



Agenda Report for Noting

Meeting Date: 2 May 2024

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| 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 | N/A | |
| 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 February 2024**, as well as upcoming opportunities and media issues.

Comms and Engagement team update

| Key Element | Status |
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| Team structure | <ul style="list-style-type: none"> • Two additional Comms and Engagement Specialists have been added to the team structure and recruitment is underway. • This allows for three team streams – one dedicated to delivering engagement for code amendments, one dedicated to delivering the Regional Planning Program and one dedicated to delivering corporate communications for PLUS and SPC. • Comms and Engagement Officer, Julia Haidar, has started with the team and will be focused on project managing the submissions process across all PLUS engagement and establishing best practice for digital and design across our platforms. |

Regional Planning Program

| Key Element | Status |
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| Greater Adelaide Regional Plan (GARP) | <ul style="list-style-type: none"> • Draft GARP Section 73 Engagement Report supplied by URPS, now with the Strategic Planning/Comms team for updates. |
| Kangaroo Island Regional Plan | <ul style="list-style-type: none"> • The Kangaroo Island Regional Plan has been released for a 12-week engagement period from Thursday 14 March. • Kangaroo Island Council and Elected Members took place on the 27th and 28th of March on the island. • Engagement Activities will include: <ul style="list-style-type: none"> ○ Council Staff Briefing - Wednesday, 27 March ○ Elected Member Briefing - Thursday, 28 March ○ MLG Briefing - Wednesday, 27 March ○ Industry Briefing - Tuesday, 2 April ○ Community & Interest Group Briefing - Tuesday, 2 April ○ State Agency Briefing - Wednesday, 3 April ○ Online Community Info Session 1 - Wednesday, 1 May ○ Online Community Info Session 2 - Thursday, 2 May ○ Community Information Session 1 - Monday, 6 May ○ Community Information Session 2 - Tuesday, 7 May ○ Council Staff Workshop - Wednesday, 8 May ○ Community Information Session 3 - Wednesday, 8 May ○ Elected Member Workshop - Thursday 09 May |

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| | <ul style="list-style-type: none"> ○ Online Youth Workshop - Tuesday, 14 May • YourSAy page active and already collecting survey submissions. has been created with the DPC team and is currently being worked on. • The Islander Print Ad placement ran - 21 March • DL Flyer Letter Box Drop with engagement information has been distributed to 2,456 KI PO Boxes and letter boxes – 21 March • KI Council included KIRP messaging in their regular Islander newspaper column – 21 March • Support organised by Comms with stakeholders: <ul style="list-style-type: none"> ○ RDA Adelaide Hills, Fleurieu and Kangaroo Island – KIRP Included in weekly newsletter and socials – 25 March ○ KI Conservation Landowners Association – KIRP Inclusion in their newsletter – 26 March ○ SeaLink will feature KIRP posters in both the Penneshaw and Cape Jervis Ferry Terminals, also looking into on ferry placement. Have confirmed support via social media channels. 26 March ○ Kangaroo Island Tourism Alliance (KITA) – will include KIRP content in newsletter – 1 April |
| <p>Digital Regional Planning Portal launch</p> | <ul style="list-style-type: none"> • To coincide with launch of KIRP, 14 March • Four industry and practitioner workshops were held in March • All-encompassing letter to tell the ‘story’ of KIRP, the portal and Community Engagement Charter Review and how they all talk to each has been sent to all stakeholders on 14 March. |

Communication Platforms

| Key Element | Status |
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| <p>Websites – PlanSA and SPC</p> | <ul style="list-style-type: none"> • Land Supply Dashboard added to the portal • Updates to population pages • Multiple code amendment updates, including 10 initiation approvals • Updates to multiple learning and support guides • Updates to code amendment and application lodgement fees • New version of Practice Direction 7 – Out of Councils • New Practice Guideline 1 – Natural Ground Level • Updates to Statement of Compliance • Quarterly system enhancement reports • |
| <p>SPC & Chair LinkedIn</p> | <p>As of 24 April 2024, the Commission has 1,748 followers, up from 1673 since 23 February 2024.</p> |

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| | <p>Recent LinkedIn posts included:</p> <ul style="list-style-type: none"> • KI Regional Plan consultation and community information sessions • Proposed amendment to State Planning Policy 1 • SA Bushfire Hazards Overlay CA consultation and events • Expert Panel: final report and government response • Land Supply Dashboard launch • Shared Sally Smith’s post re PlanSA team celebrating 3 years since PlanSA went live • Miscellaneous amendments to the General Regulations • Updating the Community Engagement Charter • Revised Statement of Compliance • Reducing red tape to create more housing options • Flood Hazards Mapping Update Code Amendment approved <p>Additional posts on the Chair’s personal LinkedIn account (1,531 followers as of 24 April 2024, up from 1,439 on 26 February 2024) included:</p> <ul style="list-style-type: none"> • Taking part in Committee for Adelaide ‘Population Growth and Housing’ panel conversation • Congratulations to Jane Strange for hosting the first Young Planners forum • Promoted Planning Ahead April edition • Shared Marc Voortman’s post re visiting key spots on KI re regional plan consultation • We Are SA article re the planning portal’s impact |
| <p>PlanSA Facebook and Twitter</p> | <p>Topics posted between 24 February 2024 and 23 April 2024:</p> <ul style="list-style-type: none"> • KI Regional Plan consultation and community information sessions • Proposed amendment to State Planning Policy 1 • SA Bushfire Hazards Overlay CA consultation and events • Planning Ahead April edition • Land Supply Dashboard launch • We are SA article re the planning portal’s impact • Miscellaneous amendments to the General Regulations • Updating the Community Engagement Charter • Revised Statement of Compliance • Reducing red tape to create more housing options <p>Flood Hazards Mapping Update Code Amendment approved PlanSA Facebook posts reached 33,145 during this period (5,649 organic and 30,111 from paid boosted posts). The page has increased to 5,689</p> |

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| | <p>followers (up from 5,526) and has 5,649 page likes (up from 5,480).</p> <p>PlanSA Twitter has 64 followers (down from 65) and posts received a total of 249 impressions.</p> |
| SPC & PLUS Events | <p>Previous events:</p> <p>Community Engagement Charter</p> <ul style="list-style-type: none"> • online open information session, 16 April • CPOG presentation, 15 March <p>Bushfire Hazards Overlay Mapping Code Amendment</p> <ul style="list-style-type: none"> • Online open information session, 20 March • CPOG presentation, 15 March • Eden Hills community event hosted by Catherine Hutchesson MP, 14 March <p>Ancillary and Student Accommodation Definitions Review</p> <ul style="list-style-type: none"> • Online open information session, 19 March <p>Upcoming Events:</p> <p>State Planning Policy</p> <ul style="list-style-type: none"> • Online open information sessions, 23 April and 14 May <p>Community Engagement Charter</p> <ul style="list-style-type: none"> • Online open information session, 9 May |
| <i>Planning Ahead</i> Newsletter | <p>A special edition Planning Ahead focussing on consultation was issued re KI Regional Plan and the Regional Planning Portal, Community Engagement Charter and State-wide Bushfire Hazards Overlay Code Amendment on 14 March 2024.</p> <p>A standard edition of Planning Ahead was issued on 4 April.</p> <p>The next edition of Planning Ahead will be a special edition focussing on housing diversity and is planned to be published early May.</p> |

Communications Activity

| Key Element | Status |
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| State-wide Bushfire Mapping Code Amendment | <p>Engagement opened on 23 November and the closing date was extended from 8 March to 5 April.</p> <p>An additional online and in-person event hosted by Catherine Hutchesson MP were held during the extended consultation period.</p> <p>80 submissions have been received through YourSAy, with additional submissions submitted via email. About 3,400 people visited the YourSAy website, with a total of about 5,200 visits and the draft Code</p> |

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| | <p>Amendment document was downloaded 985 times.</p> <p>Work is now underway to prepare the engagement report.</p> |
| Tintinara Airfield Code Amendment | <p>Engagement is expected to open on 24 April for 6 weeks, closing on 5 June. Communication activities include:</p> <ul style="list-style-type: none"> • Emailing/writing to affected and nearby landholders and key stakeholders • Information and feedback provided via YourSAy and PlanSA websites • Content to be included in Planning Ahead • Social media posts |
| Ministerial Building Standard consultation | <p>Engagement opened on 24 April and closes on 8 May. Communications activities include:</p> <ul style="list-style-type: none"> • Emailing key stakeholders including accredited professionals • Special edition of The Building Standard • PlanSA website content • Social media posts |
| Ancillary and student accommodation definitions code amendment | <p>Engagement opened on 29 Feb and closed on 15 April.</p> <p>75 submissions were received through YourSAy and 7 submissions were received through PlanSA. About 948 people visited the YourSAy website, with a total of about 1,180 visits and the draft code amendment document was downloaded 185 times.</p> <p>Work is now underway to prepare the engagement report.</p> |
| Practice guideline: Natural ground level | <p>Communications activities included:</p> <ul style="list-style-type: none"> • Letter to LG Assessment Managers Forum • Letter to key stakeholders • Internal email to PLUS staff • PlanSA news • Social media posts • SPC news web content • SPC social media posts |
| Statement of compliance | <p>Communications activities included:</p> <ul style="list-style-type: none"> • Preparation of FAQs • Letter to stakeholders • Letter to accredited professionals • Letters to key stakeholders • PlanSA web content and news • Social media posts |
| Fee reform for code amendments and | <p>Communications activities included:</p> <ul style="list-style-type: none"> • two factsheets - one for development application lodgement |

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| development applications | <p>fees and the other for code amendment fees.</p> <ul style="list-style-type: none"> • media release • letter to stakeholders • letter to accredited professionals • social media posts • PlanSA web content and news |
| State Planning Policy 1 amendment | <p>Engagement opened on 11 April and will close on 6 June. Communications activities to support the consultation include:</p> <ul style="list-style-type: none"> • Letters to stakeholders • PlanSA web content • Engagement plan • FAQs • Social media posts |
| Community Engagement Charter Review | <p>Engagement opened on 14 March and closes on 6 June.</p> <p>Communication activities included:</p> <ul style="list-style-type: none"> • Letters to stakeholders • PlanSA, YourSAy and SPC website content • Planning Ahead article • Social media <p>As of 24 April, 10 submissions have been received via YourSAy. 582 people have visited the webpage a total of 858 times. The draft charter document has been downloaded 150 times.</p> <p>Further promotion via social media is planned during the consultation period.</p> |
| Land Supply Dashboard launch | <p>Communication activities promoting the launch included:</p> <ul style="list-style-type: none"> • Draft media release prepared • PlanSA website content • Planning Ahead article • Social media |
| Flood Hazards Mapping Update Code Amendment | <p>Closing the loop communications issued following go-live in the SA planning portal included:</p> <ul style="list-style-type: none"> • Stakeholder emails • PlanSA website content • Social media • Planning Ahead article |
| Miscellaneous amendments to the General Regulations | <p>Communications activities notifying the amendments have been made included:</p> <ul style="list-style-type: none"> • Stakeholder emails |

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| | <ul style="list-style-type: none"> • PlanSA and SPC website content • Social media • Planning Ahead article |
| Recent Supreme Court judgement | A note from the PLUS Legislation team was included in Planning Ahead regarding the potential implications of the decision of the Supreme Court in Geber Super Pty Ltd v Barossa Assessment Panel [2023] SASC 154. |

Media

| Key Element | Status |
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| 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"> • Proposals to update Historic Areas Statements • Buckingham Arms (SCAP) • Adelaide Football Club development application • Ancillary Accommodation and Student Housing CA • Kangaroo Island Regional Plan • Launch of digital Regional Planning Portal • Community Engagement Charter review • Real Property Act • Smithfield rezoning • Land Supply Dashboard • Hillbank land division • Fee Reform • Government response to Expert Panel • Crown & Anchor development application • Pier Hotel roofing |

Prepared by: Steven Murphy and the Communications & Engagement team

Endorsed by: Jane Trotter

Date: 24 April 2024