

Agenda Report for Decision

Meeting Date: 17 February 2022

Item Name	SPC Communications & Engagement update and approval of the SPC Communications Strategy
Presenters	Emma Williams
Purpose of Report	Decision
Item Number	4.1
Strategic Plan Reference	N/A
Work Plan Reference	N/A
Confidentiality	Not Confidential (Release Immediately), with the exception of Attachment 2 which is designated as Confidential (Draft Advice or Documents)
Related Decisions	Workshop Briefing: Draft SPC Communications and Engagement Strategy – 20 January 2022

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), with the exception of **Attachment 2** (SPC Communications Strategy) which is designated as Confidential (Draft Advice or Documents).
- 2. Note the Communication and Engagement update report as read.
- 3. Approve the SPC Communications Strategy provided at **Attachment 2**.
- 4. Authorise the Chair of the Commission to make any minor/editorial amendments to the SPC Communications Strategy if required.

Discussion

This report provides an overview of the current work program of the Commission's Communications and Engagement Manager, highlighting major communications and engagement activity conducted since 20 January 2022, as well as upcoming opportunities and media issues.



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Communication Platforms

Key Element	Status
Commission Website	Information about the Character Preservation Districts has been published on the PlanSA website and linked to the EFPA Review webpage.
Commission LinkedIn	As of 31 January 2022, the Commission has 990 followers – an increase of 7 followers (since 11 January 2021).
	Recent LinkedIn posts included the approval of the Local Design Review Code Amendment and changes to Certificate of Occupancy.
Commission Events	The Chair of the Commission, Craig Holden, will attend and speak at the Planning Institute of Australia's Breakfast event with the Minister for Planning and Local Government on 2 March 2022.
	Commission Member, Noelle Hurley, will join the Building Fire and Safety Committee tour to outback/regional areas in mid-March.
	The calendar of Commission Events for 2022 is provided at Attachment 1 . It should be noted that the Government caretaker mode takes effect from 19 February 2022 in the lead up to the State Election on 19 March 2022.

Communications Activity

Key Element	Status					
SPC Communications Strategy	The overarching communications strategy was workshopped with Commission Members on 20 January 2022. An updated version is provided at Attachment 2 for the Commission's approval.					
Bilateral Agreement and SPC Practice Directions	A communications plan has been developed to support the Commonwealth's consultation of the new bilateral agreement for impact assessed and crown development assessment/approval processes and subsequent release of new Practice Directions (Attachment 3).					
Regional Plans & 30 Year Plan for Greater Adelaide	A brief to hire a communications and engagement consultant to support the preparation and delivery of engagement sessions in the regional areas has been prepared with the Regional Planning team.					
Code Amendments	As of 31 January 2022, the Communications Team is working on seven initiated Code Amendments.					
	The following Commission-led Code Amendments are in train:					
	 ERDC Phase Three Code – communications activities in progress. Consultation not required. 					
	Miscellaneous Technical Enhancements – initiated, pre- engagement activities underway.					
	Future Living – initiated, pre-engagement activities underway.					
	 Flooding Hazards Mapping Update – initiated, mapping and pre-engagement activities underway. 					
	State-wide Bushfire Hazards Overlay – initiated, pre- engagement activities underway.					

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	The following Chief Executive-led Code Amendments are in train:									
	 Hackham – online consultation with affected landowners is scheduled for mid to late February (dates TBC). 									
	 Mount Compass Golf Course Estate – Minister has approved. 									
In addition, a process for the review of Proponent-led Amendment engagement activities is being worked through Code Amendment Policy team.										
Planning Ahead newsletter – Feb 2022	The first 2022 issue of <i>Planning Ahead</i> was published in on 8 February.									

<u>Media</u>

Key Element	Status
Media Training	The Commission Members' media training session with Ron Kandalaars has been rescheduled to 2 March 2022.
Media Releases	Ministerial release on appointment of the 23 rd Surveyor-General (TBC).
Media Interest/Issues	The Advertiser/ABC Radio – Local Government Association's survey on the eplanning system.
	Outbuilding located at Seacliff.

Attachments:

- 1. State Planning Commission Events Calendar 2022 (#18249493).
- 2. Communications Strategy: State Planning Commission Planning for South Australia's Future (#17917999).
- 3. State Planning Commission Communications and Engagement Plan Support for the Bilateral Agreement consultation (#18257019).

Prepared by:	Emma Williams
Endorsed by:	Sally Smith
Date:	31 January 2022



KNET #18249493

	FEBRUARY												
	Tuesday 1	Wednesday 2	Thursday 3	Friday 4	Sat/Sun	Monday 7	Tuesday 8	Wednesday 9	Thursday 10	Friday 11	Sat/Sun		
		SPC Members Media Training Session	SPC Meeting	Planning & Building user forums									
Monday 14	Tuesday 15	Wednesday 16	Thursday 17	Friday 18	Sat/Sun	Monday 21	Tuesday 22	Wednesday 23	Thursday 24	Friday 25	Sat/Sun		
			SPC Meeting			Caretaker Period	Caretaker Period						

	MARCH												
Monday 28 Jan	Tuesday 1	Wednesday 2	Thursday 3	Friday 4	Sat/Sun	Monday 7	Tuesday 8	Wednesday 9	Thursday 10	Friday 11	Sat/Sun		
Caretaker Period	Caretaker Period	Caretaker Period PIA Breakfast with Minister SPC Member media training session	Caretaker Period SPC Meeting	Caretaker Period Planning & Building user forums	Caretaker Period	Caretaker Period	Caretaker Period						
Monday 14	Tuesday 15	Wednesday 16	Thursday 17	Friday 18	Sat/Sun	Monday 21	Tuesday 22	Wednesday 23	Thursday 24	Friday 25	Sat/Sun		
Caretaker Period	Caretaker Period	Caretaker Period	Caretaker Period	Caretaker Period	STATE ELECTION				SPC Meeting				
Monday 28	Tuesday 29	Wednesday 30	Thursday 31										
			SPC Meeting										



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	APRIL												
				Friday 1	Sat/Sun	Monday 4	Tuesday 5	Wednesday 6	Thursday 7	Friday 8	Sat/Sun		
				Planning & Building user forums									
Monday 11	Tuesday 12	Wednesday 13	Thursday 14	Friday 15	Sat/Sun	Monday 18	Tuesday 19	Wednesday 20	Thursday 21	Friday 22	Sat/Sun		
	SPC Meeting												
Monday 25	Tuesday 26	Wednesday 27	Thursday 28	Friday 39	Sat/Sun								
			SPC Meeting										

	MAY												
						Monday 2	Tuesday 3	Wednesday 4	Thursday 5	Friday 6	Sat/Sun		
										Planning & Building user forums			
Monday 9	Tuesday 10	Wednesday 11	Thursday 12	Friday 13	Sat/Sun	Monday 16	Tuesday 17	Wednesday 18	Thursday 19	Friday 20	Sat/Sun		
			SPC Meeting										
Monday 23	Tuesday 24	Wednesday 25	Thursday 26	Friday 27	Sat/Sun	Monday 30	Tuesday 31						
			SPC Meeting										



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	JUNE													
		Wednesday 1	Thursday 2	Friday 3	Sat/Sun	Monday 6	Tuesday 7	Wednesday 8	Thursday 9	Friday 10	Sat/Sun			
				Planning & Building user forums					SPC Meeting					
Monday 13	Tuesday 14	Wednesday 15	Thursday 16	Friday 17	Sat/Sun	Monday 20	Tuesday 21	Wednesday 22	Thursday 23	Friday 24	Sat/Sun			
									SPC Meeting					
Monday 27	Tuesday 28	Wednesday 29	Thursday 30											



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	JULY												
				Friday 1	Sat/Sun	Monday 4	Tuesday 5	Wednesday 6	Thursday 7	Friday 8	Sat/Sun		
				Planning & Building user forums					SPC Meeting				
Monday 11	Tuesday 12	Wednesday 13	Thursday 14	Friday 15	Sat/Sun	Monday 18	Tuesday 19	Wednesday 20	Thursday 21	Friday 22	Sat/Sun		
									SPC Meeting				
Monday 25	Tuesday 26	Wednesday 27	Thursday 28	Friday 29	Sat/Sun								

					AU	GUST					
					Sat/Sun	Monday 1	Tuesday 2	Wednesday 3	Thursday 4	Friday 5	Sat/Sun
									SPC Meeting	Planning & Building user forums	
Monday 8	Tuesday 9	Wednesday 10	Thursday 11	Friday 12	Sat/Sun	Monday 15	Tuesday 16	Wednesday 17	Thursday 18	Friday 19	Sat/Sun
									SPC Meeting		
Monday 22	Tuesday 23	Wednesday 24	Thursday 25	Friday 26	Sat/Sun	Monday 29	Tuesday 30	Wednesday 31			



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					SEPT	EMBER					
					Sat/Sun				Thursday 1	Friday 2	Sat/Sun
									SPC Meeting	Planning & Building user forums	
Monday 5	Tuesday 6	Wednesday 7	Thursday 8	Friday 9	Sat/Sun	Monday 12	Tuesday 13	Wednesday 14	Thursday 15	Friday 16	Sat/Sun
									SPC Meeting		
Monday 19	Tuesday 20	Wednesday 21	Thursday 22	Friday 23	Sat/Sun	Monday 26	Tuesday 27	Wednesday 28	Thursday 29	Friday 30	Sat/Sun
									SPC Meeting		

					OCT	OBER					
Monday 3	Tuesday 4	Wednesday 5	Thursday 6	Friday 7	Sat/Sun	Monday 10	Tuesday 11	Wednesday 12	Thursday 13	Friday 14	Sat/Sun
				Planning & Building user forums					SPC Meeting		
Monday 17	Tuesday 18	Wednesday 19	Thursday 20	Friday 21	Sat/Sun	Monday 24	Tuesday 25	Wednesday 26	Thursday 27	Friday 28	Sat/Sun
									SPC Meeting		
Monday 31											



KNET #18249493

	NOVEMBER										
	Tuesday 1	Wednesday 2	Thursday 3	Friday 4	Sat/Sun	Monday 7	Tuesday 8	Wednesday 9	Thursday 10	Friday 11	Sat/Sun
				Planning & Building user forums					SPC Meeting		
Monday 14	Tuesday 15	Wednesday 16	Thursday 17	Friday 18	Sat/Sun	Monday 21	Tuesday 22	Wednesday 23	Thursday 24	Friday 25	Sat/Sun
									SPC Meeting		
Monday 28	Tuesday 29	Wednesday 30									

DECEMBER											
			Thursday 1	Friday 2	Sat/Sun	Monday 5	Tuesday 6	Wednesday 7	Thursday 8	Friday 9	Sat/Sun
				Planning & Building user forums					SPC Meeting		
Monday 12	Tuesday 13	Wednesday 14	Thursday 15	Friday 16	Sat/Sun	Monday 19	Tuesday 20	Wednesday 21	Thursday 22	Friday 23	Sat/Sun
			SPC Meeting								
Monday 26	Tuesday 27	Wednesday 28	Thursday 29	Friday 30	Sat/Sun						

SPC COMMUNICATIONS AND ENGAGEMENT PLAN to support consultation on the Australian Government's Approval Bilateral Agreement

Introduction

The Australian Government's Department of Agriculture, Water and Environment (DAWE) has released a 'Final Draft Communications and Media Strategy – South Australia' that outlines the public consultation requirements for the Approval Bilateral Agreement.

The media strategy provides advice on how the Commonwealth will lead the engagement and facilitate the central collection of consultation feedback through the Government's 'Have Your Say' website from mid Feb 2022 for approx. 4 weeks.

DEW are the lead state agency, with both DEM and AGD PLUS co-participants of the project.

Background

The new Approval Bilateral Agreement will accredit the impact assessed and crown development assessment processes under the CW's EPBC Act 1999.

Essentially, the agreement will facilitate a single assessment process - with state planning assessment also undertaking assessment of Commonwealth protected matters. Currently these projects (which are principally environmental in nature including potential impacts to nationally listed threatened species, habitats and heritage places) undergo separate assessment.

State Planning Commission Practice Directions

The SPC is supportive of this important agreement with the Commonwealth and keen to ensure that stakeholders in South Australia are aware of the Commonwealth's consultation program, understand the purpose and benefits of having streamlined assessment processes and are afforded an opportunity to comment on what is proposed.

As part of this process, the State Planning Commission has developed two new practice directions, Practice Direction 17 and 18, which will provide advice and instruction to stakeholders on how the state will undertake Impact Assessed and Crown Development assessment to ensure effective delivery of the agreement.

These two practice directions will be released as part of the support material for the Bilateral Agreement consultation program. Any feedback received on the practice directions by the Commonwealth will be subsequently shared with the Department/SPC following the close of consultation.

Stakeholders

As outlined in the DAWE media strategy.

Key Messages

Key message relating to the consultation program are outlined in the DAWE media strategy.

The following additional messages are specific to the Commission's Practice Directions:

- The State Planning Commission issues practice directions that outline procedural requirements or steps in relation to a matter under the PDI Act.
- Practice Direction 17 is being made by the Commission to support the operation of Subdivision 4 (Part 7 Division 2 of 6) and specifically section 109 of the Act with respect to impact assessed development applications.
- Practice Direction 18 is being made by the Commission to support the operation of section 131 of the Act with respect to the assessment of Crown development applications.
- These practice directions outline the requirements for preparing an Environmental Impact Statement (EIS), assessing the level of impact and providing relevant information relating to Impact Assessed and Crown Assessed developments. This includes specific consideration of Matters of National Environmental Significance under the Environment Protection and Biodiversity Conservation Act 1999.
- The introduction of Approval Bilateral Agreement is an important state initiative that will streamline complex assessment processes in South Australia, without compromising the transparency or rigour of the planning system.

Communications Support

Below is an outline of channels and activities that can be undertaken by the Department/Commission to support the Commonwealth's consultation program:

Activity	Purpose	When	Responsible
SPC and PlanSA website	Carousel banner that links directly to the Commonwealth's website and Have Your Say site where people can access info and comment on the Bilateral Agreement and supporting documents i.e. Practice Directions	On commencement of public consultation	SPC Comms
	In addition, update the Practice Direction page on PlanSA and promote the consultation via a SPC/PlanSA website news story.		

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Activity	Purpose	When	Responsible		
Newsletter articles	Raising awareness of the Agreement, Practice Directions and Commonwealth's consultation period via articles in the March/April issues of Planning Ahead and Building Standard	1 st week of March and April	SPC Comms		
Social media posts: - PlanSA Facebook - SPC LinkedIn - AGD Twitter	Share posts by Commonwealth on SPC and PlanSA/AGD social media pages, including links to Have Your Say website: Separate posts on the two SPC Practice Directions	Day 1 of 1 st and 3 rd week of public consultation	SPC & AGD Comms		
SPC Release (TBC) – may not be required if ministerial release is issued	An SPC media release regarding PDs and officially launching public consultation of the draft approval bilateral agreement.	Day prior to public consultation beginning	SPC Comms		
SPC letters to key stakeholders	SPC Chair letter to key stakeholders advising of agreement and practice directions, and info on how to make a submission via Commonwealth's have your say.	Close to day 1 of public consultation beginning	SPC Comms		
Planning Practitioner Forums	Presentation on the Agreement and Practice Directions by Crown Assessment team during one of the regular planning practitioner forums held by the Department	Thursday prior to consultation commencing	Crown Assessment team		
PlanSA Service Desk	PlanSA will be the local POC for queries in relation to the Practice Directions and general advice on draft approval bilateral agreement. PlanSA will triage queries to the Crown Assessment Development team if further clarity is required.	Throughout the consultation	PlanSA service desk & Crown Assessment team		