a sustainable place that is economically, environmentally, and socially healthy and resilient. It will meet challenges through integrated solutions rather than through fragmented approaches, and it will take a long-term perspective — one that looks well beyond the next budget or election cycle.

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

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

alternative energy resources that can provide baseload energy supply reliably and constantly to the community. Playford will aim to be carbon zero.

Playford will be at the forefront of new water technologies, with reticulation pipes and water sensitive urban design principles rolled out to new housing developments to secure our long term water supplies.

The Playford community will enjoy the basic human needs for clean air, water and locally sourced nutritious food. Community members will be respected and defended against injustices such as exploitation, and psychological and physical harm, and will have equitable access to quality health prevention care, treatment services and informal and formal educational services.

Environmental care: protecting our natural assets

- Preservation of the environment
- Protection and enhancement of biodiversity assets

What does it mean?

Playford's natural environment stretches from the northern Adelaide coastline across the plains to the northern foothills of the Mount Lofty ranges. This landscape has diverse natural ecosystems including the mangroves, estuaries and samphire flats of the coast; the riverine and riparian creek environments of the plains and gullies; and the wooded slopes and grasslands of the foothills and hills of the Northern Mount Lofty Ranges.

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

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

Safe communities

- Safe design of spaces and places

What does it mean?

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

Crime prevention through environmental design (CPTED) principles will be included in all of our new developments with casual surveillance provided by fronting houses, shops or offices on to parks and public spaces being used as a way to improve safety.

Embracing our liveability

The liveability of Playford will depend on a host of factors coming together to create the type of communities that have been described.

There will need to be a coordinated approach between different developers and other service providers to ensure that housing, infrastructure and other facilities are integrated in the most beneficial way for the community. Affordable housing, integration and equity of development between old and new areas must be addressed.

Our sense of community and pride will depend upon the right conditions being available for people to make connections not only with their immediate family and friends, but in the wider community.

The City is home to a diverse range of people who are attracted to the area for the different lifestyles on offer – our urban and rural residents have different needs and wants, as do the increasing number of migrants who are choosing to settle in the area, and our ageing population needs to be catered for as well as young families and children.

The challenge will be to keep the best of what we currently have, retaining the unique identity of our suburbs and townships, but make progress by building upon these strengths to create an even more liveable City.

Governments at all levels and disciplines need to work together toward common objectives for the Northern Adelaide region overall and understanding that boundaries need to be flexible to meet the needs of the community will be vital.

Happiness

A sense of happiness will pervade in the City, brought about by a satisfaction with the opportunities that are present to work, live and play in a flourishing environment.

Our aspirations for happiness...

Ambitious and proud communities

- Community spirit
- Sense of identity
- A place to put down roots
- Cultural diversity

What does it mean?

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

will be a place where the young people of today want to put down roots.

Our educated, ambitious and resilient communities will have residents who are employed locally and are raising their families in well-planned urban or rural areas, able to enjoy all the benefits our cosmopolitan lifestyle has to offer.

Young people will believe they can achieve whatever they want in the City, encouraged by the educational opportunities on offer leading to a range of local employment choices in our strong, diverse and resilient economy.

Our communities will be characterised by their innovative and inclusive nature, with support for all including our new arrivals and our aged population. Community groups will play an increasingly important role in bringing together such a diverse community, encouraging people to get involved and take responsibility for creating the conditions that contribute to this feeling of pride and identity.

Healthy living

- Whole of community approach
- Accessible healthy lifestyle
- State of the art health precinct

What does it mean?

Playford will have embraced a whole of community approach to health that promotes physical, mental, social, emotional and spiritual wellbeing.

A healthy lifestyle will be the norm with open space, walking, nearby shops, public transport, and access to social and recreational infrastructure, cycle paths, trail networks and fresh food availability being key characteristics of our communities. Younger families will benefit with better provision of parks, playgrounds and schools all within walking distance of their homes.

Building on our strong sporting culture will see continued growth in amateur sports with opportunities to progress to an elite level. This will be supported by a combination of world class

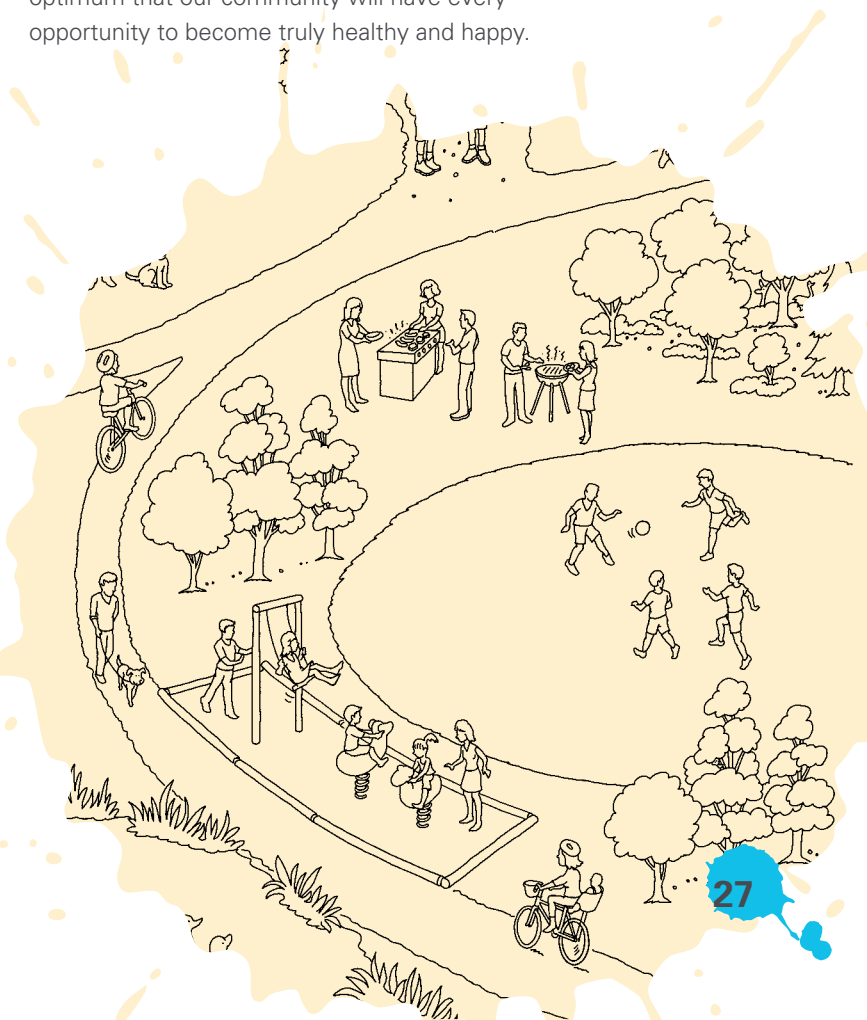
multi-purpose shared facilities, while 'grass roots' local clubs continue to contribute to a sense of community.

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

Embracing our happiness

The happiness of our community will depend upon changing the way we think about ourselves. As a starting point, we will need to have a strong sense of belief in ourselves and our region. The young people of today must be encouraged and supported to make the most of the new opportunities available, so that Playford becomes a place where self-reliance and ambition are the norm.

We will have to make sure that the right economic and social conditions are in place to enable an increased satisfaction with life overall, and it is only when these conditions are at their optimum that our community will have every opportunity to become truly healthy and happy.



Our Values

These values will be at the forefront of our decision making in delivering the Playford Community Vision 2043.

Innovation

Mustering our collective creative talents and delivering on innovative ideas.

Ethics

Working in the best interests of the community with honesty, integrity and transparency.

Diversity

Recognising and appreciating the variety of characteristics that makes Playford unique, promoting and celebrating individual and collective achievement.

Partnership

Working collaboratively and constructively with stakeholders and harnessing what we already have, whilst improving our skills and attitudes for the future. Building partnerships to increase our capacity for delivering the Playford Community Vision 2043.

Adaptability

Willingness to change and fit in with different circumstances and situations when they arise.

Leadership

Providing and fostering leadership and initiative, supporting a culture that focuses on driving change and success.

Equity

Promoting fairness and ensuring equal access regardless of cultural, social or economic circumstances.

Good Planning

Ensuring the city is well planned and organised, and meets the needs and desires of the community.

Sustainability

Ensuring that consideration is given to the long term impacts of our actions on future generations and their impact on financial, social and environmental resources, and keeping what is special and building on that to enhance our unique lifestyle.



How we plan to get there

**How will we know if we, as a city, are on the right track?
What does progress really mean and how can we measure
how well we are succeeding?**

Towards a Happiness Index for the City of Playford

The community, through the engagement process in developing this plan, has clearly highlighted that they want a better life for themselves and their children. People have also indicated that they care about the progress of their community and city and like to think that they will leave a strong legacy for future generations.

The key is to measure our community' natural, human, social, and cultural wealth rather than relying on the success of its manufactured and financial capital. This is what is known as a Happiness Index.



THEME	INDICATORS	TARGETS
Prosperity		
Economic development	Employment rate SSP T47*	Increasing trend in employment in the next 30 years to match or better the State average
	Economic growth SSP T35	Gross Regional Product of Playford exceeds the state economic growth rate
	Local people working in Playford	75% of Playford workers to work in the Northern region of Adelaide
	Food exports SSP T40	Continue to increase Playford's contribution to the South Australian food economy
	Farm gate production	Increase in trend in farm gate production
Community vitality	Volunteer rate SSP T24	Maintain a high level of formal and informal volunteering in the Playford region at 70% participation rate or higher
	Percentage of voting and likelihood to vote in Local Government elections	Significant increasing trend to voter turn out
	Satisfaction with feeling part of the community	Increase Resident Satisfaction with feeling part of the community to 8/10
	Satisfaction with participating in decision making	Increase Resident Satisfaction with participation in decision making to 8/10
	Household wealth and income levels	Average income of Playford residents to equal the South Australian average

THEME	INDICATORS	TARGETS
Community vitality	Satisfaction with future financial security	Increase and maintain Resident Satisfaction level with future financial security to 8.5/10
	Satisfaction with standard of living	Increase and maintain Resident Satisfaction level with standard of living to 8.5/10
	Migration SSP T45	Maintain Playford's proportion of overseas migrants in line with the State's proportion of overseas migrants
Educated and skilled	Number engaged in further education and training SSP T91	95% of young people achieving a post-school qualification that will assist them in gaining long term, meaningful employment
	Lifelong learning SSP T93	Increased trend in number of Playford residents aged 15-64 participating in tertiary education and learning
	Early childhood development index	95% of young people having an early childhood development index consistent with the state average
	Completion of Year 12	Increase the number of students completing Year 12 to 95%
Liveability		
Connected communities	Travel time to work SSP T13	Decrease travel time to work
	Engagement in cultural arts and projects SSP T3	Increased participation levels by the community in arts and cultural projects

THEME	INDICATORS	TARGETS
	Accessibility and travel time for essential services and activities	Implementation of the 20-minute neighbourhood concept**
A vibrant CBD for the North	Continual redevelopment of Elizabeth Regional Centre	80% of residents visit the Centre on a monthly basis
	Resident satisfaction with appearance and presentation of the City	Increase Resident Satisfaction of city appearance and presentation to 8/10
Sustainable and responsible community	Creation of an elite regional recreation and leisure hub	State and national level team based out of the precinct
	Urban design principles	100% of new buildings follow best practice urban design principles
	Carbon zero SSP T66	Emissions intensity: limit the carbon intensity of total SA electricity generation to 0.5 tonnes of CO2/MWh by 2020 and to zero by 2043
	Residential waste per person SSP T67	Reduce waste to landfill by 35% by 2020 and by 65% by 2043
	Recycled water SSP T73 and T74	Increased trend in the use of recycled water throughout Playford
Environmental care	Maintenance of biodiversity and ecosystem linkages	Biodiversity corridors and linkages are increased in size with improved resilience and condition
	Protection of coastal habitats SSP T71	Maintain the health and diversity of Playford's unique marine and coastal environments
	Reinstatement of native vegetation	Facilitate the reinstatement of 10% of the land area



THEME	INDICATORS	TARGETS
	Lose no known native species as a result of human impacts SSP T69	No decline in species conservation status and an improved trend from current levels
Village lifestyle	Use of public spaces by the community SSP T1	Increase the use of public spaces by the community
	Social participation SSP T23	Increase the proportion of Playford residents participating in social, community and economic activities
	Regeneration of suburbs	85% of new housing is within 1km to nearest shopping centre
	Resident satisfaction with parks, gardens, ovals, sporting grounds and playgrounds	Increase Resident Satisfaction with parks, gardens, ovals, sporting grounds and playgrounds to 8.5/10
	Diversity of housing stock	Ensure housing stock meets the needs of the demographics of the Playford community ***
	Resident satisfaction with infrastructure	Increase Resident Satisfaction with infrastructure to 8/10
Safe communities	Resident satisfaction with feeling safe	Increase resident satisfaction with safety to 8/10
	Crime rates SSP T17	Decrease in trend of victim reported crime
Happiness		
Ambitious and proud	Intention to continue to live in Playford for the next 10 years	85% of Residents intend to continue to live in Playford
	How residents believe Playford is perceived by the wider community as a great place to live	Improve and increase Resident Satisfaction level



THEME	INDICATORS	TARGETS
	How residents perceive Playford as a great place to live	Improve and increase Resident Satisfaction level
Healthy living	Psychological distress SSP T86	Decreased trend in rates per population of high or very high psychological distress levels to match or better the ASD
	Domestic violence rates SSP T18	A significant and sustained reduction in domestic violence assessments
	Satisfaction with health	Increase Resident Satisfaction with health to 8/10
	Satisfaction with personal relationships	Maintain or improve Resident Satisfaction with personal relationships from 8.6/10
	Satisfaction with what achieving in life	Increase Resident Satisfaction of life achievement to 8/10
	Satisfaction with work/life balance SSP T13	Increase Resident Satisfaction with work life balance to 8/10
	Overall life satisfaction	Maintain 95% of Residents feeling satisfied or very satisfied with life overall
	Healthy community SSP T78	Increase the healthy life expectancy of Playford residents to the South Australian target of 73.4 years (6%) for males and 77.9 years (5%) for females

* Refers to link to State Strategic Plan (SSP) Target (T) number.

** The 20-minute neighbourhood concept is one in which residents can get to most of their essential services or activities within 20 minutes by walking, biking or taking public transport.

*** Further modelling on the future demographics to be completed.

The need for partnerships

For this vision to be achieved an integrated and cooperative approach will be needed to face the challenges of the future. Its success depends upon the engagement and response of all Playford's stakeholders, encompassing the Commonwealth and State governments, business and industry and the community at large. A high level of cooperation is required to achieve value for money and a coordinated approach to meeting our community's needs and priorities.

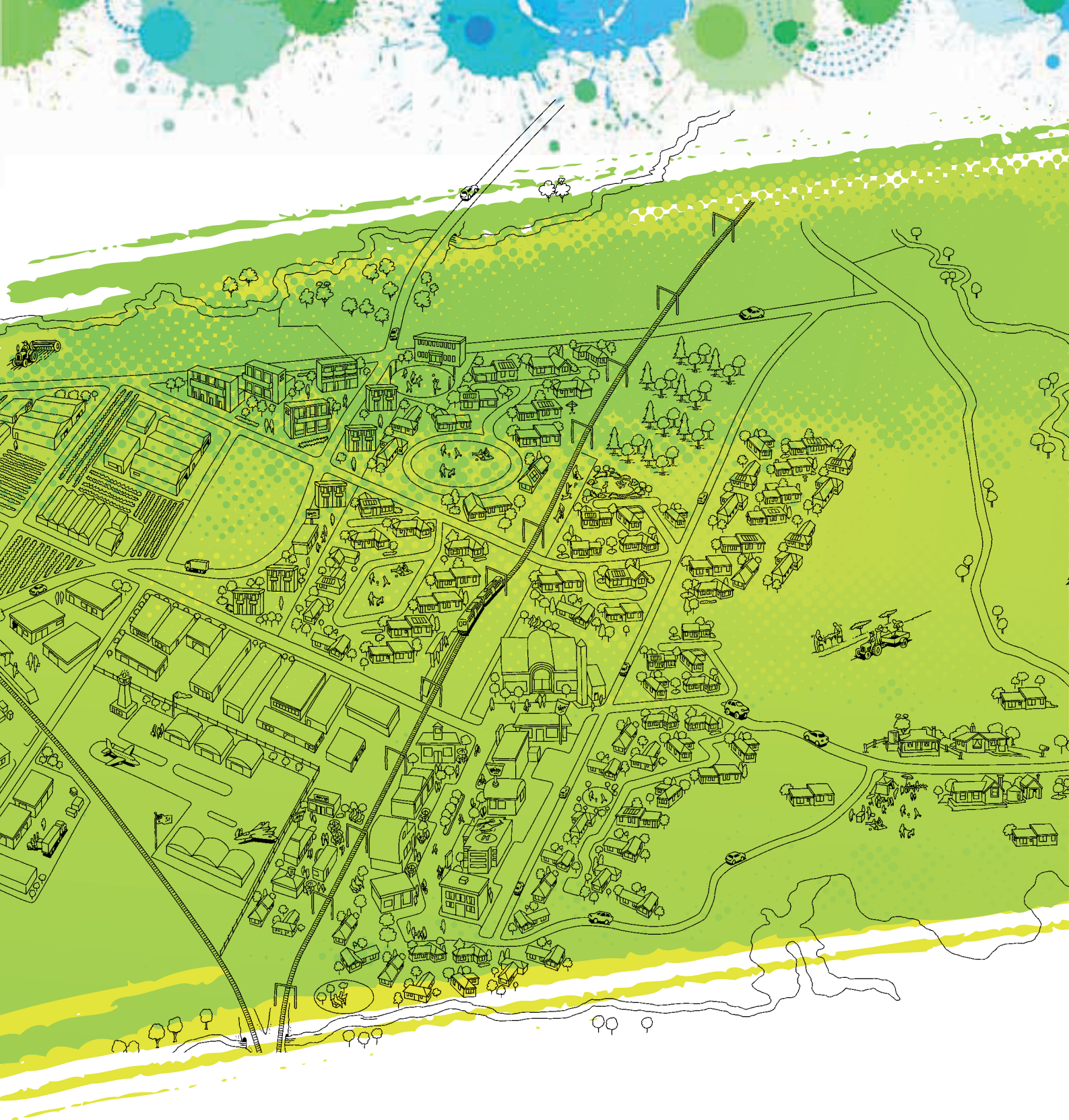
Where to from here

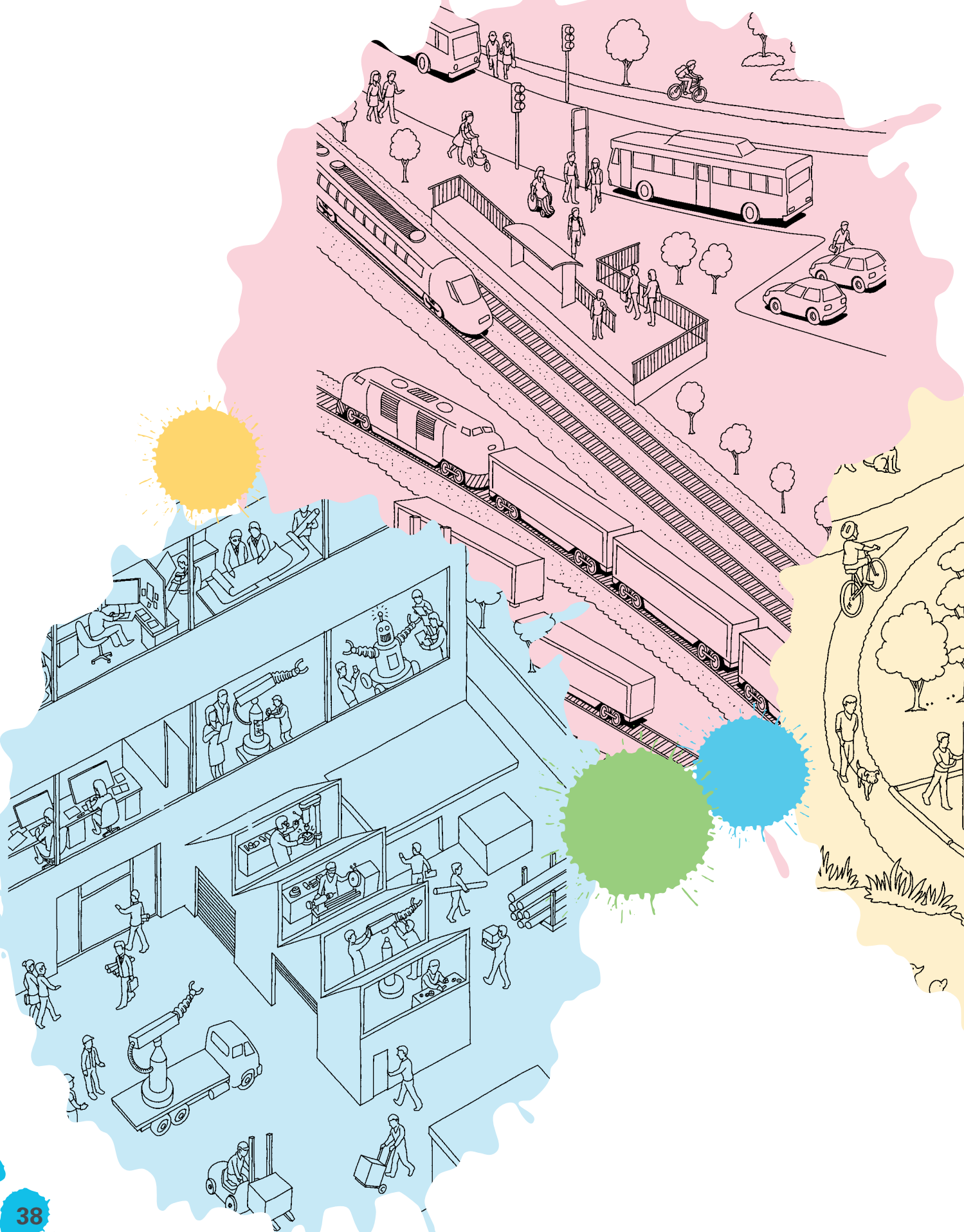
The Playford Community Vision 2043 has a 30 year horizon and has been designed to provide the basis for strong connections to the South Australian Strategic Plan and the Plan for Greater Adelaide. The plan will be reviewed every five years to ensure we are keeping up with changes and trends that are impacting Playford and its community and we can be adaptive to better inform changes to prosperity, liveability and happiness.

Whilst the indicators and measures will remain relatively constant with the plan, targets may need to be adjusted to meet changing conditions. Playford Community Vision 2043 is essentially a statement about our aspirations. It has three themes which represent the elements of a city of opportunity, and describes the outcomes necessary to achieve our vision. We must measure and monitor our progress towards our outcomes.

“For this vision to be achieved an integrated and cooperative approach will be needed to face the challenges of the future.”

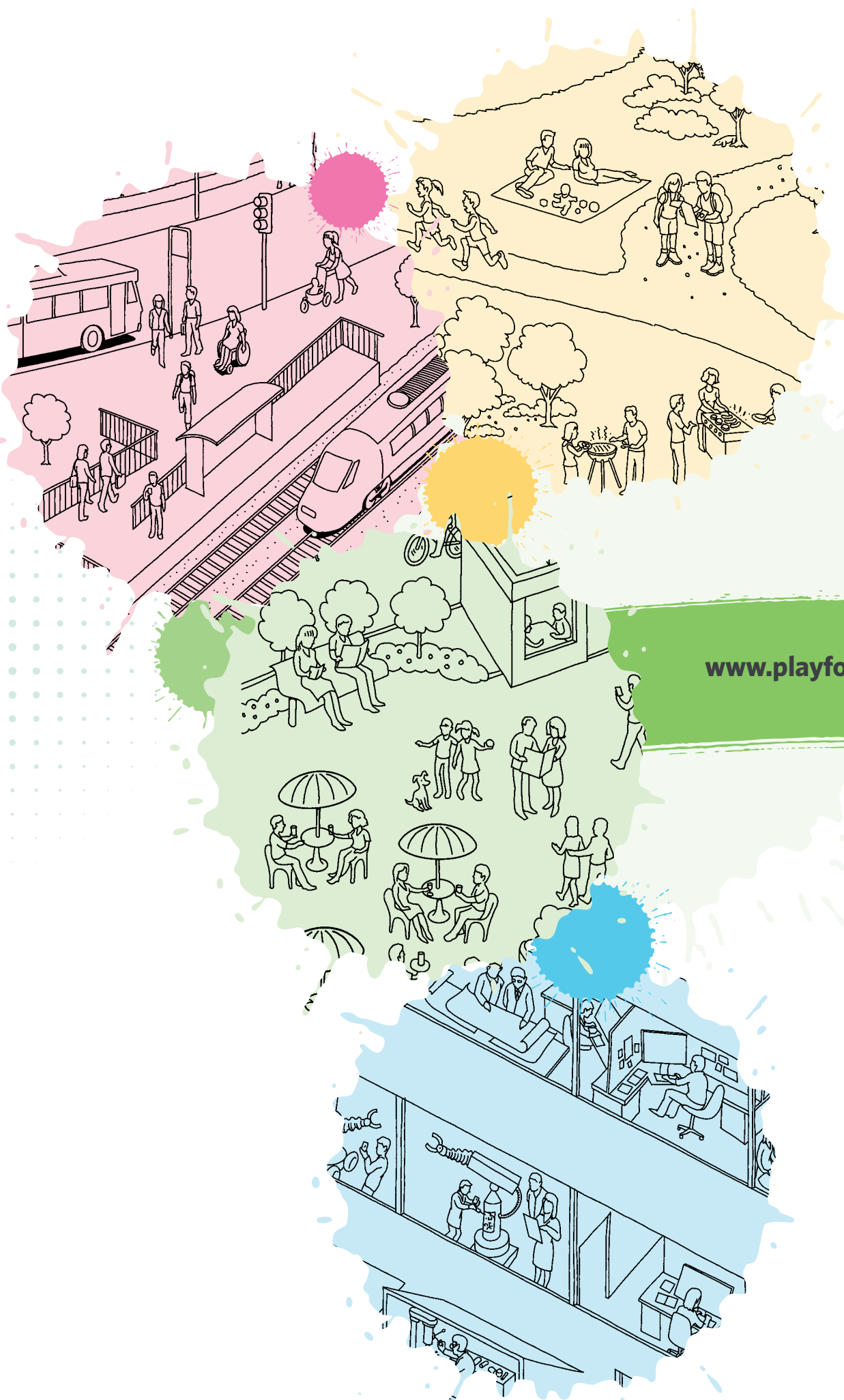








**For further information on the Playford Community Vision 2043
please visit www.playford.sa.gov.au**



www.playford.sa.gov.au