



Agenda Report for Noting

Meeting Date: 13 December 2023

Item Name	SPC Communications & 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

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 recent work program of the Commission's Communications and Engagement (C&E) Team, highlighting major communications and engagement activity conducted since 2 November 2023, as well as upcoming opportunities and media issues.

Regional Planning Program

Key Element	Status
<p>Greater Adelaide Regional Plan (GARP) – Discussion Paper Engagement Plan</p>	<ul style="list-style-type: none"> • GARP Discussion Paper engagement went live on Monday, 14 August. • Engagement closed at 5pm Monday, 6 November. • Ongoing boosted and organic social media posts from Plan SA social channels ended on 6 November. • Aboriginal State Agency and Advisory Panel Workshop report produced with additional feedback received from stakeholders. • Briefings/presentations given since last meeting: Individual Council workshop - Adelaide Hills Council • A comprehensive range of engagement activities were run during the consultation program, with more than 70 separate events. • A total of 721 submissions were received during the 12-week engagement period from: <ul style="list-style-type: none"> • Email submissions (250) • Submissions via the Plans A portal (89) • YourSAy Survey – General Public (294) • YourSAy map pinned comments (46 participants) • YourSAy Youth Survey (30) • Hard copy/post submissions (12) • Media coverage consisting of print, radio and online produced 280 media articles with a combined potential audience of 11.5 million viewers/listeners. • During the engagement period The PlanSA Facebook page had a reach of 216k (570% increase), 600k page impressions and 10k engagements (clicks, likes, shares, comments). PlanSA Twitter content received 1.7K impressions, while the Commission LinkedIn page received 64k impressions. • The GARP DP website received 30k impressions and 85k engagements during the engagement period. • Work has commenced on the GARP DP What We Heard Report for a late Dec 2023 release. • Reviews of submissions is underway and will be included in the GARP DP Engagement Report in Quarter 1-2024.

Communication Platforms

Key Element	Status
SPC & Chair LinkedIn	<p>As of 6 December 2023, the Commission has 1575 followers – an increase of 61 followers since the last reporting period.</p> <p>Recent LinkedIn posts since 2 November included:</p> <ul style="list-style-type: none"> • Certificate of Occupancy now required for new homes from October 2024 • State-wide Bushfire Hazards Overlay Code Amendment consultation • Congratulations to PLUS team for success at PIA SA awards • Congratulation to Michael Burdett for Building Director appointment • Last chance to provide feedback on GARP Discussion Paper <p>Additional posts on the Chair’s personal LinkedIn account (1,313 followers as of 7 December 2023 – an increase of 102 since the last reporting period) since 2 November included:</p> <ul style="list-style-type: none"> • Discussing GARP at LGA AGM • Congratulations to City of Unley for PIA Awards • Place Score’s 2023 Australian Liveability Census
PlanSA Facebook and Twitter	<p>Topics posted between 2 November and 7 December:</p> <ul style="list-style-type: none"> • Certificate of Occupancy now required for new homes from October 2024 • Ancillary accommodation and accepted development in master-planned areas regulation changes • State-wide Bushfire Hazards Overlay Code Amendment consultation • Congratulations to PLUS team for success at PIA SA awards • Adelaide Football Club’s Thebarton Oval Precinct Master Plan • Proposed miscellaneous amendments to the General Regulations • Residential driveway crossovers design standard consultation • Celebrating World Planning Day • Congratulation to Michael Burdett for Building Director appointment • Last chance to provide feedback on GARP Discussion Paper <p>PlanSA Facebook posts reached 20.5k during this period, down from 42.8k last reporting period (however last period included paid reach of 23.0k).</p> <p>The Facebook page has increased to 5,460 follows from 5,405 last reporting period and received 57 new page likes.</p> <p>PlanSA Twitter posts received 231 impressions and has 34 followers (compared to 722 impressions and 31 followers last reporting period [which included paid promotion] and 258 impressions and 26 followers the month prior)</p>

SPC & PLUS Events	<p>Recent GARP events:</p> <ul style="list-style-type: none"> • 1 Individual Council workshop - Adelaide Hills Council
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Communications Activity

Key Element	Status
State-wide Bushfire Hazards Overlay consultation launch	<p>Public consultation launched on 23 November 2023 and closes 8 March 2024.</p> <p>Communications support for the engagement included:</p> <ul style="list-style-type: none"> • key stakeholder letters • Planning Ahead article • social media • consultation page on YourSAy website • PlanSA website content, news story and homepage banner • Fact Sheet and Guide for Practitioners published online • presentation at Policy Forum on 8 December. <p>Online and in-person community information sessions are being planned for early February 2024.</p>
Certificate of Occupancy regulation change	<p>Communications to raise awareness of the regulation change included:</p> <ul style="list-style-type: none"> • preparing media release • stakeholder letters • PlanSA web content and news story • Planning Ahead article • social media • presentation at Building Users Forum on 1 December.
Miscellaneous regulation amendments consultation	<p>Public consultation opened 10 November and closed 8 December.</p> <p>Communications promoting consultation included:</p> <ul style="list-style-type: none"> • PlanSA website content • key stakeholder letters • Planning Ahead article • social media • presentation at Planning User Forum on 1 December.
Ancillary accommodation and accepted development in master-planned areas regulation change	<p>Communications to raise awareness of the regulation change included:</p> <ul style="list-style-type: none"> • preparing media release • stakeholder letters • PlanSA web content and news story

	<ul style="list-style-type: none"> • Planning Ahead article • social media • presentation at Planning Users Forum on 1 December.
Crown and essential infrastructure development application process moved to DAP	<p>Communications supporting go live on 10 November included:</p> <ul style="list-style-type: none"> • PlanSA website content and homepage banner • EDALA website content • user guide • email to stakeholders • Planning Ahead article. <p>This followed communications raising awareness of the coming change from 5 October, which included an online information session.</p>
Seacliff boundary change consultation outcome	<p>Communications regarding outcomes from consultation included:</p> <ul style="list-style-type: none"> • email to people who responded to the survey • updates to YourSAy consultation webpage.
Planning Ahead	The December edition of Planning Ahead was published on 6 December.

Media

Key Element	Status
Media interest	<p>The team provided information to the Ministers Office and media on the following topics:</p> <ul style="list-style-type: none"> • Point Turton and Port Victoria Urban Growth Code Amendment • Cape Jaffa major development approval breach • Victor Harbor well-being precinct • Performance System Indicators Report • Defence land rezoning at Smithfield • Ancillary accommodation and accepted development in master-planned areas regulation change • Certificate of Occupancy regulation change

Prepared by: Steven Murphy and the Communications & Engagement team

Endorsed by: Jane Trotter

Date: 8 December 2023