



Graffiti Management Plan 2019 to 2024



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Message from the Mayor

[Content to follow]

DRAFT

Why we need this Plan

The Graffiti Management Plan 2019-24 provides a clear framework and guidelines for the management of graffiti within the City of Port Phillip.

The plan outlines Council's approach to dealing with illegal graffiti, as well as outlining opportunities to mitigate against future graffiti and how this aligns with Council's wider strategies.

Outcomes

The City of Port Phillip's Graffiti Management Plan aims to demonstrate:

- **Trusted service levels** on graffiti removal and other associated graffiti mitigation services.
- **Ease of access for services offered** to our community, including the provision of an efficient and trusted process to report and action the removal of graffiti in our city.
- **Improvements in liveability** for our community through the provision of equitable and accessible resources.
- Information and advice as to how Council will prioritise **collaboration with partners and our community** to keep our streets clean and welcoming to all.
- A key set of objectives as targets to be achieved within the period covered by the plan to ensure **evaluation and measuring of success**.



Terminology and Principles

The following section lists **terms and principles** which are commonly used in the context of graffiti and graffiti management.

Graffiti

Graffiti is the writing or application of any unauthorised inscription, figure or mark on a surface. Such a mark may be painted, sprayed, etched, drawn, pasted, scratched or otherwise affixed.

Table 1 Types of Graffiti

Term	Definition
Bomb	The act of painting many surfaces in an area resulting in dense graffiti completed over a short period of time.
Buff	The act of removing or painting over graffiti.
Capping	To tag or paint over the top of another graffiti artist's work obliterating the original piece.
Etching	The use of acid solutions to tag on glazed surfaces.
Ghost	Marks left after the removal of graffiti, often due to the porous or aged nature of the surface beneath.
Graffer or tagger	A practitioner of graffiti.
Offensive or Obscene	Graffiti classified as conveying a message which is either offensive or obscene in nature. Such graffiti will often be defamatory, racist or sexually explicit.
Paste Up	The application of drawings or stencils on paper to a wall using wallpaper paste.
Piece	Often large and complex graffiti incorporating multiple colours and effects. Such graffiti takes more time to complete.

Term	Definition
Political or Protest	The communication of a political viewpoint which might challenge the legitimacy of the existing political landscape through visual means.
Posters or stickers	Pre-designed and applied either with glue or tape. Often used to advertise services and or events.
Stencils	Pre-designed and perforated cut outs which are then sprayed through to create an image.
Tags	A stylised signature that is simple and quick to apply. Usually in spray paint or marker pen, this is often the most common type of graffiti.
Throw Ups	Easy to paint bubble shaped letters, often with a single colour infill. Designed for quick execution.

Street Art

Street art differs distinctly from illegal graffiti in that it's installation has been authorised. Such legitimate street art can often replicate similar styles to more complex graffiti pieces, but the genre varies widely.

Street art is often temporary, sometimes challenging, and designed to enhance and enliven public spaces. Council has [street art guidelines](#), including information on any required permits.

Graffiti Hotspots

Graffiti hotspots are locations which experience ongoing and extreme levels of graffiti. This is often due to the strategic visibility of such sites and the perceived acclaim that taggers might receive from their peers in tagging such locations.

Other hotspots are often the result of environmental factors such as:

- the ease of transport to and from the site
- the lack of passive surveillance
- limited lighting
- large accessible walls

Crime Prevention Through Design (CPTED)

CPTED describes an approach to crime prevention which accounts for environmental factors and how users in an environment might interact with the physical space. Design principles can be used to address and reduce inherent anti-social behaviours and criminal activity by altering and improving the space. CPTED is widely accepted as being a best practise initiative.

Graffiti Mitigation

Several graffiti mitigation techniques are recognised as limiting the impact of ongoing graffiti. This includes interventions such as:

- installing street art murals at highly hit locations
- greening programs to obscure walls and enhance the local environment
- adapting design and surface choices on infrastructure to deter tagging activity
- improving lighting, including the use of motion activated sensor lighting
- creating programs to increase community engagement with and ownership of a space

Precinct Management

Precinct management relates to the collaborative approach to addressing local issues in our city. Precincts are often locations which are key hubs for trade, transport and social interactions. In approaching such spaces collaboratively, a series of coordinated responses can be delivered with often improved results as opposed to more siloed activities.

Collaboration can be with:

- the community
- traders
- utility or transport stakeholders
- Council departments

Community Correctional Programs

Enforcement agencies, such as the Department of Justice, run programs whereby offenders complete court-imposed community service orders working in teams to clean up graffiti from identified locations. This restorative justice can both promote a safer, cleaner community and enhance work related skills.

Council has and will continue to investigate the possibility of incorporating a community correctional offender program within the City of Port Phillip. At this time it has been determined that it would not be possible to replicate desired service levels offered by Council's graffiti removal contractors, such as paint colour matching and liaising with private property owners.

The viability of such a scheme will continue to be reviewed as the scope of graffiti removal shifts. For example, should removal from graffiti to utilities supplier and transport provider assets fall within future Council jurisdiction, such recurrent activities would be better suited to the scheme.

Graffiti Legislation

The *Graffiti Prevention Act 2007* (the Act) sets out a legislative framework within which Council and other key stakeholders can operate in relation to graffiti. The Act recognises graffiti as a crime and lists the penalties which are enforceable as a result of such a crime. Such offences include:

- **Marking graffiti:** a person must not mark graffiti on property if the graffiti is visible from a public place unless the person has first obtained the express consent of the owner, or an agent of the owner, of the property to do so.

- **Possessing a prescribed graffiti implement:** a person must not, without lawful excuse possess a prescribed graffiti implement on property of a transport company, or in an adjacent public place, or in a place where that person is trespassing.
- **Selling aerosol paint containers to a minor:** a person must not sell an aerosol paint container to a person under 18 years of age, unless they produce a letter from their employer stating that the goods are required for business purposes.

Under the Act Council is required to either request consent or provide notice to a property owner or occupier of its intention to remove graffiti from the property. If the property owner or occupier actively opts out of the offered service, Council cannot remove the graffiti.

The Act does not impose a duty on Council to remove graffiti from private property, rather this is set out by Council's own set of guidelines and policy directives.

Enforcing Offences under the Act

While the Act empowers Council to provide a framework within which a graffiti removal service can be offered to our community (and within which Council Officers can enforce and enact our related [Local Laws](#)), it remains the responsibility of law enforcement agencies to seek out and prosecute offenders.

Our community can support our local law enforcement agencies by following the below advice:

- Call 000 to report graffiti in progress.
- If your property is marked by graffiti, report it to your local police station.
- If you have information on illegal graffiti offences, contact your local police station or call Crime Stoppers on 1800 333 000. You can provide information to Crime Stoppers anonymously.

Developing the plan

Council currently spends \$535,000 annually on graffiti removal, management and mitigation.

Graffiti is an often emotive issue, with our community reporting to us differing and polarised opinions as to the impact graffiti has on amenity and cleanliness in their area.

For some it represents the presence of underlying anti-social behaviours and has negative impacts on their perception of safety; for others it represents an important form of creative expression in the urban environment.

How we evidenced priorities

In determining Council's policy guidelines we have drawn upon several avenues to review and evidence our priorities and strategic directions, these include:

- **Community Consultation:** through a series of engagement initiatives we have asked our community for their feedback on services currently offered and their priorities for such services in the future.
- **Examining Statistics:** we have reviewed an extensive set of data collected on graffiti reported and removed by Council over the past three years.
- **Engaging and consulting:** with key partners, stakeholders and agencies on best practise principles and how we might work together collaboratively going forward.

Examining Graffiti Statistics

Volume

Council received 2302 requests to remove graffiti in 2018. This compared with 1892 requests in 2017 and 1323 requests in 2016.

Council removed 26,435 sqm of graffiti in 2018. This compared with 29,271 sqm in 2017 and 24,161 sqm in 2016.

This trend demonstrates that although graffiti remains an ongoing presence in terms of volume, our community is reporting graffiti at a higher rate indicating a reduced tolerance to graffiti in our city. Such a trend can also, in part, be explained by improvements in facilitating the reporting of graffiti quickly and easily online.

Asset Types

Of all requests to Council to remove graffiti in 2018, 38 per cent were for removal from residential property; 37 per cent from Council assets; and 25 per cent from commercially owned property.

Throughout 2018, 45 per cent of graffiti reported to Council owned assets was to our network of public toilets, making up 17 per cent of all graffiti reported in our city. This is therefore by far the most frequently hit amenity group.

Council do not have jurisdiction to remove graffiti from several asset categories and for this reason such assets are not included in these figures. Assets that Council do not remove from include:

- assets owned by utilities suppliers and transport providers
- assets owned by State Government and other associated agencies

Suburbs

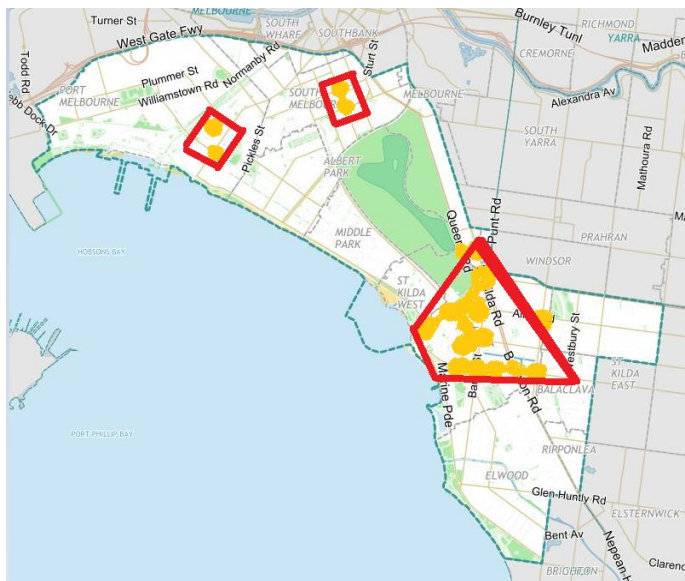
Of all requests received by Council to remove graffiti, 44 per cent were from locations in St Kilda. The suburbs of Port Melbourne and South Melbourne also feature highly, making up 15 per cent and 13 per cent of all requests respectively.

The greatest frequency of Council assets reported to have incurred graffiti throughout 2018 was noted in St Kilda, comprising 36 per cent of all removal requests. The suburbs of Port Melbourne and Elwood also feature highly in this category making up 25 per cent and 10 per cent of all requests respectively.

The greatest frequency of privately owned property reported to have incurred graffiti throughout 2018 was noted in St Kilda, comprising 50 per cent of all removal requests. The suburbs of South Melbourne, Port Melbourne and Elwood also feature highly in this category, making up 15 per cent, 9 per cent and 8 per cent of requests received respectively.

Precinct Locations

Data of the top streets and areas reporting graffiti reflected that hot spots are often centralised in and around precinct locations. Such spaces are often shopping strips and transport hubs. The three areas that demonstrated the greatest volume of graffiti activity throughout 2018 are St Kilda, Port Melbourne and South Melbourne.



Listening to our community

Council engaged with our community through a series of structured consultation events. This included:

- An online Have Your Say consultation questionnaire, with the results used to steer the content of the draft Plan.
- The release of a draft plan online for consideration and feedback.
- Face-to-face drop-in sessions to discuss the draft Plan.
- Feedback from all of the above was used to identify community priorities and develop the content of the final Plan.

What our community says

Council asked our community for their thoughts and input on graffiti in our city. Some examples of what they told us are:

- “Reduce encouragement of graffiti as acceptable”
- “Graffiti impacts on how we feel, care and commit to our neighbourhood”
- “Private property owners and renters should definitely be supported”
- “Sooner removed, the better”
- “I think we should be able to remove all graffiti. Why are we allowing some to stay?”
- “Paint over the top with great art instead!”
- “High traffic areas are more likely to affect how you feel and removing graffiti quickly removes incentive for graffiti artists to bother painting their tags”.
- “Being left too long can encourage copy cats”
- “Council needs to work more closely with local police”
- “Government departments like PTV and Vic Roads also need to be accountable”
- “Racist or otherwise abusive graffiti should be treated as urgent”
- “There is nothing worse than public toilets being an intimidating place. Public places must be a welcoming area for everyone”
- “Prioritising too many areas will increase the cost”
- “The current program seems adequate if people know about it”
- “Perhaps Council could offer a reporting service or arrange one with the local police”
- “More money needs to be spent on more street artists and greening measures”
- “Sometimes I think street art looks like graffiti”

We've heard what our community wants

A considered review of feedback from our community has identified the following priorities:

- To continue to offer a graffiti removal service and ensure that such a service is offered as rapidly as possible.
- To prioritise the removal of obscene and offensive graffiti, as well as prioritising the removal of graffiti from public amenities and precinct spaces.
- To increase the bandwidth of graffiti mitigation options offered including considered street art and greening programs.
- To ensure that all available services are widely communicated and accessible to our community.
- To work alongside law enforcement agencies and other key stakeholders on collaborative improvements on graffiti management issues.

We've talked with graffiti artists

To develop a rounded and achievable Plan we have discussed graffiti and street art with members of the graffiti subculture.

Whilst this group remains vehemently secretive and has a reputation for anti-establishment tendencies, Council have aimed to foster dialogue with the subculture in order to better address illegitimate graffiti and tagging in our community.

We have discussed mitigation strategies and aimed to better identify which of these work, why and how we can steer our responses for improved outcomes. This dialogue remains ongoing with findings used to develop the Plan and, going forward, will be used in shaping graffiti mitigation projects.

Consultation on best practice principles

Council continues to actively participate and engage in several working groups and forums dedicated to cross-agency collaboration and the sharing of best practise principles. These groups include:

- Municipal Association of Victoria (MAV)
- Graffiti Working Group
- Inner South Melbourne Mayoral Forum (ISMFM)

The development of this plan has also drawn upon work completed Interstate and Internationally, namely by the Western Australia Police Force Graffiti Team and the City of Ottawa, Canada.

Examples of best practise principles include:

- ensuring that graffiti is removed as rapidly as possible
- actively engaging with CPTED principles
- applying a broad range of management tools, including graffiti mitigation
- focusing on community strengthening opportunities in areas where graffiti is entrenched

We've investigated the best anti-graffiti education approaches

Council has reviewed the best methods of delivering anti-graffiti education programs for greater result.

Findings determined as a result of investigating best practise models have lead Council to focus on a community strengthening approach to graffiti management in our city. This emphasises focused work with vulnerable and young people in areas where graffiti is endemic – offering participation in graffiti mitigation programs and aiming to increase ownership and pride in local areas.

The 2016 census recorded 5966 young people in our city between the ages of 10 to 19. In identifying and reaching out to the right groups, anti-graffiti messaging can be packaged and delivered at a lower cost with less resource commitment.

This has been found to be more cost effective and adept in reaching and diverting anti-social behaviour in groups that are more likely to transition to committing graffiti offences, as opposed to delivering blanket education to all.



Our Partners

To achieve meaningful improvements in the management of graffiti in our city, Council needs to work in partnership with others. Our residents, traders, the Victorian Government, Victoria Police, neighbouring councils, transport providers and utilities suppliers will all play a crucial role.

Council values the support of our partners in helping us deliver outcomes outlined within this Plan, as we recognise we can't achieve them alone. Some of the most significant improvements will rely on leveraging relationships with partners and working together to deliver outcomes, such as a collaborative approach to graffiti removal in our city. This will require support from State government as well as transport providers and utilities suppliers.

Council's role

- **Trusted service provider:** providing high quality graffiti removal services, education and engagement programs to our community in order to achieve our priority outcomes in graffiti management.
- **Trusted partner:** advocating and building partnerships with State, Federal and local government agencies, as well as commercial traders and community groups to deliver better outcomes for our community.
- **Trusted steward:** investigating new ways of improving services, maintaining our infrastructure and public spaces for our community.
- **Monitoring and reporting:** checking in regularly on our progress to ensure we are on track to reach our goals.

Community's role

- **Residents:** ensuring that they report graffiti to their property and reduce the likelihood of future graffiti hits by employing CPTED principles to their homes.
- **Traders:** reporting graffiti to their property and considering graffiti mitigation techniques. Where applicable, reducing accessibility of graffiti writing products for illegal uses.
- **Developers:** engaging in CPTED principles for all new builds to reduce the likelihood of graffiti. Also considering the use of appropriate hoarding to minimise graffiti during the build process.

Stakeholder agencies

- **Victoria Police and Department of Justice:** working alongside Council in sharing information to increase the apprehension of offenders.
- **Utilities Suppliers, Transport Providers or Government agencies:** elevating their response and prioritisation of graffiti removal in our cities and working alongside Council to achieve this.

How we'll get there

Within this section Council have set out determined policy outcomes developed as a result of:

- community consultation
- evaluation of graffiti statistics in our city
- engaging with graffiti management stakeholders
- experts in the field

Outcome 1: Trusted Service Levels

Offensive or Obscene Graffiti

Council will prioritise the removal of any graffiti deemed offensive or obscene (this includes any marking which is defamatory or degrading about race, region, sexual preference and gender, or releases unwarranted details relating to personal privacy). Such graffiti will be removed within four hours of notification.

Precinct Spaces and Public Amenities

Council will prioritise the removal of graffiti from our network of public toilets by way of a dedicated patrol service. The patrol service will aim to monitor and remove graffiti at each site on a weekly basis.

Council will facilitate swifter action on graffiti to precinct spaces by issuing coordinated notices, whereby graffiti removal services are opted out of as opposed to being opted into.

This action will be enacted at the following locations:

- Acland Street, St Kilda
- Bay Street, Port Melbourne
- Carlisle Street, Balaclava
- Clarendon Street, South Melbourne
- Fitzroy Street, St Kilda
- Tennyson Street, Elwood

Standard Service Levels include:

- Council will support the removal of graffiti to Council assets and private property.
- Council will act on graffiti removal requests within 5 to 10 business days.
- Council will not support the removal of graffiti to locations with limited passive surveillance, such as vacant property or property under construction.
- Council will not support the removal of graffiti above three meters from the ground, or where such removal will risk damage to the property, the environment or the safety of the removal contractor.
- Council will offer alternatives to the graffiti removal service, including graffiti removal kits.
- Removal of graffiti will be consistent with heritage conservation principles.

Outcome 2: Ease of Access for Services Offered

We will leverage new technologies to streamline reporting processes for our community and will actively communicate services offered.

Improving Customer Experience

Council will work with property owners and occupiers to secure permissions to remove any reported graffiti in a timely and straightforward manner.

Council will engage our community in understanding and responding to graffiti, and offer advice on CPTED principles and how they might take action to reduce graffiti in their neighbourhood.

Council will continue to strive for operational improvements in supporting our community reporting graffiti. This will include, but not be limited to, enhancements in web based reporting functionality.

Case Study: Online consent forms

Improving access to reporting tools and provision of consent for our community.

Council has made provisions for consent to remove graffiti on private property to be completed online. Our community are now able to play their part by reporting and

consenting to cleaning at their property, business or residence via the [graffiti removal page](#).

Moving the form online speeds up the process of gathering consent (a legislative requirement) and makes it easier for our community to engage Council services. The webpage is accessible from a variety of interfaces, such as PC, tablet and mobile phone.

Outcome 3: Improvements in Liveability

The City of Port Phillip is an energetically creative place, welcoming and alive with activity.

Council will harness this spirit and ensure that our community benefit from improvements in liveability achieved not only through graffiti removal but also as a result of a wide range of engagement and mitigation techniques.

Graffiti Mitigation

Council will continue to fund a *Graffiti Mitigation through Street Art* program, with \$60,000 committed to this program in 2018-19.

Council will support and engage with community groups on pursuing grants to fund appropriate graffiti mitigation programs. Such programs will aim to use a range of approaches in reducing graffiti including:

- greening
- landscaping
- community strengthening
- art based interventions

Across our city Council will work collaboratively with a range of stakeholders, both internally and externally, to deliver place-based programs to break the cycle of persistent graffiti.

Targets

Council will commit to the following mitigation programs to be delivered annually:

- 6 street art projects
- 1 greening program

Case Study: Little Grey Street

Use of broad programming to improve outcomes for our community.

Council commenced a program of graffiti removal through Little Grey Street in April of 2018 in response to a Community Safety Audit held in March of the same year. The program approached the long-standing graffiti in the space in a holistic and coordinated manner, aiming to stagger Council's response to deliver a successful outcome without affecting graffiti removal service levels to the wider community.

Accordingly, over a period of five months Council completed the removal works, which has enabled contractors to act quickly and efficiently to any graffiti re-hits in the area.

Before:



After:



Council has continued to work alongside local residents to ensure that any ongoing graffiti is removed, in order to break the cycle and eradicate graffiti in the space.

In conjunction with this graffiti removal program, Council have concurrently worked towards a greening graffiti mitigation project in the adjacent Dalgety Street Reserve. This project has been funded by the Victorian Government's Community Crime Prevention Program.

Council has worked alongside local residents to develop community gardens which will aim to increase passive surveillance in and around the area as well as strengthening community relationships. Following consultation, the gardens will be installed with the support of Men's Shed working alongside the local residents, who will act as custodians of the gardens going forward.

In addressing graffiti in this location via a multi-faceted approach, Council have improved liveability and have made estimated savings of \$30,000 (the figure quoted to remove all graffiti noted at the start of the program).



Outcome 4: Collaboration with Partners and our Community

To make a big impact on managing graffiti, we will need to engage the support of our community and agency partners to ensure responses are coordinated and meaningful.

Capacity development and empowerment

Council will support activities to deliver education initiatives to our community on graffiti issues. This includes, but is not limited to, the provision of graffiti removal kits and demonstrations as to their use, as well as the provision of site based advice on how home and business owners might take action to mitigate against graffiti at their properties.

Council will consider CPTED principles in mitigating against graffiti when managing, maintaining and developing existing and new assets. This will include, but not be limited to:

- investigating uses and benefits of anti-graffiti coatings, paint and cladding
- installing murals
- making appropriate choices in urban and product design

Targets

Council will commit to the following community education and engagement events to be delivered annually:

- quarterly community events dedicated to communicating Council's services to our community
- engaging our community on how they can reduce the impact of graffiti in their neighbourhood

Advocating for a collaborative approach

Council will advocate for improved responses in graffiti removal from utilities suppliers and transport providers, and will continue to work alongside other Government agencies on taking action against graffiti.

Council will continue to be an active partner within State and local forums and graffiti working groups.

Case Study: Collaborative graffiti mitigation projects with utilities suppliers

Leveraging partnerships to deliver collaborative outcomes with greater reach and impact.

Council worked alongside Citipower and Vic Roads in 2018 to deliver a collaborative street art program focused on transforming street assets along the south end of Fitzroy Street in St Kilda. The program was funded by the asset owners and delivered in conjunction with Council's Public Arts team, who engaged the artist duo Creature Creature to paint nine units along the street.

Delivering holistic graffiti removal in our city is challenging due, in part, to the differing ownerships and responsibilities involved. For example, publicly owned assets are the responsibility of the asset owners to maintain. However, service levels offered by the asset owner to maintain their assets are often significantly lower than the service levels offered to our community by Council. Our community has communicated to us that the look and feel of our city often suffers as a result.

Council has worked hard to improve relationships with utilities suppliers, transport providers and other government agencies servicing our city in order to improve outcomes for our community. The program is an example of collaboration in practice. Since the artwork has been installed there has been only one instance of graffiti to the units, which has been quickly and easily removed thanks to an anti-graffiti coating installed to protect the integrity of the treatment.

Advocating for state and federal funding to assist with collaborative outcomes

Council hopes to deliver further similar projects and will work with partner agencies to improve both the mitigation and removal of graffiti on such assets. The program will be subsidised thanks to the recent securing of funds from the Department of Treasury via their *Community Support Fund*.

The projects are a joint venture with the Inner South Melbourne Mayoral Forum (ISMMF), and accordingly the City of Port Phillip are just one of a group of six Councils to benefit from the grant. This demonstrates the success of working collaboratively alongside our partners.

Funds will support a pilot program to enter into collaborative arrangements with select utilities suppliers and transport providers, whereby Council will remove and mitigate against graffiti incurred to their public assets on their behalf. It is anticipated that this program will affect the following assets ownership groups:

- VicRoads
- Metro Trains
- CitiPower or United Energy

This two year pilot program will not only deliver immediate results in our city, but will also allow Council to secure a data set and program evaluation results. These will be used to further advocate at State level for an ongoing future program. Council aim to leverage significant and lasting solutions as a result of the trial.

Outcome 5: Evaluation and Measuring of Success

Council will set measureable targets to ensure that our graffiti management plan is trusted, achievable and on track to deliver outcomes.

Council will actively monitor the efficacy of its graffiti management plan. Such monitoring will be evidenced and reviewed by data captured as part of the graffiti removal program. Council have set contract level Key Performance Indicators (KPIs) for the graffiti removal contract and will continue to monitor the success of these KPIs to deliver the best service to our community.

Data captured through the graffiti removal program will also support the development of and planning for activities and mitigation programs. The regular review of data will also allow for reallocation of resources if deemed appropriate and within operational capacity. Council have set out the below targets within this Plan for graffiti mitigation programs, which will be monitored on an annual basis to measure ongoing success.

Graffiti Mitigation Targets

Council will commit to the following mitigation programs to be delivered annually:

- 6 street art projects
- 1 greening program

Council will continue to research and enact best practise principles in graffiti management as knowledge in this area progresses. Council will ensure they communicate their services and best practise in graffiti management at all available opportunities. To measure this success, Council have set out the below targets within this Plan for community outreach opportunities.

Capacity Development Targets

Council will commit to the following community education and engagement events to be delivered annually:

- quarterly community events dedicated to communicating Council's services to our community
- engaging our community on how they can reduce the impact of graffiti in their neighbourhood

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Acknowledgements

The City of Port Phillip teams: Maintenance and Operations; Cultural and Economic Development; Diversity and Inclusion; Future Communities; Placemaking; Open Space and Recreation Services; Customer Experience and Transformation; Place and Design; and Family, Youth and Children have all provided input into this plan.

The Cities of: Banyule, Bayside, Bundoora, Casey, Darebin, Geelong, Glen Eira, Maribyrnong, Melbourne, Melton, Stonnington and Yarra have all been consulted in the development of this plan.

Thanks to: Sean Ling (Department of Justice), Christine Newman (Department of Justice), Jeffrey Smith (Department of Health and Human Services), Inspector Jason Kelly (Victoria Police), Senior Sergeant Ingrid Ebert (Victoria Police), John Hennessy (Municipal Association of Victoria), Danielle McCaffrey (StarHealth) and Kate Kelly (Port Melbourne Neighbourhood Centre).

Thank you also to the members of our community who provided us with their feedback and thoughts as part of the community consultation process.

Related Documents and Attachments

A Graffiti Management Strategy is attached, which provides a framework that Council can use to prioritise and develop outlined strategies within the itemised time frames.

Associated [Council plans and strategies](#) include:

- Art and Soul: Creative and Prosperous City Strategy 2018-22
- Asset Management Policy 2017
- Community Safety Strategy
- Cultural Heritage Reference Committee
- Don't Waste It! Waste Management Strategy 2018-28
- Greening Port Phillip
- Health and Wellbeing Implementation Strategy 2017-2021
- Port Phillip Open Space Strategy

Graffiti Management: Five Year Implementation Plan 2019-14

Table 2 Outcome 1: Trusted service levels actions

Outcome	Year and Stage	Partners	Resource
1.1 Remove offensive and/ or obscene graffiti within four hours of notification	Year 1: Implemented and ongoing	Community, contractors	Existing
1.2 Action graffiti removal requests within 5-10 business days	Year 1: Implemented and ongoing	Community, contractors	Existing
1.3 Remove graffiti from Council owned signs, furniture and bins within 10 business days	Year 1: Implemented and ongoing	Community, contractors	Existing
1.4 Program a patrol lead graffiti removal to Council owned public toilets – with each being checked on a weekly basis	Year 1: Planning Year 2: Implemented and ongoing	Community, contractors	New

Outcome	Year and Stage	Partners	Resource
1.5 Issue annual opt out notices at defined precinct locations and subsequently enact planned graffiti removal in these spaces	Year 1 : Planning Year 2: Implemented and ongoing	Community, contractors, traders associations	Existing
1.6 Provide free graffiti removal kits to our community	Year 1: Implemented and ongoing	Community, traders associations	Existing
1.7 Review Council's graffiti removal contract every three years, renewing as appropriate through a competitive tender process	Year 1: Implemented and ongoing	Contractors	Existing
1.8 Investigate new and sustainable technologies to support graffiti removal	Year 1: Implemented and ongoing	Local government, industry experts	Existing

Table 3 Outcome 2: Ease of access for services offered actions

Outcome	Year and Stage	Partners	Resource
2.1 Communicate the services offered by Council in relation to graffiti management widely and via multiple mediums	Year 1: Implemented and ongoing	Community, traders associations	Existing
2.2 Proactively contact property owners and occupiers in precinct locations advising them of services offered	Year 1: Planning Year 2: Implemented and ongoing	Community, traders associations	Existing
2.3 Monitor ongoing graffiti in precinct spaces and take proactive action on removal	Year 1: Planning Year 2: Implemented and ongoing	Community, traders associations	Existing
2.4 Develop improvements to Council website and online presence for graffiti	Year 1: Planning Year 3: Implemented and ongoing	N/A	Existing

Outcome	Year and Stage	Partners	Resource
2.5 Develop a social media campaign and presence to promote Council's graffiti services	Year 1: Planning Year 3: Implemented and ongoing	N/A	Existing
2.6 Participate in the development and delivery of the cross council/ agency Victorian Graffiti Register for use as a reporting and tracking tool	Year 1: Planning Year 2: Implemented and ongoing	Department of Justice, Local government, Victorian government agencies, Victoria Police	Existing
2.7 Ensure information posted on Council's website in relation to graffiti management and services is kept updated	Year 1: Implemented and ongoing	N/A	Existing
2.8 Leverage new technologies in continuing to	Year 1: Planning Year 4: Implemented and ongoing	Community, Department of Justice, Industry experts,	New

Outcome	Year and Stage	Partners	Resource
improve ways that our community can report graffiti		Victorian government agencies, Victoria Police	

Table 4 Outcome 3: Improvements in Liveability actions

Outcome	Year and Stage	Partners	Resource
3.1 Invest in an ongoing street art program to mitigate against graffiti at known hot spots	Year 1: Implemented and ongoing	Community, Developers, Traders associations, Transport Providers, Utilities suppliers, Victorian government agencies	Existing
3.2 Explore best practise in preserving legitimate street art and reducing future tagging	Year 1: Implemented and ongoing	Industry experts, Local government, Victorian government agencies, Victoria Police	Existing
3.3 Consult with community and community groups to develop strategies and programs to mitigate against graffiti at known and emerging hotspots	Year 1: Implemented and ongoing	Community, Traders associations	Existing
3.4 Encourage alternative treatments on public assets such as post boxes and traffic signal boxes to reduce the	Year 1: Advocacy Year 2: Planning	Transport providers, Utilities suppliers, Victorian government agencies	New

Outcome	Year and Stage	Partners	Resource
impact of graffiti on our streets	Year 3: Implemented and ongoing		
3.5 Seek out partnerships with community groups to support graffiti mitigation programs and the securing of associated grant funding	Year 1: Implemented and ongoing	Community, Federal government, Traders associations, Victorian government agencies	Existing
3.6 Investigating uses and benefits of anti-graffiti coatings, paint and cladding, the integration of murals and appropriate choices in urban and product design and development	Year 1: Planning	Contractors, Industry experts, Local government	Existing
3.7 Deliver place based solutions to graffiti issues in precinct locations	Year 1: Planning Year 2: Implemented and ongoing	Community, Traders associations, Transport providers, Utilities suppliers	New

Table 5 Outcome 4: Collaboration with partners and our community actions

Outcome	Year and Stage	Partners	Resource
4.1 Deliver opportunities to engage with our community and promote graffiti management services as well as providing advice on CPTED principles and other ways in which property owners and occupiers can reduce impacts of graffiti.	Year 1: Implemented and ongoing	Community, Traders associations	Existing
4.2 Carry out education programs on graffiti and graffiti management	Year 1: Implemented and ongoing	Community, Traders associations	Existing
4.3 Seek out and connect local partners to develop ongoing programs that both improve community wellness and act to reduce graffiti	Year 1: Implemented and ongoing	Community, Traders associations, Victorian government agencies	Existing

Outcome	Year and Stage	Partners	Resource
4.4 Continue to engage actively in state forums and working groups to share information and advocate for improve cohesion in state graffiti management	Year 1: Implemented and ongoing	Department of Justice, Federal government, Local government, Victorian government agencies, Victoria Police	Existing
4.5 Work alongside utilities suppliers and transport providers to support improved services to graffiti removal on their assets in the city	Year 1: Advocacy Year 2: Planning Year 3: Implemented and ongoing	Transport providers, Utilities suppliers	New
4.6 Advocate for funding opportunities for collaborative programs in graffiti removal.	Year 1: Advocacy	Department of Justice, Federal government, Local government, Victorian government agencies	Existing

Table 6 Outcome 5: Evaluation and measuring of success actions

Outcome	Year and Stage	Partners	Resource
5.1 Ensure all projects and programs delivered have sufficient evaluation and monitoring put in place to measure success	Year 1: Implemented and ongoing	N/A	Existing
5.2 Conduct regular auditing of graffiti removal contract to ensure services are to standard – checking that KPI's are met	Year 1: Implemented and ongoing	N/A	Existing
5.3 Investigate the introduction of tracking graffiti trends by mapping using geo data	Year 1: Planning	Industry experts	New
5.4 Conduct annual reviews of the data collected as a result of the graffiti removal	Year 1: Implemented and ongoing	N/A	Existing

Outcome	Year and Stage	Partners	Resource
contract and monitor the graffiti management plan and its ongoing efficacy against this information			
5.5 Ensure that targets set within the plan are met or exceeded on an annual basis	Year 1: Implemented and ongoing	N/A	Existing