



Agenda Report for Noting

Meeting Date: 7 September 2023

Item Name	SPC Communications & Engagement Update
Presenters	Steven Murphy
Purpose of Report	Noting
Item Number	5.5
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 10 August 2023, as well as upcoming opportunities and media issues.

Regional Planning Program

Key Element	Status
Greater Adelaide Regional Plan (GARP) – Discussion Paper Engagement Plan	<ul style="list-style-type: none"> • The GARP Discussion Paper was launched by the Minister on Monday, August 14 • Coinciding with the launch, the GARP Discussion Paper digital hub went live. • Launch was supported by a social media campaign and boosted posting • Minister sent introduction letters to MLG and fellow MP's • SPC Chair sent letters to all stakeholders listed in the stakeholder matrix • 111 attendees at Council staff briefing • 63 attendees at Elected Member briefing • 66 attendees at State Agency briefing • 27 attendees at Industry briefing • 10 Councils have taken up the SPC offer of attendance at an Elected Member workshop • 7 Councils have taken up the offer of boosted social media posts • Briefings/presentations given to Premier's Climate Change Council, Strategic Cabinet, PIA Fellows and MLG

Communication Platforms

Key Element	Status
Websites	<p>Key website updates:</p> <ul style="list-style-type: none"> • Creation of GARP Discussion Paper digital hub • Population projections pages updated • Land supply pages updated • Reg changes to planning consent • Residential driveway crossovers design standard and Code Amendment
SPC & Chair LinkedIn	<p>As of 25 August 2023, the Commission has 1,442 followers – an increase of 30 followers since 3 August 2023.</p> <p>Recent LinkedIn posts included:</p> <ul style="list-style-type: none"> • Launch of Greater Adelaide Regional Plan Discussion Paper • Launch of Planning for Climate Change brochure • Opening of community consultation on Design Standards – Driveway Crossover (and associated code amendment)

	<p>Additional posts on the Chair’s personal LinkedIn account (1,110 followers as of 25 August 2023 – an increase of 36 since 3 August 2023) included:</p> <ul style="list-style-type: none"> • Launch of the Greater Adelaide Regional Plan Discussion Paper. • Launch of Planning for Climate Change brochure • Editorial piece for The Post SA on hydrogen energy in South Australia.
<p>PlanSA Facebook and Twitter</p>	<p>Topics posted between 10 August and 25 August:</p> <ul style="list-style-type: none"> • Consultation on River Murray Flood Resilience Code Amendment • Residential driveway crossovers design standard consultation • Greater Adelaide Regional Plan Discussion Paper consultation (x3 posts) • Fast-tracked approval for new homes in greenfield areas <p>PlanSA Facebook posts reached 25.7k during this period, including paid reach of 23.5k. The page has increased to 5,195 followers and received 93 new page likes.</p> <p>PlanSA Twitter posts received 258 impressions and has 26 followers.</p>
<p>SPC & PLUS Events</p>	<p>Recent River Murray Flood Resilience Code Amendment events:</p> <ul style="list-style-type: none"> • 12 July, 4 pm-6 pm, community info session at Morgan Sporting Complex • 13 July 9:30-12:00, drop-in session in Morgan Sporting Complex • 13 July, 3:30 pm-5:30, drop-in session, The Barn Mannum Hotel • 13 July, 6 pm-7:30 pm, community info session The Barn Mannum Hotel • 18 July, 6 pm, online information session <p>Recent GARP Events:</p> <ul style="list-style-type: none"> • 10 August: GARP Discussion Paper presentation to Strategic Cabinet meeting. • 14 August: Launch of Greater Adelaide Regional Plan Discussion Paper. • 16 August: Councils Summary briefing • 17 August: Elected Members briefing • 23 August: Premier’s Climate Change Briefing

	<ul style="list-style-type: none"> • 25 August: State Agency and Industry online briefings • 25 August: MLG briefing • 28 August: ERDC Presentation • 28 August: First Nations Workshop – State agencies and advisory panels • 29 August: PIA Fellows Roundtable <p>Upcoming GARP events:</p> <ul style="list-style-type: none"> • 7 Sub-regional Council Workshops • 14 Community Information Sessions • 3 Online Community Information Sessions • 3 Community Listening Posts <p>Upcoming Design Standard for Residential Driveway Crossover events:</p> <ul style="list-style-type: none"> • 30 & 31 August, online community information sessions
<p><i>Planning Ahead</i> Newsletter</p>	<p>The next edition is themed around the importance of stakeholder and community engagement. It is anticipated to be distributed in mid-late September, including:</p> <ul style="list-style-type: none"> • an introductory message from the Commission Chair regarding GARP and regional plans • an introductory message from PLUS Executive Director re improvements to PlanSA as a result of last year’s survey and ongoing feedback • GARP discussion paper consultation • Regional plans update • Consultation on design standard for residential driveway crossovers • Engagement Charter guiding best practice engagement and introduce the review • Possibly initiation of State-wide Bushfire Hazards Code Amendment and will be opportunity for community input. • Round up from River Murray Flood Resilience Code Amendment consultation and next steps • Round up from Stirling Golf Course consultation and next steps • Round up from outline consent consultation and next steps • Property settlement process group forum • Tribute to Raymond Bunker and his contribution to planning in SA

	The following edition will focus on climate action and greening initiatives.
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Communications Activity

Key Element	Status
Future Living Code Amendment	<p>A review is currently being undertaken of the communications and engagement materials that were produced in 2022.</p> <p>Work continues at a policy level to determine the Code Amendment content, and C&E are included in this process.</p> <p>There will be the opportunity to collaborate with the Local Government Association (LGA) on the engagement plan.</p>
State-wide Bushfire Mapping Code Amendment	The engagement plan and all supporting communications materials are drafted and will be submitted for SPC approval in September.
State-wide Flood Hazard Mapping Code Amendment	<p>Great learnings from the earlier, smaller Flood Hazard Mapping Code Amendment (CA), and also from the preparation for the State-wide Bushfire Mapping CA.</p> <p>Preparation and drafting underway for the engagement plan to support CA.</p>
River Murray Flood Resilience Code Amendment	<p>Engagement closed on Friday, 25 August for this Code Amendment.</p> <p>Attendance at both in-person and online information sessions was very strong and more than 50 submissions have been received.</p> <p>Communication activities actioned to support engagement include:</p> <ul style="list-style-type: none"> • YourSAy and PlanSA consultation content went live at 6pm on 29 June. • stakeholder letters sent • social media campaign • article included in Planning Ahead and Department of the Premier and Cabinet's (DPC) River Murray Flood Community Newsletter • Info session held for council planning staff 28 June • Briefing given for PlanSA staff answering calls • engagement activities noted above in recent events.
Design Standards – Driveway Crossover Code Amendment	<p>Engagement commenced on Wednesday, 23 August and is open until 14 November.</p> <p>Communications support for engagement includes:</p> <ul style="list-style-type: none"> • Planning Ahead, social media and stakeholder letters prepared to support and promote the consultation. • Draft media release prepared and provided to Minister's office. • PlanSA and YourSAy content went live on 23 August.

Practice Direction 18 – Outline Consent	<p>Engagement began on 26 June and closed on 31 July.</p> <p>Key highlights from the consultation include:</p> <ul style="list-style-type: none"> • The YourSAy consultation page received more 1,360 visits • DPC boosted the YourSAy Facebook post to promote the consultation, reaching 7,710 people, with 208 engagements (likes, shares, link clicks etc) and enhancing PLUS’ social media activities • 23 submissions were received and are currently being reviewed.
Stirling Golf Course redevelopment	<p>Engagement on Mount Lofty Golf Estate’s development report began on 5 July and closed on 16 August.</p> <ul style="list-style-type: none"> • PLUS communication activities to support the engagement included PlanSA and YourSAy website content, YourSAy e-newsletter and social media. • The YourSAy consultation page received more than 1,500 visits • More than 100 submissions were received. • Mount Lofty Golf Estate will consider all feedback in developing a ‘response document’.

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"> • New Homes Approval (Greenfield) generated a great deal of interest • Announcement of Flinders University new Bachelor degree. UniSA grants program and TafeSA course (BEELG) • Launch of GARP Discussion Paper • Trees in Auldana (Burnside Council) • Release of Population Projections

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Endorsed by: Jane Trotter

Date: 25 August, 2023