

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.

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: <ul style="list-style-type: none"> • 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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	<p>The following Chief Executive-led Code Amendments are in train:</p> <ul style="list-style-type: none">• Hackham – online consultation with affected landowners is scheduled for mid to late February (dates TBC).• Mount Compass Golf Course Estate – Minister has approved. <p>In addition, a process for the review of Proponent-led Code Amendment engagement activities is being worked through with the Code Amendment Policy team.</p>
<i>Planning Ahead</i> newsletter – Feb 2022	The first 2022 issue of <i>Planning Ahead</i> was published in on 8 February.

Media

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	<i>The Advertiser</i> /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).

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Endorsed by: Sally Smith

Date: 31 January 2022

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 In addition, update the Practice Direction page on PlanSA and promote the consultation via a SPC/PlanSA website news story.	On commencement of public consultation	SPC Comms

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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: <ul style="list-style-type: none"> - 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