

Agenda Report for Noting

Meeting Date: 16 March 2023

Item Name	SPC Communications & Engagement update
Presenters	Steven Murphy and Jane Trotter
Purpose of Report	Noting
Item Number	6.1
Strategic Plan Reference	N/A
Work Plan Reference	N/A
Confidentiality	Not Confidential (Release Immediately), with the exception of the 'Regulated and Significant Trees' section of this report which is classified as Confidential (Draft Advice or Documents) and to be redacted
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), with the exception of the 'Regulated and Significant Trees' section of this report which is classified as Confidential (Draft Advice or Documents) and to be redacted.
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 within Planning and Land Use Services (PLUS), highlighting major communications and engagement activity conducted since 2 February 2023, as well as upcoming opportunities and media issues.

Greater Adelaide Regional Plan (GARP) & Country Regional Plans

Key Element	Status
Brand Proposition	<p>Steven Murphy is preparing a Brand Proposition to support the messaging, marketing and promotion of the GARP.</p> <p>The Brand Proposition will develop a language to describe this important piece of work across all communications and digital assets, including:</p> <ul style="list-style-type: none"> • Discussion paper • Engagement Plan • Communications pack • Social Media • Marketing assets etc. <p>The Brand Proposition will be a touchpoint for the Commission and PLUS team members and will be an important tool to ensure all materials are on-message and brand.</p> <p>It will contain a Purpose, Mission, Values, Intentions and Key Messages.</p> <p>The draft Brand Proposition will be presented to the Commission on 16 March 2023.</p>
Chair's Introductory Message	<p>Steven Murphy has edited the draft Chair's introductory message for the Discussion Paper to reflect the Brand Proposition and make the introductory piece punchier and more succinct.</p>
Digital Hub	<p>In preparation for the launch and release of the GARP Discussion Paper, a digital hub will be created on the PlanSA Portal to house all information relating to the GARP.</p> <p>This will be defined with the branding that is being developed for the Discussion Paper. This branding will extend through all elements of the GARP.</p>
Regional Planning Program	<p>On the 23 and 24 February 2023, visioning workshops were held in Clare and Maitland for the Yorke Peninsula and Mid North Regional Plan; both attended by the Chair and/or Commission Members.</p> <p>On 7 March 2023, visioning workshop for the Limestone Coast Regional Plan occurred. Attended By Elinor Walker and Ex-Officio.</p> <p>Stephanie Johnston has been confirmed to attend the upcoming Visioning workshop for the Eyre and Western Regional Plan on 27-29 March 2023:.</p>

Communications Channels

Key Element	Status
<i>Planning Ahead</i> newsletter	The March issue of <i>Planning Ahead</i> will focus on updates relating to Concordia, Hackham, Sellick's Beach and Dry Creek. The aim is to give <i>Planning Ahead</i> greater news value and give each edition a clearer focus. The March issue will be an indirect response to the recent announcements from the Premier and Minister for Planning.
Social media strategy	The C&E Team is developing a social media strategy for each platform that clearly defines target audience, content strategy, platform voice and community growth. The strategy will be completed by June/July 2023.

Communications & Engagement Activity

Key Element	Status
Commission & PLUS Events	<p>The following Regional Planning Program event is upcoming:</p> <ul style="list-style-type: none"> • 27-29 March 2023: Visioning workshop for the Eyre and Western Regional Plan. <p>The following Flooding Hazards Mapping information 'drop-in' sessions are upcoming:</p> <ul style="list-style-type: none"> • 15 March 2023: City of Port Adelaide Enfield. • 20 March 2023: City of Onkaparinga, City of Marion. • 22 March 2023: City of Mitcham and City of Burnside. • 23 March 2023: City of Playford, City of Salisbury. • 28 March 2023: Regional council areas (online). • 29 March 2023: Online information session. <p>Other upcoming/recent events:</p> <ul style="list-style-type: none"> • 2 March 2023: Urban Development Institute of Australia (UDIA) State Conference. • 22-23 March 2023: SA Major Projects Conference (ED PLUS presenting). • 20-21 April 2023: SA Industry Climate Change Conference. • 23-25 May 2023: Planning Institute of Australia (PIA) Congress – PLUS is a platinum sponsor and will have speaking opportunities, a promotional booth and branding rights.

<p>Code Amendments</p>	<p>The C&E Team are currently involved in the delivery of communications and engagement activities for the following Code Amendments:</p> <ul style="list-style-type: none"> • Miscellaneous Technical Enhancement – The engagement report is currently being finalised and is expected to go to the Minister for Planning, along with the final Code Amendment document this month. Key stakeholders and the broader community will be informed of the outcome following the Minister for Planning’s decision. • Flooding Hazards Mapping Update (Stage 1 of the broader flood mapping project) – Public engagement commence on 22 February 2023 and will run for eight weeks. • Bushfire Hazards Overlay – Engagement dates TBC. • Design Standards – Driveway Crossovers – Engagement dates TBC. • Future Living – Engagement dates TBC.
<p>Concordia</p>	<p>The PlanSA Portal content providing high-level information regarding residential land releases and master planning for Concordia, Sellicks Beach, Dry Creek and Hackham, and the land supply dashboard and the new Infrastructure Planning and Development Unit is being finalised. This is in addition to the existing content regarding the land release announcement featured on the PlanSA Portal homepage.</p> <p>An engagement plan for developing the structure plan for the Concordia growth area is being prepared, focusing on gaining State and Local Government, service provider and landholder input on broad infrastructure needs and rough costs before broader engagement is undertaken as part of the Code Amendment process.</p> <p>Early engagement will include presenting at local council meetings to explain the planning process. These council meetings are open to the public; thus, a draft media release will be prepared, aligning with the timing and information provided to councils at the meetings.</p>
<p>Port Pirie Master Plan</p>	<p>A strategy to engage stakeholders and community regarding the draft Port Pirie Master Plan is being finalised by PLUS’ consultant Jensen PLUS, including input from the C&E Team. Subject to approvals via the Port Pirie Task Force, community engagement is expected to begin in April 2023.</p> <p>The Master Plan project is a key action of the State Government’s Port Pirie Task Force’s plan to reduce blood and environmental lead levels and to plan for Port Pirie’s future growth. The Department for Energy and Mining (DEM), as lead agency for the Task Force, is preparing to pro-actively engage the local community about actions being undertaken. In collaboration with PLUS, DEM is preparing a media release to share outcomes from stakeholder master planning workshops held late last year, the aims of the master planning process, and the next steps.</p>

Media

Key Element	Status
Media Interest	<p>The following media enquiries/activities occurred since the previous Communications and Engagement update:</p> <ul style="list-style-type: none"> • 7 February 2023: <i>InDaily</i> – Comment prepared regarding changes to the State Commission Assessment Panel (SCAP) agenda. • 14 February 2023: <i>InDaily</i> – Speaking notes prepared for the Chair’s interview with <i>InDaily</i> regarding land release announcements. • 16 February 2023: <i>ABC Radio</i> – Comment and backgrounding prepared for Minister for Planning regarding submissions made to the Expert Panel. • 17 February 2023: <i>InDaily</i> – Comment and background information supplied to Minister for Planning regarding the residential land supply release and the Hackham Code Amendment. • 21 February 2023: <i>InDaily</i> – Comment prepared for the Minister for Planning regarding trees in the Planning and Design Code enquiry. • 23 February 2023: Media Notes prepared for the Minister for Planning regarding fast-tracking housing for 300 workers in regional South Australia.

Prepared by: Steven Murphy

Endorsed by: Jane Trotter

Date: 3 March 2023
