

Talunga Park Communications Plan – Version 2 Dated 14 March 2026

Consultation dates: 25 March – 8 May

CM ref: 26/20008

Desired outcomes

- Provide the Mt Pleasant community and broader community the opportunity to provide feedback on future plans for the Talunga Park site
- Clearly articulate the proposed direction, based on the business case, to inform the community and manage expectations
- Identify the long-term viability of the Mt Pleasant Talunga Park Masterplan to influence future decision making and service levels

Specific considerations and inclusions

- Question and answer via Council email address.
- Face-to-face engagement to be considered based on needs and requests from community. CEO will attend on mutual agreed times.
- FAQ's and a summary of the business case to be developed to ensure content is easy to understand.
- Stakeholders to be identified (includes Torrens Valley Football Club, Equestrian, Farmers Market) for direct communication via letter.

Initiative	Communication Method	Responsible Officer	Timeframe	Tone/Content/Message
Media Release	• The Leader • The Bunyip • Courier	Comms Team	March 25 edition	Have your say on the business proposal and long-term viability of the Talunga Park Masterplan.

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Online	- Council website (public notice) - Your Barossa, Your Say page – include FAQ's, business case summary and masterplan - Facebook/IG - Live question portal via Slido (like ELT talks platform)	Comms Team Martin to respond to questions	March 23	Have questions and want to know more? Submit your questions via the portal for direct responses to help inform/influence your views.
Advertisement – Public Notice	- The Leader - The Bunyip - Courier	Comms Team	March 25 edition	
Resident notification	- Dedicated mailout to identified key stakeholders - Posters in civic spaces with QR code back to Your Barossa Your Say	Comms Team with information from Martin Comms	March 23	Inform of the consultation process and ways to engage. Offer invitation for CEO to present and answer questions at a meeting Have your say? Your feedback matters.
Publications	Monthly d'Vine	Comms Team	early April	Have your say on the business proposal and long-term viability of the Talunga Park Masterplan.

Visual Tools/Displays	- Posters at Mt Pleasant library, Farmers Market and Oval (QR code link back to website) - Seek to put them up from land owners of Mt Torrens oval.	Comms Team		General poster for Have Your Say?
Internal staff briefing	Via email - Customer Service - Records	CEO	Prior to consultation	Container creation and feedback capture Refer 20/62364 Guideline and Configuration - Public Consultation Refer 20/69152 Knowledge Services Team Process
Brief Elected Members	Email	Comms		
Community meeting	Face to face engagement (as required or requested)	CEO	Personalised letters to go out 23 March to all key groups and users of the park offering attendance of CEO or other relevant Executive Leadership Team member to meetings on agreed dates and availability.	
CLOSE THE LOOP				
Media release	- The Leader - The Bunyip - Courier			
Online	- Council website - Facebook			

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