



Agenda Report for Noting

Meeting Date: 11 May, 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 current work program of the Commission's Communications and Engagement (C&E) Team, highlighting major communications and engagement activity conducted since 6 April 2023, as well as upcoming opportunities and media issues.

Regional Planning Program

Key Element	Status
Greater Adelaide Regional Plan (GARP) – Discussion Paper Engagement Plan	Following the SPC Workshop on Risk Mitigation for Regional Planning, the Communications & Engagement team have scheduled a strategy day on 15 May to incorporate the Commission’s feedback into the GARP Discussion Paper Engagement Plan.
Regional Planning Engagement Consultant ‘megabrief’	We are now out to tender to engage a consultancy to support the PLUS Communications & Engagement team with the facilitation of the seven regional planning Draft Plans. The brief is requesting corporate communications, marketing, digital, graphic design, social media and engagement support from the successful candidate.
GARP Discussion Paper graphic design	The key design elements and photography for the Discussion Paper to be finalised mid-May.
Digital Hub	Work has begun on the PlanSA digital Hub to house all GARP related materials, including Discussion Paper. The format for the new hub will be similar to the site created for the Expert Panel. The branding established for the Discussion Paper will continue through the PlanSA digital hub. The existing content under Regional Plans to be updated as soon as possible to bridge until the hub is ready to be published. The hub will be an integral link for all Regional Planning information and updates.
Six Country Regional Plans	The Engagement Plans for each of the six country Regional Plans have been updated at the conclusion of Phase 1 engagement and will be presented to SPC in coming weeks. Key additions to the Engagement plans will be strategic engagement with First Nations and also the utilisation of ‘pop-up’ for the promotion of the draft plans.

Communication Platforms

Key Element	Status
Websites	The significant Commission and PlanSA websites updates were: <ul style="list-style-type: none"> • Mary and Arthur Streets, Unley Code Amendment – Finalised • Scotty’s Corner Code Amendment – Refused • 107 Port Road Thebarton Code Amendment – Consultation closed • Hillier Code Amendment – Consultation commenced • Flood Hazards Mapping Code Amendment – Consultation closed • MTE Code Amendment – Finalised • Practice Direction 14 – new version

OFFICIAL

<p>SPC & Chair LinkedIn</p>	<p>As of 4 May 2023, the Commission has 1,385 followers – an increase of 15 followers since 2 March 2023.</p> <p>Recent LinkedIn posts included:</p> <ul style="list-style-type: none"> • Miscellaneous Technical Code Amendment approval <p>Additional posts on the Chair’s personal LinkedIn account (881 followers as of 4 May 2023 – an increase of 104 since 31 March 2023) included:</p> <ul style="list-style-type: none"> • Sharing of detail for First International Sufficiency Conference • Details for the Chair’s attendance at Building for Net Zero Carbon event • The Adelaide Economic Development Agency Summit
<p>SPC & PLUS Events</p>	<p>Recent events:</p> <ul style="list-style-type: none"> • 18 April 2023: Adelaide Flood Recovery Community meeting held at Norwood Town Hall attended by Code Amendment team. <p>Upcoming Events:</p> <ul style="list-style-type: none"> • 23-25 May 2023: Planning Institute of Australia (PIA) Congress – Planning and Land Use Services (PLUS) is a Platinum Sponsor and will have a promotional booth and branding rights. • 16 May 2023: Craig Holden Guest lecture to Masters in Urban and Regional Planning, UniSA • 8 May 2023: Insurance Council of Australia for insurance customers impacted by the recent River Murray floods, to be attended by Code Amendment team.
<p><i>Planning Ahead</i> Newsletter</p>	<p>The next edition of <i>Planning Ahead</i> is themed around new planning rules and better building standards. It will be distributed in early May and the edition includes:</p> <ul style="list-style-type: none"> • an introductory message from the Commission Chair regarding initiating South Australia’s first <u>design standard</u> for residential driveway crossovers and progress developing the GARP Discussion Paper and country regional plans. • an introductory message from PLUS Executive Director highlighting the declined Code Amendments webpage on PlanSA. • investigating possible amendments to the Planning and Design Code to support flood-resilient redevelopment along the River Murray. • new building standards to improve home accessibility and energy efficiency. • extra support to assist cladding replacement • Miscellaneous Technical Enhancement Code Amendment approved

	<ul style="list-style-type: none"> • subscribe to receive Code Amendment updates. <p>The following edition of <i>Planning Ahead</i> will be themed around tools to support planning.</p> <p>A production timetable has been developed for the creation and distribution of <i>Planning Ahead</i> and its content through until the end of the year.</p>
--	--

Communications Activity

Key Element	Status
Miscellaneous Technical Enhancement Code Amendment	<p>This Code Amendment has now been approved by the Minister. The following communications were actioned:</p> <ul style="list-style-type: none"> • Updates for the PlanSA website and SPC website • Article for Planning Ahead • Social media content for PlanSA and the Commission's LinkedIn page • Media Release for the Minister's Office consideration (not actioned) • A brief background briefing document for the Minister's Office regarding the MTE Code Amendment
Port Pirie Master Plan	<p>C&E team edited the language and formatted the Port Pirie Master Plan Summary document for release to CE and other agencies.</p> <p>Collaboration with Department for Premier and Cabinet on the coordination of the Port Pirie engagement has begun, the engagement plan has been submitted for inclusion in their master engagement planning and messaging.</p>
Future Living Code Amendment	<p>A review is currently being undertaken of the Communications and Engagement materials that were produced in 2022.</p> <p>Work continues at a policy level to determine the Code Amendment content, and C&E are included in this process.</p>
Statewide Bushfire Mapping Code Amendment	<p>A review is currently being undertaken of the Communications and Engagement materials produced in 2022 and determining if appropriate and applicable to the upcoming engagement process.</p> <p>Engagement will commence mid-year.</p>
Seacliff, Marino and Seacliff Park Boundary Change	<p>Community engagement will commence in mid-May. This will involve a letterbox drop and a YourSAy page for feedback.</p>
River Murray Flood Resilience Code Amendment	<p>The engagement plan to support public consultation on the Code Amendment is currently being finalised.</p> <p>Communication activities planned in anticipation of the Code Amendment's initiation include:</p>

OFFICIAL

	<ul style="list-style-type: none">• Stakeholder emails• PlanSA website updates, including updating FAQs• PlanSA news story, to be shared on PLUS-managed social media channels and DEW's River Murray SA Facebook• Planning Ahead, Community Flood Newsletter and DEW's weekly River Murray flow report <p>Potential media release</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">• Onkaparinga Heights suburb name change• Scotty's Corner Code Amendment• Pelligra CBD Development Application• Miscellaneous Technical Enhancements Code Amendment• Murray River Flood Resilience• Golden Grove Code Amendment• Future Living Code Amendment (Granny flats)• Goolwa Code Amendment• Barunga West Code Amendment

Prepared by: Steven Murphy

Endorsed by: Jane Trotter

Date: 4 May 2023