



Agenda Report for Noting

Meeting Date: 7 March 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	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 **19 January 2024**, as well as upcoming opportunities and media issues.

Regional Planning Program

Key Element	Status
Greater Adelaide Regional Plan (GARP)	<ul style="list-style-type: none"> Reviews of submissions completed. GARP Engagement Report to be progressively prepared by URPS and the Strategic Planning/Comms team.
Kangaroo Island Regional Plan	<ul style="list-style-type: none"> The Kangaroo Island Regional Plan to be released for a 12-week engagement period from Thursday 14 March. Plan English edits of the KIRP and the creation of the KIRP Summary document are nearly complete. The creation of the KIRP Communications Package is currently underway. Mapping of community engagement events and Kangaroo Island Council and Elected Members briefings are scheduled for week 2 of engagement, with a second trip to the island for community drop-in sessions scheduled for week 8. Design work on the print version of the KIRP are underway and ongoing. YourSAy draft page has been created with the DPC team and is currently being worked on. Edits to the Regional Planning Portal are ongoing with How to Get Involved content to be uploaded once design is supplied.
Digital Regional Planning Portal launch	<ul style="list-style-type: none"> To coincide with launch of KIRP, 14 March Four industry and practitioner workshops to be 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 to be sent to all stakeholders.

Communication Platforms

Key Element	Status
Websites – PlanSA and SPC	<ul style="list-style-type: none"> Addition of outline consent development assessment process - includes new pages, updates to existing pages, new documents and forms Ongoing Code Amendment updates Updates to multiple learning and support guides as a result of system enhancements
SPC & Chair LinkedIn	<p>As of 23 February 2024, the Commission has 1673 followers – an increase of 64 followers since 19 January 2024.</p> <p>Recent LinkedIn posts included:</p> <ul style="list-style-type: none"> Congratulations to Brett Steiner, finalist in 2023 Premier's Excellence Awards Outline Consent: a new flexible assessment approach Promoting State-wide Bushfire Hazards Overlay Code

	<p>Amendment community events</p> <ul style="list-style-type: none"> • Urban Para Planner Cadetship open for applications • Change of PLUS bank details <p>Additional posts on the Chair’s personal LinkedIn account (1439 followers as of 26 February 2024 – an increase of 51 since 19 January 2023) included:</p> <ul style="list-style-type: none"> • GARP what we heard report • Congratulations to Sally Smith for receiving the Public Service Medal in the Australia Day 2024 honours list.
<p>PlanSA Facebook and Twitter</p>	<p>Topics posted between 20 January 2024 and 23 February 2024:</p> <ul style="list-style-type: none"> • Outline Consent: a new flexible assessment approach • Promoting State-wide Bushfire Hazards Overlay Code Amendment community events • Urban Para Planner Cadetship open for applications • Change of PLUS bank details <p>PlanSA Facebook posts reached 25,661 during this period (9,645 organic and 78,333 from paid boosted posts). The page has increased to 5,526 followers (up by 61) and has 5480 page likes.</p> <p>PlanSA Twitter has 65 followers and posts received 405 impressions, with 94 impressions for the Port Lincoln bushfire hazards overlay Code Amendment drop-in session post, a significant increase from last month’s total of 87 impressions.</p>
<p>SPC & PLUS Events</p>	<p>Previous events:</p> <p>State-wide Bushfire Hazards Overlay Code Amendment:</p> <ul style="list-style-type: none"> • 2 open online information sessions, 7 and 19 February, with 82 registrations to attend • community drop-in information sessions held throughout February at Kingscote, Kadina (including meeting with council staff), Stirling, Port Lincoln, Willunga, Kapunda and Golden Grove, attended by about 50 people • Infrastructure SA presentation, 20 February • UDIA presentation, 22 February <p>Upcoming Events:</p> <p>State-wide Bushfire Hazards Overlay Code Amendment:</p> <ul style="list-style-type: none"> • community event at Blackwood is planned for 14 March in collaboration with the Office of Catherine Hutchesson MP • Country Planning Officers Group attendance, together with CFS to answer questions, 15 March • additional online information sessions are planned, and the need for further drop-in sessions in key locations across the state is being considered.

<i>Planning Ahead</i> Newsletter	The February edition of Planning Ahead is expected to be published the week commencing 26 February.
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Communications Activity

Key Element	Status
State-wide Bushfire Mapping Code Amendment	<p>Engagement opened on 23 November and the closing date has been extended from 8 March to 5 April.</p> <p>Communication activities have focussed on promoting the online and community drop-in sessions including boosted social media posts, providing information to local media outlets, and providing information to councils to assist in promoting community drop-in sessions in their local areas.</p> <p>As of 23 February, 51 submissions have been received. 2,700 people have visited the YourSAy website, with a total of about 4,000 visits and the draft Code Amendment document has been downloaded about 755 times.</p>
Design Standards – Driveway Crossover Code Amendment	<p>Engagement closed on 14 November.</p> <p>The engagement report is currently being prepared.</p>
Tintinara Airfield Code Amendment	Work is underway to finalise the engagement plan.
Outline Consent Practice Direction	<p>The practice direction and associated regulations (Gazetted 23 February) communication activities included:</p> <ul style="list-style-type: none"> • directly emailing key stakeholders and participants in the consultation • information on PlanSA and YourSAy websites • social media posts on PlanSA and SPC channels • content to be included in Planning Ahead • media notes provided to Minister’s office
Community Engagement Charter Review	<p>Engagement plan has been developed to support consultation on proposed updates to the engagement charter and communication products are being prepared.</p> <p>Communication activities are to launch on 14 March and to include promoting the release of the Engagement Charter Review Report.</p>

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"> • Private Bushfire Shelters

	<ul style="list-style-type: none">• Strathalbyn Code Amendment• SPC Opinion Piece – PlanSA• Rezoning of Western Hospital site at Henley Beach• 136 Reservoir Road, Modbury• Para Planner Cadetship• Kadina Code Amendment• Bushfire Hazards Code Amendment – Jason Bailey radio• SCAP meeting – Bowden & Prosect• Prospect Heritage media release• Buckingham Arms / Walkerville SCAP agenda item
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Endorsed by: Jane Trotter

Date: 29 February, 2024