



**CARDINIA SHIRE COUNCIL**

**GRAFFITI POLICY**

**and**

**ACTION PLAN**

**2007**

Responsible Unit: Community Strengthening

Adopted Date: May 2007

Review Date: May 2010

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### **Executive Summary:**

This policy is the result of a review of Council's previous Graffiti Policy 2002. A Working Group was formed to undertake the review and develop a revised policy. Extensive consultation with the community has been conducted in the drafting and finalisation of the policy.

The review process identified a number of actions from the previous policy that had been completed, others that were ongoing and some that had either not been completed or were no longer relevant, such as the Police in Schools Program that has since ceased.

Policy changes were considered through the review process, including the Graffiti Prevention Bill, the state government's new legislation on this issue. The revised Graffiti Policy 2007 considered current community issues and needs, behaviour patterns and a range of measures to address graffiti issues.

The Graffiti Policy and Action Plan 2007 will require ongoing review and consideration of any new policy or other changes that may influence it in the future.

### **Background:**

Cardinia Shire Council last produced a Graffiti Policy and Action Plan in 2002. Since that time, a number of factors, such as state government legislation, population growth and societal change, have occurred to influence the need to review and update Council's policy on the issue of graffiti in the community.

A Working Group was formed comprising Council officers, a Councillor, local members of Victoria Police and other external representatives. This group considered progress and outcomes of the previous Graffiti Policy and Action Plan and developed a revised policy and updated Action Plan for the future.

During the period of review of the policy, the state government released its "Graffiti Prevention Bill – Exposure Draft", which prompted further consideration as part of Council's review.

Community consultation was conducted through a range of media. A public forum was held in Pakenham to provide an opportunity for discussion and to seek views of the community on graffiti. A discussion paper highlighting the issues identified by the Working Group and proposed directions for the policy was circulated across the Shire to township committees, progress associations and business/traders' groups to provide opportunity for input by stakeholders. The discussion paper was also available on Council's website, from public points of access, such as neighbourhood houses and libraries, and distributed to various community groups who expressed an interest.

Following the public consultation phase the Working Group met further to consider feedback and finalise the content of the Graffiti Policy and Action Plan.

### ***Vision:***

Create a strong sense of civic pride, community awareness and broad participation in initiatives which substantially limit the negative effects of graffiti within the Cardinia Shire.

### ***Principles:***

Cardinia Shire's approach to graffiti management has been outlined in four key result areas:

- **Education/Prevention** (including planned education programs targeting local young people);
- **Community Development** (including community awareness campaigns and 'pride of place' issues);
- **Removal** (of graffiti on Council property);
- **Enforcement** (including specific Local Law provisions regarding graffiti)

These key result areas are addressed separately in the accompanying Action Plan.

Council has adopted a "whole of shire" approach to the formulation and delivery of the Action Plan outlined. This Action Plan is to be championed by key staff within the Cardinia Shire Council and will be reported on a monthly basis.

Education/Prevention – Coordinator Youth Services

Community Development – Manager Community Strengthening

Removal of Graffiti on Council property – Manager Depot

Enforcement – Manager Local Laws

### ***Goals:***

- The Cardinia Shire aims to minimise the incidence and negative impact of graffiti on the community.
- Recognise graffiti as vandalism and a crime which impacts negatively on community pride.
- Address the graffiti issue through a collaborative approach with key stakeholders, with the community also actively responsible for reducing the problem.
- Provide a strong positive message to residents, visitors and potential investors about community pride and zero tolerance to graffiti.

## **Definitions:**

Graffiti is the marking of another person's property without their consent.

## **Common Types of Graffiti:**

### **Tags**

#### **Done by "Taggers"**

- Display no artistic talent
- Tag as many places as possible so as to impress peers and bolster reputation
- Opportunistic as to choice of target
- usually aged 12 to 17
- Most likely to be apprehended due to inexperience in dealing with police and also due to large numbers of offences committed.

### **"Mural" or "Piece"**

After "Masterpiece" and done by hard core offenders

- generally older (up to late twenties)
- few, if any, criminal convictions of any type
- well known and respected by other vandals; identity may be known to the Police
- only apply murals ("Pieces")
- Carefully plan to avoid detection

### **Hybrid offenders**

- mid-range age group
- progressed from tagging to "pieces" but do either



# **GRAFFITI**

# **ACTION PLAN**

**2007**

## Key Result Area 1: Education/Prevention

### Objective

- Provide information, advice and practical support to assist local residents and businesses in managing graffiti on their property.
- To deliver education/awareness programs to all schools and to all juvenile offenders and offenders eligible for court diversion.

### How we'll measure our success:

- Evidence of customer satisfaction with Council's graffiti management information and support programs.
- Range and number of promotional materials distributed-through a number of different formats
- Promotional material produced in a range of community languages
- Number of press releases developed and published
- Range of media used to promote graffiti prevention information
- Number of occasions of advice provided to the community
- Safer Design Guidelines for new Council buildings and new building/planning approvals implemented in new developments
- Safer Design Guidelines review of major developments by Local Police and Council
- Strategy adopted by retailers
- Number of kits distributed
- Number of reports responded to and the cost of process to Council

<b>Action Cardinia Shire Council</b>	<b>Responsible Dept</b>	<b>Partners/ Stakeholders</b>	<b>Timeframe</b>	<b>Resource Implication</b>
1.1 Develop and run preventative graffiti education programs in all local schools, aiming at young. The costs and negative impact of graffiti on the community needs to be outlined.  (Video Development)	Youth Services	Local Schools  Youth Services providers  Dept of Justice	December 2007	\$20,000 grant received
1.2 Revise Council's website to highlight tips on graffiti prevention.	Communications Community Safety		July 2007	Within existing budget
1.3 Take into account Safer Design Guidelines for new Council buildings and new building/planning approvals (encouraging use of graffiti resistant paint, no blank walls, no long fences etc.). Consider a condition of Planning Permit for new commercial/industrial buildings with public exposure, that graffiti resistant surfaces be required.	Planning	Builders	Aug 2007	Within existing budget

<b>Action Cardinia Shire Council</b>	<b>Responsible Dept</b>	<b>Partners/ Stakeholders</b>	<b>Timeframe</b>	<b>Resource Implication</b>
1.4 Implement safer design strategies on existing problem areas (including planting of suitable bushes/trees along existing long fence-lines and train tracks, preventative murals on blank walls/fences)	Operations Parks & Gardens Youth Services	Planning Local Schools Youth Services providers	June 2008	Within existing budget
1.5 Promote recreational opportunities available to local young people through schools	Youth Services	Schools Youth Service Providers	Ongoing	Within existing budget
1.6 Provide graffiti management information on Council's website and Youth Services website	Communications Youth Services	Youth Services	June 2007	Within existing budget
1.7 Distribute graffiti management information brochures to local residents and businesses	Communications Community Safety	Traders Association	June 2007	External funding to be sourced
1.8 Monitor practice of distribution of free Graffiti Clean Up Kits to local residents and businesses by other councils (Casey).	Local Laws Community Safety	Local Paint Suppliers	June 2007	Within existing budget
1.9 Provide graffiti management advice to local residents and traders (Graffiti Hotline).	Operations	Police Traders Residents	December 2007	\$10,000 (UMS contract est.)
1.10 Conduct regular advertising and promotion of Council's graffiti management information and support programs in the local media.	Community Safety	Communications	Ongoing	Within existing budget
1.11 Implement a Graffiti Register to provide a database for recording all reports of graffiti.	Community Safety	Customer Service Operations Local Laws	July 2007	Est. \$8,000
1.12 Continue to investigate and apply for funding (federal/state governments & any other institutions) to run educational/recreational programs for young people in relation to graffiti/vandalism	Youth Services Community Safety	Operations Local Laws Schools	Ongoing	Within existing budget



## Key Result Area 2: Community Development

### Objective

- Promote community strengthening initiatives to facilitate community ownership of public assets and initiate “pride of place”.
- Conduct joint community/agency safety audits at high risk locations with the intention of identifying solutions/strategies to enhance graffiti/crime prevention.
- Conduct street lighting audits and ensure prompt replacement of non functioning street lights to minimise graffiti.

### How we'll measure our success:

- Number of community groups participating in “Adopt an Area” Scheme
- ‘Pride of Place’ program promoted to the community and evidence of community support demonstrated
- Community clean up days coordinated with Neighbourhood Watch Groups
- Recorded information on support provided

<b>Action Cardinia Shire Council</b>	<b>Responsible Dept</b>	<b>Partners/ Stakeholders</b>	<b>Timeframe</b>	<b>Resource Implication</b>
2.1 Encourage ‘pride of place’ and public ownership by key community groups of public assets	Community Safety	Township Committees Community Groups Local Schools Youth Services providers	June 2007	Within existing budget
2.2 Develop a proposal for a program to provide a one- off community grant of up to \$200 to local community groups and schools willing to “adopt an area” for keeping graffiti-free.	Community Services	Township Committees Progress Associations Seniors Groups Youth Groups	July 2008	\$10,000
2.3 Conduct graffiti management community information sessions for local community groups and service clubs.	Community Safety	Township Committees Community Groups	Aug 2007	Within existing budget
2.4 Conduct graffiti/vandalism community education campaigns at key times/localities (e.g. at the Pakenham CBD, Township Main Streets leading up to Christmas).	Community Safety	Township committees Traders Groups	October 2007	\$2,000

<b>Action Cardinia Shire Council</b>	<b>Responsible Dept</b>	<b>Partners/ Stakeholders</b>	<b>Timeframe</b>	<b>Resource Implication</b>
2.5 Establish Regular forums with Neighbourhood Watch Groups and build capacity and empower NHW groups to achieve this objective.	Community Safety	Police	June 2008	Within existing budget
2.6 Joined up initiative to introduce "Your Choice" program aimed at alcohol and anti social behaviour crime committed by youth. Program participants make a choice of attending a presentation from alcohol workers and police instead of being fined (hence Your Choice) and requires parental attendance.	Youth Services Vic Police	Vic Police (Youth Resource Officer)	June 2007	Subject to external funding

### Key Result Area 3: Removal

#### Objective

- To remove graffiti in the municipality as quickly as possible.

#### How we'll measure our success:

- Improvements in community satisfaction with the level of graffiti in the municipality.
- Response time benchmarks met on 95% of occasions for Council crews and contractors
- Graffiti on Council property removed within 48 working hours of notification if graffiti is offensive (otherwise 7 days)
- Memoranda Of Understanding established with local businesses
- Service Agreement developed with Corrections Victoria
- Number of reports responded to and the cost of process to Council

<b>Action Cardinia Shire Council</b>	<b>Lead Unit</b>	<b>Partners/ Stakeholders</b>	<b>Timeframe</b>	<b>Resource Implication</b>
3.1 Establish an agreement with Council contractor to remove graffiti on Council property within 48 working hours of notification if graffiti is offensive (alternatively 7 days although target quicker response)	Operations	UMS	Expression of Interest for providers to be assessed by March 2007	\$15,000
3.2 Consider conduct of Community Graffiti Clean Up Days annually to target hot spot areas	Operations Community Safety	Community Groups	Quarterly Feb/May Aug/Dec	Subject to external funding
3.3 Investigate provision of graffiti clean-ups of public spaces by community based offenders in a partnership with Corrections Victoria.	Local Laws	Corrections	Investigation completed Dec 2007	Within existing budget
3.4 Liaise with each local utility company and/or State Government Authority to agree on timely graffiti management arrangements.	Assets Community Safety	VICROADS VICTRAC TESLSTRA SE WATER POWER COMPANIES	MOU's to be developed by Jan 2008	Within existing budget
3.5 Conduct regular graffiti/vandalism audits to identify hot spots and areas requiring graffiti removal (including all other damages eg signs, and other vandalism).	Operations	UMS	Next audit to be conducted by February 2008	TBC

<b>Action Cardinia Shire Council</b>	<b>Lead Unit</b>	<b>Partners/ Stakeholders</b>	<b>Timeframe</b>	<b>Resource Implication</b>
<p>3.6 Investigate options for a shared cost graffiti removal service on private property for local residents and businesses.</p> <p>Council Subsidy scheme needs to be developed.</p>	<p>Operations Community Safety</p>	<p>UMS Residents Local business Retailers Residents</p>	<p>Dec 2007</p>	<p>Within existing budget</p>

## Key Result Area 4: Enforcement

### Objective

- To discourage graffiti and encourage rapid removal of graffiti when it occurs (and enabling enforcement where necessary).
- To increase the rate of identification and prosecution of graffiti offenders.

### How we'll measure our success:

- Awareness of Graffiti Local Laws among local residents and businesses.
- Evidence of an increase in the number of graffiti offenders charged and prosecuted in Cardinia
- Information provided
- Referral systems established with main public utility providers
- Range of information provided
- Feedback from users
- Graffiti Solutions kit developed and distributed
- Over the short to medium term increased reporting of property damage offences

<i>Action Cardinia Shire Council</i>	<i>Lead Unit</i>	<i>Partners/ Stakeholders</i>	<i>Timeframe</i>	<i>Resource Implication</i>
4.1 Review Cardinia Shire's Local Laws as they relate to graffiti to optimise enforcement action and ensure consistency with State Govt legislation.	Local Laws	Police Department of Justice	Review after State Legislation introduced	Within existing budget
4.2 Investigate use of Cardinia Shire's Local Law provisions for serving the owner or occupier of a building with a Notice to Comply to remove graffiti from a building that they may own or occupy.	Local Laws	Residents Business	Ongoing	Within existing budget
4.3 Develop a reporting system in order to provide regular information to the police about the locations and frequency of specific graffiti "tags".  This information is to be used to assist in prosecution of graffiti offenders (including seeking removal cost recovery from offenders where possible)	Local Laws	Police	Aug 2007	Within existing budget
4.4 Work with local police to encourage increased police targeting of graffiti hot spots, with a view to catching key local offenders.	Local Laws	Police	Sept 2007	Within existing budget

<b>Action Cardinia Shire Council</b>	<b>Lead Unit</b>	<b>Partners/ Stakeholders</b>	<b>Timeframe</b>	<b>Resource Implication</b>
4.5 Consolidate relationship with neighbouring municipalities, including the City of Casey, to ensure consistency in approach.	Community Safety Operations	Other LGAs	July 2007	Within existing budget
4.6 Consider provision of a dedicated resource in Council's Local Laws Team to investigate and prosecute reported Graffiti..	Local Laws		Dec 2007	New EFT budget required
4.7 Report on a quarterly basis on all graffiti reports, cleanups, investigations and prosecutions.	Local Laws Operations Community Safety	Operations Customer Service	July 2007	Within existing budget
4.8 Liaise with Police in regard to Community Based Orders for graffiti cleanups, investigations and prosecutions.	Local Laws Police	Corrections Magistrate's Court Prosecutors	July 2007	Within existing budget
4.9 Investigate the use of cameras/portable cameras (eg Tripwire) in "Hot Spots"	Local Laws Operations	Vic Police Township committees	June 2007	Subject to external funding
4.10 Develop a media strategy to encourage use of Graffiti Hotline and reporting of all graffiti offences.	Communications Community Safety		July 2007	Within existing budget
4.11 Police and Local Laws Officers to adopt "zero tolerance" approach to public order issues and process offenders and/or link with early intervention strategies.	Local Laws	Vic Police	Dec 2007	Within existing budget

## **5. EVALUATION AND MONITORING**

### **PROPOSED EVALUATION PLAN**

- Key Priority Area Measures of Success
- How information will be obtained

#### **1. Education/Prevention**

- Evidence of customer satisfaction with Council's graffiti management information and support programs (Community Survey).
- Analyse effectiveness of any trial projects e.g. free paint voucher trial, free graffiti clean up kits.
- Cardinia Shire will conduct graffiti audits annually across the shire and additionally of the "Hot-Spots" within the Shire
- Graffiti working Group will assess the effectiveness of the approach to graffiti management each year and a report will be presented to Council

#### **2. Community Development**

- Number of Community Groups participating in "Adopt an Area" Scheme
- Number of community information sessions run on an annual basis

#### **3. Removal**

- Community Survey results - Improvements in community satisfaction with the level of graffiti in the municipality
- The number of building owners, occupiers and managers who are co-operating in the removal of graffiti from private property
- The number of reported incidences of graffiti on private property and the average time taken for removal
- The number of reported incidences of graffiti on Cardinia Shire assets
- The amount of graffiti that is left on Shire assets longer than 48 hours of being reported.

#### **4. Enforcement**

- Awareness of graffiti local laws among local residents and businesses
- Community survey results regarding awareness of graffiti local laws
- Evidence of an increase in the number of graffiti offenders charged and prosecuted (Police Statistics)