

Community Engagement Charter

CASE STUDY



Project	Allied food industries land supply study & northern food bowl protection areas Development Plan Amendment
Organisation undertaking the engagement	Adelaide Plains Council with URPS
Estimated cost of the engagement	\$10 000 (consultant fees)
Estimated person hours associated with the engagement	90 Council staff hours

What was the project?

This project involved the engagement of stakeholders and community from across the Adelaide Plains Council area to inform the preparation of a Development Plan Amendment (DPA) to support the growth in horticultural and allied industries.

What were the objectives of the engagement?

The objectives of the engagement were to:

- engage early with local, national and international stakeholders to understand the issues and opportunities associated with increasing support for horticultural and allied industries to help shape the draft DPA
- gain feedback from community and stakeholders on the draft DPA
- ensure that all those interested had the opportunity to learn more and provide input.

What was the 'scope of influence'?

Community and stakeholders could help shape the policy areas and policies that would be included in the DPA and thereby ensure the DPA was responsive to contemporary horticulture and agribusiness opportunities.

Engagement occurred across 2 stages:

Stage 1 - To gain early input to help identify key issues and potential responses to inform the draft DPA (INVOLVE)

Stage 2 - To obtain feedback on the draft DPA (CONSULT).

How was the engagement undertaken?

Stage 1 involved the development of a discussion paper and workshop with key stakeholders including growers, industry groups, state government departments and councils. A comprehensive invitee list was developed to ensure a balance of views and that those interested and with relevant knowledge had a voice at the workshop. The workshop was held at the Adelaide produce market and was designed to generate discussion and gather insights from stakeholders. Facilitated group discussions delved into the expert understanding of stakeholders and asked questions about which allied industries were expected to grow, what their infrastructure requirements could be and zoning options to accommodate them. The discussion was simply captured on butchers' paper and was used (along with other investigations) to shape the draft DPA.

Stage 2 of the engagement sought feedback on the draft DPA. The draft was sent directly to those who had participated in the workshop. It was also promoted more broadly to the community through a flyer (distributed to key stakeholder contacts and throughout the Council's three townships via local businesses), promotion in local papers, Council website and by a media release. A series of workshops were held in the local area for community members (e.g. growers and farmers) and broader stakeholders to come and learn more and share their views and test proposed policies. Planning staff were on hand to discuss the proposed policies one on one with participants.

Throughout the engagement, GIS mapping was used to provide context and to translate proposed policy changes spatially.

How was the engagement's success measured?

The project sought to maximise participation from across stakeholder groups identified at the project's outset. The outcomes of the engagement were reported on in an engagement report that was presented alongside the final plan.

How did Council 'close the loop'?

At the end of the Stage 1 workshop, participants were informed that the feedback they provided would be used to inform the development of the draft DPA. Once prepared, the draft DPA was shared directly with participants for feedback.

Regular email and telephone updates were provided to all those who had responded to the engagement to keep them up to date on the DPA approval process. Updates on the draft DPA were also provided via Council's website and regular media releases in the local paper.

The Council report seeking adoption of the draft DPA included an engagement report that clearly showed how feedback had been used to inform the draft DPA.

How does this project demonstrate the Community Engagement Charter's principles in action?

Principle	How this project reflects this principle in action
<i>Engagement is genuine</i>	The engagement actively sought input from stakeholders early in the development of the draft DPA through a stakeholder workshop-acknowledging the considerable insight stakeholders could provide to the DPA. Council staff were at the workshop to hear and take on feedback directly. A two-month consultation period was provided for feedback on the draft DPA.

Principle	How this project reflects this principle in action
<i>Engagement is inclusive and respectful</i>	A broad and comprehensive range of stakeholders were invited to the workshop to ensure that all those interested would have the opportunity to influence the plan. Stakeholders invited to the workshop were identified through a stakeholder analysis that considered representation from growers, value add industries, as well as local and state government. The draft DPA was widely promoted and local workshops provided an inclusive way for community members to provide feedback.
<i>Engagement is fit for purpose</i>	The engagement activities were targeted to capture the information needed to inform the DPA. The stakeholder workshops asked specific questions, the answers for which were highly relevant to drafting the policies within the DPA. Community workshops provided the opportunity for local growers to have one on one discussions with planning staff about how the proposed polices may impact them.
<i>Engagement is informed and transparent</i>	For transparency, the engagement used GIS mapping to clearly articulate the impacts of the proposed policy changes, and the results of the engagement and final draft DPA were presented in a report to Council. Additionally, all those who responded were kept in the loop via phone calls and emails and the wider community were kept informed by updates on Council's website and in the local paper.
<i>Engagement is reviewed and improved</i>	During community workshops it was decided to adjust the engagement and start documenting other community concerns raised that were not relevant to the engagement. Taking a note of the concerns (which could be later addressed) enabled facilitators to steer discussion back to the draft DPA.

This type of engagement process, or elements of, could be used in relation to the following designated planning instruments:

- rezoning under the Planning and Design Code
- infrastructure delivery schemes
- design standards.