

## Agenda Report for Noting

**Meeting Date: 13 April 2022**

<b>Item Name</b>	SPC Communications & Engagement update
<b>Presenters</b>	Emma Williams
<b>Purpose of Report</b>	Noting
<b>Item Number</b>	6.1
<b>Strategic Plan Reference</b>	N/A
<b>Work Plan Reference</b>	N/A
<b>Confidentiality</b>	Not Confidential (Release Immediately)

### 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 Manager, highlighting major communications and engagement activity conducted since 24 March 2022, as well as upcoming opportunities and media issues.

### Communication Platforms

Key Element	Status
Commission Website	The Commission website has been updated to include a news article on the Commission's tree planting infill policy and trees project, a Commission Chair subscriber option on the news page, and a news subscription button on the home page.
Commission LinkedIn	As of 30 March 2022, the Commission has 1,017 followers – an increase of 14 followers (since 4 March 2022).  Recent LinkedIn posts included the Commission's tree planting infill policies and tree project, seawater desalination plant on Kangaroo Island, opening of the Festival Plaza public realm, and e-planning platform updates.

## OFFICIAL

Commission Events	<p>Sally Smith gave a presentation to Legatus Group on 1 April 2022.</p> <p>Craig Holden will speak at the Urban Development Institute of Australia (UDIA) – SA Division Conference on 7 April 2022. Commission Members Elinor Walker and Steven Griffiths will also attend the event.</p> <p>The Planning Institute of Australia’s Breakfast with the Minister event has been deferred to post the State election (date TBA).</p> <p>The calendar of Commission Events for 2022 is provided at <b>Attachment 1</b>.</p>
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### Communications Activity

Key Element	Status
SPC Communications Strategy	The Commission’s tagline, ‘Planning SA’s Future’, has now been included on the following Commission templates: media release, factsheet, FAQ and PowerPoint slides. The hashtag <i>#PlanningSA’sFuture</i> is also being used on all Commission LinkedIn posts.
Regional Plans & <i>The 30-Year Plan for Greater Adelaide</i>	Preparations are underway on Regional Planning communications and engagement.
<i>CityMag</i> advertorial	Discussions are underway with Solstice Media to purchase four full pages to run advertorials/sponsored content to promote Commission projects in <i>CityMag</i> , which is published quarterly. The approximate cost is \$1,800 each.
Consultant discussions	A meeting with Des Ryan was held on 1 April to discuss the provision of communications advice and support to the Commission.
<i>Planning Ahead</i> /SPC Chair news	The March issue of <i>Planning Ahead</i> was published on 24 March 2022 following the State election. A template has been developed to enable the Chair of the Commission to issue his own update should it be required ( <b>Attachment 2</b> ). The April issue is due out next week.

### Media

Key Element	Status
Media interest/issues	<p>Craig Holden, Chair of the Commission, undertook the following media interviews:</p> <ul style="list-style-type: none"> <li>• 10 March 2022: Interview with Clare Peddie, Climate and Environment Editor at <i>The Advertiser</i>.</li> <li>• 24 March 2022: Comment provided to Clare Peddie on the UniSA Energy and Building Report.</li> </ul>

**Attachments:**

1. State Planning Commission Events Calendar 2022 (#18249493).
2. State Planning Commission Chair news template (#18528945).

Prepared by: Emma Williams

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Endorsed by: Sally Smith

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Date: 1 April 2022

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## Anderson, Brittany (AGD)

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**From:** saplanningcommission@sa.gov.au <noreply@plan.sa.gov.au>  
**Sent:** Tuesday, 22 March 2022 1:28 PM  
**To:** Williams, Emma (AGD)  
**Subject:** [Test] - Commission Chair Update - March 2022

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# COMMISSION CHAIR UPDATE



STATE  
PLANNING  
COMMISSION



## March 2022

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**Planning SA's Future**

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