



## Agenda Report for Noting

Meeting Date: 4 August 2022

Item Name	SPC Communications & Engagement update
Presenters	Emma Williams
Purpose of Report	Noting
Item Number	6.1
Strategic Plan Reference	N/A
Work Plan Reference	N/A
Confidentiality	Not Confidential (Release Immediately), with the exception of Attachment 2 which is designated as Not Confidential (Release Delayed) (anticipated by mid-August 2022), and the last bullet point in the 'Media: Consultant activities' table which is designated as Confidential (Draft Advice or Documents) and to be redacted
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), with the exception of **Attachment 2** which is designated as Not Confidential (Release Delayed) (anticipated by mid-August 2022), and the last bullet point in the 'Media: Consultant activities' table which is designated as Confidential (Draft Advice or Documents) and is to be redacted.
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 7 July 2022, as well as upcoming opportunities and media issues.

Communication Platforms

Key Element	Status
Commission Website	<p>The Commission's website restructure and new content went live on 21 July 2022.</p> <p>The main changes are that the State Commission Assessment Panel (SCAP) and Building Technical Panel (BTP) now have their own 'buttons' at the top of the website, which has freed up space on the Commission's website for additional content.</p> <p>New headings and content have now been added to reflect the various elements of the planning system that the Commission is responsible for (with links back to the PlanSA portal for further information). Information relating to Commission-led Code Amendments will be added to the website following technical amendments by the web team.</p>
Commission LinkedIn	<p>As of 19 July 2022, the Commission has 1,133 followers – an increase of 10 followers (since 27 June 2022).</p> <p>Recent LinkedIn posts included:</p> <ul style="list-style-type: none"> <li>• Melbourne showcase with the Victoria Planning Authority</li> <li>• Commission visits to growth council areas.</li> </ul> <p>Additional posts on the Chair's personal LinkedIn account (250 followers) included:</p> <ul style="list-style-type: none"> <li>• Planning Institute of Australia State Conference presentation</li> <li>• <i>The Fifth Estate's</i> article on SA's planning system.</li> </ul>
Commission Events	<p>A series of briefings for Accredited Professionals (3 August 2022), industry heads (9 August 2022), and council Mayors, CEOs and the Local Government Association (10 August 2022) have been scheduled. A Commission Member will introduce each session.</p> <p>The Commission conducted a site visit with Mount Barker District Council on 14 July 2022, and has a further visit scheduled with the City of Salisbury and City of Port Adelaide Enfield on 26 August 2022.</p> <p>The Chair will be giving the opening address at the Metro Council CEO Forum at the Local Government Association on 9 August 2022.</p> <p>Green Adelaide's Industry Roundtable will be held on 8 September 2022 from 9.30am to 12.00pm.</p> <p>Planning Institute of Australia's 'On the Couch' Breakfast with the Minister for Planning will be held on 30 September 2022 at the Rotunda, Adelaide Zoo.</p> <p>The Chair will attend the South Australian Geography Photo Competition (theme: 'South Australia: A Liveable State') on 29 October 2022 at the State Library.</p> <p>The calendar of Commission Events for 2022 is provided at <b>Attachment 1</b>.</p>
Commission Stakeholders	<p>The Chair is planning a series of meetings with metro council Mayors to discuss infill policies, Local Design Review and urban greening.</p>
<i>Planning Ahead</i> newsletter	<p>The July 2022 issue of the <i>Planning Ahead</i> newsletter included a column by the Chair that covered the Commission's recent visit to Melbourne.</p>

Communications Activity

Key Element	Status
Code Amendments	<p>The C&amp;E Team are currently involved in the delivery of communications and engagement activities for the following Code Amendments:</p> <ul style="list-style-type: none"> <li>• Miscellaneous Technical Enhancement – consultation opened on 25 July 2022</li> <li>• Hackham – consultation closed on 26 July 2022</li> <li>• Flooding Hazards Mapping Update (Stage 1) – early August 2022</li> <li>• State-wide Bushfire Hazards Overlay – mid-September 2022</li> <li>• Helen Mayo Park – ERDC Outcome – TBC</li> <li>• Design Standards – Driveway Crossovers – TBC</li> <li>• Future Living – early 2023.</li> </ul>
Commission Strategic Plan 2022-23	<p>The Strategic Plan is pending release via the Commission’s website, Chair’s e-newsletter, <i>Planning Ahead</i>, media release and social platforms. The Strategic Plan will be accompanied by a Key Priorities brochure developed by JP Media.</p>
Open Space and Trees Project & Green Adelaide Guide	<p>Work is underway with Green Adelaide and Department for Environment and Water (DEW) to jointly release the ‘Planning and Design Guide for Small Home Gardens’ in early September 2022. The Minister for Climate, Environment and Water has indicated she is keen to be involved in the launch in addition to the Minister for Planning.</p> <p>An industry roundtable is also scheduled for 8 September 2022.</p>
Land Supply	<p>The Land Supply team are looking to consult on the Land Supply methodology which will be used for Regional Plans. The targeted stakeholder consultation will involve the release of a discussion paper to:</p> <ul style="list-style-type: none"> <li>• Urban Development Institute of Australia</li> <li>• Housing Industry Association</li> <li>• Master Builders Association of South Australia</li> <li>• Property Council of Australia</li> </ul>
Bushfire Shelters	<p>As part of the Land and Built Environment’s broader Private Bushfire Shelters Project, the team is looking to engage with building professionals on the current approval framework and to inform future recommendations to the Commission. A draft Communications Plan is at <b>Attachment 2</b>.</p>
Regional Planning Program	<p>Preparations are underway on Regional Planning communications and engagement. Jayne Flaherty is the communications lead.</p>

Climate Change	Work is underway to create a brochure to communicate the work of the Commission and Planning and Land Use Services (PLUS) in the climate change space.
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Media

Key Element	Status
Consultant activities	<p>To date, JP Media has completed the following services:</p> <ul style="list-style-type: none"> <li>• Strategic Plan 2022-23 – Key Priorities brochure and communications collateral.</li> <li>• Commission photoshoot – Council site visit and new headshots.</li> <li>• Myth-busting talkback – Chair of the Commission and SCAP Presiding Member interviewed on the ABC Adelaide Radio afternoon program with Caroline Winter.</li> <li>• Social posts – Green Adelaide partnership and Strategic Plan 2022-23 release.</li> </ul> <p>The following activities are being progressed by JP Media:</p> <ul style="list-style-type: none"> <li>• Additional photoshoot – Group photos and remaining headshots scheduled for 18 August 2022.</li> <li>• SCAP brochure – to explain what SCAP does and how it operates.</li> </ul> <p>■ [REDACTED] ■ [REDACTED] ■ [REDACTED] ■ [REDACTED] ■ [REDACTED] ■ [REDACTED] ■ [REDACTED]</p> <p>It should be noted that JP Media’s contract expired on 30 June 2021.</p>
Media interest/issues	<p>The following media enquiries were received during the period:</p> <ul style="list-style-type: none"> <li>• 15 July 2022, ABC 7.30: Questions relating to the Shergold-Weir Building Confidence Report – A media briefing/draft response was provided to the Minister for Planning’s Office.</li> <li>• 14 July 2022, ABC Radio: SCAP approval of King’s Head Hotel redevelopment – SCAP Presiding Member was interviewed along with the proponent and community member.</li> <li>• 13 July 2022, The Mount Gambier News: Query concerning setbacks and approval for a local garage – A written response was developed and provided to the journalist via the PlanSA service desk.</li> <li>• 12 July 2022, ABC Radio: Development application to remove significant tree in Clapham – A media briefing/draft response was provided to the Minister for Planning’s Office.</li> </ul>

Other Business

Key Element	Status
Open Spaces Grants Program	<p>The Minister for Planning will be attending the City of Marion's official opening of the Hugh Johnson Boulevard Reserve on 6 August 2022. This project received funding from PLUS via an Open Spaces Grant. A media release and other communications materials are in development.</p> <p>The Office for Design and Architecture SA (ODASA) is currently working with the Minister for Planning's Office to announce changes to the Open Spaces Grants Program for 2022-23 and introduction of the new Community Infrastructure Program.</p>
Machinery of Government (MOG)	<p>As of 1 July 2022, the C&amp;E Team is responsible for servicing the whole of PLUS (State Assessment, Growth Management, ODASA, Land and Built Environment, Business Services, PlanSA and Office of the Registrar-General), including all media monitoring, media enquiries, and content management for the following websites:</p> <ul style="list-style-type: none"> <li>• PlanSA</li> <li>• Commission</li> <li>• SCAP</li> <li>• BTP</li> <li>• Expert Panel.</li> </ul> <p>A new PLUS microsite is currently in development. It should be noted that this additional workload may result in delays to some Commission-related communications and engagement activities and programs.</p> <p>A new media monitoring service will commence using 'Stream', an automated clipping service, from 1 August 2022. Commission Members will notice a change in how media clippings appear. Feedback on this new service is welcome.</p>

**Attachments:**

1. State Planning Commission Events Calendar 2022 (#18249493).
2. Draft Communications Plan – Private Bushfire Shelters (#18959915).

Prepared by: Emma Williams

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Endorsed by: Sally Smith

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Date: 27 July 2022

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# 2022 MONTHLY CALENDAR

## APRIL

				Friday 1	Sat/Sun	Monday 4	Tuesday 5	Wednesday 6	Thursday 7	Friday 8	Sat/Sun
				Planning & Building user forums					UDIA Conference		
Monday 11	Tuesday 12	Wednesday 13	Thursday 14	Friday 15	Sat/Sun	Monday 18	Tuesday 19	Wednesday 20	Thursday 21	Friday 22	Sat/Sun
	SPC Meeting										
Monday 25	Tuesday 26	Wednesday 27	Thursday 28	Friday 29	Sat/Sun						
			SPC Workshop & Meeting								

## MAY

						Monday 2	Tuesday 3	Wednesday 4	Thursday 5	Friday 6	Sat/Sun
						Minister attending GAROC				Planning & Building user forums	
Monday 9	Tuesday 10	Wednesday 11	Thursday 12	Friday 13	Sat/Sun	Monday 16	Tuesday 17	Wednesday 18	Thursday 19	Friday 20	Sat/Sun
			SPC Meeting	Green Adelaide Leaders Forum – SPC Chair speaking							
Monday 23	Tuesday 24	Wednesday 25	Thursday 26	Friday 27	Sat/Sun	Monday 30	Tuesday 31				
		Open Spaces Funding Model Meeting – Chair & Ex-officio attending	SPC Meeting	Regional Local Government CE Forum @ LGA – Minister and SPC Chair attending			Upper Spencer Gulf Summit @ Port Augusta – SPC Chair and SPC Members attending				



# 2022 MONTHLY CALENDAR

JULY											
				Friday 1	Sat/Sun	Monday 4	Tuesday 5	Wednesday 6	Thursday 7	Friday 8	Sat/Sun
				Planning & Building user forums Ex-Officio attending Stormwater Expert Panel meeting					SPC Meeting		
Monday 11	Tuesday 12	Wednesday 13	Thursday 14	Friday 15	Sat/Sun	Monday 18	Tuesday 19	Wednesday 20	Thursday 21	Friday 22	Sat/Sun
			SPC Site Visit – Mount Barker						SPC Meeting		
Monday 25	Tuesday 26	Wednesday 27	Thursday 28	Friday 29	Sat/Sun						
				UDIA SA 2022 Awards for Excellence – SPC Chair & Ex Officio attending							

AUGUST											
					Sat/Sun	Monday 1	Tuesday 2	Wednesday 3	Thursday 4	Friday 5	Sat/Sun
								MTE Code Amendment Briefing for Accredited Professionals	SPC Meeting	Planning & Building user forums	
Monday 8	Tuesday 9	Wednesday 10	Thursday 11	Friday 12	Sat/Sun	Monday 15	Tuesday 16	Wednesday 17	Thursday 18	Friday 19	Sat/Sun
	MTE Code Amendment Briefing for Industry Heads Metro Local Government CE Forum @ LGA – Minister and SPC Chair attending	MTE Code Amendment Briefing for LGA & Council Mayors/CEs		LCLGA meeting in Kingston – SPC Member Steven Griffiths attending			Public Information session for MTE Code Amendment		Public Information session for MTE Code Amendment SPC Meeting		
Monday 22	Tuesday 23	Wednesday 24	Thursday 25	Friday 26	Sat/Sun	Monday 29	Tuesday 30	Wednesday 31			
				SPC Site Visit – Salisbury & Port Adelaide Enfield							



