



# Communications and Engagement Plan – Draft State Planning Policies

## Introduction

In July 2018, the draft State Planning Policies will be released for consultation and will set out the proposed vision & 16 planning priorities for our state. This paper will be released publicly for a consultation period from 16 July to 21 September 2018.

This plan details the engagement process and activities that will be undertaken in the lead up to the paper's release, during the consultation period and immediately following the close of public consultation.

A separate engagement plan will be developed for the introduction of the final policies in early 2019.

## Background information

- *Why is this project being initiated?*
  - The introduction of new planning legislation began the biggest modernisation of South Australia's planning system in over 20 years.
  - The introduction of SPPs will set out a more collaborative 21<sup>st</sup> century vision for our state.
  - This will provide a compass for advancing South Australia in the modern world, with our planning system strengthening our state and its place in the world.
  - Reduce conflict and confusion across the planning system.
  - SPPs will be readied for introduction in early 2019, following consultation this year.
- *What does it hope to achieve?*
  - Clear priorities for SA's planning system – what is socially, environmentally and economically important and managing the important challenges and opportunities we must respond to such as:
    - what we must protect in our environment and aiding affordable living
    - supporting the high-quality design of towns, buildings and spaces
    - protecting our communities from hazards such as bushfire, flooding or coastal erosion.
  - Umbrella guidance for other priorities and tools in our system, for example, major planning rules and design standards.
- *Are there any existing reports, plans or strategies relating to the subject area? If so, what do they say?*
  - A range of state priorities already exist, and these will be fused into a clear proposed planning vision and priorities for the state.
- *Has there been any previous or early engagement?*
  - In the last six months, consultation has occurred with a range of state government agencies and emergency services on issues which will be affected by state-wide planning priorities.
  - A Cross-Agency Reference Group has been established to inform the drafting of proposed SPPs and to ensure the support of state agencies
  - Key state agencies have co-authored and continued to provide input into the preparation of the SPPs.
  - Two State Planning Commission Champions, Tim Anderson and Michael Lennon, have worked directly with the department to review and refine the draft SPPs.

- Draft SPPs have been provided to Commission members for review and comment.
- A workshop was held with Commission members to review the draft SPPs in detail.
- A Commission led public workshop was held in May 2018 where the proposed policies in each of the SPPs were reviewed and tested.

## Engagement purpose

The purpose of this engagement is to ensure that individuals, organisations and communities interested in and/or affected by the new SPPs have an opportunity be involved and contribute towards development of the final SPPs.

Specifically, the engagement will:

- Discuss, for the first time, with the public the big vision and priorities of our state planning system
- Test the proposed vision and planning priorities for our state - making clear what is proposed, checking they are the right priorities or if there are other priorities, and refining them as required.

## Engagement objectives

In accordance with IAP2's public participation spectrum, the engagement objectives are to:

- INFORM - Provide balanced and objective information to help audiences understand the draft SPPs
- CONSULT - Obtain public feedback on the draft SPPs, possible alternatives and amendments
- INVOLVE - Work with the public through the engagement process to ensure their concerns and aspirations are understood and considered
- COLLABORATE - Partner with the government agencies on SPP decisions including the development of alternatives and the final solution

## Community Engagement Charter

The development of the SPPs is required to comply with the principles of the Community Engagement Charter under the *Planning, Development and Infrastructure Act 2016*.

The Community Engagement Charter sets out best practice guidelines for community engagement in relation to the preparation and amendment of planning policies, strategies and schemes.

The table below outlines the ways in which this plan supports the five principles of the Charter and how success will be defined and measured.

A detailed analysis of the Charter engagement evaluation and tools for measuring success of the SPP consultation is contained at Appendix A.

Charter principles	Performance outcomes	Engagement measures
(1) Engagement is genuine	People had faith and confidence in the engagement process	<ul style="list-style-type: none"> <li>• Targeted at a wide range of stakeholders using a range of channels</li> <li>• Timeline sufficient for people to hear/see the opportunity to have a say (8 weeks)</li> <li>• The Commission will prepare its Consultation Report in accordance with section 73 (7) of the PDI Act, outline what was heard and how it was responded to and the evaluation of engagement. This will be published on the SA Planning Portal.</li> </ul>

Charter principles	Performance outcomes	Engagement measures
(2) Engagement is inclusive and respectful	Affected and interested people had the opportunity to participate and be heard	<ul style="list-style-type: none"> <li>• Easy to understand information to help audiences understand why it is relevant to them and how they can have a say <ul style="list-style-type: none"> <li>- Information provided is targeted to practitioners and for members of the public to enable them to have a say. It will explain the role of SPPs within the planning system and how the public can influence the high level strategic policy framework for the new system.</li> </ul> </li> </ul>
(3) Engagement is fit for purpose	<p>People were effectively engaged and satisfied with the process</p> <p>People were clear about the proposed change and how it would affect them</p>	<ul style="list-style-type: none"> <li>• A broad range of activities offered in a mix of ways, to reach a wide pool of stakeholders <ul style="list-style-type: none"> <li>- The public will be informed through a variety of media channels, to gain maximum reach- Your SAY, SA Planning Portal, DPTI Social media, media release</li> <li>- Stakeholders known as interested and impact will be directly notified by email.</li> <li>- Those stakeholders significantly impacted have targeted workshops/information session.</li> <li>- Government agencies involved in preparing SPPS.</li> </ul> </li> </ul>
(4) Engagement is informed and transparent	<p>All relevant information was made available and people could access it</p> <p>People understood how their views were considered, the reasons for the outcomes and the final decision that was made</p>	<ul style="list-style-type: none"> <li>• Information clearly articulates key matters, what we are gathering views on, how participants can get involved and how feedback will be used</li> <li>• All submissions will be acknowledged and advised of the next steps.</li> <li>• The Commission's engagement report will be released through a variety of media channels.</li> </ul>
(5) Engagement processes are reviewed and improved	The engagement was reviewed and improvements recommended	<ul style="list-style-type: none"> <li>• Measures of success are identified and will be evaluated at the conclusion of the engagement, and at each stage of engagement if required.</li> <li>• Any issues raised about the engagement during the process will be considered and action will be taken if considered appropriate.</li> </ul>

## Scope of influence

Aspects of the project which stakeholders and the community *can* influence are:

- Vision for our state's planning system
- Priorities for our state's planning system – including the number and topics of SPPs

Aspects of the project which stakeholders and the community *cannot* influence are:

- The existence of SPPs – the need to produce them is enshrined in law
- Five out of the 16 priorities proposed – the title of these planning priorities cannot be removed or substantially changed due to legislative requirements.

## Key messages

The following key messages underpin the engagement regarding SPPs. Additional key messages will be created for specific stakeholder communications collateral as required.

### **Overarching Key Messages**

- The SPPs will deliver a 21<sup>st</sup> century vision and planning priorities for our state
- The SPPs will help advance South Australia in the modern world, by creating a great planning system
- The SPPs will set clear priorities on what is socially, environmentally and economically important for South Australia.
- The SPPs will enable our planning system to respond to current opportunities and challenges.
- The SPPs will be in effect in early 2019, following public consultation in mid-2018.
- The Commission is keen to hear from the community on these significant and influential policies. In releasing the policies the Commission recognises it as current thinking but welcomes contribution in setting SA up for the future.

### **Engagement Key Messages**

- The SPPs are the highest order of policy document in SA's planning system and their release on consultation is a significant step forward in the planning reform process.
- The SPPs reflect the Commission's current thinking and best endeavours to shape South Australia's future. The Commission is keen to hear community input on the aspirational nature of the SPPs and if they adequately provide for SA's planning future.
- The draft SPPs are being publicly released on 16 July 2018 for consultation.
- We are seeking your feedback on the proposed vision and 16 state policy areas contained in the draft SPPs.
- There is a wide range of ways that you can contribute to the SPPs discussion.
- Visit [www.SAplanningportal.com.au](http://www.SAplanningportal.com.au) to find out how you can get involved and join in the discussion.
- You have until 21 September 2018 to provide your feedback and contribute to the development of our SPPs.

## Spokespeople

The Commission will nominate members as spokespeople based on their specific expertise. DPTI staff will provide support for workshops and engagement activities.

## Target Audiences

The following stakeholder groups and communities will be engaged on the draft SPPs:

### ***Ministers and State Agencies***

- State leaders – Planning Minister, Other Ministers, Cabinet members
- State Agencies
- State advisory committees and liaison groups
- Referral Bodies

### ***Local Government***

- Local Government Association
- Council Administration
- Elected Members

### ***SA Planning Practitioners***

- Peak planning bodies – PCA, PIA, HIA, UDIA, LGA, Master Builders,
- State government planning development teams
- Local government planning development teams
- Industry practitioners
- Key Advocates of the

### ***Key Advocates and Influencers***

- Identified individuals who publicly support and are willing to champion specific policy areas within the SPPs. This will occur through the Commission Round Table discussions, outlined in the Commission's overarching Communications Plan.

### ***Public & Community Groups***

- Interest & Community Groups relevant to SPP policy areas (e.g. heritage, environment, local community action groups, etc)
- Education Sector
- General Public/South Australian Residents
- Media

A more detailed SPP stakeholder and community mapping analysis is contained at Appendix B.

## Engagement Approach

The SPP engagement is planned over several phases from January to December 2018 as detailed below.

A detailed calendar of engagement activity, with specific channels and tactics for each phase, is contained at Appendix C.

Timeframe	Phase	Activity
Jan – June 2018	Early Consultation	Early consultation with key state agencies, local government and SA planning practitioners to help formulate draft SPPs
May – June 2018	Planning the project	Research to identify external community and stakeholders, and how they engage with each other and around the topic Preparation and approval of engagement plan Preparation of engagement collateral
July 2018	Launching the project	Announce SPP consultation project Inform interested stakeholders Promote discussion & encourage participation
July – September 2018	Public Engagement	Consultation commences Collect feedback on, and discuss aspects of, proposed solution Responsive engagement Internal process to gather & analyse information collected from consultation
September/ November 2018	Close Engagement	Post-consultation: Thank participants and inform of next steps Evaluation of engagement / Release of What we have heard report / lessons learnt
2019	Public Release	Launch of State Planning Policies following Ministerial approval

## Evaluation

Feedback will be sought from all participants involved in SPP engagement activities such as workshops, focus groups etc, via electronic distribution of a feedback form/participant survey which will help inform future engagement activities.

## Appendix A: Measuring success

At the completion of engagement all submitters will receive an email to provide an assessment of the performance criteria 1-4 below to assist in informing the success of engagement. This criteria will also be provided to participants at any workshops, provided in hard copy at the event and by email at the close of the event.

The Project Manager with assistance of C & E Specialists will provide an assessment against criteria 5 to 9 below.

The evaluation of the responses will be included in the statutory report (section 73(7) of PDI Act) to the Commission and the Minister, reporting on the engagement activities and compliance with the Community Engagement Charter. This will be also referenced in the Commission Report (section 74 (3)(b) to the Governor of South Australia and the Environment Resources and Development Committee of Parliament.

Any issues raised about the engagement during the process will be considered and action will be taken if considered appropriate.

Charter Criteria	Charter Performance outcomes	Respondent	Indicator <sup>2</sup>	Evaluation tool <sup>3</sup> Exit survey / follow up survey	Measuring success of project engagement
Principle 1: Engagement is genuine	<ul style="list-style-type: none"> <li>People had faith and confidence in the engagement process.</li> </ul>	Community	I feel the engagement <b>genuinely sought</b> my input to help shape the proposal	Likert scale - strongly disagree to strongly agree	Per cent from each response.
Principle 2: Engagement is inclusive and respectful	<ul style="list-style-type: none"> <li>Affected and interested people had the opportunity to participate and be heard.</li> </ul>	Community	I am <b>confident my views were heard</b> during the engagement	Likert scale - strongly disagree to strongly agree	Per cent from each response.
		Project Lead	The <b>engagement reached</b> those identified as community of interest.	<ul style="list-style-type: none"> <li>Representatives from most community groups participated in the engagement</li> <li>Representatives from some community groups participated in the engagement</li> <li>There was little representation of the community groups in engagement.</li> </ul>	Per cent from each response.
Principle 3: Engagement is fit for purpose	<ul style="list-style-type: none"> <li>People were effectively engaged and satisfied with the process.</li> <li>People were clear about the proposed change and how it would affect them.</li> </ul>	Community	I was given sufficient <b>information</b> so that I could take an informed view.	Likert scale - strongly disagree to strongly agree	Per cent from each response.
			I was given an <b>adequate opportunity to be heard</b>	Likert scale - strongly disagree to strongly agree	Per cent from each response.

Charter Criteria	Charter Performance outcomes	Respondent	Indicator <sup>2</sup>	Evaluation tool <sup>3</sup> Exit survey / follow up survey	Measuring success of project engagement
Principle 4: Engagement is informed and transparent	<ul style="list-style-type: none"> <li>All relevant information was made available and people could access it.</li> <li>People understood how their views were considered, the reasons for the outcomes and the final decision that was made.</li> </ul>	Community	I felt <b>informed</b> about why I was being asked for my view, and the way it would be considered.	Likert scale - strongly disagree to strongly agree	Per cent from each response.
Principle 5: Engagement processes are reviewed and improved	<ul style="list-style-type: none"> <li>The engagement was reviewed and improvements recommended.</li> </ul>	Project Lead	<b>Engagement was reviewed</b> throughout the process and improvements put in place, or recommended for future engagement	<ul style="list-style-type: none"> <li>Reviewed and recommendations made</li> <li>Reviewed but no system for making recommendations</li> <li>Not reviewed</li> </ul>	Per cent from each response.
Engagement occurs early	<ul style="list-style-type: none"> <li>Engagement occurred before or during the drafting of the planning policy, strategy or scheme when there was an opportunity for influence.</li> </ul>	Project Lead	Engagement <b>occurred early enough</b> for feedback to genuinely influence the planning policy, strategy or scheme	<ul style="list-style-type: none"> <li>Engaged when there was opportunity for input into scoping</li> <li>Engaged when there was opportunity for input into first draft</li> <li>Engaged when there was opportunity for minor edits to final draft</li> <li>Engaged when there was no real opportunity for input to be considered</li> </ul>	Per cent from each response.
Engagement feedback was considered in the development of planning policy, strategy or scheme	<ul style="list-style-type: none"> <li>Engagement contributed to the substance of a plan or resulted in changes to a draft.</li> </ul>	Project Lead	Engagement <b>contributed to the substance of the final plan</b>	<ul style="list-style-type: none"> <li>In a significant way</li> <li>In a moderate way</li> <li>In a minor way</li> <li>Not at all</li> </ul>	Per cent from each response.
Engagement includes 'closing the loop'	<ul style="list-style-type: none"> <li>Engagement included activities that 'closed the loop' by providing feedback to participants/ community about outcomes of engagement</li> </ul>	Project Lead	Engagement <b>provided feedback to community about outcomes</b> of engagement	<ul style="list-style-type: none"> <li>Formally (report or public forum)</li> <li>Informally (closing summaries)</li> <li>No feedback provided</li> </ul>	Per cent from each response.
Charter is valued and useful	<ul style="list-style-type: none"> <li>Engagement is facilitated and valued by planners</li> </ul>	Project Lead	Identify <b>key strength</b> of the Charter and Guide Identify <b>key challenge</b> of the charter and Guide		

## Appendix B: Stakeholder and Community Mapping

Stakeholder	Level of interest	Level of engagement
<b>Ministers and State Agencies</b>		
Minister for Planning and Office of the Minister	High	Inform, Consult and Collaborate
State government departments & agencies – senior managers <i>DPTI, ODASA, SAFECOM, CFS, EPA, DEW, PIRSA, DHWB, DHS, Renewal SA, DPTI - Transport Division, DPC, DEM,</i>	High	Inform, Consult and Collaborate
Ministerial Advisory Committees/ Liaison Groups <i>Development Industry Committee, Industry Liaison Group, Local Government Advisory Group, Community Participation &amp; Sustainability Committee, CAT</i>	High	Inform and Consult
Committees and Agency Boards <i>(including, but not limited to: Premier's Climate Change Council, Coast Protection Board, NRM Boards (or equivalent), Heritage Council).</i>	Medium	Inform and Consult
State Members	Medium	Inform
State Government – planning and development, design, environment and state renewal teams	High	Inform and Consult
DPTI Planning and development team staff	Medium	Inform and Consult
<b>Local Government</b>		
Local Government Association of SA	High	Inform and Consult
Local Government – CEOs and Senior Managers	Medium	Inform and Consult
Local Government – Councillors	Medium	Inform
Local Government – Planning, Development, Teams	High	Inform and Consult
Local Government – other non-planning staff	Medium	Inform and Consult
<b>Peak Bodies</b>		
Representative bodies for SA leaders – Business SA	Medium	Inform and Consult
Peak body - Local Government Association of South Australia (LGASA)	High	Inform and Consult
Peak Body – Property Council of Australia	High	Inform and Consult
Peak Environmental Groups – EDO   QCC	High	Inform and Consult
Peak Body – PIA	High	Inform and Consult
Other Peak Bodies – AIA and AILA	High	Inform and Consult
Peak Body – HIA / Master Builders	High	Inform and Consult

Stakeholder	Level of interest	Level of engagement
Peak Body – UDIA	High	Inform and Consult
Industry practitioners – architects, planners, designers	Medium	Inform and Consult
Thought Leaders – design, industry, environment, planning, education	Low	Inform
Industry Representative Bodies - Building Certifiers Institute of Australia	Medium	Inform and Consult
Allied building professionals	Low	Inform
<b>Advocates and Influencers</b>		
As identified by relevant Commission member for their suite of SPPs	High	Inform, Consult and Collaborate
<b>Public and Community Groups</b>		
Interest Groups relevant to SPP policy areas (e.g. EDO, Conservation council, Heritage bodies, Community action groups)	Medium/ High	Inform and Consult
Community Reference Groups – Planning Interest	Medium	Inform and Consult
General Public – all adults including young adults	Medium	Inform and Consult
Education sector (e.g. academics, students)	Low	Inform
Media (e.g. news and trade journalists, commentators)	Medium	Inform

## Appendix C: Calendar of Communications and Engagement Activity

For all engagement materials produced by the Engagement Team relating to the SPPs, the Commission will be given the opportunity to comment, via their Communication and Engagement Advisor. Similarly, for all engagement activities undertaken by the Engagement Team, Commission members shall be given the opportunity to be involved in face-to-face and other stakeholder consultation activities.

Engagement Activity, Channels & Methods	Timing
<b>Early Consultation</b>	
Consultation with <b>state government agencies and emergency services</b>	January - June 2018
<b>Cross-Agency Reference Group</b>	January - June 2018
<b>Draft SPPs review</b> State Planning Commission members	April - May 2018
<b>State Planning Commission consultation workshop</b> for industry and public on Planning Reform and SPPs	Thursday 10 May
<b>Planning the Project</b>	
<b>Preparation of draft SPPs</b> for public consultation including drafting, graphic design etc	Throughout June
Filming and production of <b>promotional video</b> on SPPs and their role in the new planning system	Throughout June
Preparation of <b>SPPs marketing collateral</b> – summary document, digital assets, social media posts, portal copy, YourSAY survey etc	Throughout June
<b>Launching the Project</b>	
<b>Advance EDM announcement</b> to key stakeholders advising when consultation opens and providing copy of draft policies and summary	July
<b>Commission Hosted SPPs Launch event, announcing consultation (soft launch with contributors)</b>	July
<b>Release of SPP Promotional Video</b> featuring Commission member Michael Lennon explaining the policies and how to get involved. Video released at SPP launch event and promoted via SA Planning Portal, Your Say, consultation events and social media.	July
Publication of <b>digital rolling banner</b> on the homepage of the SA Planning Portal and the State Planning Commission website, linking to <b>digital news item</b> announcing publication of consultation on State Planning Policies	July
<b>Publication of draft SPPs</b> on 'Have Your Say' consultation page of the <b>SA Planning Portal</b> , including summary document and video	July
<b>Publication of draft SPPs</b> for consultation on the <b>YourSAY webpage</b> , including <b>survey, discussion forum</b> , summary document and video	July
Print and Online version of the <b>SPP summary document</b> published on the State Planning Policies webpage of the SA Planning Portal and YourSAY website. Printed copies available in Emu room, L5 foyer & at consultation events.	July
Announcement of launch of SPP consultation on <b>Council Connect</b>	July

Engagement Activity, Channels & Methods	Timing
<b>EDM to key stakeholder groups</b> announcing the release of the consultation paper, summary paper and video	July
Issue of <b>State Planning Commission media release</b> announcing SPP's on consultation.	July
Announcement of launch of SPP consultation on <b>DPTI and Commission social media platforms (Linkedin, Facebook, Twitter)</b>	July
Announcement of the release of draft SPPs for consultation in <b>DPTI A Friday Note</b>	July
Internal <b>GM Staff Announcement</b> launching SPP consultation period and congratulating team on milestone	July
<b>Public Engagement</b>	
<b>Social media posts promoting Have Your Say</b> on SPPs throughout consultation period on <b>DPTI and Commission social media platforms (Linkedin, Facebook, Twitter)</b>	July to September
<b>Social media posts promoting SPP video</b> explaining draft policies and how to get involved via SA Planning Portal, Your Say etc on <b>DPTI and Commission social media platforms (Linkedin, Facebook, Twitter)</b>	July to September
<b>EDMs to key government agencies</b> encouraging them to share consultation paper with their stakeholders including consultation document, summary papers, web links and video	July to September
<b>EDM to LGA</b> encouraging them to share consultation paper with local councils and announce digital package and information for communities will be provided shortly	July to September
Display/Booth at <b>public/community events</b> – such as <b>Royal Adelaide Show</b>	July to September
Articles in DPTI <b>Planning Ahead eNews</b> (plus scheduled reminders prior to close of consultation)	July to September
Articles in DPTI <b>Building Standard eNews</b> (plus scheduled reminders prior to close of consultation)	July to September
Provision of <b>SPP collateral, information and digital collateral</b> to local councils to inform their community as requested	July to September
<b>Email Banner</b> on Planning Reform staff email address block advising of SPPs on consultation	July to September
Host <b>SPP Live Chat</b> on Council Connect	August
<b>DPTI Open House Drop In Sessions</b> , Emu Meeting Room, Lower Ground Flr, Flinders St	August
<b>DPTI led LGA industry workshop</b> on SPPs including live stream to regional councils	August

Engagement Activity, Channels & Methods	Timing
Commission led <b>LGA industry workshop</b> on SPPs including live stream to regional councils	August
Host a range of <b>workshops with key agencies</b> including Agency Reference Group, NRM Presiding Members, Coast Protection Board and Heritage Council	August
Host community <b>focus group/community panel</b> on SPPs	September
Undertake <b>planning reform regional/metro roadshow</b> – incorporating workshops with regional/metro councils and informal public forums (dates TBC)	September/October
<b>Close Engagement</b>	
<b>First Closing date and have your say reminders</b> issued to stakeholders via <i>Planning Ahead</i> eNews, Portal, YourSAY, <i>A Friday Note</i> , Council Connect, Social Media and EDM	August
<b>Second closing date reminder and have your say</b> issued to stakeholders via <i>Planning Ahead</i> eNews, Portal, YourSAY, <i>A Friday Note</i> , Council Connect, Social Media and EDM	September
Announcement of <b>close of consultation period</b> for SPPs	September
<b>Thank you and advisory on next steps</b> issued via <i>Planning Ahead</i> eNews, Portal, YourSAY, <i>A Friday Note</i> , Council Connect, Social Media and EDM	September
Preparation of the <b>Consultation Report for the Minister</b>	September to October
Release of <b>What We Have Heard Report</b> on SPPs summarising all submissions received during consultation and <b>advisory on final SPPs release date</b>	November

***\*All Engagement Activities are subject to budget approval***