



Graffiti Management Strategy 2016



Responsible Directorate: Environment and Infrastructure
Authorised by: <Council>
Date of adoption: <Date>
Review date: <Date>
Expiration date: <Date>

Table of contents

1. Executive summary	3
2. Introduction	4
2.1. Purpose	4
2.2. Policy context	4
3. Background	5
3.1. Legal framework	5
3.2. Cost of graffiti	6
3.3. Areas and assets most vulnerable	7
3.4. Boroondara Graffiti Program 2001	9
3.5. Partnerships and community involvement	10
4. Research	12
4.1. Community Voice Panel feedback	12
4.2. Comparative approaches / benchmarking	16
5. Strategy themes and objectives	21
6. Implementing and monitoring	22
6.1. Accountabilities	22
6.2. Evaluation	22





1. Executive summary

The existing Boroondara Graffiti Program was adopted in 2001 and introduced a multi-faceted approach to graffiti management across the municipality. The program aimed to develop a consistent process for removal and reporting, to increase public awareness of the issue of graffiti and to develop education and prevention programs.

Council has implemented initiatives that were identified in the Program, as well as introduced additional initiatives based on consultation with other councils and best practice. There has however been no formal review since that time.

The City of Boroondara engaged the services of Capire Consulting Group in 2014 to undertake a review of the existing Graffiti Program. The review process focused on the following items:

- Benchmark Council's current practices against other local governments throughout Australia and internationally.
- Research the current practices of public asset owners in order to understand how Council can work better with them to address graffiti on their assets in the municipality.
- Explore modern initiatives in graffiti management including approaches to prevention, reporting and response.

The purpose of Council's Graffiti Management Strategy is to set out a proactive, coordinated and collaborative approach to graffiti management in Boroondara.

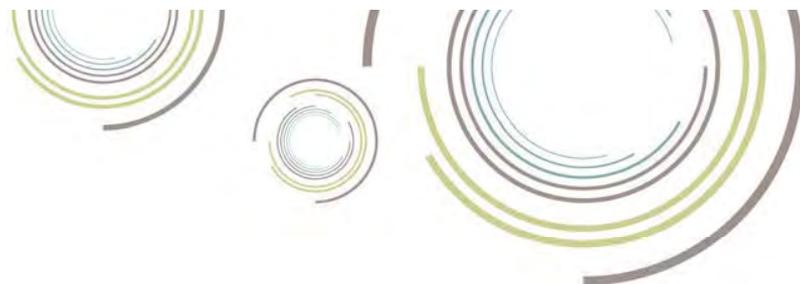
The strategy is structured around six themes into which specific objectives and actions have been grouped, as follows:

1. Reporting - this theme covers reporting of graffiti to Council, and by Council to other parties
2. Removal - addresses the action that Council takes in order to remove graffiti on Council and private property
3. Partnerships - covers the ways in which Council works with other organisations to assist in graffiti management
4. Prevention - focuses on efforts by Council to prevent graffiti occurring including physical deterrents.
5. Advocacy - this theme informs action in relation to graffiti on assets owned by other authorities which Council does not control
6. Internal Governance - the structure within Council to oversee implementation of the strategy

Objectives have been determined for each strategy and an accompanying action plan has been developed with a mix of continuing current actions and new initiatives.

The strategy considers the approach to graffiti on Council property, as well as how Council may influence the removal of graffiti on assets managed by other public authorities.

Council will work together with internal stakeholders, external agencies and the community to deliver the actions outlined in the strategy.



2. Introduction

2.1. Purpose

Council has been providing graffiti removal services since 1996 and has implemented the Boroondara Graffiti Program that was adopted by Council in 2001. This program has taken a multi-pronged approach to graffiti management across the municipality. While additional activities have taken place over time, the Program has not been formally reviewed since its implementation.

The review of the Program and development of a refreshed Graffiti Management Strategy has included the following elements:

- Benchmark Council's current activities against other local governments and authorities both in Australia and internationally.
- Research the current approaches of public asset owners and utility providers in order to understand how council can better work with them to address graffiti across the municipality.
- Explore modern initiatives in graffiti management including approaches to prevention, reporting and response.
- Use the findings of this investigation to develop a revised graffiti management strategy.

The strategy considers the approach to graffiti on Council property, as well as how Council may influence the removal of graffiti on assets managed by other public authorities.

2.2. Policy context

Council's vision, set out in the Council Plan 2013-17, is for Boroondara to be 'a vibrant and inclusive community with an outstanding quality of life'. The vision is supported by a number of themes, objectives and strategies including:

Theme	Strategic objective	Strategy
Enhanced amenity	The character of our neighbourhoods is protected and improved	12 - Safety and amenity - We will implement appropriate policies, strategies and practices that will improve neighbourhood amenity and safety. 13 - Managing assets - We will implement strategies for the development and ongoing renewal of Council's physical assets

The development of the Graffiti Management Strategy and associated action plan supports the strategies of 'safety and amenity' and 'managing assets' and contributes to the achievement of the vision for Boroondara.

The Strategy is also consistent with the Boroondara Public Health and Wellbeing Plan, in particular Objective 2 within Strategy 12 which states 'enhance and develop our neighbourhoods to support health and wellbeing'.



3. Background

3.1. Legal framework

3.1.1 Victorian legislation

The *Graffiti Prevention Act 2007* defines graffiti as to 'write, draw, mark, scratch or otherwise deface property by any means so that the defacement is not readily removable by wiping with a dry cloth'.

The Act identifies six offences as follows:

1. Marking graffiti on property that is visible from a public place, without the owner's consent
2. Marking graffiti that is visible from a public place if any part of the graffiti would offend a reasonable person
3. Possessing a prescribed graffiti implement in certain places without a lawful excuse
4. Possessing a graffiti implement with the intent to mark graffiti
5. Advertising for sale a prescribed graffiti implement if the advertisement is likely to incite or promote unlawful graffiti and the person intends this to be so.
6. Sale of aerosol paint container to a person under 18 years of age unless evidenced to be for work purposes.

The penalties for infringement include a range of fines through to two years' maximum imprisonment.

While enforcement of the Act is the role of Victoria Police, the Act provides the following powers to Councils relating to removal of graffiti from private property:

1. Serve a notice on owner or occupier giving 28 days' notice of the intended graffiti removal if entry into the property is required. If entry is not required, only 10 days' notice must be given. In either case, if the property or occupier objects to the graffiti removal, Council cannot remove it;
2. Once permission is gained to remove graffiti Council can take further action to remove subsequent graffiti within 12 months without giving further notice

3.1.2 Amenity Local Law

Council's Amenity Local Law clause 41.1.5 states 'An owner or occupier of private land must ensure that the private land and any building or other structure on private land is kept free of any graffiti' and further at clause 41.2.3 that 'An owner or occupier of private land must not allow any building or other structure on that private land to be defaced'.

The Local Law provides for a penalty for a first or subsequent offence of 20 penalty units and 2 penalty units for each day after a finding of guilt or conviction for an offence during which the contravention continues.

There is an opportunity to review the Local Law to determine what further measures it could include to assist with removal of graffiti from property not owned by Council.

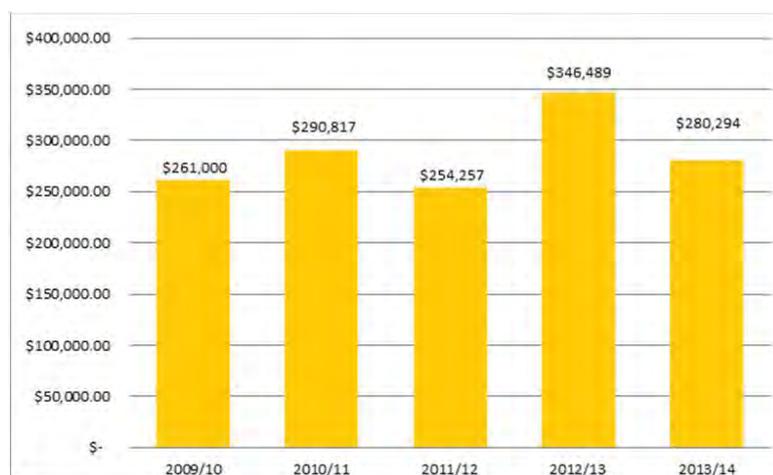


3.2. Cost of graffiti

The financial cost to Council of its graffiti management and removal programs over the past five financial years is included below. This includes the direct cost of engaging contractors to remove graffiti, along with materials provided by Council to private property owners such as subsidised paint and graffiti removal kits.

Figure 1 - shows the total cost of graffiti management in Boroondara between 2009/10 and 2013/14.

Figure 1: Total cost of graffiti management in Boroondara



As illustrated, graffiti has cost Council a total of \$1.432 million over the above period at an average of \$286,571 per annum. In real terms the total cost of graffiti management has remained relatively steady over this period, apart from the spike in 2012-13, this provides some indication that Council's graffiti management program has been effective in dealing with graffiti on Council assets in the municipality.

Graffiti clean-up in Boroondara is currently undertaken by an approved contractor who has a 24-hour period in which to remove graffiti following notification, or a four-hour window for pieces deemed offensive.

Table 1 below shows the square meterage of graffiti removed and total spent on contracted graffiti removal in Boroondara over the period from 2009/10 to 2014/15.

The data shows that while the scale of removal has remained relatively consistent over this period, the cost of removal per square metre has increased due to the greater use of chemicals to remove graffiti as a more effective treatment on non-painted surfaces rather than paint-outs.



Table 1: Graffiti removed in Boroondara

Financial year	Square metres of graffiti removed from Council owned property	Total spend	Ave cost per square metre
2009/10	23,228	\$186,808	\$8.04
2010/11	25,117	\$194,176	\$7.73
2011/12	21,998	\$213,040	\$9.68
2012/13	23,735	\$246,464	\$10.38
2013/14	19,026	\$217,082	\$11.41
2014/15	18,055	\$203,840	\$11.28

The figures in Table 1 relate to graffiti removed from Council owned assets under contract. They do not include the cost of materials provided to residents to assist with graffiti removal on private property or the cost of the 50/50 cost share arrangement with shopping centre trader associations.

In recent years approximately \$25,000 per annum has also been spent on graffiti education.

Table 2 shows the total spent on graffiti education in Boroondara primary and secondary schools in the last two financial years.

Table 2: Graffiti spent on Education Program

Financial Year	No of primary schools	No of primary school students attended	No of secondary schools	No of secondary students attended
2013/14	18	1936	8	794
2014/15	14	898	7	788

3.3. Areas and assets most vulnerable

In contrast to general perceptions, no specific profile exists for a graffitist. Traditionally, it was assumed that graffitists came from socially disadvantaged backgrounds and were males under 18. However, recent graffiti related charges under the *Graffiti Prevention Act 2007* in Victoria indicate a number of graffitists are aged over 18 and come from a range of backgrounds.



Prime locations for graffiti include “trains (and tracks), buses, shelters, vehicles, walls facing streets, traffic signs, statues, vending machines, park benches, electricity poles, billboards, parking garages, schools, fences, sheds and business walls”¹. Targeted areas are generally highly visible. However areas where graffiti is likely to be removed quickly are less preferred².

Research and consultation with local government representatives identified a number of common factors which may contribute to some areas being more prone to graffiti than others. These include:

- Changes to the social demographic, including an increase in population or an increase in youth travelling through the municipality.
- Busy entertainment and nightlife precincts.
- Proximity to major transport routes and pedestrian thoroughfares.
- Heightened approaches towards graffiti management in adjacent council areas.
- Knowledge in the graffiti community of a lack of security surveillance, and ongoing record management systems.
- An influx of vacant buildings in industrial and commercial precincts.
- Neglected open spaces, potentially attracting criminal behaviour.
- New developments, resulting in a new ‘blank canvas.’
- Lack of application of Crime Prevention through Environmental Design (CPTED) principles, including:
 - Passive surveillance
 - Lighting
 - High visibility and strong sightlines
 - Secure fencing
 - Appropriate landscaping

Specifically, a number of areas and assets have been identified in Boroondara which are most vulnerable to graffiti across the municipality. These are listed in Table 3.

¹ Morgan, A and Louis, E (2009) *Key Issues in Graffiti: Research in Practice No. 6*. Australian Institute of Criminology, December 2009

² Bandaranaike, Suniti (2003) *Graffiti Hotspots: Physical Environment or Human Dimension? Paper presented at the Graffiti and Disorder, Brisbane, 2003*; <http://cityroom.blogs.nytimes.com/2009/02/17/a-new-look-at-graffiti-writers-lives/>



Table 3: Areas and assets susceptible to graffiti in Boroondara

Council assets	Private/public property
Public toilets	Railway sidings, bridges and stations
Council buildings, particularly in parks/reserves	Buildings, particularly shops abutting laneways Residential homes with rear access from laneways
Playground equipment	Large industrial properties near railway corridors
Perimeter fencing at parks/reserves	Tram and bus shelters
Council owned bus shelters	Schools, including perimeter fences
Signs including directional, information and traffic	Buildings with light coloured and/or rendered walls Residential front fences
Street furniture (bins and seats).	Tram and Power poles Acoustical Walls along Freeways

3.4. Boroondara Graffiti Program 2001

Council’s Graffiti Program, adopted in 2001, has intended to provide a framework to remove and minimise the occurrence of graffiti from public and private property. To achieve this, the program recognised that ‘a co-ordinated and comprehensive approach is required by the whole community’.

In addition to private property, Council’s program also identified Council assets such as public toilets, Council buildings, parks and reserves, fencing, bus shelters and signage as common targets for graffiti. Public authority assets such as railway stations, utilities and schools were also identified as common targets. However, it was recognised that responsibility for the maintenance of these assets ultimately rests with public authorities.

To address the issue of graffiti in Boroondara, the existing strategy identified the following areas of focus, along with a series of associated actions.

- **Timely cleaning and removal of graffiti** – following notification, a 24 hour response time is allowed for the clean-up of general graffiti, with a four hour response window for graffiti deemed offensive. A graffiti hotline, managed by Council, has been established and promoted to enable the public to notify Council of graffiti incidents.
- **Proactive graffiti audit** – undertaken at monthly intervals along twelve main roads. Following these audits, property/asset owners are informed in writing that graffiti removal is required.
- **Mandatory reporting** of graffiti incidents on Council-owned buildings by contractors – reporting mechanisms require contractors to report graffiti on daily basis.
- **Design responses** –Crime Prevention through Environmental Design (CPTED) principles, lighting design, colour selection and landscaping to enhance passive surveillance, increase the perception of safety and reduce the likelihood of Council assets and buildings being a target for graffiti.

Graffiti Management Strategy 2016



- **Police reports** – all graffiti is reported to police to assist them in the apprehension of graffiti offenders. Reports also include photographic evidence as a visual record of the incident.
- **Community education** – focused on crime prevention and includes education through media and in schools. Community forums are also considered to discuss, educate and respond to issues. Education programs have been provided to 3,020 students across 23 primary and seven secondary schools over the last twelve months. The strategy recognised the opportunity to use the internet to disseminate the message to a larger audience.
- **Community initiatives** – to promote community involvement in response to the issue of graffiti. The strategy recommended a number of initiatives on this theme.
- **Engagement with public authorities** – to discuss current practices on graffiti removal and how to minimise the occurrence of graffiti.

3.5. Partnerships and community involvement

Graffiti removal on Council-owned assets in Boroondara is currently undertaken by contractors engaged by Council. However, Council has entered into a series of partnerships to support a multi-pronged approach to graffiti management within the municipality.

Trader Associations

Partnership agreements have been established with nine Shopping Centre Trader Associations to remove graffiti on private property via a proactive program. Partner associations oversee the following areas:

- Camberwell Centre, incorporating Burke Road
- High Street, Kew Junction
- Mailing Road, Canterbury
- Glenferrie Road, Hawthorn
- Doncaster Road, Greythorn
- High Street, Ashburton
- Doncaster Road, North Balwyn
- Toorak Road, Burwood

Trader associations operate graffiti management programs through a 50/50 cost share arrangement with Council.

Private property owners

While private property owners are responsible for graffiti removal from their properties, Council provides assistance through a variety of arrangements:

- Supported by Dulux through the provision of subsidised paint, Council issues up to four litres of free paint to private property owners with reported graffiti.
- Provision of a free environmentally friendly and biodegradable graffiti removal kit.
- A graffiti hotline.



- The trial of a painting program for private fences abutting public open spaces commenced in 2006. It is now common practice to paint out these fences with the owners' consent.
- Loaning larger graffiti removal kits to property owners for the removal of large areas of graffiti by high pressure cleaning. Council was successful in obtaining these kits through a Department of Justice grant application.

Broader community participation

Council has been committed to engaging community groups in public realm projects. With respect to graffiti management, council has previously implemented an 'adopt a public place' program which encourages the public to take ownership of a public area including proactive regular inspection and reporting of graffiti.

Public art

Council has undertaken a number of community arts programs including:

- The Maling Road Shopping Precinct mural which depicts community life, but avoids the typical 'street art' aesthetic.
- The appointment of a network of graffiti artists to paint eight Vic Roads traffic signal boxes with artwork in Canterbury Rd between Union Rd, Canterbury and Burke Rd, Camberwell. These works incorporated tree motifs and have been a successful graffiti deterrent for these assets which are regularly targeted by graffitiists.
- A community arts project was undertaken by Council's Youth Services department on a container at the Boroondara Farmers Market. This project has reduced graffiti on the container and the parkland near it.
- A mural commissioned in the Camberwell Market laneway. The initiative was introduced to add colour to the streetscape, and has also resulted in a significant reduction in graffiti incidences, both on the mural surface and adjacent walls.

Public Asset owners

There is a lack of consistency in graffiti tolerance and management of public assets owned or managed by authorities other than Council. Council has no jurisdiction to manage or remove graffiti on public authority assets. These remain the responsibility of the asset owners such as VicRoads, Telstra, Citipower, AGL, Metro Trains, United Energy, Yarra Trams, Australia Post and United Energy, and are subject to their own reporting, management, and response processes.

The strategy identifies an opportunity to take a renewed approach to seeking agreed response times for public authorities' graffiti practices, and a targeted advocacy approach to this issue.



4. Research

4.1. Community Voice Panel feedback

The presence of graffiti can have a significant and direct impact on feelings of safety and security experienced by the community³. A 2011 survey of Victorian local government areas completed as part of the *Inquiry into Locally Based Approaches to Community Safety and Crime Prevention*⁴, found that 68 per cent of respondents identified vandalism and graffiti as a key crime and safety issue for their municipality.

In March 2014, as part of Council's ongoing 'Our Voice' forum, the community was asked about the issue of graffiti in the local area. Boroondara Community Voice Panel members were asked '*How can we proactively reduce graffiti in Boroondara?*'

A total of 24 comments were received from 20 individual panel members. While acknowledging the relatively small sample size, the comments nonetheless provide useful information. The proposals in the draft strategy will be tested more broadly with the community and feedback considered when finalising the strategy to be adopted by Council.

The primary themes emerging from these discussions are summarised below:

- Graffiti is a complex issue; however, there is general support for Council's zero tolerance approach.
- Education is deemed to be an important preventative measure and should focus on developing a better understanding of graffiti culture.
- Offenders should be educated to reduce the incidence of graffiti.
- Creative solutions should be developed to divert offenders' creative energy towards more appropriate applications.
- There is support for stronger enforcement, including greater accountability for offenders, imposing higher penalties, and making offenders responsible for clean-up.
- There is support for physical and design based preventative and deterrent measures including, landscaping, surveillance and security in identified graffiti hot spots.
- It was recognised that Council cannot be solely responsible for graffiti solutions and that community involvement and collaboration with state government authorities and police is important.

With respect to proposed solutions for graffiti in Boroondara, the panel's responses were broken down into five key themes listed below:

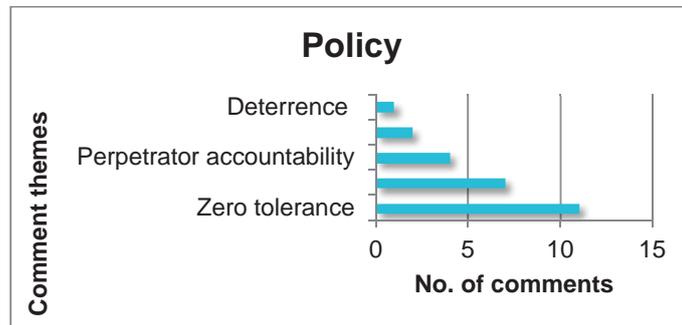
- Policy
- Responsibility
- Prevention
- Deterrence
- Tools

³ Australian Institute of Criminology (2010) *AI Crime Reduction Matters*. No 18, January 2010; Morgan, A and Louis, E (2009), *Key Issues in Graffiti: Research in Practice No. 6*. Australian Institute of Criminology, December 2009

⁴ Parliament of Victoria, Drugs and Crime Prevention Committee (2012), *Inquiry into Locally Based Approaches to Community Safety and Crime Prevention – final report*



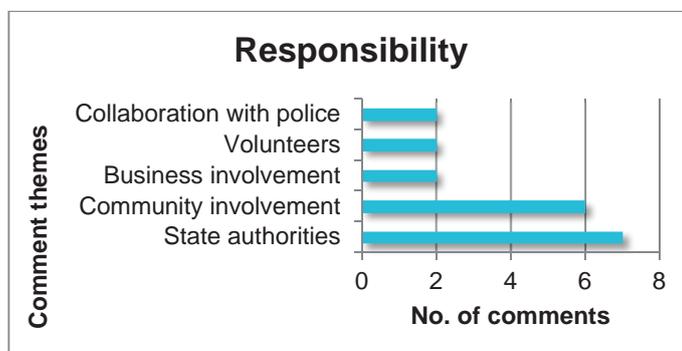
Policy



Comment themes in this category were divided into five areas focussed on policy considerations to deter graffiti. Definitions for each area are provided below:

- **Deterrence** - Policy measures focussed on deterring offenders
- **Education** - Increased education; education programs at schools.
- **Perpetrator accountability** - Policy measures focussed on making perpetrators/their family more accountable to the crime of graffiti.
- **Alternative models** - Suggestions to consider successful alternative models of controlling graffiti from jurisdictions outside of Boroondara.
- **Zero Tolerance** - Support for the current zero-tolerance approach in Boroondara; support for zero-tolerance approaches in other jurisdictions.

Responsibility

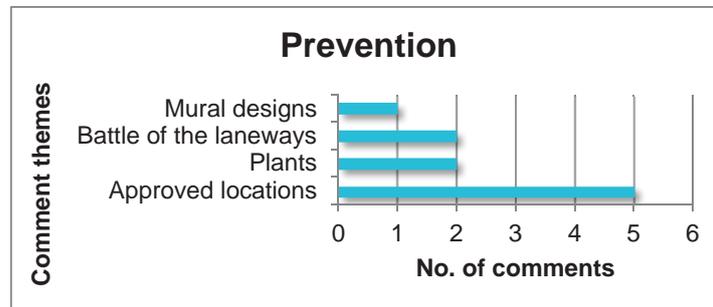


Comment themes in this category were divided into five areas focussed on how responsibility could be allocated to prevent graffiti. Definitions for each area are provided below.

- **Collaboration with police** - work with police to catch offenders
- **Volunteers** - find volunteers to remove graffiti
- **Business involvement** - involve local businesses in the removal of graffiti
- **Community involvement** - increase community involvement in reporting and removing graffiti.
- **State authorities** - work with State Government authorities to remove graffiti; advocate for unified approach to graffiti removal.



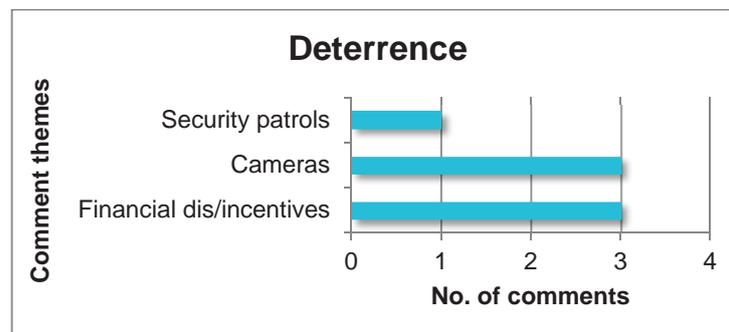
Prevention



Comment themes in this category were divided into four areas focused on ways to prevent graffiti. Definitions for each area are provided below.

- **Mural designs** - use murals to prevent graffiti; the rise of mural art overseas
- **Battle of the laneways** - use laneways as approved areas for street art; create a competition in laneways to promote street art
- **Plants** - grow plants such as creepers on walls and surfaces to prevent graffiti
- **Approved locations** - provide approved areas for street art

Deterrence

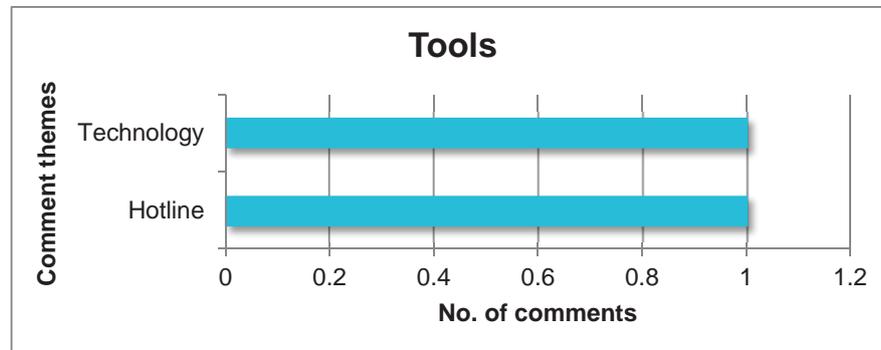


Comment themes in this category were divided into four areas focussed on deterring offenders. Definitions for each area are provided below.

- **Security patrols** - use security patrols at night/graffiti hot spots to deter offenders
- **Cameras** - install security cameras in graffiti hotspots
- **Financial dis/incentives** - fines to punish offenders; fines for businesses/residents who do not remove graffiti within set timeframes; reduce rates for businesses/residents who remove graffiti within set timeframes.



Tools



Comment themes in this category were divided into two areas focussed on using tools to help manage graffiti reporting. Definitions for each area are provided below:

- **Technology** - create smartphone applications for reporting and mapping graffiti.
- **Hotline** - establish a hotline to report graffiti

The detailed nature and the counter perspectives included in the forum comments demonstrate the complexity of addressing the problems and solutions in managing graffiti. While there is strong support for Council's current zero-tolerance approach, forum participants recognise Council's control of the issue of the graffiti is limited.

In developing new solutions, one perspective suggests Council should pursue a path to better understand what drives the graffiti culture, particularly tagging. This view believes an educative approach which works with perpetrators (past and present) will help reduce graffiti. It also believes solutions lie in measures which recognise the creative aspirations of offenders such as providing approved locations and programs for 'street art'.

Counter to this perspective is a view that Council should pursue measures focussed on greater enforcement. This view believes there is a need for more accountability for offenders/their families which can be achieved by increasing penalties and consequences. It also believes solutions lie in measures such as making offenders being responsible for removing their graffiti, increasing fines and by 'naming and shaming'.

In addition to these perspectives a range of preventative and deterrence solutions also arose from the discussion. There was support for a preventative idea of using plants (eg growing creepers over walls) as a way of greening streets and preventing graffiti. Another idea suggested creating murals and using street art. Counter to these solutions were ideas focussed on deterrence measures such as increasing surveillance and introducing security in known graffiti hotspots.

Whatever the perspective, there is a consensus that solutions for reducing graffiti cannot be delivered by Council alone. Forum participants believe there is a greater need for community involvement in both the reporting of graffiti and its prevention. They also believe more collaboration with State Government Authorities and police is necessary to ensure there is a united and consistent approach.



4.2. Comparative approaches / benchmarking

Through research and consultation, the approaches adopted in several other municipalities in Australia and internationally were investigated. Other asset owner approaches were also investigated. The list of other organisations whose approaches were reviewed is included below.

Councils	Other asset owners
Stonnington	Public Transport Victoria
Darebin	VicRoads
Yarra	Telstra
Casey	Australia Post
Melbourne	Ventura Buses
Hume	Citipower
Knox	AGL
Port Phillip	
Frankston	International experience
Brisbane	New York, USA
Ballarat	London, UK
Greater Dandenong	Vancouver, Canada
Gold Coast	Hamilton City Ward, NZ

The research revealed a number of key themes of note for ongoing graffiti management in Boroondara.

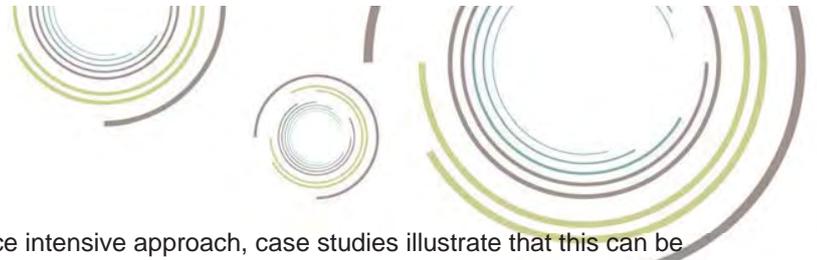
Boroondara's multi-faceted approach reflects best practice

Generally, the most successful local government responses to graffiti comprise multi-faceted approaches involving prevention (including education and awareness campaigns), deterrent measures through urban design, timely removal programs and the use of comprehensive records management databases.

Boroondara applies most of the approaches that are considered best practice, including mandatory reporting of graffiti on public buildings, rapid removal including the provision of removal kits and paint subsidies for private property owners, and partnerships with community groups such as local trader organisations. Council also promotes its graffiti hotline to encourage the public to report incidences.

Regular auditing and rapid removal are a continually successful aspect of graffiti management

A zero tolerance approach is generally supported by a vigilant approach to graffiti removal. This approach is employed by most councils consulted in this investigation.



Although rapid removal is a cost and resource intensive approach, case studies illustrate that this can be highly effective in combating graffiti and reducing reoffending. Examples identified that dedicated teams and multi-departmental involvement assist in making resources available to support this approach. It has been found that rapid removal of graffiti also made each cleaning episode easier.

Boroondara removes reported graffiti within 24 hours or 4 hour for offensive material. It is removed during normal working hours or after hours if required. Council carries out monthly proactive audits of main roads and removes graffiti as required.

Partnerships are integral to the management of graffiti

Community involvement and partnerships was a strong theme consistent across many authorities. Australian councils generally acknowledge that a successful response to graffiti management typically involves 'whole of community', multi-faceted approaches. A number of Victorian councils have also forged individual relationships with community organisations and agencies to create arrangements that draw on available resources to respond to graffiti in local areas.

Boroondara is partnering with the Department of Justice to utilise community service participants in graffiti removal programs and has entered into partnership agreements with shopping centre trader associations to remove graffiti from shopping precincts.

Councils consider community partnerships as having multiple benefits through developing pride of place and shared ownership in the issue, as well as reducing council's resource and financial liability with respect to graffiti management.

There is an opportunity for Boroondara to further develop programs such as 'Adopt a public place' program through Neighbourhood Watch and community volunteers, and also to apply for grants through the Department of Justice to develop community programs for graffiti removal. More formal relationships and graffiti removal practices with public authority owners can be explored.

Graffiti is being recognised as a health and wellbeing and social development issue

A number of councils have approached graffiti from a health and wellbeing perspective, recognising that it is a social issue that has a number of underlying causes.

Council's existing multi-faceted approach to graffiti management provides a comprehensive response for rapid removal from Council assets; however this can be further expanded. It is recommended that council establishes an internal graffiti reference group which will ensure that the breadth of skills and knowledge across council that are required in managing graffiti are part of strategy implementation. In time, the police and community groups could also be members of the group.

Approaching graffiti as a broader social issue also can be reflected in Council's general communications. Graffiti messaging in Council's promotional and educational material can be reviewed to ensure that it refers to graffiti as a wider social issue, not just an aesthetic nuisance.



There may be opportunities to allow legal art in appropriate neighbourhoods

Council's existing zero tolerance stance is generally consistent with community sentiment in Boroondara. However, community arts projects in mural styles have been successfully undertaken at selected locations throughout the City with the involvement of graffiti artists and other councils have found that identifying areas for legal art can help with prevention.

The inconsistency in graffiti management approaches of public asset owners is an issue for most Councils

A key issue with regard to graffiti management is council's lack of authority to influence the graffiti management approaches of public asset owners. Consultation with other councils indicated that they are also grappling with the same issues.

The most success that councils have had are partnerships around removal of graffiti on behalf of the asset owner. However, it is expected these partnerships are initiated and managed entirely by council.

The Strategy includes specific initiatives relating to public authority graffiti management.

The City of Boroondara should investigate a more comprehensive reporting system

It is very important to report graffiti as it allows for quick removal and assists the police in identifying trends, similarities and patterns which may result in apprehending offenders.

Council has a requirement that public toilet cleaning contractors report graffiti on Council-owned assets and Council encourages public reporting through its graffiti hotline. As well as supporting a rapid removal approach, this provides Council with consistent data to trace trends in graffiti incidence over time.

Council can consider using 'snap send solve' application for reporting graffiti and promoting this to the community and investigate apps which can collect GIS mapping and feed directly into Council's reporting database.

Graffiti prevention can be further embedded into Council's planning process and development of Council assets

Prevention needs to be a key focus of ongoing graffiti management. Graffiti can be prevented a number of ways including CPTED principles which will assist in providing safer and more secure environs around buildings which may reduce graffiti offences.

Boroondara has implemented physical deterrents in the development and maintenance of Council's assets; however a consistent protocol can be established around adopted treatments. Deterrents (in addition to standard urban design approaches that enhance safety) include darker or anti-graffiti paint, surface treatments, landscaping, lighting and security measures.

A checklist could be developed for private property owners that are undertaking the planning and development process, providing them with ideas for how they can prevent graffiti on their property.

Table 5 provides a snapshot of current approaches used by other Australian councils and compares them to Boroondara's approach to graffiti management.



Table 5: Comparative approaches between Boroondara and benchmarked councils

BENCHMARKED APPROACHES	Does Boroondara currently do this?	
	Yes	No
Tolerance		
Generally zero tolerance	✓	
Increased (but managed) tolerance in neighbourhoods within the municipality based on character		✓
Reporting		
Avenues for public reporting	✓ phone hotline, emails,	
Regular auditing	✓	
Reporting to police	✓	
A comprehensive GIS database		✓
Removal		
Rapid removal	✓	
Free resident clean-up kits	✓	
Partnerships		
With public asset owners around removal	✓ somewhat	
With community groups and government for removal	✓ somewhat	
With private property owners	✓ somewhat	
Community involvement		
For clean up	✓	
For prevention	✓	
For diversion	✓ somewhat	
Prevention		
School education	✓	
Promotion to increase awareness	✓	

Graffiti Management Strategy 2016



BENCHMARKED APPROACHES	Does Boroondara currently do this?	
	Yes	No
Physical deterrents		
Landscaping, security, colour treatments	✓ somewhat	
CPTED design	✓	
Surface treatments	✓ somewhat	
Murals and painted designs	✓ somewhat	
Governance and resourcing		
Multi-departmental approach	✓ somewhat	
Engagement of contractors for removal	✓ somewhat	



5. Strategy themes and objectives

In order to continue to tackle the incidence of graffiti in the municipality, the following themes and objectives have been developed as key focus areas for Council over the life of this strategy. Specific actions relevant to each of the objectives are included in the action plan which accompanies this strategy. It is recognised that many objectives will relate to more than one theme, and the objectives have been allocated to the 'best fit' theme.

Theme	Objectives
1. Reporting - this theme covers reporting of graffiti to Council, and by Council to other parties	1.1 Provide multiple ways for community members and contractors to easily report any graffiti identified in Boroondara 1.2 Instances of graffiti will be promptly reported to Victoria Police to assist with its enforcement responsibilities 1.3 Graffiti identified on assets belonging to other public authorities will be reported to those entities for clean-up
2. Removal - addresses the action that Council takes in order to remove graffiti on Council and private property	2.1 Graffiti on Council property will be removed within specified timeframes 2.2 Assistance will be provided to owners of private properties to remove graffiti 2.3 Ensure Local Law provisions appropriately support removal of graffiti from property not owned by Council
3. Partnerships - covers the ways in which Council works with other organisations to assist in graffiti management	3.1 Support traders to reduce and remove graffiti in shopping centre areas 3.2 Engage with residents and community groups to assist in graffiti reduction 3.3 Develop effective partnerships with other public authorities to reduce graffiti on non-Council assets
4. Prevention - focuses on efforts by Council to prevent graffiti occurring including physical deterrents	4.1 Provide targeted education to schools regarding graffiti 4.2 Provide relevant and appropriate information on graffiti to community members 4.3 Consider the application of Crime Prevention Through Environmental Design (CPTED) principles for Council assets



Theme	Objectives
	4.4 Support community art projects which act as an effective graffiti deterrent in appropriate locations
5. Advocacy - this theme informs action in relation to graffiti on assets owned by other authorities which Council does not control	5.1 Council will advocate strongly for a consistent and timely approach to graffiti removal by other authorities.
6. Internal governance - the structure within Council to oversee implementation of the strategy	6.1 Implement an appropriate structure to ensure an integrated approach to graffiti management and strategy implementation

An accompanying action plan has been developed setting out specific initiatives to implement the objectives set out in this strategy.

6. Implementing and monitoring

6.1. Accountabilities

The Council department with lead responsibility for this strategy is:

Contact Department	Contact number	Contact email
Infrastructure Services	9278 4444	Boroondara@boroondara.vic.gov.au

6.2. Evaluation

Implementation of the strategy will be overseen by a cross-departmental graffiti reference group. Progress with the actions will be monitoring and reviewed annually throughout the life of the strategy.

Preparation for a subsequent Graffiti Strategy is planned to commence in the 2018/19 financial year.

GRAFFITI MANAGEMENT STRATEGY DRAFT ACTION PLAN**Attachment 2**

Theme 1: Reporting - this theme covers reporting of graffiti to Council, and by Council to other parties

Objective	Action	Resources	Stakeholders / Partners
1.1 Provide multiple ways for community members and contractors to easily report any graffiti identified in Boroondara	1.1.1 Maintain and promote the 'graffiti hotline' enabling residents to report graffiti to Council through telephone or internet	Existing operating budget	Customer Service
	1.1.2 Promote the use of the 'snap send solve' or alternative identified application for reporting of graffiti by the community and Council staff which includes GIS mapping data.	Investigation - Existing operating budget Implementation - New capital budget funding - \$30,000 (estimate)	Information Technology
	1.1.3 Expand the number of contractors working across the City required to report graffiti through review and update of specifications as contracts expire	Existing operating budget	Contract Managers Commercial and Property Services
1.2 Instances of graffiti will be promptly reported to Victoria Police to assist with its enforcement responsibilities	1.2.1 Report graffiti identified to Victoria Police with photographic evidence and specific location detail	Existing operating budget	Victoria Police
	1.2.2 Continue use of the trip wire camera system in high graffiti areas which transmit images directly to Victoria Police	Existing operating budget	Victoria Police
1.3 Graffiti identified on assets belonging to other public authorities will be reported to those entities for clean-up	1.3.1 Report graffiti identified on public authority assets to those authorities on a daily basis	Existing operating budget	Other public authorities
	1.3.2 Establish and maintain a register of graffiti reported on public authority assets to enable regular follow up of reported items	Existing operating budget	Other public authorities

GRAFFITI MANAGEMENT STRATEGY DRAFT ACTION PLAN

Theme 2: Removal - addresses the action that Council takes in order to remove graffiti on Council and private property

Objective	Action	Resources	Stakeholders / Partners
2.1 Graffiti on Council property will be removed within specified timeframes	2.1.1 Remove reported graffiti within 24 hours or within 4 hours for urgent cases with offensive material	Existing operating budget	Contractors and/or Council staff
	2.1.2 Continue to utilise the Corrections Victoria Program providing labour to remove graffiti on at least a weekly basis	Existing operating budget	Department of Justice
2.2 Assistance will be provided to owners of private properties to remove graffiti	2.2.1 Issue up to four litres of free paint for no charge to private property owners with reported graffiti	Existing operating budget	Council suppliers
	2.2.2 Issue an environmentally friendly and biodegradable graffiti removal kit to private property owners for no charge for non-painted surfaces	Existing operating budget	Council suppliers
	2.2.3 Produce and distribute leaflets with technical advice on the cleaning and removal of graffiti	Existing operating budget	Communications & Engagement
2.3 Ensure Local Law provisions appropriately support removal of graffiti from property not owned by Council	2.3.1 Review Council's Amenity Local Law to determine what further measures it could include to assist with removal of graffiti from property not owned by Council	Existing operating budget	Local Laws

GRAFFITI MANAGEMENT STRATEGY DRAFT ACTION PLAN

Theme 3: Partnerships - covers the ways in which Council works with other organisations to assist in graffiti management

Objective	Action	Resources	Stakeholders / Partners
3.1 Support traders to reduce and remove graffiti in shopping centre areas	3.1.1 Continue established partnerships with nine shopping centre trader associations and pursue additional partnerships	Existing operating budget	Economic Development Trader Associations
	3.1.2 Conduct trader forums to discuss strategies to deal with graffiti including reducing likelihood of repeat instances and advice on protection and repair of glass etching	Existing operating budget	Economic Development Trader Associations
3.2 Engage with residents and community groups to assist in graffiti reduction	3.2.1 Seek partnerships with community groups such as Neighbourhood Watch to assist with reporting and removal of graffiti	Existing operating budget	Community Planning Residents
	3.2.2 Encourage community members to 'adopt' a specific locality, reporting any graffiti to Council and assisting in its removal	Existing operating budget	Residents
3.3 Develop effective partnerships with other public authorities to reduce graffiti on non-Council assets	3.3.1 Monitor and apply for grant funding as available for graffiti related projects	External grant funding	Finance and Corporate Planning Government departments
	3.3.2 Maintain and develop the existing partnership with Victoria Police for the operation of the trip wire camera system used in high graffiti areas	Existing operating budget	Victoria Police
	3.3.3 Seek partnerships with other public authorities targeting specific issues and agreed timeframes and actions	Existing operating budget	Other public authorities

GRAFFITI MANAGEMENT STRATEGY DRAFT ACTION PLAN

Theme 4: Prevention - focuses on efforts by Council to prevent graffiti occurring including physical deterrents

Objective	Action	Resources	Stakeholders / Partners
4.1 Provide targeted education to schools regarding graffiti	4.1.1 Continue to run a targeted graffiti education program in schools to highlight social and criminal aspects of graffiti and its impacts	Existing operating budget	Contractors Schools
4.2 Provide relevant and appropriate information on graffiti to community members	4.2.1 Review and update the information that Council provides to community members to ensure it reflects both the social issues and aesthetic aspects of graffiti.	Development and distribution of new material - \$30,000 (estimate)	Communications & Engagement
	4.2.2 Establish an annual calendar of targeted communications raising awareness of graffiti prevention and reporting mechanisms.		Communications & Engagement
	4.2.3 Develop a graffiti prevention information sheet for property owners to consider when designing and altering their properties based on Crime Prevention Through Environmental Design (CPTED) principles		Communications & Engagement Projects & Strategy
4.3 Consider the application of Crime Prevention Through Environmental Design (CPTED) principles for Council assets	4.3.1 Develop a consistent protocol for CPTED principles to be considered during the design and construction of Council assets	Existing operating budget	Projects and Strategy Environment and Sustainable Living Parks and Gardens City Planning
	4.3.2 Continue existing physical interventions in appropriate locations including painting of fences that abut open space, using darker colour paint where practical, and continuous barrier landscaping along building assets	Existing operating budget	Projects and Strategy Environment and Sustainable Living Parks and Gardens City Planning

GRAFFITI MANAGEMENT STRATEGY DRAFT ACTION PLAN

Objective	Action	Resources	Stakeholders / Partners
4.4 Support community art projects which act as an effective graffiti deterrent in appropriate locations	4.4.1 Seek opportunities to continue to implement collaborative art projects with schools, community groups and artists	Existing operating budget	Library, Arts and Cultural Services Family, Youth and Recreation
	4.4.2 Develop a register of approved murals across the City to assist in condition assessments and preventing inadvertent removal	Existing operating budget	Family, Youth and Recreation

Theme 5: Advocacy - this theme informs action in relation to graffiti on assets owned by other authorities which Council does not control

Objective	Action	Resources	Stakeholders / Partners
5.1 Council will advocate strongly for a consistent and timely approach to graffiti removal by other authorities.	5.1.1 Implement a coordinated advocacy approach to the issue of timely removal of graffiti on assets owned by other public authorities	Existing Operating Budget	Communications & Engagements Surrounding local governments Other public authorities
	5.1.2 Coordinate a forum with other public authorities to discuss graffiti management activities with a view to achieving a consistent approach with agreed timeframes that can be publicised to community members.	Existing operating budget	Communications & Engagements Surrounding local governments Other public authorities

GRAFFITI MANAGEMENT STRATEGY DRAFT ACTION PLAN**Theme 6: Internal governance** - the structure within Council to oversee implementation of the strategy

Objective	Action	Resources	Stakeholders / Partners
6.1 Implement an appropriate structure to ensure an integrated approach to graffiti management and strategy implementation	6.1.1 Establish a graffiti reference group with cross-Council representation to meet as required to exchange 'on the ground' information regarding graffiti and oversee implementation of this Strategy including identification and delivery of public art proposals.	Existing operating budget	Various Council departments