

Social Planning + Community Engagement



Jensen Planning & Design is an Adelaide based firm established in 1994 and consulting nationally. Jensen Planning and Design has a team of social planners and consultation specialists who are committed to core social planning principles of equity, access, citizen participation and human rights.

We work closely with our clients to achieve quality results that are based on practical and innovative approaches and best practice from national and international contexts.

- Community Engagement and Consultation
- Urban Design
- Community Facility and Human Services Planning
- Housing Development
- New Community Planning
- Recreation and Open Space Planning
- Community Needs Assessment
- Development Plan Amendments and Reviews
- Social Impact Assessment
- Statutory Planning and Development Approvals
- Training and Education
- International Aid
- Strategic and Master planning
- Rural and Regional Planning
- Heritage Planning
- Infrastructure Planning

Social Planning + Community Engagement Management

Peter Jensen - Director

As Director of Jensen Planning and Design and previous Director at Hassell, Peter has practised in the area of planning and urban design for thirty years. He has regularly managed small and large scale consultation processes and the preparation of human services plans for new communities such as Playford North and Northgate in South Australia.

Kylie Ferguson – Associate, Senior Social Planner

Kylie brings to our clients 20 years planning, property and training experience across state government, consultancy, international aid and academia. Kylie is a specialist in community engagement and consultation, community needs assessment and community capacity building. She brings significant experience in social impact assessment and capacity building with marginalised communities impacted by large scale national and international development projects.



Support Team

Kylie and Peter have an experienced team available to assist in social planning and community engagement projects when required. Ian Robertson, John Tagliaferri, David Barone, Heath Edwards and Jennifer Slocombe have a variety of experiences in planning and environmental projects, demographic research and consultation processes.

Human Services Planning and Community Development

Robust and healthy communities occur when people are working together to build a future that meets their needs – and the needs of their children, their parents, their families, their jobs, their businesses, their homes and their neighbourhoods.

We work closely with communities and with human service providers through one to one meetings with service providers, aligned stakeholder forums, conversations with service users, and demographic analysis. We aim to:

- Reduce inequality in health and well being;
- Strengthen the capacity of individuals, families and communities;
- Provide timely and accessible human services; and
- Understand community needs now and into the future.

Consultation and Community Engagement

Communities are made up of different views, politics, visions, experiences, and aspirations. We use a range of consultation tools to best listen to people's stories and views. Working with our client, we will develop a transparent and appropriate consultation strategy which will assist to:

- Minimise project delays through political interference, unfavourable media reporting, lobby groups
- Enrich projects to avoid unexpected costs
- Ensure that project decisions, budgeting and resourcing are well informed

We work closely with the IAP2 Core Values of Public Participation to develop approaches and techniques. The core values emphasise that public participation promotes sustainable decisions, that participants are provided the information they need to participate in a meaningful way; and are based on the belief that those who are most affected by a decision have a right to be involved.

Social Research and Analysis

We use qualitative and quantitative research techniques to identify and understand social and economic issues, trends and opportunities. Often this is related to the social or legal obligations of an Environmental Impact Statement.

This information is usually an input into project design and policy recommendations, to demonstrate complex social relationships, or to assist in presentations to community or industry. It includes:

- Demographic Research
- Survey design and delivery; and
- Program and policy review and analysis on aspects of human endeavour



COMMUNITY NEEDS ANALYSIS

Playford North Project, SA Land Management Corporation

Through a master planning process, an objective was to lay a foundation in Playford North which will enable the development of community facilities and open space areas that are appropriate to the needs of the community. This involved a considerable amount of needs analysis and consultation with the community and various government agencies and service providers.

The Jensen team worked collaboratively with the LMC and the Peachey Belt Working Group to identify community needs. These needs involved developing a more self sufficient community with strong local leadership, and increases in educational attainment, skills development, employment, community health and wellbeing, community safety, and access to public transport through the enhancement and integration of Government and non-government services and programs.

The preparation of a Community Plan involved checking and updating demographic information and agency requirements and developing a strategy for community rebuilding, using existing support networks, interest groups and longer term residents.

COMMUNITY ENGAGEMENT AND SPATIAL PLANNING

Indonesian Post Tsunami Reconstruction, AusAID

Banda Aceh, Indonesia was devastated by the Boxing Day Tsunami in 2004. As a community development and spatial planning specialist, Kylie Fergusen was engaged by AusAID as part of its rehabilitation and rebuilding funding to work with Desas (local village communities), the core international aid agencies and Indonesian government agencies to develop a pilot spatial planning process for village reconstruction.

For three months Kylie worked in a context where there was widespread grief, Acehnese language, Muslim culture, power shortage, no formal land titles, environmental devastation and ill equipped institutional capacity.

She and the team worked closely with village heads and other aid community development specialists to understand and translate the task of community re-establishment and rebuilding into a meaningful, useful and practical spatial planning guide for use by other agencies and communities during the ongoing post tsunami rebuilding exercises.



COMMUNITY ENGAGEMENT AND CONSULTATION

Northern Expressway, SA Department for Transport Energy and Infrastructure

As the largest infrastructure project of its kind in South Australia and involving significant farming and residential property acquisition, the Northern Expressway generated much public and stakeholder commentary.

Over 3,000 people expressed their views about the Northern Expressway, a major new freight route being planned from Port Wakefield Road to Gawler.

A comprehensive community engagement and consultation plan was developed collaboratively with the Department for Transport, Energy and Infrastructure which identified a range of consultation tools suitable for different consultation objectives during the project design and development.

Kylie Ferguson managed the consortium’s consultation team involving up to 11 consultation specialists, staffing a 1300 number, development of fact sheets, postcards, newsletters, community open days, neighbourhood events and displays, SMS phone texting options, stakeholder forums, political commentary, media reporting and feedback analysis.

The analysis of conversations, demographic research and public submissions was an input into both the development of route options, and the Environmental Reporting process.

COMMUNITY NEEDS ANALYSIS AND SOCIAL ASSESSMENT

AGL Petronas Gas Line

A proposed major new gas line from Papua New Guinea through to Whyalla, South Australia, required a comprehensive Environmental and Social Impact Assessment.

Kylie Ferguson provided the senior expertise on an extensive consultation process throughout Northern Queensland with farm owners, residents in rural communities such as Windorah and Longreach, Queensland, Local and State agencies, and NGOs such as the National Farmers Federation.

The research and consultation process were inputs into assessments of impacts of the proposed infrastructure, social capital, community values and community wellbeing.

