

PLAYFORD ALIVE MASTER PLAN



COMMUNITY ENGAGEMENT REPORT
DECEMBER 2007

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EXECUTIVE SUMMARY

The Playford Alive Urban Renewal Project will deliver physical, social and economic renewal in Playford North on the northern fringe of the Adelaide metropolitan area.

A master plan for the future development of the area was prepared in consultation with key government and community stakeholders. Janet Gould + Associates was engaged to design and conduct a community engagement process for the public release of the Playford Alive master plan. The master plan engagement process is the first stage of an ongoing community engagement strategy. The feedback gathered during this process will be used to further refine the master plan, provide base-level data and information for future community engagements, and inform cross-agency planning and program development.

Community interest and understanding of the master plan was promoted through the *Playford Alive: Getting On With It* newsletter, which was delivered to over 8,000 households in Playford North and surrounding districts. In addition, a set of information sheets on the renewal plans for each of the neighbourhoods and the key elements of the master plan were provided at all community engagement events. Announcements in the local media and the development of a project website were also used to disseminate information about the project.

The major community engagement activities were undertaken in August 2007 and provided information to residents, workers and visitors in Playford North and sought their feedback on the range of urban renewal initiatives proposed. More than 2,180 people participated in the community engagement process. The community engagement provided a range of opportunities for community involvement via:

- a briefing for elected members of the City of Playford
- four workshops with Housing SA tenants and staff
- consultative forums with the Imagine Peachey Project Team, Para West Campus students, Playford Tavern patrons, Northern Area Business Enterprise Centre members, and local young people
- 'Imagine Peachey' Information Trailer
- workshops with government and non-government service providers, including Aboriginal service providers
- 'Coffee, Cake and Chat' sessions at a shop front location in the Davoren Park Shopping Centre
- 'Lunch and Chat' community event
- public display stands at a number of locations within and external to the project area
- a project feedback form
- toll free information line and email enquiry facilities
- Playford Alive website
- contact record sheet.

COMMUNITY ENGAGEMENT OUTCOMES

Overall, respondents were positive about the changes proposed in the master plan for Playford North. Participants liked that the master plan would upgrade the entire area. They considered that they had been waiting a long time for improvements and that the area needed a 'clean, fresh, and modern look'. There was also a perception that implementation of the master plan would help change the physical appearance of Playford North, thereby creating an increased sense of community pride and ownership of the area.

Concerns about the master plan centred on the timing of its implementation, and particularly on the timeframes and staging for the redevelopment of Housing SA dwellings. It was suggested that Aboriginal residents and people with disabilities required a more targeted community engagement focus and there was concern that older people's views would be given more weight than families with young children.

The key findings from the community engagement process are summarised below.

Housing

Issues relating to housing were the most frequently identified topic during the master plan community engagement process. Participants frequently identified the need for the master plan to include diversity in housing choice, availability and design, and include provisions for people with disabilities, older people, or those with special housing needs. The development of ecologically sustainable or environmentally-friendly housing that is water and energy efficient was also suggested.

The key concerns for Housing SA tenants included:

- if and when they would be required to move out of their homes;
- where they would be moving to;
- how the relocations would be actioned;
- what forms of assistance and compensation they would be eligible for; and
- whether they would be able to continue living close to family, friends and community networks.

Community Facilities and Services

The second most frequently identified topic was the provision of community facilities and services. Public toilets, and active and passive recreation and sporting facilities, were the facility needs identified most often. Open space issues mainly related to the need to improve existing open space areas. In addition, youth facilities were perceived as missing from the master plan, and new retail facilities (eg local shopping centres) were sought – alongside the upgrading of existing retail centres.

Health services were most often identified as missing from the area and feedback mostly focussed on the need for more doctor's surgeries and/or health centres. Improved communication and community engagement between service providers was the next highest issue for participants, with an acknowledgement that agencies needed to work better together to adequately plan for future needs.

Education

The location of the proposed new primary and high schools was the most commonly identified education issue, and particularly the growing distance between the existing housing and the proposed schools. On the whole, respondents were positive about the development of new school facilities and wanted them to have appropriate facilities for different age groups as well as children with special needs. Concerns about the cost and availability of public transport to and from the new schools, and especially the high school, was the other major concern.

Infrastructure

Roads and traffic were the most frequently identified infrastructure theme, with most comments relating to traffic calming, control and management. Participants were generally very positive about the proposed traffic management upgrades in the draft master plan.

The proposed extension of Crittenden Road into Andrews Farm was the single most identified issue of concern within this category. Two other proposed connector roads received opposition and these were the (unnamed) road in the new development area in Munno Para West connecting to Main North Road and the proposed road connection to the Munno Para Shopping Centre. Community members were concerned about the impact of increased traffic flow, loss of amenity and reduction in housing value.

Transport

The majority of feedback on transport related to its availability and specifically the need for improved bus services in the area. In addition, access and affordability of transport was of concern particularly in relation to school closures and the location of the new schools. All comments about train transport were limited to safety issues.

Safety and Security

Most of the issues raised in this category related to people liking the proposed safety and security improvements and wanting to see more initiatives implemented. Specifically, participants wanted to see an increase in policing in the area. Crime and anti-social behaviour was considered to be a problem with 'traffic hoons', graffiti and inappropriate use of parks being of most concern.

Services

A need for increased health services including GP and community health services was the most frequently identified service requirement. Communication and community engagement services were considered important as were community groups and activities.

Upgrading and Regeneration

Community engagement participants liked that the master plan would result in the physical upgrading and renewal of the area because it would improve lifestyle and increase community pride.

Aboriginal Culture and Identity

The involvement of local Aboriginal people in the planning, design and decision making processes for the renewal of the Playford North area was considered important. Participants at the Aboriginal Service Providers' Workshop considered that the draft master plan could better reflect the Aboriginal history and cultural significance of the area. Many suggestions were made for incorporating Aboriginal culture into the redevelopment of the area.

Water Management and Wetlands

There was a high level of concern about the impact on the environment and water supplies from the proposed redevelopment. The inclusion of compulsory water management requirements was seen as an essential and positive design element for the new housing. Participants were concerned about water management in Playford North generally, and gave mixed feedback on the proposed provision of wetlands, which they perceived could be either positive additions to the environment or breeding sites for mosquitoes and even dumping grounds for rubbish. A perceived lack of new water bodies proposed for Davoren Park in comparison to the new development areas was another issue raised.

Master plan

The community feedback results from all community engagement events and activities identified that the majority of community engagement participants supported the master plan and agreed with:

- reducing existing open space areas in order to improve the safety, amenity, quality and 'greening' of retained and new open space areas.
- residential development of former school sites with the provision that some land was kept for open space.
- using Kooranowa Reserve for the preferred location of the Birth to Year 7 School.

A minority of community engagement participants disliked these proposals and accordingly it is suggested that additional community engagement be undertaken during the detailed design stage to identify possible amelioration measures.

The connector road proposals in the master plan received minor opposition. The master plan community engagement process elicited feedback from the community about a range of facilities, services and social improvements that they would like to see in their community.

The results of the master plan community engagement program will be considered in finalising the Playford Alive master plan.

1 INTRODUCTION

The Playford Alive Urban Renewal Project covers around 930 hectares of land in the Playford North area (Peachy Belt, Munno Para West and Andrews Farm South). The project will deliver new public and private housing, public housing upgrades, new schools, transport upgrades, sporting facilities and parks over the next 15 years. The upgrade of the shopping centres will be supported by the project subject to the commitment of the facility owner. The project also has a strong commitment to community engagement, employment, training, business development and community development outcomes.

A master plan for the future development of the area was drawn up in community engagement with key stakeholders and the local community and was subsequently released for public community engagement. This report summarises the key findings of the community engagement process undertaken on the Playford Alive master plan. It has been prepared by Janet Gould + Associates who were engaged by the Land Management Corporation (LMC) to design and conduct an engagement process that provided a range of opportunities for the community, organisations and business to provide feedback about the master plan.

The purpose of the engagement process was to identify community views for consideration, along with environmental and urban planning considerations when finalising the master plan. The community engagement process commenced on 19 July and concluded on 31 August 2007.

This report summarises the key findings of the community engagement process. Section 2 outlines the processes used to consult key stakeholders and members of the general public and identifies the resultant level of participation. Section 3 summarises the results of community engagement with relevant communities of interest including Housing SA tenants, local young people, government agencies and non-government organisations, Aboriginal services and the business sector. Section 4 summarises the key findings of an analysis of community feedback sheet responses. Section 5 reports on the key findings from all community engagement feedback and Section 6 summarises the key master plan community engagement findings.



Aboriginal Services Workshop 27 August 2007



Lunch & Chat community event 30 August 2007

2 METHODS

The main steps in the engagement process were: identifying key stakeholders, developing and conducting an engagement program appropriate for the community and recording stakeholder and community feedback. Each of these steps is discussed in more detail below.

The Playford Alive master plan Community Engagement Strategy is attached as Appendix A.

2.1 Key Stakeholders

A list of key stakeholders and communities of interest for the Playford Alive master plan community engagement was developed early in the project process. The list was reviewed and expanded throughout the engagement process. Stakeholders provided with the opportunity to participate in the Playford Alive master plan community engagement process are shown in Table 1 and a full stakeholder list is shown in Appendix B.

Table 1 List of stakeholders	
Category	Sub-Group
government	<ul style="list-style-type: none"> ▪ Australian and South Australian Government representatives ▪ local government representatives
non-government organisations and service providers	<ul style="list-style-type: none"> ▪ community groups ▪ private service providers ▪ religious organisations ▪ schools
industry and business	<ul style="list-style-type: none"> ▪ Northern Area Business Enterprise Centre ▪ businesses and shops in the Peachey Belt area
Aboriginal groups	<ul style="list-style-type: none"> ▪ private/non-government service providers ▪ community groups
general public	<ul style="list-style-type: none"> ▪ residents ▪ workers ▪ visitors
Sub-Community Engagement Reference Group	<ul style="list-style-type: none"> ▪ partnership management representatives ▪ key personnel

Once the initial stakeholder list had been compiled, a dedicated community engagement program was developed.

2.2 Community engagement Program

Communication tools and engagement methods were designed and targeted to maximise opportunities for participation and feedback from stakeholders and the community. Carefully managed opportunities were included in the approach to draw in feedback from people who are difficult to engage and unlikely to attend more formal community engagement activities. These events included:

- a community engagement workshop conducted at the Playford Tavern
- Imagine Peachey volunteers and partners staffed the Community Information trailer at various locations on a weekly basis
- 'Coffee, Cake and Chat' sessions at a shop front location in the Davoren Park Shopping Centre
- 'Lunch and Chat' community event at the Smithfield Plains 'Shopping Centre
- displays in key locations at the Munno Para and Elizabeth Shopping Centres (staffed at peak times).

Copies of communications can be found in Appendix C.

Table 2 Community engagement Program		
Communications	Playford Alive Newsletter	The <i>Playford Alive Getting On With It</i> newsletter was delivered to over 8,000 households in the target area (Playford North and surrounding districts) and available at all community engagement events
	Information Sheets	Seven project information sheets produced and available at all community engagement events and entitled <ul style="list-style-type: none"> • <i>Getting on with it in Munno Para West</i> • <i>Getting on with it in Smithfield Plains</i> • <i>Getting on with it in Andrews Farm South</i> • <i>Getting on with it in Davoren Park North</i> • <i>Getting on with it in Davoren Park South</i> • <i>Getting on with Parks and Open Space</i> • <i>Getting on with Shops and Schools</i>
	Website - www.playfordalive.com.au	853 website 'hits' during August 2007
	Media announcements	19 July and 25 August
Workshops & Events	City of Playford	17 July – Council briefing
	Imagine Peachey Project Team	3 August – 9 participants
	Housing SA workshops	13 August am – 65 participants
		13 August pm – 38 participants
		15 August am – 57 participants
		15 August pm – 30 participants
	Para West Campus workshop	14 August – 55 attended presentation and 15 workshop participants
	Playford Tavern community engagement	23 August – 25 participants
	youth community engagements	24 August Street Community engagements – 45 interviews
		28 August, Smithfield Plains High School – 15 participants
29 August, St Columba College Workshop – 14 participants		
19 September, St Columba Presentation - 150 participants		
Aboriginal services workshop	27 August – 15 participants	

	government agencies & NGO workshop	31 August – 30 participants
	'Lunch & Chat' at Smithfield Plains Shopping Centre	30 August – 150 attendances
	business community engagements	Business Doorknock 14, 17, 20 and 28 August – 29 contacts
		31 August NABEC – 8 participants
	'Coffee Cake & Chat' sessions at Davoren Park Shopping Centre	17 August – 16 interviews
		21 August – 12 interviews
28 August – 14 interviews		
Community Information Trailer	1 August Fields Shopping Centre – 4 interviews 9 August Davoren Park Shopping Centre – 4 interviews 14 August Smithfield Plains Shopping Centre – 4 interviews 22 August Fields Shopping Centre – 4 interviews 30 August Davoren Park Shopping Centre – 4 interviews	
Staffed & Static Displays	Munno Para Shopping Centre	Static Display – 13 to 17 August & 27 to 31 August Staffed Displays – 16, 28 and 29 August (155 contacts)
	John McVeity Community Recreation Centre	Static Display – 13 to 31 August
	Elizabeth Shopping Centre	Static Display - 20 to 25 August Staffed Display – 21 to 25 August (224 contacts)
	Smithfield Plains Shopping Centre	Static Display – 27 to 31 August
	Playford Library	Static Display – 27 to 31 August
Other	telephone information lines	<i>General Project Enquiries 1800 644 780</i> Operational from 1 August with 20 calls recorded by 31 August 2007 <i>Housing Relocation Enquiries 1800 644 780</i> Operational from 1 August with 27 enquiries received by 31 August 2007
	email enquiries	Operational from 1 August with 14 enquiries received by 31 August 2007
	feedback form/survey	90 forms returned



3 COMMUNITIES OF INTEREST COMMUNITY ENGAGEMENT RESULTS

The community engagement approach for the public release of the Playford Alive master plan included community engagement with specially targeted groups in addition to the general local and regional community. The following community of interest groups were identified and consulted:

- Housing SA tenants
- young people
- government agencies and non-government organisations
- Aboriginal service providers
- businesses.

The following section identifies the key results from the communities of interest community engagement activities.

3.1 Housing SA Tenants

Approximately 190 tenants from Smithfield Plains and Davoren Park attended the four Housing SA workshops conducted on the 13 and 15 August 2007. The workshop format consisted of presentations on the master plan and Housing SA plans as well as small group discussions about the following questions:

- What do you like, dislike or what's missing about the Playford Alive master plan?
- What are the issues for Housing SA tenants?

An analysis of recorded workshop comments identified the following results:

- Workshop participants identified more things they liked (124 comments) about the master plan than disliked (69 comments).
- Apart from a general level of satisfaction with the master plan and associated community engagement process (27) participants liked the proposed improvements to infrastructure (14), services and facilities (17), amenity (16), transport (4), safety and security (10), housing (14), access to the Munno Para Shopping Centre (7), water features/management (5) as well as the renewal of the area and the expected increase in community pride and lifestyle improvements (10).
- Comments about disliked aspects of the master plan were expressed as concerns about location and transport issues associated with the proposed education facilities (13). Housing availability, choice, design, location and maintenance standards were also of concern (13) as were a range of infrastructure proposals relating to traffic management, footpaths, safety and security (36) and transport (7).
- Items considered to be missing from the master plan included facilities such as recreation, health, youth, open space and business and commercial (30). Other items identified as missing from the plan included infrastructure components such as footpaths, traffic management

initiatives and lighting (20), transport availability and transport safety (24), safety and security elements including policing (15), housing (10) education facilities (4), youth and policing services (3), water management/wetlands (3) and miscellaneous (6).

- The most frequently highlighted Housing SA issue identified by workshop participants related to housing (85) and specifically housing choice, availability, design, affordability and housing relocation concerns. The importance of communication and community engagement with tenants (15) was the next most frequently identified Housing SA issue.

3.2 Young people

Community engagement with local young people involved conducting street interviews (45 participants) as well as workshops with students attending Smithfield Plains High School (15 participants) and St Columba College (14 participants) as well as a presentation to 150 students at St Columba College. 74 young people contributed recorded responses and the key results included:

- Generally, while young participants were pleased that the area would be 'upgraded' they were more readily able to identify what was missing from the master plan than what they liked or disliked about it.
- Of the young people (19) who recorded an opinion about the proposed school closures and the development of two new schools, 9 disagreed, 8 agreed and 2 were unsure.
- The key recreation facilities, open space and community facilities young people considered were missing from the master plan and/or that they wanted to see provided included:
 - a youth centre/hang out place providing a range of services and recreation opportunities (32)
 - increased range of sporting facilities - volleyball, cricket, hockey, soccer, tennis, netball, indoor/outdoor facilities, girls sports, and football (24)
 - BMX/bike tracks and motor bike trails (23)
 - an all weather skate park (19)
 - a swimming pool (11)
 - cinema (8)
 - improved parks and playgrounds offering a range of equipment for families and youth (7).
- The key social issues for young people were considered to be transport (31), and crime and safety (15).

3.3 Government agencies and non-government organisations

A workshop was conducted with 30 government and non-government organisation representatives on 31 August 2007. The workshop consisted of a presentation on the Playford Alive Urban Renewal Project including the master plan and the proposed human services and community development plans. A 'question and answer' session followed the presentations, and participants then moved into workshop format to address three questions:

- What do you like, dislike or what's missing about the Playford Alive master plan?

- What are the opportunities for services and their clients and how could these be facilitated?
- Are there any threats or weaknesses for services and clients and how could these be addressed?

83 comments were recorded during the workshop and an analysis of the results follows.

- Services (32 comments (39%)) – service providers clearly recognised the need for agencies to collaborate and work together to plan services for an expanded community (18) however they also identified a number of obstacles to this (6) including competition for funding. The need for a services hub was identified (4) and increased service provision.
- Education (12 comments (14%)) – a range of comments was made about the proposed new schools including a need to plan to accommodate future demand, that the new schools may improve retention rates, that there was a need to provide for special needs, etc.
- Facilities (8 comments (10%)) – a range of comments related to the provision of facilities for an expanded community including IT access, youth facilities, after hours activities and facilities, the undergrounding of powerlines and a community centre.
- Transport (7 comments (8%)) – service providers identified a need for better transport services.
- Community Integration (7 comments (8%)) – while service providers recognised that the master plan had attempted to include integration initiatives (like Peachey Square) it was considered that additional integration measures were required. Curtis Road was identified as a significant barrier between the new and existing communities.
- Housing (4 comments (5%)) – Housing SA's plans were liked, absentee landlords were disliked, and it was considered that there was a need for affordable, and youth housing.
- Upgrade/Renewal (4 comments (5%)) – service providers liked the overall delivery of renewal and upgrades proposed in the master plan.
- Employment (4 comments (5%)) – the importance of expanded employment opportunities was considered important and it was suggested that the Playford Alive partners consider the introduction of employment quotas for project contractors.
- Other issues related to access (2 comments (2%)), the need to engage private owners (2 comments (2%)) and liking the proposed local shopping centre upgrades (1 comment (1%)).

3.4 Aboriginal services

An Aboriginal service provider's workshop was conducted on 27 August 2007 with 15 representatives from government and non-government agencies providing services to Aboriginal people in the Peachey Belt. The workshop consisted of a presentation on the Playford Alive Urban Renewal Project including the master plan, and the human services, and community development plans. A 'question and answer' session followed the presentations and participants then moved into workshop format to address three questions:

- In relation to the master plan, what is good, bad or missing from the plan in relation to Aboriginal people and services?
- How well do you think the master plan responds to Aboriginal need?

- What are the issues for Aboriginal people living in the Peachey Belt?

52 comments were recorded during the workshop and an analysis of the results follows.

- Aboriginal heritage and culture (12 comments (23%)) – Aboriginal service providers considered that the master plan was missing Aboriginal heritage and culture, and should promote this.
- Community engagement (9 comments (17%)) – it was considered that there was a real need to engage Aboriginal people and elders in the planning process.
- Housing (7 comments (13%)) – housing issues concerned the need for public and private housing for Aboriginal families and financial assistance towards home ownership.
- Employment (6 comments (12%)) – employment opportunities and education and training as a link to employment were considered important to Aboriginal people.
- Facilities (5 comments (10%)) – sport and recreation facilities were considered missing or needed for Aboriginal people.
- Services (4 comments (8%)) – health services, and youth services and programs were considered important to Aboriginal people living in the Peachey Belt.
- Transport (4 comments (8%)) – access to affordable and reliable public transport was needed.
- Other (5 comments (10%)) – Aboriginal service providers liked the water management components of the master plan as well as the general upgrading of the area. They were concerned about the impact of the new schools on Aboriginal youth, and that the element of people and the community seemed to be missing from the plan.

3.5 Business

A business door knock was conducted during the community engagement period in order to build a local business database, raise awareness of the Playford Alive master plan, and identify interest in forming a local business network sponsored by the Northern Area Business Enterprise Centre (NABEC) and the Playford Alive partnership.

Over 37 Peachey Belt businesses were approached, and a presentation was conducted at NABEC's monthly barbeque get-together. Key outcomes included:

- businesses have a keen interest in the project and wish to be kept informed
- there was a low level of awareness of NABEC
- there was a need to conduct information sessions after 8 pm
- businesses submitted comments via the feedback forms.

4 FEEDBACK FORM RESULTS

A *Playford Alive Have Your Say* feedback form was developed as a formal community engagement method (refer Appendix D). The form was available online and at all community engagement events and display outlets. The 'Lunch and Chat' community engagement event at the Smithfield Plains Shopping Centre on the 30 August was attended by approximately 150 people and 52 feedback forms were completed at that event.

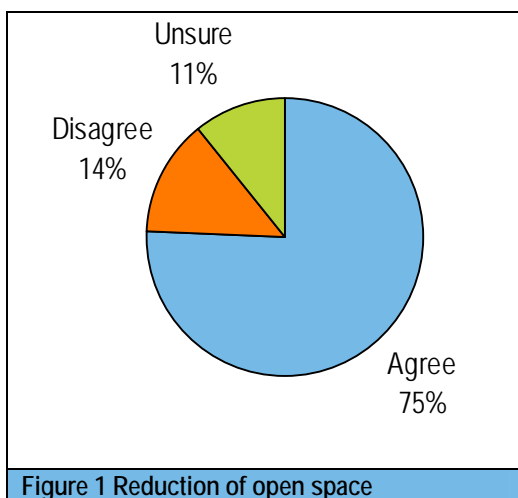
The following analysis is based on a total of 90 feedback forms which were received by the close of the community engagement period on the 31 August 2007.

56% of community feedback form respondents were aged 45 years or less however the single largest age group was people aged over 65 years (26%). Most respondents knew about the project from the *Getting On With It* newsletter and through word of mouth. Appendix E includes further personal profile information.

The feedback form asked respondents to identify the things they liked most about the Playford Alive master plan. Eight options were listed as well as an 'Other' category. The results were:

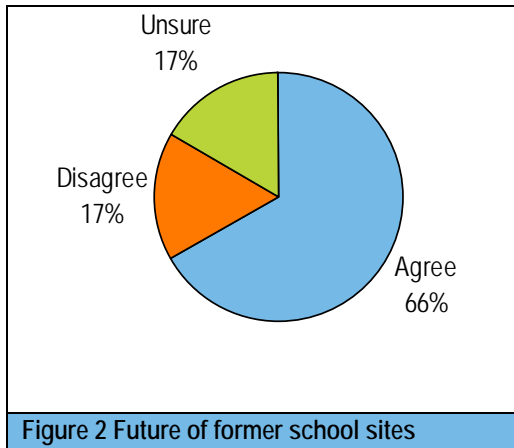
Table 3 Things people liked about the master plan		
upgraded roads and improved traffic management	60	66.7%
redevelopment of local shopping centres and new shopping centres in the area	57	63.3%
improved parks and open space	57	63.3%
renewal of Housing SA properties	50	55.6%
upgrade of John McVeity Centre	40	44.4%
creation of commercial zones that will attract business into area and created employment opportunities	38	42.2%
improved housing options and choice	38	42.2%
new schools	36	40.0%

The Playford Alive master plan proposed the reduction of some existing open space areas in order to improve the safety, amenity, quality and 'greening' of retained and new open space areas. Respondents were asked whether they agreed with this proposal. A significant majority of respondents (75%) to this question were in favour of the proposal as shown in Figure 1 Reduction of open space.

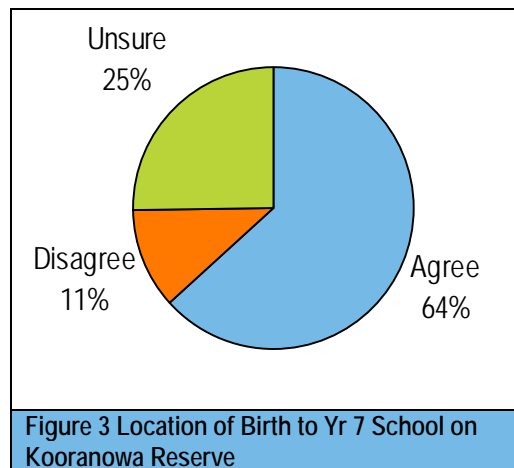


The governing councils of the local schools have decided to close six facilities (Davoren Park Primary School and Kindy, Smithfield Plains High School, Smithfield Plains Primary, Junior Primary and Kindy and Smith Creek Primary School). Respondents were asked whether they agreed with changing former

school sites into residential development with some land kept for open space. The majority of respondents to this question (66%) agreed with this proposal as shown in Figure 2.



The feedback form asked respondents whether they agreed with the preferred location of the Birth to Year 7 School. The majority of respondents to this question agreed (64%) while 25% remained unsure. The results are shown in Figure 3 below.



Survey respondents were asked to indicate what kind of facilities helped them enjoy parks and open spaces and were provided with a list of example facilities for this purpose including an 'Other' category. The results included:

Table 4 Facilities that help the community to enjoy parks and open spaces		
toilets	68	75.6%
trees/shade	66	73.3%
BBO/picnic facilities	59	65.6%
walking Trails	56	62.2%
open space for kicking balls etc	56	62.2%
seating	56	62.2%
playgrounds	52	57.8%
car parking	46	51.1%
shelter	44	48.9%
drinking fountains	41	45.6%
lagoons/waterways	37	41.1%
child-proof fencing	33	36.7%
dog off-leash areas	30	33.3%
community garden	24	26.7%
bike racks	23	25.6%

Respondents were also asked to indicate what sporting and recreation facilities they would like to see provided with example facilities listed as well as an 'Other' category. The results were:

Table 5 Sporting and recreation facilities the community would like to see		
ovals	44	48.9%
fitness equipment	38	42.2%
BMX/bike tracks	36	40.0%
skate park	35	38.9%
basketball/netball courts	32	35.6%
indoor facilities/courts	29	32.2%
clubrooms	29	32.2%
soccer goals	28	31.1%
courts	24	26.7%

In summary, feedback form results included:

- The most liked elements of the master plan were the upgraded roads and traffic management initiatives (66.7%), improved parks and open space (63.3%) and the proposed upgrading of local shops and the provision of new shopping centres (63.3%).
- The majority of survey respondents (66%) agreed with reducing existing open space areas in order to improve the safety, amenity, quality and 'greening' of retained and new open space areas.
- The top six facilities that survey respondents considered helped them to enjoy parks and open spaces were:
 - public toilets (75.6%)
 - trees and shade (73.3%)
 - barbeque and picnic facilities (65.6%)
 - walking trails (62.2%)
 - space to kick balls (62.2%)
 - seating (62.2%)

- The preferred sporting and recreation facilities were ovals (48.9%), fitness equipment (42.2%), BMX and bike trails (40.0%) and a skate park (38.9%).
- A significant majority of survey respondents (75%) approved of changing former school sites into residential development with some land to be kept for open space.
- The majority of respondents (64%) agreed with using Kooranowa Reserve for the preferred location of the Birth to Year 7 School.



Imagine Peachey volunteers



Mayor Martin Lindsell and Minister Jay Weatherill



Lunch & Chat event 30 August 2007



Coffee Cake & Chat shop front location



Government & NGO Workshop 31 August 2007



Over 150 people attended Lunch & Chat

5 OVERVIEW OF ALL RESPONSES

A Key Issues Management System was developed to capture, collate and analyse feedback from all community engagement activities and feedback mechanisms through a dedicated project database.

The following analysis of issues is derived from information recorded during all community engagement events and activities as well as the information line, email enquiries, contact record sheet, and feedback forms. The analysis is predominately based on qualitative information however where available, quantitative information such as provided in the feedback forms, is also incorporated.

Approximately 2,180 people participated in the communication and community engagement events and activities undertaken in the Peachey Belt and at the Elizabeth and Munno Para Shopping Centres during the community engagement period. Ninety feedback forms were returned by the close of the community engagement period and are also part of this analysis.

A total of 1,220 comments were recorded and have been grouped into issue areas. The frequency of issue identification determined the ranking of key issue categories and sub-issue groupings. A summary table and graph as well as a discussion of the findings follows.

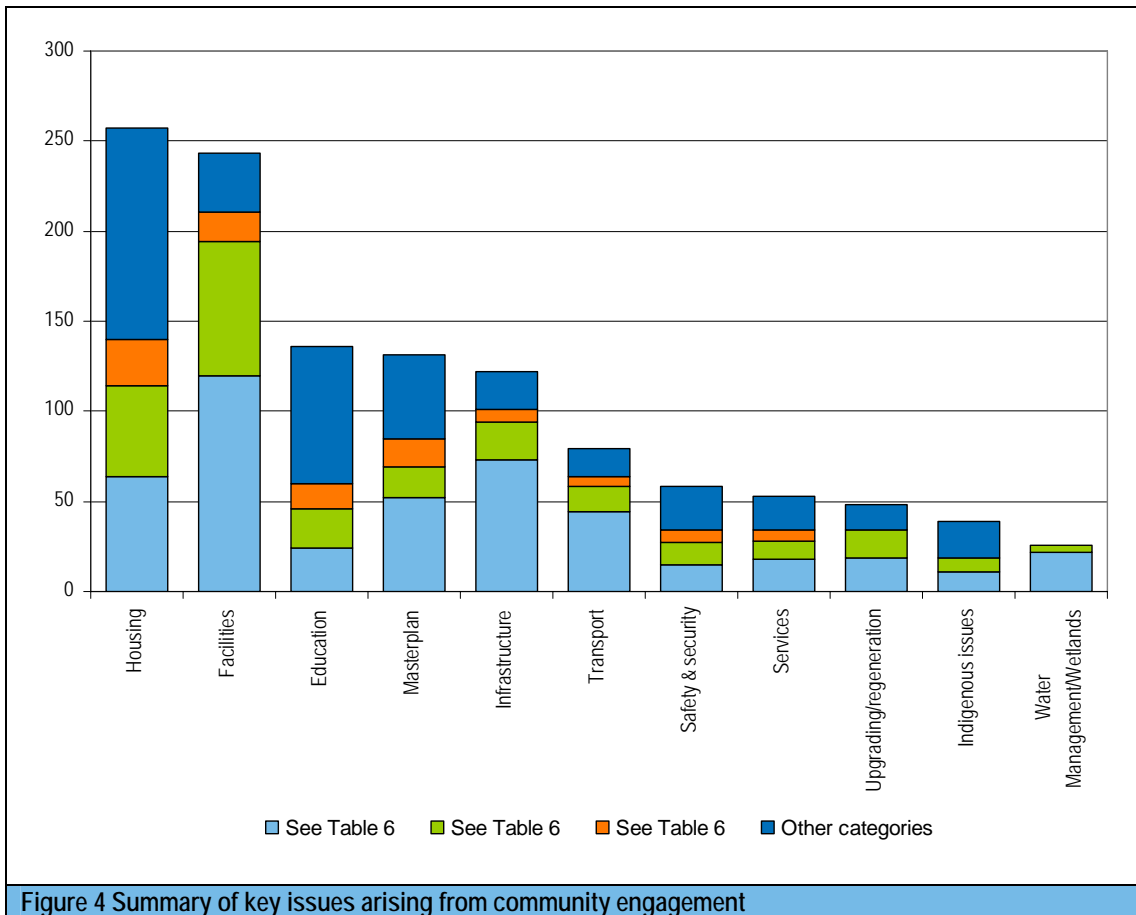


Figure 4 Summary of key issues arising from community engagement

Table 6 Summary of issues arising from community engagement	
Master plan Aspect (Key Issue Category)	Key issue/subject raised (no. of respondents) (Top 3 sub-issue groupings)
Housing (257)	HSA Relocation/Timing (64)
	choice/availability/design (50)
	water/ Energy/ Environmental (26)
Facilities (243)	recreation (120)
	open space (74)
	youth (17)
Education (136)	location (24)
	facilities (22)
	transport (14)
Master plan (131)	like it (52)
	communications/community engagements (17)
	timing (16)
Infrastructure (122)	roads/traffic (73)
	footpaths/pedestrians (21)
	water/energy/environmental (7)
Transport (79)	availability (44)
	access /affordability (14)
	safety & security (6)
Safety & Security (58)	policing (15)
	crime/anti-social behaviour (12)
	design/open space (7)
Services (53)	health (18)
	communications/community engagement (10)
	community Groups/Activities (6)
Upgrading/Regeneration (48)	like it (19)
	community Pride/Lifestyle Improvement (15)
Indigenous Issues (39)	heritage/culture/design (11)
	communications/community engagement (8)
Water Management/Wetlands (28)	wetlands (22)
	water management (6)

The following discussion identifies key issue categories in a descending order of priority as well as the key issues within each category and where relevant, other issues identified about that topic.

5.1 Housing

Issues relating to housing were the most frequently identified topic during the master plan community engagement process.

A wide range of housing related issues concerned choice, availability and design with participants being concerned about housing being too close together, and having a limited choice of housing size and design especially in relation to housing for disabled, aged, or special need individuals.

Participants also frequently identified the need for sustainable or environmentally friendly housing that was water and energy efficient. Housing affordability was also identified as an issue. The availability of housing for Aboriginal people and young people was raised and would be closely connected to housing affordability.

Other housing issues identified by participants included the cost of new housing, private occupancy and ownership, demolition of Housing SA stock and the unkempt appearance of some private and public housing.

Community engagement feedback provided by Housing SA tenants identified that their key concern related to how they would be affected and specifically if, when, and where they would have to move. Other issues concerned how this would happen, if they would be provided with assistance, if they should still make improvements to their current home and if they would stay close to family, friends and community networks.

5.2 Facilities

The second largest issue category related to facilities that the public considered should be provided as part of the master plan with recreation and sporting facilities being identified the most. Open space issues related predominately to a desire to improve open space areas. Youth facilities were perceived as missing from the master plan while retail facilities were considered to require upgrading and that there should be more of them. Within the facilities category, the provision of public toilets was the single most identified requirement.

Other facilities identified by participants included the need for a community centre and health facilities.

5.3 Education

The location of the new schools was the education issue most often identified, with concern about the distance from home to school most frequently identified. Opinion about the location of the new schools (as recorded comments) was equally divided. Predominately the identification of education facilities related to the need for the new schools to have appropriate facilities to cater for different age groups as well as children with special needs and to be built to accommodate the expanded population.

Transport to and from the new schools and especially the high school was a concern. Participants considered that the high school was too far to walk to and had concerns about the cost and availability of transport.

Other education issues concerned safety and security, affordability, choice and availability and that the schools should cater for a range of needs.

5.4 Master plan

Most comments about the master plan itself were to identify that people liked it. Timing was also of interest with participants wanting to know what stages would be 'rolled out' first or wanting several areas to be developed at the same time. Housing SA tenants wanted to know relocation timing and Davoren Park participants expressed disappointment that their area was to be done last.

Comments about the communication and community engagement process related to concern that feedback would not be taken into account, that Aboriginal and disabled people needed to be consulted, and concern that older people's views would be given more weight than families with young children.

Other issues specifically relating to the master plan concerned connectivity issues, environmental issues and business and retail issues.

5.5 Infrastructure

Roads and traffic were the most frequently identified infrastructure topic with most comments relating to traffic calming, control and management. Participants liked the proposed traffic management upgrades and identified a range of other improvements they would like to see implemented.

The proposed extension of Crittenden Road into Andrews Farm was the single most identified concern within this category. It was also the subject of a letter and lengthy comments on (9) feedback forms which indicates that this proposal would be likely to meet with opposition during the design stage from at least a small but organised section of the Andrews Farm community who are likely to draw in other supporters.

Two other proposed connector roads received a lower level but passionate opposition and these were the (unnamed) road in the new development area in Munno Para West connecting to Main North Road and the proposed road connection to the Munno Para Shopping Centre. Specifically community members opposed to these roads were concerned about the impact of increased traffic flow, loss of amenity and reduction in housing value. Conversely, the proposed connector road to the Munno Para Shopping Centre was identified by 13 participants as one of the features about the master plan that they liked.

Comments concerning footpaths, walking trails and pedestrians mainly related to people liking what was proposed but wanting to see more walking infrastructure provided and with improvements to maintenance, safety and disabled access.

All other issue topics within the infrastructure category were not frequently identified. Water management features were appreciated and rainwater tanks for all houses were recommended. Increased lighting was considered to be important to the safety and amenity of the area.

5.6 Transport

Most comments about transport related to availability and specifically the need for improved bus services in the area. In addition, access and affordability of transport was of concern particularly in relation to school closures and the location of the new schools. Comments about train transport all related to safety issues.

In summary, all comments received about transport related to availability, access and affordability and safety.

5.7 Safety and Security

Most comments in this category related to people either liking the proposed safety and security improvements or wanting to see more initiatives implemented. Specifically participants wanted to see an increase in policing in the area.

Crime and anti-social behaviour was considered to be a problem with 'traffic hoons', graffiti and inappropriate use of parks ('drug deals', motorised mini bikes and 'thugs') being of most concern.

Participants appreciated the master plan initiatives towards making open space areas safer through design elements.

5.8 Services

The most frequently identified services seen as missing from the area were health services. Participants' comments about health services mostly concerned the need for more doctor surgeries and/or health centres.

The next most frequently identified issue relating to services concerned the need for communication and community engagement between service providers. These comments arose from the public and private service providers workshop and predominately concerned an acknowledgement that agencies needed to work together to plan for the future. Obstacles sometimes prevented this collaborative planning including that non-government services had to compete with each other for funding.

A small group of issues related to the importance of community groups and activities and included comments about retaining the Food Coop and the importance of community participation and provision of community services and activities.

5.9 Upgrading / Regeneration

Community engagement participants liked that the master plan was about upgrading and regenerating the area. They considered that they had been waiting a long time for improvements and that the area needed a 'clean, fresh, modern look'.

Comments within this category also related to a belief that the master plan would help combat stigma about the people and the place through developing a sense of community pride.

5.10 Indigenous Issues

Indigenous issues identified the need to integrate heritage and cultural aspects into the design phase of the project and that Aboriginal people needed to be involved in planning and design processes.

5.11 Water Management and Wetlands

Participants comments about water management and wetland provision were spread between being favourable to being concerned about mosquitoes and that wetland areas would become dumping

grounds. Water management initiatives in houses were seen as important and Davoren Park participants commented on a lack of water features for their area.

5.12 Other

Other issue categories identified by community engagement participants included:

- Munno Para Shopping Centre (13) – proposed connector road was a liked feature in the master plan.
- Employment (13) – participants welcomed the master plan initiatives towards employment opportunity creation and also had suggestions about how this could be achieved.

6 SUMMARY

The community feedback results from all community engagement events and activities identified that the majority of community engagement participants supported the master plan and agreed with:

- Reducing existing open space areas in order to improve the safety, amenity, quality and 'greening' of retained and new open space areas.
- Residential development of former school sites with the provision that some land was kept for open space.
- Using Kooranowa Reserve for the preferred location of the Birth to Year 7 School.

A minority of community engagement participants disliked these proposals and accordingly it is suggested that additional community engagement be undertaken during the detailed design stage to identify possible amelioration measures.

The connector road proposals in the master plan received minor opposition that has the potential to escalate. It is suggested that during the design stage, further community engagement be undertaken with the community about the impact of the proposed roads.

Community engagement participants identified a range of facilities, services and social improvements that they would like to see in their community. This feedback will inform the community and human services planning stages of the project.

Overall, the results of the master plan community engagement program do not indicate a need to refine the Playford Alive master plan.



Master plan community engagement program



Minister Jay Weatherill meets local poet Denis Davey at Lunch & Chat event August 2007

APPENDIX

A: Playford Alive master plan Community Engagement Strategy

B:Stakeholders List

C:Copies of Communications including Messenger Press articles

D:Community Feedback Form

E:Feedback Form Respondents Personal Profile Data

F:Workshop Reports