



Agenda Report for Noting

Meeting Date: 6 June 2024

Item Name	SPC Communications and Engagement Update	
Presenters	Steven Murphy	
Purpose of Report	Noting	
Item Number	6.1	
Strategic Plan Reference	N/A	
Work Plan Reference	N/A	
Confidentiality	Not Confidential (Release Immediately)	
Related Decisions	N/A	
Conflicts Declared	Nil	
Is the Report author aware of any potential undeclared conflict?		NO

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 **24 May 2024**, as well as upcoming opportunities and media issues.

Comms and Engagement team update

Key Element	Status
Team structure	<ul style="list-style-type: none"> The two new Communications & Engagement Specialists start with PLUS in mid-July.

Regional Planning Program

Key Element	Status
Greater Adelaide Regional Plan (GARP)	<ul style="list-style-type: none"> GARP key messaging that reflects the change in timeline to be presented to SPC on 4 July. The GARP Engagement Plan is currently being finalised and will be presented to the Commission for endorsement on 1 August. URPS have been engaged to produce strategic planning comms assets to support GARP engagement, such as one-pagers that address the potential 'hot topics'.
Kangaroo Island Regional Plan	<ul style="list-style-type: none"> The Kangaroo Island Regional Plan 12-week engagement period closed at 5pm on 6 June. The What We Heard Report and the Section 73 Engagement Report are currently being prepared by URPS, with the What We Heard Report due from URPS on 8 July. 197 submissions were received, including 131 community responses via YourSAy.

Communication Platforms

Key Element	Status
Websites – PlanSA and SPC	<ul style="list-style-type: none"> New tree reform brochure – added to pages and news Consultation commenced: <ul style="list-style-type: none"> Watervale Code Amendment Adult Entertainment Premises Code Amendment Milang Local Heritage Code Amendment Lakeside Goolwa Code Amendment Consultation closed: <ul style="list-style-type: none"> State Planning Policies Community Engagement Charter Tintinara Airfield Code Amendment KIRP
SPC & Chair LinkedIn	<p>As of 18 June 2024, the Commission has 1,861 followers, up from 1,812 since 24 May 2024.</p> <p>LinkedIn posts since 24 May included:</p> <ul style="list-style-type: none"> Employment precinct proposed near Dublin

	<ul style="list-style-type: none"> • Shared Green Adelaide’s post re Urban Greening Strategy consultation • Additional guidance for industry on new tree protection requirements • Kangaroo Island Regional Plan consultation closing soon • June edition of Planning Ahead • Community Engagement Charter consultation • Tintinara Airfield Code Amendment consultation • State Planning Policy 1 consultation • Close to \$2 million to upgrade open spaces • Shared DEW post re nominations open for 2024 Climate Leaders Awards. <p>There were no additional posts on the Chair’s personal LinkedIn account, which has 1,590 followers as of 18 June 2024, up from 1,569 on 24 May 2024.</p>
<p>PlanSA Facebook and Twitter</p>	<p>Topics posted between 24 May 2024 and 18 June 2024:</p> <ul style="list-style-type: none"> • Employment precinct proposed near Dublin • Shared Green Adelaide’s post re Urban Greening Strategy consultation • Additional guidance for industry on new tree protection requirements • Kangaroo Island Regional Plan consultation closing soon • June edition of Planning Ahead • Community Engagement Charter consultation • Tintinara Airfield Code Amendment consultation • State Planning Policy 1 consultation • Close to \$2 million to upgrade open spaces • Shared DEW post re nominations open for 2024 Climate Leaders Awards. <p>PlanSA Facebook posts reached 32,744 during this period (2,948 organic and 30,423 from paid boosted posts). This is up from 26,394 last month, due to increased paid reach. The page has increased to 5,799 followers (up from 5,775).</p> <p>PlanSA Twitter has 59 followers (up from 56) and posts received a total of 184 impressions, up from 126 impressions during last reporting period.</p>
<p>SPC & PLUS Events</p>	<p>Previous events:</p> <p>Tree regulation reforms</p>

	<ul style="list-style-type: none"> Practitioner online information session, 4 June <p>Future Living Code Amendment</p> <ul style="list-style-type: none"> Project working group meeting, focussing on partnering with councils to deliver engagement, 13 June Engagement workshop with council engagement staff, 20 June
<i>Planning Ahead</i> Newsletter	<p>The latest edition of Planning Ahead was issued on 4 June.</p> <p>The special edition focussing on housing diversity will be published by 1 July, following the Minister's 'road-map' announcement.</p>

Communications Activity

Key Element	Status
New tree protection regulations	Additional guidance for stakeholders on new tree protection requirements were developed and published on the PlanSA website and PlanSA/SPC social media channels
Real Property Regulations consultation	<p>Consultation opened on 6 May and closed on 3 June 2024.</p> <p>13 submissions were received and are currently being reviewed and considered in finalising the regulations.</p>
Tintinara Airfield Code Amendment	<p>Engagement opened on 24 April and closed on 5 June.</p> <p>9 responses were received via YourSAy and 7 submitted via PlanSA.</p> <p>The YourSAy webpage was visited by 352 people and the majority visited YourSAy from social media links.</p> <p>Content promoting the consultation was published in Planning Ahead and PlanSA/SPC social media.</p>
Ministerial Building Standard (MBS 007) consultation	<p>Engagement regarding how the liveability and energy efficiency NCC provisions will be achieved opened on 24 April and closed on 8 May.</p> <p>A total of 24 submissions were received.</p> <p>A 'what we heard' summary has been prepared and will be included in communication activities to promote the MBS 013 consultation.</p>
Ministerial Building Standard (MBS 013) consultation	<p>Engagement regarding how the liveability and energy efficiency NCC provisions would apply to additions/extensions of existing homes will open on 20 June and close on 11 July.</p> <p>Communication activities include:</p> <ul style="list-style-type: none"> PlanSA consultation page and news story Summary document Letter to key stakeholders Building Standard article Planning Ahead article PlanSA and SPC social media posts Media release

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<p>State Planning Policy 1 amendment</p>	<p>Engagement opened on 11 April and closed on 6 June.</p> <p>A total of 65 submissions were received, including 55 via YourSAy.</p> <p>The YourSAy page was visited about 1.1k times with the majority reaching the site via a direct link etc from a letter or e-news.</p> <p>201 people downloaded the draft Code Amendment document 254 times.</p> <p>Content promoting the consultation was included in Planning Ahead and PlanSA/SPC social media.</p> <p>Work is underway to develop a 'what we heard' summary to send to all those who submitted feedback and registered to attend an information session, along with the engagement evaluation survey.</p>
<p>Community Engagement Charter Review</p>	<p>Engagement opened on 14 March and closed on 6 June.</p> <p>56 submissions were received, with 27 submitted via YourSAy.</p> <p>The YourSAy page was visited more than 1.7k times with the majority reaching the site via social media links.</p> <p>277 people downloaded documents, with the marked-up charter downloaded 287 times.</p> <p>Content promoting the consultation was included in Planning Ahead, YourSAy channels and PlanSA/SPC social media.</p> <p>Work is underway to develop a 'what we heard' summary to send to all those who submitted feedback and registered to attend an information session, along with the engagement evaluation survey.</p>
<p>Ancillary and student accommodation definitions code amendment</p>	<p>Engagement opened on 29 Feb and closed on 15 April.</p> <p>A total of 110 submissions were received.</p> <p>The 'what we heard' summary was sent to everyone that submitted feedback along with the engagement evaluation survey. 12 people responded to the evaluation survey and provided positive feedback.</p> <p>Work is now underway to finalise the engagement report.</p>
<p>State-wide Bushfire Mapping Code Amendment</p>	<p>Engagement opened on 23 November and the closing date was extended from 8 March to 5 April.</p> <p>A total of approximately 190 submissions were received.</p> <p>The 'what we heard' report is currently being prepared and work is underway to prepare the engagement report.</p>
<p>Planning System Comms – public messaging outlining SCAP processes, Public Notification vs Engagement.</p>	<p>Drafting an Opinion Piece for SPC Chair that outlines the SPC/SCAP processes and alleviate some of the confusion about the role of each, and the role of Public Notification vs Engagement.</p> <p>Producing a fact sheet that can be used for public and media enquiries that gives greater understanding of the process for development approvals.</p>
<p>Certificate of Occupancy (to commence in October 2024)</p>	<p>The team is working with consultants to prepare materials including:</p> <ul style="list-style-type: none"> • Stakeholder letters

	<ul style="list-style-type: none"> • Web content • Homeowner guide • Newsletter articles
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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"> • National Construction Code – 10 days to implementation • ICAC probe into planning and development • Land Division Made Faster media release • River Murray Flood Resilience code amendment • GARP timeline • Budget estimates enquiries, preparation and follow-up • Launch of Housing Roadmap

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Endorsed by: Jane Trotter

Date: 27 June 2024