

# Engagement Plan

Proposed Code Amendment for  
19-29 Glynburn Road, Glynde

# Engagement Plan

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## Document history and status

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# 1. Introduction

On 15 February 2021, the Minister for Planning and Local Government approved the commencement of a Code Amendment initiated by ALDI Foods Pty Ltd ['ALDI']. This amendment seeks to amend the Planning and Design Code as it relates to land located at 19-29 Glynburn Road, Glynde from *Housing Diversity Neighbourhood Zone* and the *Employment Zone* to the *Suburban Activity Centre Zone*.

The affected area comprises six (6) titles of which ALDI has a contractual interest. It currently comprises commercial uses (including a shop, service trade premise and office) along with associated car parking and storage. The site has a 110 metre frontage onto Glynburn Road, which is in the care and control of the Department for Infrastructure and Transport (DIT). It is bounded by Lewis Road to the north.

The area is bounded by residential land uses to the north west and west, and commercial uses to the south. The Glynde Lutheran Church is directly north of the site, over Lewis Road. There are a mix of residential and commercial uses opposite the site on Glynburn Road.

Figure 1 shows the affected area that is the subject of the Code Amendment in context of current zoning.

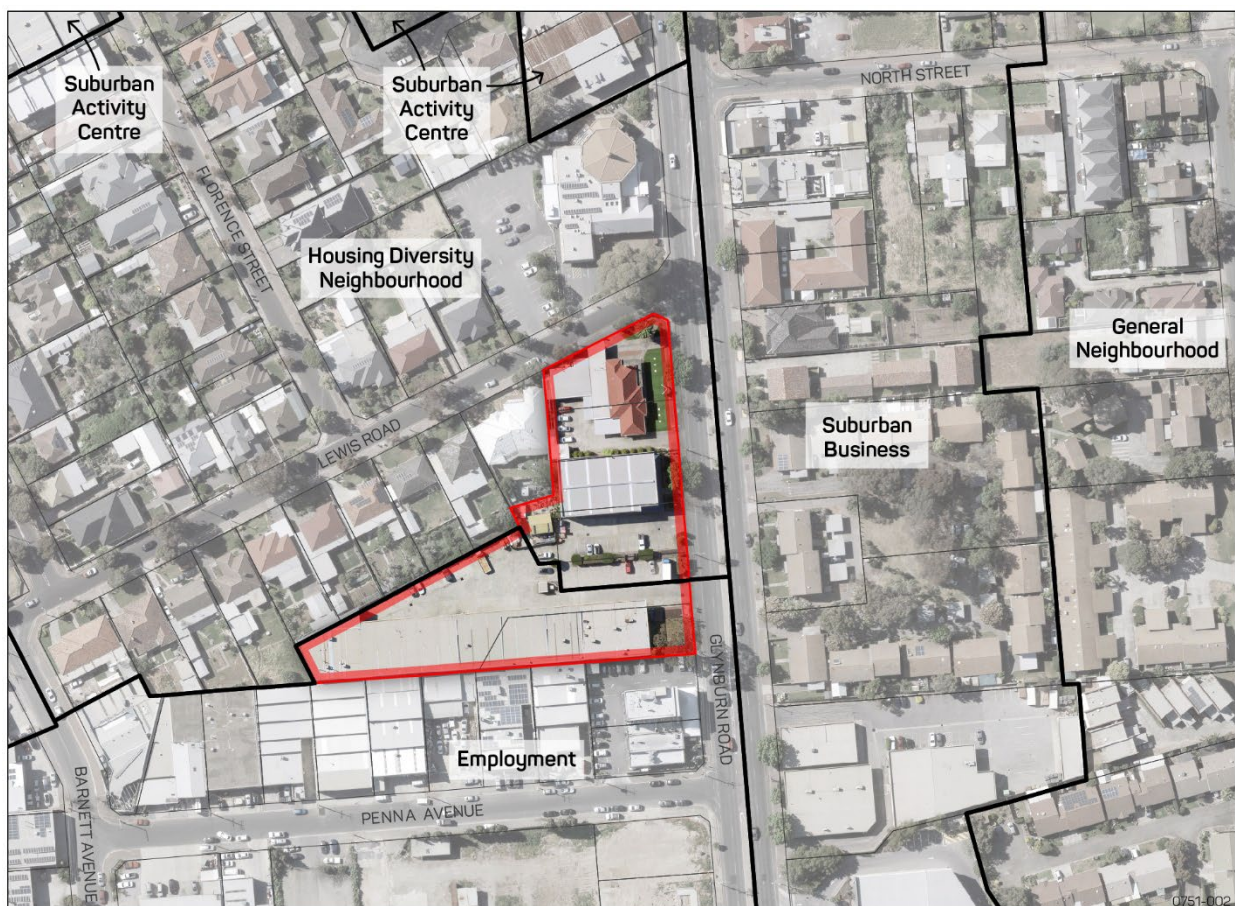


Figure 1 Affected Area

## 2. Engagement approach

### 2.1 Purpose

The purpose of the engagement is to ensure that individuals, businesses, organisations and communities interested in and/or affected by the proposed Code Amendment are engaged in the process of preparing and finalising the Code Amendment.

Specifically, the engagement will:

- Communicate to raise awareness that a Code Amendment is being prepared.
- Provide information about what is proposed by the Code Amendment including the location of where the proposed changes will apply.
- Provide the opportunity for stakeholders and community to identify issues and opportunities early, so that they can be considered in the preparation of the Code Amendment.
- Enable stakeholders and community to provide feedback on the Code Amendment prior to it being finalised and submitted to the Minister for Planning and Local Government.
- Close the loop with stakeholders and community to inform them of the final version of the Code Amendment.
- Meet statutory requirements as they relate to engagement on a Code Amendment including:
  - Section 73(6) of the *Planning Development and Infrastructure Act 2016*;
  - The Community Engagement Charter; and
  - Practice Direction 2: Preparation and Amendment of a Designated Instrument.
- Build relationships and a community of interest to support future activities (i.e. construction) at the site.

### 2.2 Objectives

Stakeholders and community will be engaged at three key stages in the preparation of the Code Amendment:

- Stage 1 – To raise awareness about the Code Amendment and gather feedback on the Code Amendment (INFORM/CONSULT)
- Stage 2 – To be informed of the final Code Amendment (INFORM)
- Stage 3 – To close the loop and evaluate engagement (INFORM/EVALUATE).

### 2.3 Community Engagement Charter

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

The Community Engagement Charter (the 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 engagement plan supports the five principles of the Charter and how success will be defined and measured.

The approach to measuring the success of the engagement associated with the Code Amendment against the principles of the Charter is described more fully at section 5 and at Appendix A.

Charter principle	Performance outcome	Engagement measure
Engagement is genuine	People had 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>Timelines sufficient for people to hear/see the opportunity to have a say</li> <li>Easy to understand information to help audiences understand why it is relevant to them and how they can have their say</li> <li>A Consultation Report will be prepared in accordance with section 73(7) of the PDI Act, outlining 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>
Engagement is inclusive and respectful	Affected and interested people had the opportunity to participate and be heard	<ul style="list-style-type: none"> <li>Targeted at a wide range of stakeholders using a range of channels (based on Stakeholder Mapping to identify who may be impacted/interested and specific engagement needs/techniques)</li> <li>Timelines sufficient for people to hear/see the opportunity to have a say</li> <li>Easy to understand information to help audiences understand why it is relevant to them and how they can have their say</li> </ul>
Engagement is fit for purpose	<p>People were effectively engaged and satisfied with the process</p> <p>People were clear about the</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>Stakeholders directly impacted will be targeted directly by the engagement (i.e. invited to one-on-one meetings)</li> </ul> </li> </ul>

Charter principle	Performance outcome	Engagement measure
	proposed change and how it would affect them	<ul style="list-style-type: none"> <li>- Stakeholders with specific interests will be directly communicated with</li> </ul>
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 areas of interest, what we are gathering feedback on, how participants can get involved and how feedback will be used</li> <li>• Submissions will be acknowledged and advised of next steps in the process</li> <li>• An engagement report will be provided to participants and made publicly available</li> </ul>
Engagement processes are reviewed and improved	The engagement was reviewed and improvement 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 appropriate</li> </ul>

## 2.4 Scope of Influence

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

- Issues and/ or opportunities that should be considered in the preparation of the Code Amendment

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

- The initiation of a Code Amendment that seeks to rezone the subject land from *Housing Diversity Neighbourhood Zone* and the *Employment Zone* to the *Suburban Activity Centre Zone*.
- The extent of the subject land that forms the basis of the Code Amendment.

## 2.5 Previous Engagement

There has been no previous engagement relating to this Code Amendment.

There has been engagement on the subject site as part of public notification (category 3) of a development application for the subject site.

ALDI have had early discussions with senior administration of the City of Norwood Payneham & St Peters regarding the proposed rezoning of the Affected Area and feedback was provided that Council would be able to respond to any specific rezoning requests once the proposed policy proposition was known and understood.

Early discussions have also taken place with senior administration at the City of Campbelltown.



### 3. Key messages

The following key messages will underpin the engagement regarding the Code Amendment. Additional key messages will be created for specific stakeholder communication collateral as required.

- Under our State's new planning system, private entities are able to apply to the Minister for Planning to re-zone land in which they have an 'interest'. In this case, the Minister for Planning and Local Government has provided approval for ALDI to be a designated entity to commence a 'Code Amendment' – the process through which zoning can be changed – for the land located at 9-29 Glynburn Road, Glynde.
- Right now, this site is used for a mix of commercial uses – including shops and offices. It is currently zoned *Housing Diversity Neighbourhood Zone* (primarily intended for a range of residential uses) and *Employment Zone* (primarily intended for light industry uses).
- The proposed zoning for this site – *Suburban Activity Centre Zone* - would provide a supportive Zone and Policy Framework for a new supermarket or other forms of development on this land.
- This consultation process is seeking community and stakeholder views on whether this zoning should be changed.
- This consultation process does not result in the approval of an ALDI supermarket on this site – that would still need to go through a separate Development Application and assessment process with the Relevant Authority.
- A development application process deals with detailed design considerations of a particular development that is not part of a Code Amendment process which seeks to introduce a policy framework and relevant assessment pathways for respective forms of development.
- Undertaking meaningful, authentic engagement with the local community and stakeholders is an important part of the Code Amendment process.

## 4. Stakeholder and community analysis

The following outlines the stakeholders and community who will be engaged during this process. It includes all stakeholders identified by the Attorney General and Minister for Planning and Local Government in correspondence approving the initiation of this Code Amendment.

Stakeholder	Level of interest in the project (high, medium or low)	Interest / Concern	Level of engagement (i.e. inform, consult, involve, collaborate)
Deputy Premier, Attorney General and Minister for Planning and Local Government - Vicki Chapman MP	High	The Minister for Planning and Local Government will be the approval authority for the Code Amendment.	Inform
City of Norwood Payneham & St Peters	High	Interest in the orderly development of land in its jurisdiction and interactions with their infrastructure (i.e. local roads).  Interest in views of their constituents.  City of Norwood Payneham & St Peters administration has previously been informally engaged.	Consult
City of Campbelltown	Medium	Council boundary on Glynburn Road.  Interest in orderly development of land immediately adjacent its jurisdiction.  Real or perceived impacts on Glynburn Road and local street network.  City of Campbelltown administration has previously been informally engaged.	Consult
City of Port Adelaide Enfield	Low	Council located approximately 1.2km to northwest of the site.  Interest in orderly development of land immediately adjacent its jurisdiction.	Consult
State Planning Commission	High	May upon request make recommendation to Minister on	Inform

Stakeholder	Level of interest in the project (high, medium or low)	Interest / Concern	Level of engagement (i.e. inform, consult, involve, collaborate)
		whether to approve the Code Amendment	
Member for Dunstan, Steven Marshall MP	Medium	Interest in development of land in MPs electorate  Interest in the views of their constituents.	Consult
Member for Hartley, Vincent Tarzia MP	Medium	Interest in development of land immediately adjacent MPs electorate.  Interest in the views of their constituents.	Consult
Owners and occupiers of the land and land adjacent the subject site (residential and commercial)	High	Interest in change of zoning and policies.  Interest in impacts that policy change may facilitate i.e. larger floor plate retail – real or perceived impacts on amenity, noise, traffic, safety, rubbish collection, delivery vehicle movements, property values etc.  It is noted that according to ABS data, 55% of households within 500m of the site speak English; with 15% speaking Italian. Other language groups constitute 5% or less.	Consult
Department for Infrastructure and Transport	High	Glynburn Road is a state controlled road.  Interest in changes to access and traffic generation.	Consult
Utility providers <ul style="list-style-type: none"> <li>- SA Power Networks</li> <li>- Electranet Pty Ltd</li> <li>- SA Water</li> <li>- EPIC Energy</li> </ul>	Medium	Interest in interaction/ impact with existing utility infrastructure to support.	Consult

Stakeholder	Level of interest in the project (high, medium or low)	Interest / Concern	Level of engagement (i.e. inform, consult, involve, collaborate)
Retail associations <ul style="list-style-type: none"> <li>- Australia Retailers Association</li> <li>- SA Independent Retailers</li> </ul>	Medium	Interest in location and scale of retail from the perspective of competition.	Consult
Broader community	Low	Broader community may have an interest in change of policy to facilitate larger floorplate retail.  Future customers of future retail development and other development facilitated via a rezoning.  May also be interested in impacts of new development i.e. traffic, parking, etc	Consult

## 5. Engagement activities

The engagement activities associated with the Code Amendment are outlined below. The formal engagement period will last for six (6) weeks.

In order to ensure that engagement is fit for purpose (in accordance with principle 3 of the Charter) and community were able to understand information provided, a translated statement offering materials to be translated will be included in community engagement materials (eg letters and other information).

Stage	Engagement level and objective of activity	Engagement activity	Timing
Pre-engagement Preparation of the Code Amendment	CONSULT  To gain early input to help shape the draft Code Amendment	Meeting with Attorney General Department Planning and Land Use Services staff	Delivered
		Meeting with City of Norwood Payneham & St Peters staff	Delivered
		Meeting with City of Campbelltown staff	Delivered
		Meeting/phone call with the Commissioner of Highways (via the Department for Infrastructure and Transport)	Delivered
1 – Raise awareness and gather feedback on the Code Amendment	INFORM  To be informed of the proposed Code Amendment	Public notice on the SA Planning Portal	At commencement of formal engagement period
		Website update (SA Planning Portal)	At commencement of formal engagement period
	CONSULT  To gain feedback on the Code Amendment	Online feedback form to collect feedback on Code Amendment (Plan SA website and Survey Monkey)  Identical hard copy version created for those unable to fill out online version	At commencement of formal engagement period
		Letter to stakeholders (i.e. DIT, The City of Norwood Payneham & St Peters, The City of Campbelltown, The City of Port Adelaide Enfield, retail associations, utility providers) summarising key elements of	At commencement of formal engagement period

Stage	Engagement level and objective of activity	Engagement activity	Timing
		the Code Amendment and inviting feedback	
		Letter to local MPs summarising key elements of the Code Amendment and inviting feedback	At commencement of formal engagement period
		Letter to surrounding property occupiers within 500m of the affected area (refer catchment area shown in Appendix B), summarising key elements of the Code Amendment and promoting opportunity for one-on-one meeting and how they can provide feedback	At commencement of formal engagement period
		Letter to landowners on and within 100 metres of the Affected Area (refer catchment area shown in Appendix B) <i>*subject to designated entity being able to procure name and address data</i>	At commencement of formal engagement period
		Visits to local businesses in the adjacent Suburban Activity Zone to discuss Code Amendment and invite feedback (refer catchment area shown in Appendix B)	1-2 weeks following letter being sent to land owners and occupiers
		One-on-one meetings with surrounding land owners and occupiers (who book in response to letter) to discuss Code Amendment and invite feedback	Following letter being sent to land owners and occupiers
2 - Final Code Amendment (post consultation)	INFORM  To be informed of the final Code Amendment  Closing the loop with engagement participants	Engagement summary report – what was heard through engagement and how it influenced final Code Amendment	Following end of 6 week engagement period
		Letter/email to those involved in the engagement process communicating information on the final Code Amendment, engagement summary report and link to evaluation survey	Following end of 6 week engagement period
		Website updates (SA Planning Portal) providing final Code Amendment and engagement summary report	Following end of 6 week engagement period

Stage	Engagement level and objective of activity	Engagement activity	Timing
3 - Evaluation		Feedback form/participant survey through Survey Monkey or direct email to participants	During engagement period

## 6. Measuring success

At the completion of engagement activities all participants will receive a letter/ email to provide an assessment of the performance criteria one to four below to assist in measuring the success of the engagement. This will take the form of an online survey seeking response to key questions relating to the Community Engagement Charter principles.

The project manager, with assistance from communications and engagement specialists, will assess the success of the engagement against criteria five to nine:

1. Engagement is genuine
2. Engagement is inclusive and respectful
3. Engagement is fit for purpose
4. Engagement is informed and transparent
5. Engagement processes are reviewed and improved
6. Engagement occurs early
7. Engagement feedback was considered in the development of planning policy, strategy or scheme
8. Engagement includes 'closing the loop'
9. Charter is valued and useful

Refer to more detail regarding the approach to measuring success at Appendix A.



## 7. Closing the loop

Following the delivery of the engagement activities, those that participated will be sent a letter/email to close the loop. This will include:

- acknowledgement of the time taken in providing input through the engagement
- summarising the key feedback themes
- highlighting any changes to the Code Amendment being sought
- providing opportunity to participate in evaluation survey and
- providing next steps.

## Appendix A - Charter engagement evaluation and tools for measuring success

Charter criteria	Charter performance outcomes	Respondent (to answer the evaluation question)	Indicator	Evaluation tool Exit survey / follow-up survey	Measuring success of project engagement (prepared by project manager of engaging authority for inserting in engagement report)
Principle 1: Engagement is genuine	People had faith and confidence in the engagement process.	Community	1.I feel the engagement genuinely sought my input to help shape the proposal	Likert scale - strongly disagree to strongly agree	Percent from each response.
	Engagement occurred before or during the drafting of the planning policy, strategy or scheme when there was an opportunity for influence	Project Manager or equivalent	2.Engagement occurred early enough for feedback to genuinely influence the planning policy, strategy or scheme	Engaged when there was opportunity for input into scoping	Project Manager or equivalent

Charter criteria	Charter performance outcomes	Respondent (to answer the evaluation question)	Indicator	Evaluation tool Exit survey / follow-up survey	Measuring success of project engagement  (prepared by project manager of engaging authority for inserting in engagement report)
	Engagement contributed to the substance of a plan or resulted in changes to a draft	Project Manager or equivalent	3.Engagement contributed to the substance of the final plan		Project Manager or equivalent
Principle 2: Engagement is inclusive and respectful	Affected and interested people had the opportunity to participate and be heard.	Community	4.I am confident my views were heard during the engagement	Likert scale - strongly disagree to strongly agree	Per cent from each response.
		Project Manager or equivalent	5.The engagement reached those identified as community of interest.  Note: The Community of Interest are those Community groups identified in the stakeholder	Representatives from most community groups participated in the engagement  Representatives from some community groups participated in the engagement	Provide chosen answer

Charter criteria	Charter performance outcomes	Respondent (to answer the evaluation question)	Indicator	Evaluation tool Exit survey / follow-up survey	Measuring success of project engagement  (prepared by project manager of engaging authority for inserting in engagement report)
			analysis in the engagement plan.	There was little representation of the community groups in engagement.	
<b>Principle 3:</b> Engagement is fit for purpose	People were effectively engaged and satisfied with the process.  People were clear about the proposed change and how it would affect them.	Community	<b>6.I was given sufficient information so that I could take an informed view.</b>  Note: Sufficient information includes whether the information was understood i.e in plain English language, another language, visuals in addition to the extent of information.	Likert scale - strongly disagree to strongly agree	Per cent from each response.

Charter criteria	Charter performance outcomes	Respondent (to answer the evaluation question)	Indicator	Evaluation tool Exit survey / follow-up survey	Measuring success of project engagement (prepared by project manager of engaging authority for inserting in engagement report)
			7.I was given an adequate opportunity to be heard	Likert scale - strongly disagree to strongly agree	Per cent from each response.
Principle 4: Engagement is informed and transparent	All relevant information was made available and people could access it.  People understood how their views were considered, the reasons for the outcomes and the final decision that was made.	Community	8.I felt informed 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.
	Engagement includes 'closing the loop' Engagement included activities that 'closed the loop' by providing feedback to participants/ community about outcomes of engagement.	Project Manager or equivalent	9.Engagement provided feedback to community about outcomes of engagement	Formally (report or public forum)  Informally (closing summaries)  No feedback provided	Provide chosen answer

Charter criteria	Charter performance outcomes	Respondent (to answer the evaluation question)	Indicator	Evaluation tool Exit survey / follow-up survey	Measuring success of project engagement  (prepared by project manager of engaging authority for inserting in engagement report)
Principle 5: Engagement processes are reviewed and improved	The engagement was reviewed and improvements recommended.	Project Manager or equivalent	10.Engagement was reviewed throughout the process and improvements put in place, or recommended for future engagement	Reviewed and recommendations made  Reviewed but no system for making recommendations  Not reviewed	Provide chosen answer
Charter is valued and useful	Engagement is facilitated and valued by planners	Project Manager or equivalent	Identify key strength of the Charter and Guide  Identify key challenge of the charter and Guide	General Comments	

## Example community evaluation survey to meet minimum performance indicators

**Activity:** e.g. stakeholder workshop, submission, open day

**Date:**

**I am a:** resident, stakeholder, etc

Please indicate the extent to which you agree or disagree with the following statements:

(1 = strongly disagree and 5 = strongly agree)

Evaluation statement		Strongly disagree	Disagree	Not sure	Agree	Strongly agree
1	I feel the engagement <b>genuinely sought</b> my input to help shape the proposal	1	2	3	4	5
Comment:						
2	I am <b>confident my views were heard</b> during the engagement	1	2	3	4	5
Comment:						
3	I was given an <b>adequate opportunity to be heard</b>	1	2	3	4	5
Comment:						
4	I was given sufficient <b>information</b> so that I could take an informed view.	1	2	3	4	5
Comment:						
5	I felt <b>informed</b> about why I was being asked for my view, and the way it would be considered.	1	2	3	4	5
Comment:						

## Example project manager evaluation exercise to meet minimum performance indicators

This exercise can be completed by the engaging entity (planner, proponent or engagement manager) following an engagement activity or at the end of the entire engagement process.

It may be completed online or in hard copy.

Please consider your engagement process as a whole and provide the most appropriate response.

Evaluation statement		Response options
1	The <b>engagement reached</b> those identified as the community of interest	<input type="checkbox"/> Representatives from most community groups participated in the engagement <input type="checkbox"/> Representatives from some community groups participated in the engagement <input type="checkbox"/> There was little representation of the community groups in engagement
Comment:		
2	<b>Engagement was reviewed</b> throughout the process and improvements put in place, or recommended for future engagement	<input type="checkbox"/> Reviewed and recommendations made in a systematic way <input type="checkbox"/> Reviewed but no system for making recommendations <input type="checkbox"/> Not reviewed
Comment:		
3	Engagement <b>occurred early enough</b> for feedback to genuinely influence the planning policy, strategy or scheme	<input type="checkbox"/> Engaged when there was opportunity for input into scoping <input type="checkbox"/> Engaged when there was opportunity for input into first draft <input type="checkbox"/> Engaged when there was opportunity for minor edits to final draft <input type="checkbox"/> Engaged when there was no real opportunity for input to be considered
Comment:		
4	Engagement <b>contributed to the substance of the final plan</b>	<input type="checkbox"/> In a significant way <input type="checkbox"/> In a moderate way <input type="checkbox"/> In a minor way <input type="checkbox"/> Not at all
Comment:		



Evaluation statement		Response options
5	Engagement provided <b>feedback to community about outcomes</b> of engagement	<input type="checkbox"/> Formally (report or public forum) <input type="checkbox"/> Informally (closing summaries) <input type="checkbox"/> No feedback provided
	Comment:	
6	Identify <b>key strength</b> of the Charter and Guide	<input type="checkbox"/> Provide drop down list with options based on charter attributes (in future)
	Comment:	
7	Identify <b>key challenge</b> of the charter and Guide	<input type="checkbox"/> Provide drop down list with options based on charter attributes (in future)
	Comment:	

## **Appendix B Proposed catchment for letters to owner/occupiers**

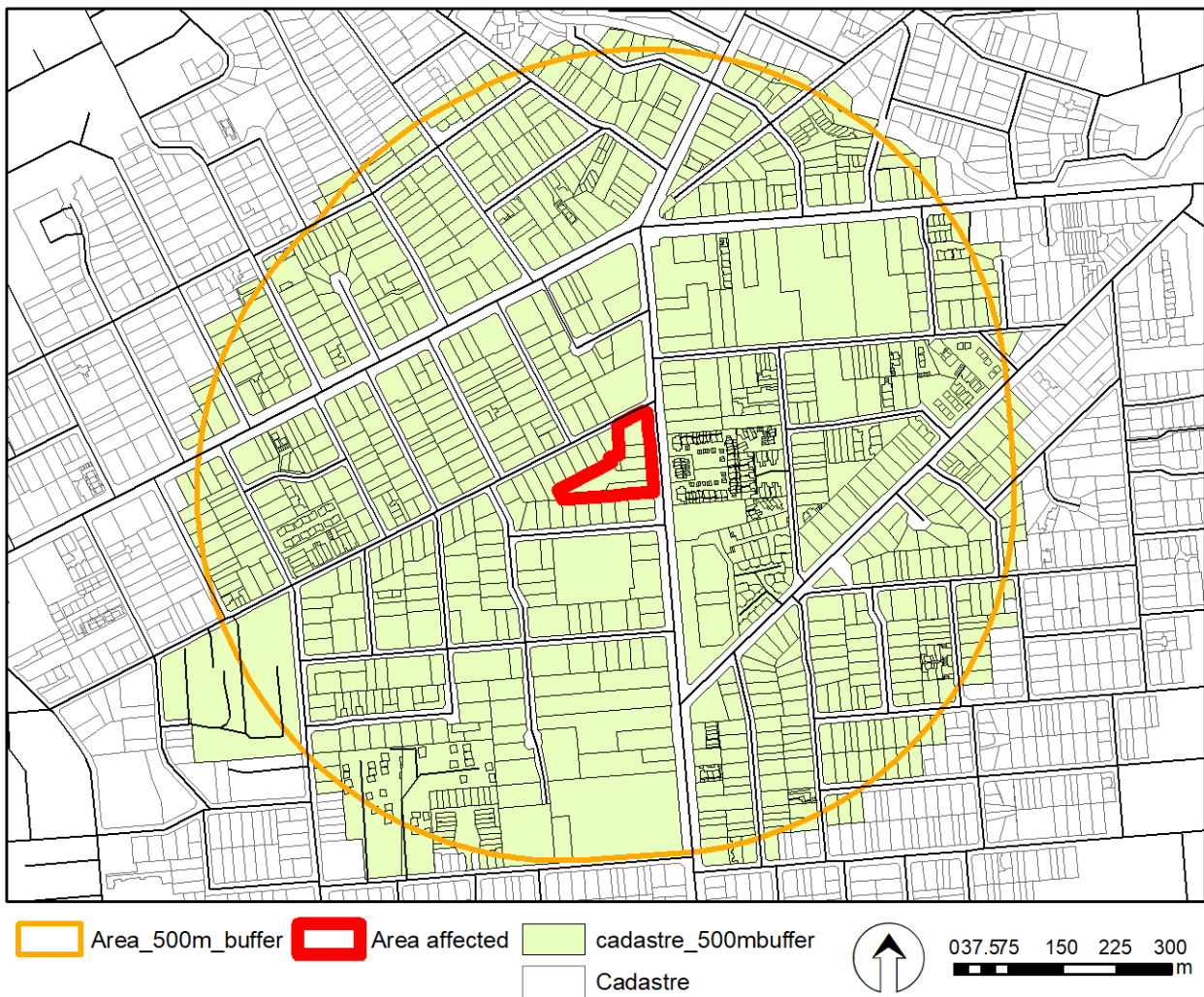


Figure 2 Catchment area for letter to surrounding property occupiers within 500m of affected area

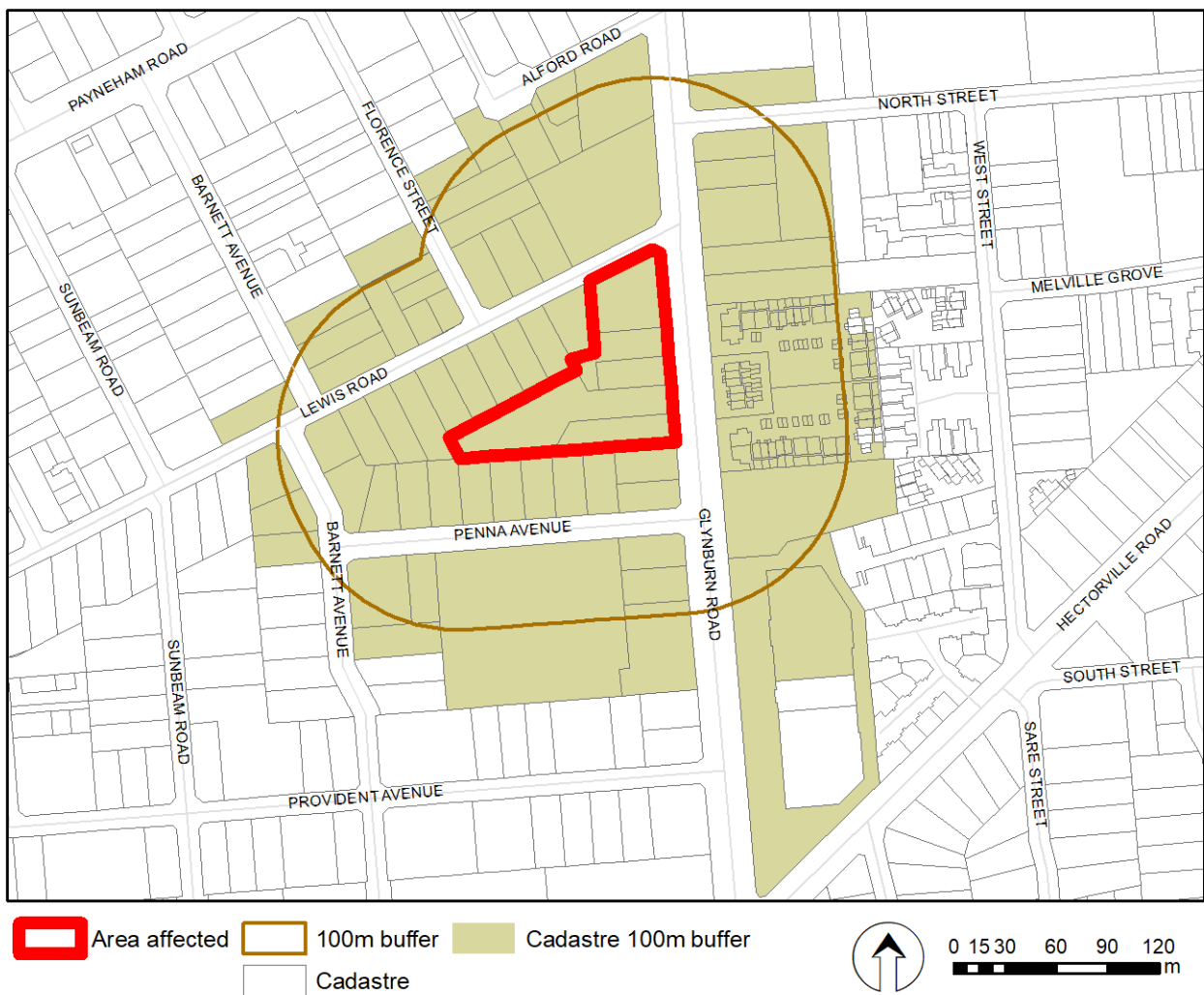


Figure 3 Catchment area for letter to landowners within 100 metres of affected area

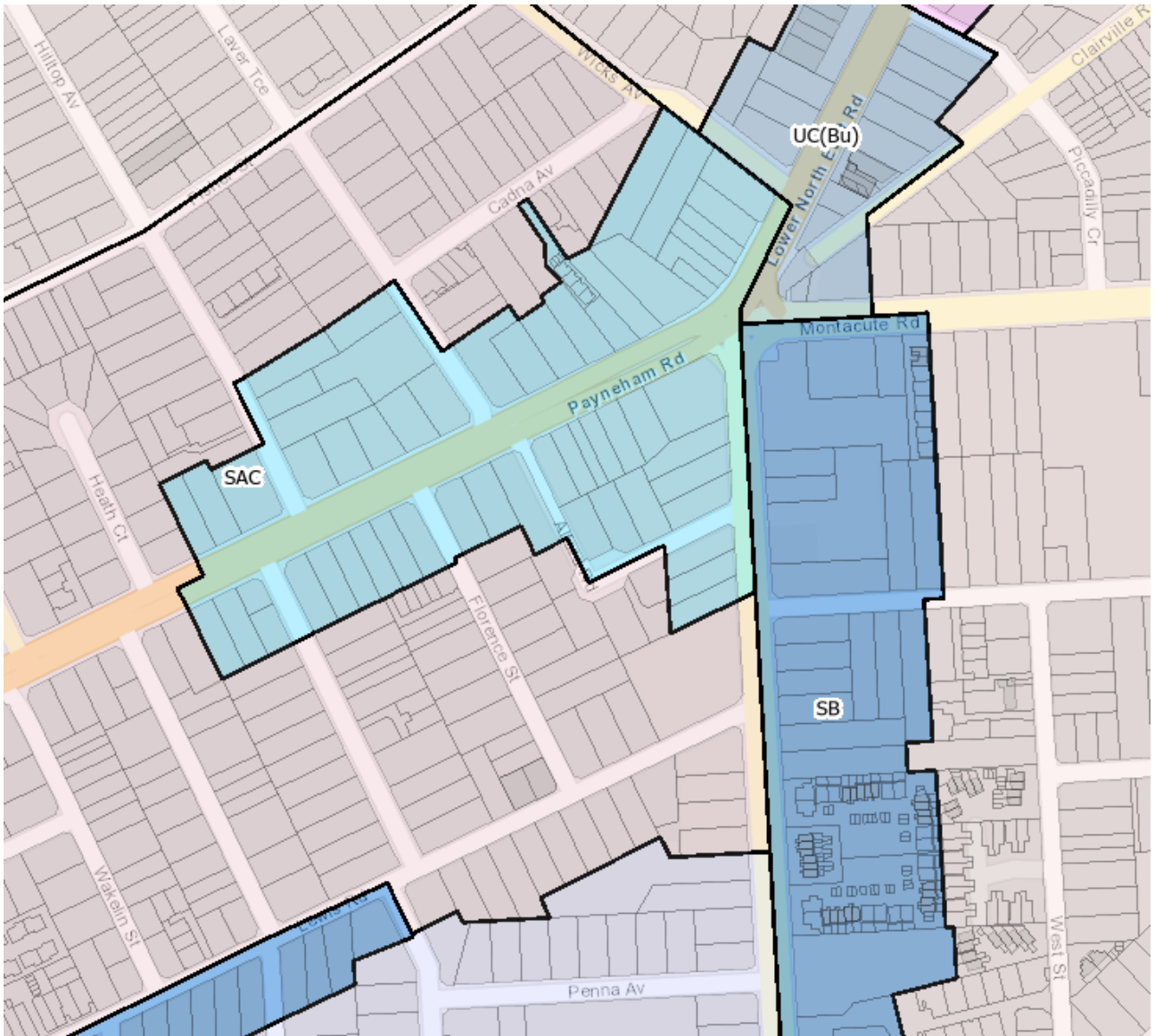


Figure 4 Catchment area for visits to local businesses in the adjacent Suburban Activity Zone (SAC)

