



Agenda Report for Noting

Meeting Date: 13 April 2023

Item Name	SPC Communications & Engagement Update
Presenters	Steven Murphy
Purpose of Report	Noting
Item Number	6.2
Strategic Plan Reference	N/A
Work Plan Reference	N/A
Confidentiality	Not Confidential (Release Immediately)
Related Decisions	N/A

Recommendation

It is recommended that the State Planning Commission (the Commission) resolves to:

1. Approve the designation of this item as Not Confidential (Release Immediately).
2. Note the communication and engagement update report as read.

Discussion

This report provides an overview of the current work program of the Commission's Communications and Engagement (C&E) Team, highlighting major communications and engagement activity conducted since 2 March 2023, as well as upcoming opportunities and media issues.

Regional Planning Program

Key Element	Status
Greater Adelaide Regional Plan (GARP) – Discussion Paper Engagement Plan	<p>We've now developed a Gantt chart that details each of the engagement activities within the approved Engagement Plan. This includes assigning responsibilities, all with a back-up. The Gantt chart will then become our project matrix for all engagement activity.</p> <p>Initial work has begun with:</p> <ul style="list-style-type: none"> • Developing collateral that aligns with the design of the Discussion Paper • Engaging with a digital agency to finalise social media plan • Collaboration with GARP team on Industry, Stakeholder and Community engagement lists; setting dates for these priority activities. • Finalising target areas for information sessions and potential pop-ups. • Establishing best practice for First Nations engagement • Determining details for Youth Forums in conjunction with Trish Hansen of Urban Minds.
Social Media plan to support GARP Engagement Plan	<p>There is allocated budget for traditional media and marketing to support the GARP Discussion Paper. After some analysis, this has evolved to become primarily a digital/social media plan with one element of traditional media.</p> <p>A social media plan has been developed and presented to DTI Social Media for feedback (subject matter experts). Will now collaborate with Carat (preferred digital agency of Government) to begin formalising and actioning the social media plan.</p> <p>Steven Murphy to present to SPC an overview of the plan on April 13.</p>
Digital Hub	<p>Work has begun on the PlanSA digital Hub to house all GARP related materials, including Discussion Paper.</p> <p>The branding established for the Discussion Paper will continue through the PlanSA digital hub. The existing content under Regional Plans to be updated as soon as possible to bridge until the hub is ready to be published.</p> <p>The hub will link to YourSAy to harness feedback.</p>
Six Country Regional Plans	<p>The Engagement Plans for each of the six country Regional Plans have been updated at the conclusion of Phase 1 engagement and will be presented to SPC in coming weeks.</p> <p>The procurement process to engage an agency/agencies to deliver Phase 2 of each of the seven Regional Plans will commence in April. The mega-brief is currently being finalised.</p>

Communication Platforms

Key Element	Status
Websites	<p>The significant Commission and PlanSA websites updates were:</p> <ul style="list-style-type: none"> • Better Housing Future pages • Rebuilding after the River Murray Flood page • Updates to Impact Assessed resources
SPC & Chair LinkedIn	<p>As of 31 March 2023, the Commission has 1,370 followers – an increase of 22 followers since 2 March 2023.</p> <p>Recent LinkedIn posts included:</p> <ul style="list-style-type: none"> • Information on the upcoming SA Industry Climate Change Conference • Photos from the Yorke Peninsula and Mid-North Regional Plan Visioning Workshop • Flooding Hazards Mapping Update Code Amendment now open for consultation <p>Additional posts on the Chair’s personal LinkedIn account (777 followers as of 31 March 2023 – an increase of 69 since 2 March 2023) included:</p> <ul style="list-style-type: none"> • A repost of an article in The Urban Developer on the benefits of ‘15 minute’ cities • Congratulations to Sandy Verschoor on her appointment to the SA Heritage Council • Information on the upcoming SA Industry Climate Change Conference
SPC & PLUS Events	<p>The following Regional Planning events occurred recently:</p> <ul style="list-style-type: none"> • 7 March 2023: A Visioning workshop for the Limestone Coast Regional Plan was held in Naracoorte and attended by Commission members. A ‘What We Heard’ wrap-up document is currently being prepared, which will be sent with a feedback survey to all workshop participants, as well as an interactive YourSAy page for additional knowledge sharing. • 20-21 March 2023: Visioning workshops for the Eyre and Western Regional Plan were held in Port Lincoln and Ceduna and were attended by a Commission member. A ‘What We Heard’ wrap-up document is currently being prepared, which will be sent with a feedback survey to all workshop participants, as well as an interactive YourSAy page for additional knowledge sharing. <p>The following Flooding Hazards Mapping information ‘drop-in’ sessions were held this month:</p> <ul style="list-style-type: none"> • 15 March; City of Port Adelaide Enfield • 20 March; City of Onkaparinga, City of Marion • 22 March; City of Mitcham, City of Burnside • 23 March; City of Playford, City of Salisbury

	<ul style="list-style-type: none"> • 28 March; Regional Council areas (online) • 29 March; General Information Session (online) <p>Upcoming Events:</p> <ul style="list-style-type: none"> • 20-21 April 2023: Industry Climate Change Conference – Commission Chair is a Panellist. • 23-25 May 2023: Planning Institute of Australia (PIA) Congress – Planning and Land Use Services (PLUS) is a Platinum Sponsor and will have a promotional booth and branding rights.
<p><i>Planning Ahead</i> Newsletter</p>	<p>There will be a special issue of <i>Planning Ahead</i> themed around residential land releases – Better Housing Future - and the role of regional plans in sustainable growth. Its planned distribution date is early April and the edition includes:</p> <ul style="list-style-type: none"> • An introductory message from the Commission Chair highlighting the recent residential land release announcements as the final pieces of the Greater Adelaide Regional Plan, 2017 Update, and consultation on the discussion paper beginning in May. • An introductory message from PLUS Executive Director discussing how PLUS is working with the new Housing Infrastructure Planning and Development Unit to ensure the new residential developments are well planned for before rezoning, including the need for community input, and work to review the GARP and regional plans. • Introducing the residential land supply as part of the Better Housing Future plan. • Residential land release and rezoning announcement regarding Hackham, Concordia, Dry Creek and Sellicks Beach • Establishing the Housing Infrastructure Planning and Development Unit • Land supply dashboard to be developed • Murray Bridge Residential Growth Area Code Amendment initiated • Regional plan visioning workshops. <p>The next edition of <i>Planning Ahead</i> will be themed around new planning rules and better building standards.</p> <p>A production timetable is being finalised for the creation and distribution of <i>Planning Ahead</i> and its content through until the end of the year.</p>

Communications Activity

Key Element	Status
Miscellaneous Technical Enhancement Code Amendment	<p>Communications materials have been prepared in anticipation that a decision on this Code Amendment is imminent, including:</p> <ul style="list-style-type: none"> • Updates for the PlanSA website and SPC website • Article for Planning Ahead • Social media content for PlanSA and the Commission's LinkedIn page • Media Release for the Minister's Office consideration • A brief background briefing document for the Minister's Office regarding the MTE Code Amendment
Design Standards – Driveway Crossovers	<p>The C&E and Policy teams have prepared the new website content for PlanSA and SPC websites. The content will be actioned on websites week commencing 3 April. Social media posts across PLUS and SPC are planned to announce the detail going live on PlanSA.</p> <p>C&E preparing an Engagement Plan and a Communications Plan for the first Design Standards consultation which will be Driveway Crossovers.</p>
Future Living Code Amendment	<p>Preliminary work was done on this Code Amendment in early 2022. An initial Engagement Plan, Fact Sheet and FAQ document were drafted. This draft Code Amendment is now in action again, and work has begun to refresh all communications and engagement materials.</p>
Port Pirie Master Plan	<p>C&E team edited the language and formatted the Port Pirie Master Plan Summary document for release to CE and other agencies.</p> <p>Collaboration with Department for Premier and Cabinet on the coordination of the Port Pirie engagement has begun, the engagement plan has been submitted for inclusion in their master engagement planning and messaging.</p>
Climate change brochure	<p>The Climate Change brochure is with Department for Environment and Water for design. Steven Murphy to share with the Commission once finalised.</p>
Ongoing Communications and Engagement Projects...	<ul style="list-style-type: none"> • Flood Hazards Mapping Overlay Code Amendment • State-wide Bushfire Mapping Code Amendment • River Murray Flood Recovery Code Amendment

Media

Key Element	Status
Media interest	<p>The team prepared information for the media and the Ministers Office on the following topics:</p> <ul style="list-style-type: none"> • 3 March: NCC Accessibility and Energy update. • 8 March: Murray Bridge Growth Region announcement.

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	<ul style="list-style-type: none">• 9 March: Cladding Loan Scheme update.• 20 March: Murray Bridge Land Release.• 20 March: Council Initiated Code Amendments.• 22 March: Urban Forest Inquiry.• 23 March: River Murray Flood Recovery meeting with impacted Mayors.• 28 March: Freeling Code Amendment.• 29 March: Flood Recovery content for Recovery SA newsletter.• 31 March NCC changes.• 31 March: Golden Grove Code Amendment.
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Prepared by: Steven Murphy and the Communications & Engagement team

Endorsed by: Jane Trotter

Date: 3 April 2023