

Moreland Graffiti Strategy 2017-2021



Moreland City Council



Acknowledgments

Moreland City Council acknowledges the traditional owners of the land, the Kulin Nation, of which the local indigenous people are the Wurundjeri. Council is committed to building a trusting, collaborative and supportive relationship with indigenous groups, and to respecting identified Aboriginal sacred sites and special places.

MAYOR'S FOREWORD

Graffiti has been a divisive issue in the City of Moreland for many years. Some of us hate it and some of us think that at its highest expression, as street art, it has become one of the things that defines Moreland.

This strategy has attempted, through deep discussion with the community, to understand the current issues regarding graffiti now and how we will approach graffiti in the coming years.

Of course there are extensive state laws that cover graffiti and these set the framework for what Council must enforce.

But Moreland wants to go beyond the punitive options available to us under the law to remove graffiti and prosecute offenders. Our approach is more visionary, focusing on community engagement, fostering partnerships, education of our younger people, and systems development to help monitor and manage graffiti within the municipality.

This document provides greater clarity around the vexed question of where graffiti ends and art begins.

We are keen to see street art on walls and in public places that will act as a deterrent to the kind of graffiti that most of us would agree is just vandalism.

More practically, this document addresses methods and solutions for graffiti removal and the inclusion of vegetation planting to reduce the number of sites commonly tagged.

Through experience we know that just by removing and prosecuting does little to solve the problem. We also know that some of the great street art we see around the municipality enriches all our lives and fosters a sense of belonging to our community.

We have set and approach in this strategy that incorporates what you, the community, have told us and the best advice from around the world about how to ensure there is more art and less vandalism.

Cr Helen Davidson
Moreland Mayor

GLOSSARY

Some definitions of key terms used in this document.

Graffiti	Something that defaces public or private property without the owner's permission, or is of an offensive nature
Offensive	Any graffiti containing swear words, any text or graphic that could be deemed as having any negative cultural, racial, sexual or religious connotations
Tagging	A signature-like marking identifying an individual through an alias
Throw Up	A more detailed and larger version of a 'tag', mostly using bubble writing
Piece	A mural that is more artistic than a tag and shows off an offender's artistic ability
Bombing	The application of graffiti on as many surfaces as possible in one single area
Political Graffiti	Conveying slogans, social commentary or pictures to signal an offender's viewpoint on social and political issues
Yarn Bombing	The practice of covering public assets with crochet yarn
Public Art	Artwork which is displayed in public places such as parks, streets, buildings and other publically accessible areas
Asset	Anything that can be affected by graffiti, whether privately or publicly owned

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Part 1: Overview

INTRODUCTION



Graffiti is an increasing social issue throughout Australia and extends worldwide. It occurs within our community regardless of social, cultural or economic status, and at all ages. It is a criminal act, enforced by criminal law.

Graffiti is often described as a defacement of property or property damage and leads to legitimate concern within our community.

Moreland City Council (Council), prides itself on providing a safe environment for our diverse community to live and for others to work and visit, which is largely the case. However, community survey results suggest graffiti creates a perception of feeling unsafe and needs to be managed appropriately.

According to Victoria Police statistics, property crime – including graffiti – is the highest recorded form of crime in Moreland. 10% of property crime or 1,124 graffiti offences were reported to the police in 2016, with averages of 1,000-1,200 over the past five years. This comes in many forms, and is a crime committed on many levels. Of most concern, there a number of gangs operating within the municipality who use graffiti as a status symbol and to relay messages.

Council works closely with the Victoria Police to manage the graffiti problem within our municipality.

Council manages graffiti on a number of levels at a cost to the community, however community feedback suggests that more can be done at a holistic level. Graffiti is a complex issue that is most effectively managed through a multi-layered approach, with a number of interventions being enacted at one time.

This strategy aims to guide Council's direction regarding graffiti management within our community for the next five years. It will do so by highlighting the exact problems graffiti creates, the cost of managing the issue, Council's current practices, community perception on graffiti, and how Council intends to manage graffiti in the future.

To assist the production of this strategy, community feedback gathered through surveys was utilised as well as data captured through audits and a variety of different sources.

Part 2: Context

BACKGROUND



What is graffiti?

Firstly, it is important to understand the definitions and cultural context of graffiti.

The *Graffiti Prevention Act 2007* identifies graffiti as a form of vandalism in which property is marked or defaced through use of spray cans, markers or any form of paint, without the owner's permission. This view is widely accepted within the community.

There is also the opposing view that graffiti is a legitimate form of community art used to express viewpoints and individuality.

For the purpose of this strategy, graffiti is identified as the defacing of public or private property without the owner's permission. This can take on many forms, however graffiti is most commonly conducted through use of;

- Paint, via aerosol can or brush
- Markers (more commonly used for tagging)
- Sharp implements such as knives (etching)
- Transfers such as posters and labels.

Types of graffiti

There are many forms of graffiti that can be identified;

Tagging – A signature-like marking identifying an individual through an alias. This is conducted quickly and can be made up of letters, numbers, symbols or scribble.

Throw Up – A more detailed and larger version of a 'tag', mostly using bubble writing. Generally a draft of a future 'Piece'.

Pieces – A mural that is more artistic than a tag and shows off an offender's artistic ability. These are generally in highly visible locations and of a larger nature. The term 'piece' stands for masterpiece.

Bombing – Also known as a hit, 'bombing' is the application of graffiti on as many surfaces as possible in one single area.

Political – Graffiti that is placed in a highly visible area, conveying slogans, social commentary or pictures to signal an offender's viewpoint on social and political issues.

Yarn Bombing – Not as common. This is the practice of covering public assets with crochet yarn.

Who does it and why?

Generally speaking, graffiti offenders come from a wide range of socio-economic classes, cultures and ages.

Criminal statistics show graffiti offenders can start as young as 10 years old.

While there is no specific recent data available, Victoria Police 2011 / 12 offender statistics indicate that 62% of offenders are aged between 10 and 19 years old. This then escalates to older offenders who are more practiced in graffiti, and leads to gang and criminal groups using graffiti to identify status, territory or messages.

There are many common reasons for offenders becoming involved in graffiti including;

- Self expression
- Marking territory
- Rebellion against authority
- Social / political activism
- Disengagement from society
- Feeling of belonging to a group
- Thrill of risk taking behaviour
- Boredom
- Commercial interest.

Why is graffiti a problem?

Graffiti causes many issues within the community both from a social and financial perspective.

- **Perception of safety** – An increase in graffiti in a specific area causes a perception of lack of social control. This can distort the perception of safety and actual crime rates within a given area.
- **Cost** – The cost of managing the graffiti issue is an increasing problem. This is not only a cost to Council to manage and clean graffiti off public assets and assist the community in cleaning it off private assets, but must be measured in the cost to the community to clean graffiti off private assets also. Council alone currently spend over \$400,000 on graffiti management and removal each year.
- **City appearance** – Graffiti can make areas appear messy and unclean and create a negative perception on the cleanliness of our city. This can have a negative effect on businesses and can contribute to economic issues.

POLICY CONTEXT

Graffiti Prevention Act 2007

The Graffiti Prevention Act 2007 guides the legislative requirements around graffiti management.

It highlights responsibilities regarding graffiti management from a local government and community perspective. It empowers law enforcement authorities with the right to search and seize prescribed graffiti implements in certain situations. It also provides councils with increased powers and responsibilities regarding the removal of graffiti on private property which is visible from public places.

Under the act, all councils must take the following actions prior to removal of graffiti on private property:

- Serve a notice on the owner or occupier giving 28 days notice, if required to enter the property and then only if owner approves enter the property and remove graffiti.
- Serve a notice on the owner or occupier giving 10 days notice if graffiti is accessible from a public space, if not required to enter the property and only if the owner approves removal or does not object to the removal of the graffiti.

The above information must also be followed on the occasion that the graffiti is of an offensive or anti-social nature.

Council Plan 2013-2017

The Council Plan 2013-2017 provides the following statements that are closely linked to the management and removal of graffiti:

Section 1.2 Council's Vision

A sustainable Moreland will have a more resilient community, more attractive and safe places, a stronger local economy and services that meet the growing community.

Theme – Moreland's People – Outcome 4

Moreland community feel safe and is safe

Action 4.2 Ongoing graffiti and dumped rubbish removal

Local Law

Moreland's General Local Law prescribes information on graffiti management on private property.

Part 2 – Municipal Amenity – Private Premises

17(2)(b)(vii) - Unsightly Land

For the purpose of clause 17 (1), circumstances in which premises are unsightly and detrimental to the amenity of the neighbourhood in which the premises is located include when the premises;

- Subject to clause 17(3), graffiti that remains on the premises for more than seven (7) days.

17(3)

Except where a permit is required under the scheme, an owner or occupier of premises may apply for a permit to allow graffiti to remain on the premises for more than seven (7) days.

Public Art Guidelines

The Public Art Guidelines provide the rationale and outline the key processes for Council's commitment to planning, developing, installing and maintaining a range of diverse and stimulating public artworks that reflect and strengthen the cultural vitality of the City of Moreland.

The guidelines also provide relevant information and advice for non-council private and community commissioners of public art work.

The guidelines highlight the positive contribution public art has within the community by celebrating the creativity, imagination and skills of artists

They also allow the community to express their social and cultural identities and their relationships with built and natural environments (Page 7 – The Place of Art in the Public Domain – Values, Principals and Practices).

Graffiti or Art?

The Public Art Guidelines describe public art as artwork which is displayed in public places such as parks, streets, buildings and other publically accessible areas.

The Guidelines also reference street art as a form of public art, in the urban context, often highly contemporary or topical in nature (Part One – Strategic Framework – What is Public Art).

Whilst Council fully supports public art and the benefits it contributes to the community, it must be noted that art is not the criminal act of graffiti. For graffiti to be considered public art it must first adhere to the Graffiti Management Act 2007. As mentioned, this identifies graffiti as a form of vandalism in which property is marked or defaced through use of spray cans, markers or any form of paint without the owner's permission.

The art must also not be of an offensive nature, meaning it must not contain swear words, any text or graphic that could be deemed as having any negative cultural, racial, sexual or religious connotations.

Therefore, for graffiti to be considered art, it would firstly need the owner's permission to display the image on their property, whether this be on private or public assets. Secondly, it must not be deemed offensive.

Council has invested approximately \$130,000 into public art projects in the past five years, equating to \$26,000 per year on average including;

- Signal box project
- City Oval
- Coles Entry Project Sydney Road.

There has also been assistance with grant funding from the Department of Justice and the Colours of Coburg project funded by the Coburg Traders Association.



Part 3: Graffiti in Moreland

CURRENT STRATEGIES



Graffiti Removal

Council currently removes graffiti on Council-owned and managed assets including:

- Buildings
- Playgrounds
- Public toilets
- Signs
- Light poles
- Furniture
- Roads and footpaths
- Other general infrastructure

Removal is carried out by Council's Urban Improvement department through the use of internal crews assisted by contractors when required.

While Council does not remove graffiti from private property as a general rule, assistance is offered in cases where graffiti is deemed to be offensive and is visible from a public place. This cannot be done unless permission is given from the resident in the first instance (See *Graffiti Prevention Act 2007*).

Removal of graffiti from Council-owned assets is conducted when incidents are reported by the public, or when they are identified through regular inspections.

The principle behind graffiti removal is to remove it as quickly as possible. This deters other offenders who believe that a particular location is a good area to promote their art.

Graffiti Removal Kits

While Council does not remove graffiti from private assets, assistance is offered for residents through the supply of graffiti removal kits.

These kits contain tools and low-level chemicals to assist with the removal of graffiti. Instructions are also provided on the safe use of these kits, and upon request, Council officers can also offer basic training.

For larger areas, paint vouchers are also available for residents to paint over graffiti on private property as an alternative to graffiti removal.

Paint Vouchers

Council also provides assistance to the community regarding the removal of graffiti from private assets through the supply of paint vouchers on request.

These vouchers are possible due to Council's continued partnerships with local hardware stores and paint suppliers.

Department of Justice

Council have a continued partnership with the Department of Justice (DoJ) through a graffiti-removal program.

This is for selected areas within the municipality that have been prone to greater instances of graffiti. Offenders responsible for committing low-level offences remove the graffiti off these areas.

This is a highly managed and supervised program that has yielded great success over many years.

Victoria Police

Council works closely with Victoria Police to identify hotspots and common graffiti offences across the municipality.

It is important for graffiti to be reported so this information can be shared with the police to assist them in managing the graffiti problem within our municipality. When reporting to the police, always ask for a report or case number to refer back to. This will ensure that an official report has been lodged.

Education

Council undertakes a number of educational activities to inform the community of how graffiti is managed within the municipality, including:

- Information brochures
- Interactive webpage on graffiti removal
- Training by Council Officers on graffiti removal
- Letters / consent forms regarding legislative requirements.

Other than this, there is no specific education campaign designed in regards to graffiti, however it will be a focus within the next five years.

Graffiti Forums

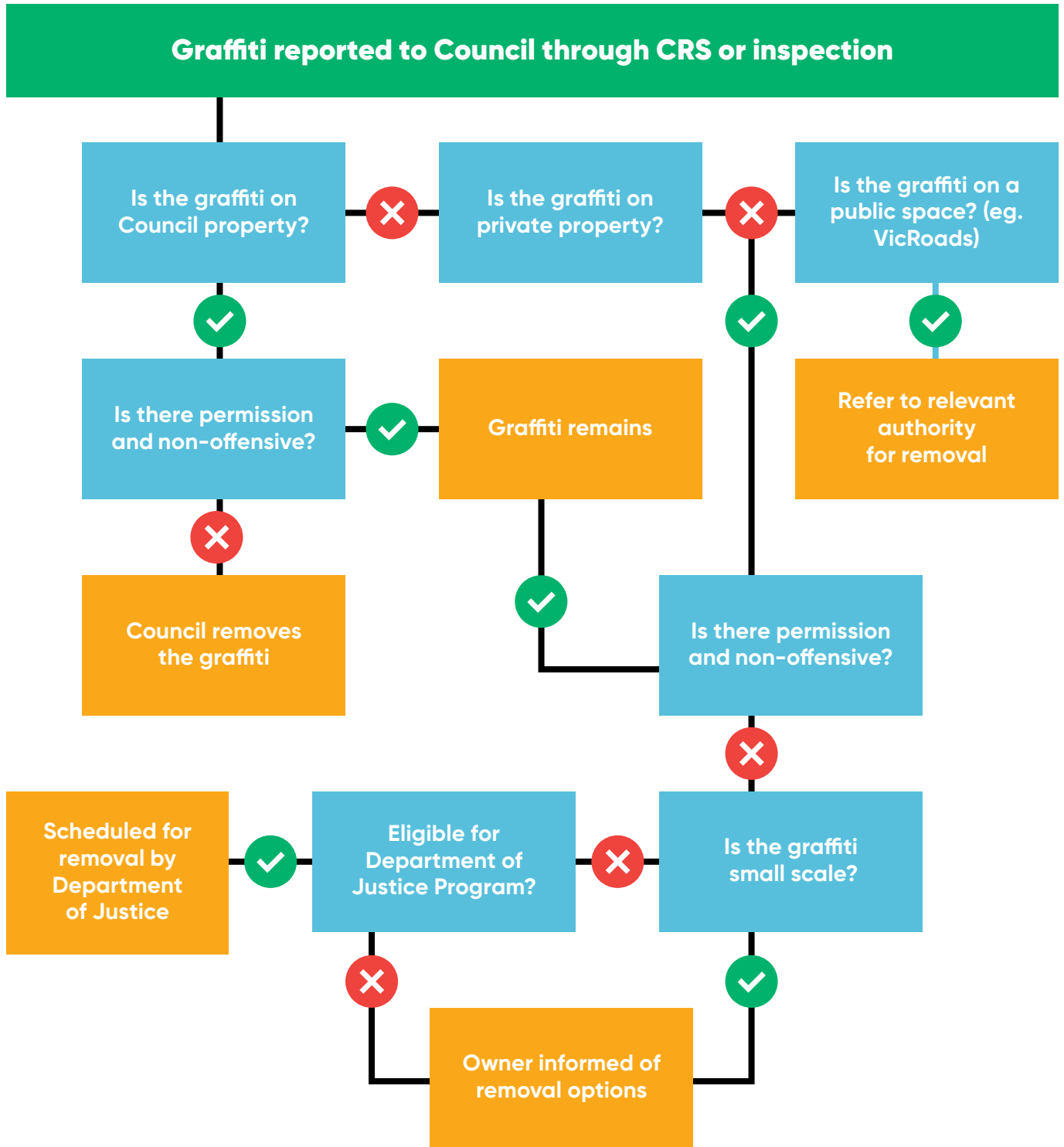
Council Officers regularly attend graffiti management forums.

This involves discussions with other councils, police, legal advisors and other enterprises to discuss initiatives within the area and share common issues around graffiti management.

Youth Services

While there are no specific youth programs relating directly to graffiti within the municipality, Council's Youth Services department work closely with our young community through development programs such the Oxygen Program, Moreart and Calligraphiiti programs – promoting public art within the community.

Graffiti Removal Process



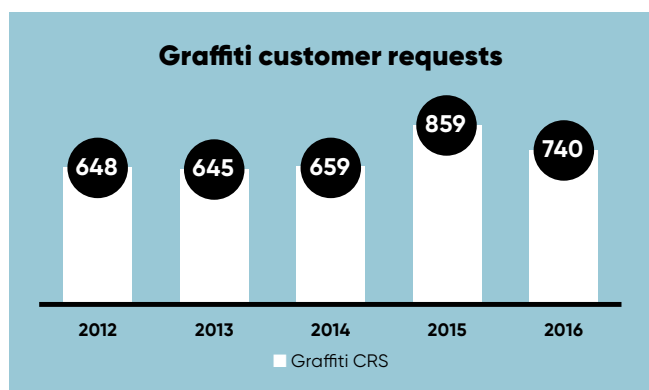
CURRENT DATA

Customer Request Service

Council registers every request or complaint from the community in its customer request system.

This information is used to monitor specific trends and issues within the municipality.

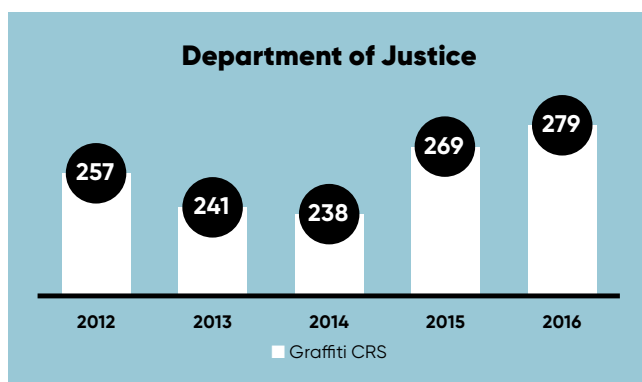
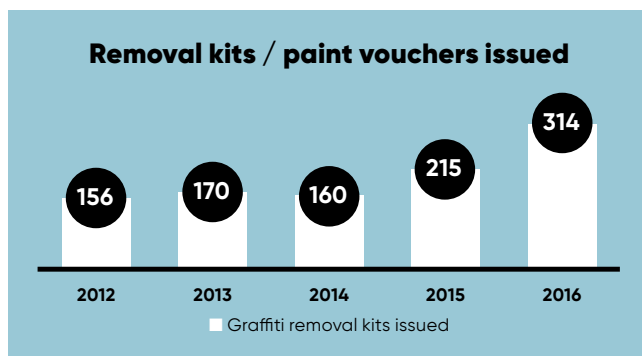
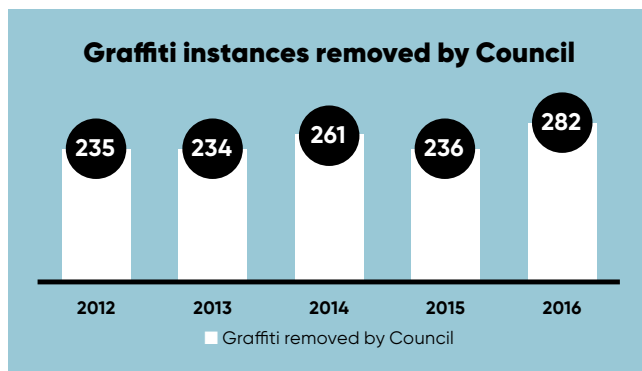
The below graph highlights the upward trend of customer requests regarding graffiti over the past five years. This data indicates that the graffiti issue is an increasing problem, creating frustration within the community.



The above customer requests would have resulted in either:

- Council removing the graffiti if it was on public infrastructure owned or managed by Council
- Council reporting the graffiti to other authorities such as VicRoads or Melbourne Water
- Council assisting with the removal by supplying a graffiti removal kit, or by the area being placed on the Department of Justice removal program

The following graphs highlight the trends in the above-mentioned graffiti management processes employed by Council.



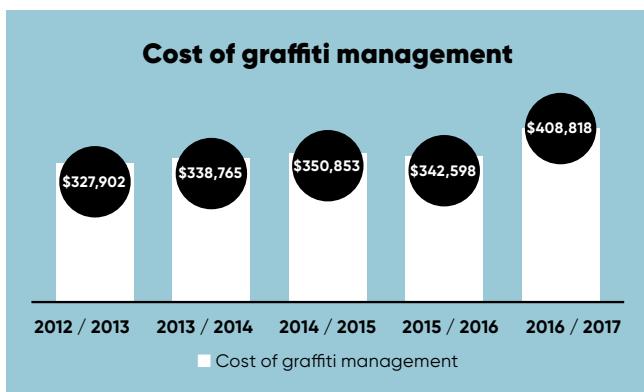
Cost to Council

Council's graffiti management service is rates-funded, meaning a proportion of all rates collected by Council is allocated to remove graffiti, or assists the community to do so.

The below graph highlights the increasing cost to Council over the past five years, totalling \$1,768,936. These costs are for all services related to graffiti management, including:

- Materials / chemicals
- Contracted services
- Graffiti-removal kits
- Paint vouchers
- Equipment
- Staff labour
- Educational material
- Audits / surveys

The costs highlighted do not include any fleet-associated expenses, such as the cost of vehicles, servicing and fuel. The below cost is related to Council's graffiti management and does not include costs directly to the community for those households and traders that remove graffiti with no assistance from Council. There may also be a cost to local businesses where graffiti impacts perceptions of safety on the streets and decreases patronage.



Graffiti Audit

It is important to have current information on graffiti instances across the municipality.

To collect this data, an independent auditor was commissioned to inspect five areas spread evenly throughout the municipality.

These areas equated to approximately 13km², which is 22% of the municipality.

The aim of the graffiti audit was to determine all instances of graffiti within the selected areas, and to collect data on the following criteria:

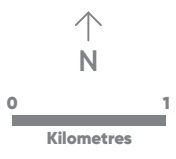
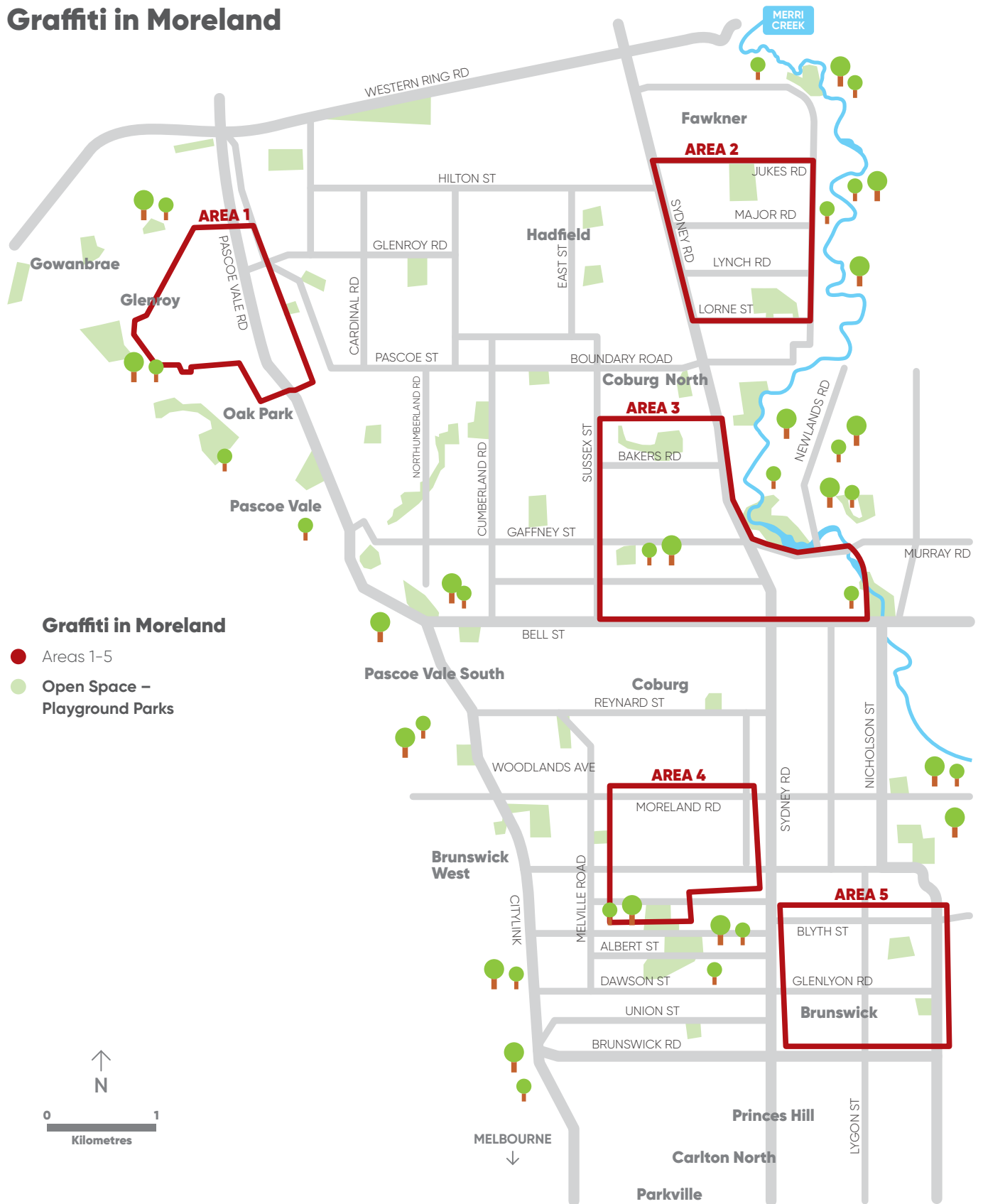
- Type of graffiti
- Approximate size
- Location
- The asset impacted
- Whether impacted asset was publicly or privately owned
- Whether the graffiti was offensive or anti-social

Each of the audited areas contained a broad mixture of features, including:

- Local residential streets
- Main roads
- Open space e.g. parks
- Industrial zones
- Activity centres
- Land owned by other authorities e.g. VicRoads
- Spread across suburbs throughout the municipality

The auditors walked every street in each area, collecting the data on graffiti in each, with a report developed for Council on the findings.

Graffiti in Moreland



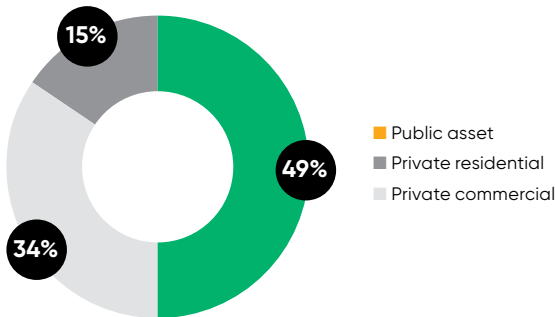
Public or Private Asset?

4,383 separate assets were recorded as impacted via the audit. With some assets having more than one instance of graffiti identified on them, a total of 5,551 separate instances of graffiti were recorded across all five audited areas.

Area 1

Area 1 was mostly located in the suburb of Glenroy, but also encroached into parts of Oak Park.

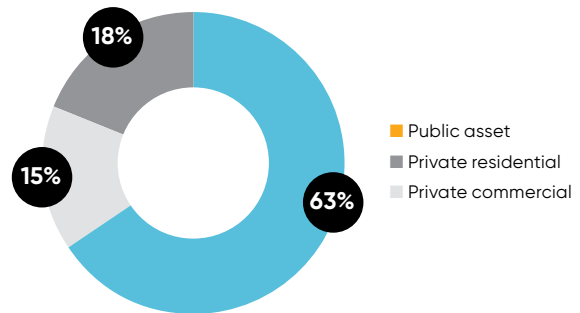
There were 103 instances of graffiti recorded in this area, of which 51 (49%) were on public assets and 51 (49%) were on private assets. Private assets were then broken down into commercial (industrial / shop front) and residential. 35 instances (34%) were found on residential assets and 16 instances (15%) were found on commercial assets. One instance was not known.



Area 2

Area 2 was located in Fawkner.

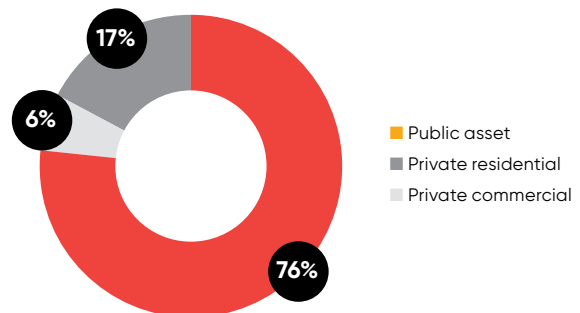
A total of 123 instances of graffiti were recorded in this area, of which 78 (63%) were on public assets and 41 (33%) were on private assets. Of these private assets, 19 (15%) were found on residential assets and 22 (18%) were found on commercial assets. Four instances were not known.



Area 3

Area 3 was located in Coburg and Coburg North.

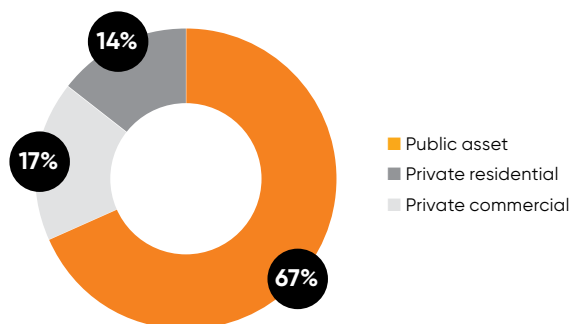
A total of 845 instances of graffiti were recorded in this area, of which 644 (76%) were on public assets and 187 (23%) were on private assets. Of these private assets, 47 (6%) were found on residential assets and 140 (17%) were found on commercial assets. 14 instances were not known.



Area 4

Area 4 was located in Brunswick West.

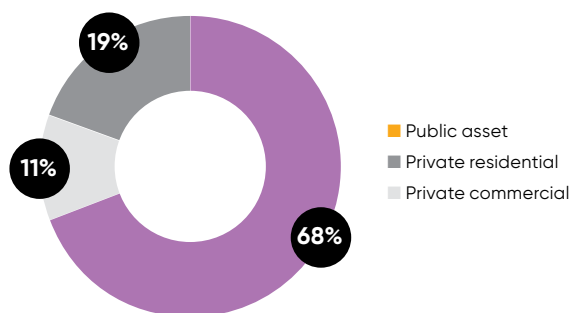
A total of 906 instances of graffiti were recorded in this area, of which 610 (67%) were on public assets and 277 (31%) were on private assets. Of these private assets, 154 (17%) were found on residential assets and 123 (14%) were found on commercial assets. 19 instances were not known.



Area 5

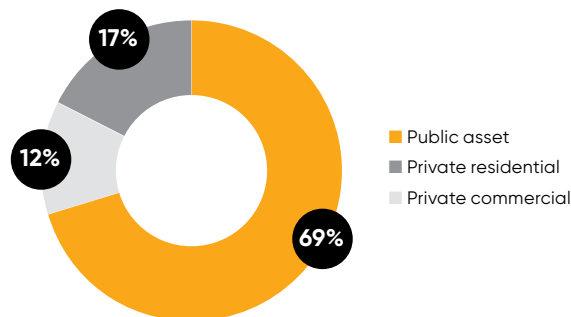
Area 5 was located in Brunswick and Brunswick East.

A total of 2,406 instances of graffiti were recorded in this area, of which 1,625 (68%) were on public assets and 739 (30%) were on private assets. Of these private assets, 276 (11%) were found on residential assets and 463 (19%) were found on commercial assets. 42 instances were not known.



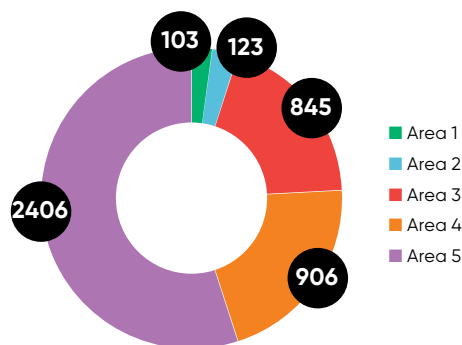
All areas – public vs private

Of the 4,388 instances of graffiti recorded across all five areas, 69% were located on public assets and 29% on private assets. Of these private assets, 12% were found on residential assets, with 17% on commercial assets.



All areas – total instances

This data suggests that graffiti within Moreland is an issue relating less to private assets and more to public assets managed by Council or other agencies. It also highlights the south (75%) and centre (20%) of the municipality is harder hit than the north (5%).



Asset Type

There were forty different asset types recorded during the audit that were impacted by graffiti.

Of these asset types, three made up 58% of the total assets impacted:

- Electrical / telephone pole 26%
- Signage on road / street 19%
- Wall 13%

The next three most affected assets totalled an additional 18%. Those were:

- Shopfront / awning / window 8%
- Fence 6%
- Fire hydrant / booster 4%

This data supports the theory that graffiti offenders target areas that are highly visible and populated.

Graffiti Type / Size

There were three main graffiti types captured during the audit, which have also been covered in this strategy (see Part 2 Context / 1 Background / Types of Graffiti).

Below is the breakdown of these graffiti types, with data collected from the audit:

- Written / painted 82%
- Poster / sticker 42%
- Etching / scratching 3%

These results equate to over 100%, as some assets were impacted by more than one instance of graffiti.

The size of each piece of graffiti was also captured and sorted into five categories, as follows:

- Extra small (<0.1 m²) 38%
- Small (0.1 – 0.25 m²) 21%
- Medium (0.25 – 0.75 m²) 19%
- Large (0.75 – 1 m²) 4%
- Extra large (>1 m²) 18%

Written / painted graffiti was by far the most common found within the municipality, making up 82% of instances. This is not unusual, as the products used are readily available.

With 59% of graffiti instances making up the 'extra small' and 'small' categories, a high level of 'tagging' appears to be being committed throughout the municipality. 19% of offences were medium-sized, suggesting a lower level of 'throw ups' and a lesser level of 'pieces' being found at 18%.

It would be expected that 'tagging' would be the most common form of graffiti. This is due to the fact it can be done quickly without detection, and suggests that younger offenders (beginner to intermediate [see Part 4 'Strategies']), are operating at greater levels within the community.

As mentioned, Council does not remove graffiti from private assets, or those assets not managed by us, however we do assist when the graffiti is of an anti-social nature. Only 96 instances (4%) of anti-social graffiti was discovered during the audit, suggesting this is not a common occurrence.

WHAT YOU SAY

Integrated Open Space Services (IOSS) Survey

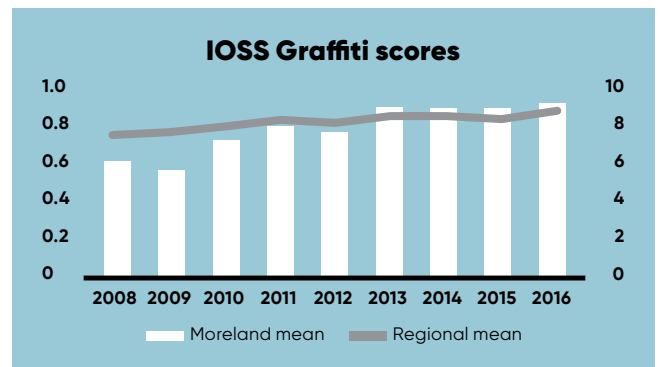
Each year Council participates in the IOSS survey.

This independent survey indicates the community perception of parks and reserves within Moreland, ranking it against other participating councils within Victoria.

In 2016, Moreland ranked 5 out of 19 Councils, equalling its best ranking since 2014. Although this was equal best in ranking, Council had its most successful mean score against all 24 criteria assessed of 8.4, which is well above the regional mean score of 8.1.

A big part of this advancement is the improved median score under the 'graffiti' criteria. The mean score for graffiti was 8.8, higher than the regional mean of 8.4.

The below graph highlights the improved mean scores in this criteria since the inception of the IOSS survey in 2008.



Community Survey

A community survey was also conducted to determine the current perceptions around the issue of graffiti from our residents perspective.

This was overseen by an independent company and took the form of a random phone survey. The survey incorporated a number of statements that participants were asked to measure their level of agreeance to, as well as open questions they were asked to answer.

Ask to rate agreeableness too:

- Graffiti is vandalism and should never be tolerated
- Council should encourage spaces for legal graffiti
- Graffiti is a problem in Moreland
- Graffiti is an art form that should be valued in some circumstances
- Wall art improves the appearance of public areas
- It affects how people feel about where they live
- It looks messy
- It is illegal
- It is associated with other dangerous activities
- It makes places feel unsafe

Questions asked were:

- Do you view graffiti as a criminal act?
- Has the amount of graffiti in your local area changed over the last two years?
- Who do you think is mainly responsible for managing the graffiti issue?
- Do you believe Council's education around graffiti is adequate?

Key Results

71%

of surveyed residents strongly agreed or agreed that graffiti is vandalism and should never be tolerated.

54%

strongly agreed or agreed that graffiti is an art form that should be valued.

54%

of surveyed residents strongly agreed or agreed that graffiti makes places feel unsafe.

56%

said graffiti was a criminal act, and **46%** said graffiti was a police issue.

72%

said graffiti is a Council issue.

91%

said Council's education was either not adequate, or were not aware of it.

Percentage of respondents per suburb

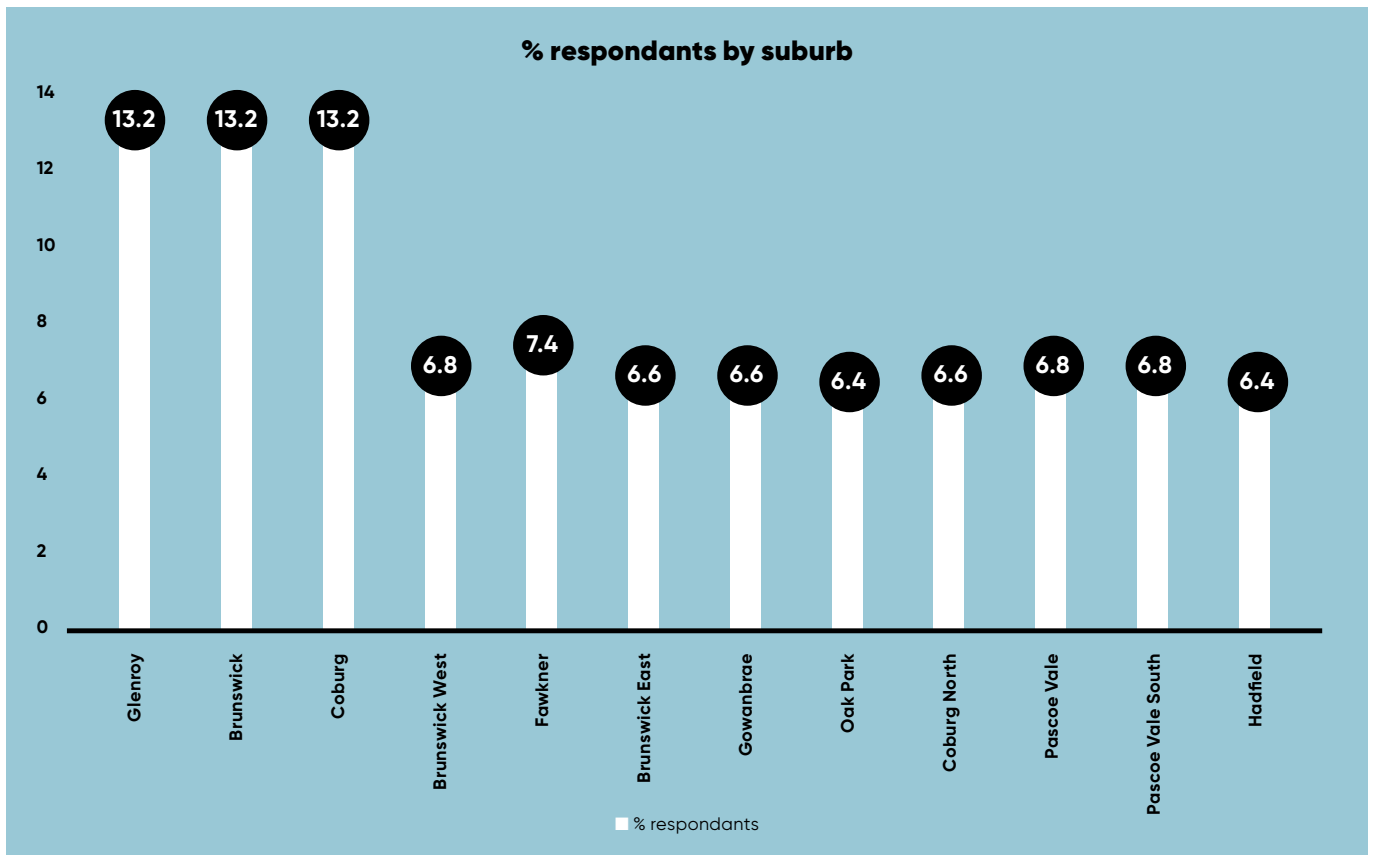
The results indicate that the Moreland community feels strongly that graffiti is an issue within the municipality, however also feel that there is benefit to public art and what it brings to the community.

It also suggests that there is a gap in relation to education around graffiti which has been mentioned previously in this strategy. This is not just pertaining to education around what Council does in the management of graffiti, but also the legislative responsibilities of Council versus enforcement agencies. It should be noted that the results are in line with results found within the graffiti audit also. 5,551 separate instances of graffiti were recorded in 22% of the municipality.

This extrapolated out suggests that over 20,000 instances of graffiti may have been found within the entire municipality.

Police statistics show that in 2016, only 1,124 instances (6%) of graffiti were reported to the police, indicating a knowledge gap around the importance of reporting to police. Integrated systems that not only make it easier for the community to report graffiti, but for the police to access information, would be beneficial in regards to this issue.

There were also differing views about whether graffiti is considered a criminal act within different age groups asked. 45% of those asked between the ages of 15-44 deemed graffiti to be a criminal act, versus 69% of those aged between 45-65 and over.



Part 4: Strategies

GRAFFITI LIFECYCLE



As highlighted in this strategy, there are many reasons why people decide to participate in graffiti.

The strategy has also highlighted programs aimed at youth such as Oxygen programs to guide younger people in lifestyle choices.

There have been recent studies conducted, suggesting that graffiti culture has a lifecycle with four main stages.

- Beginner
- Developing
- Practiced
- Teacher

Youth in early adolescence, are on occasion being schooled by older peers involved in graffiti. Their age can be directly related to where they may fit within the lifecycle phase.

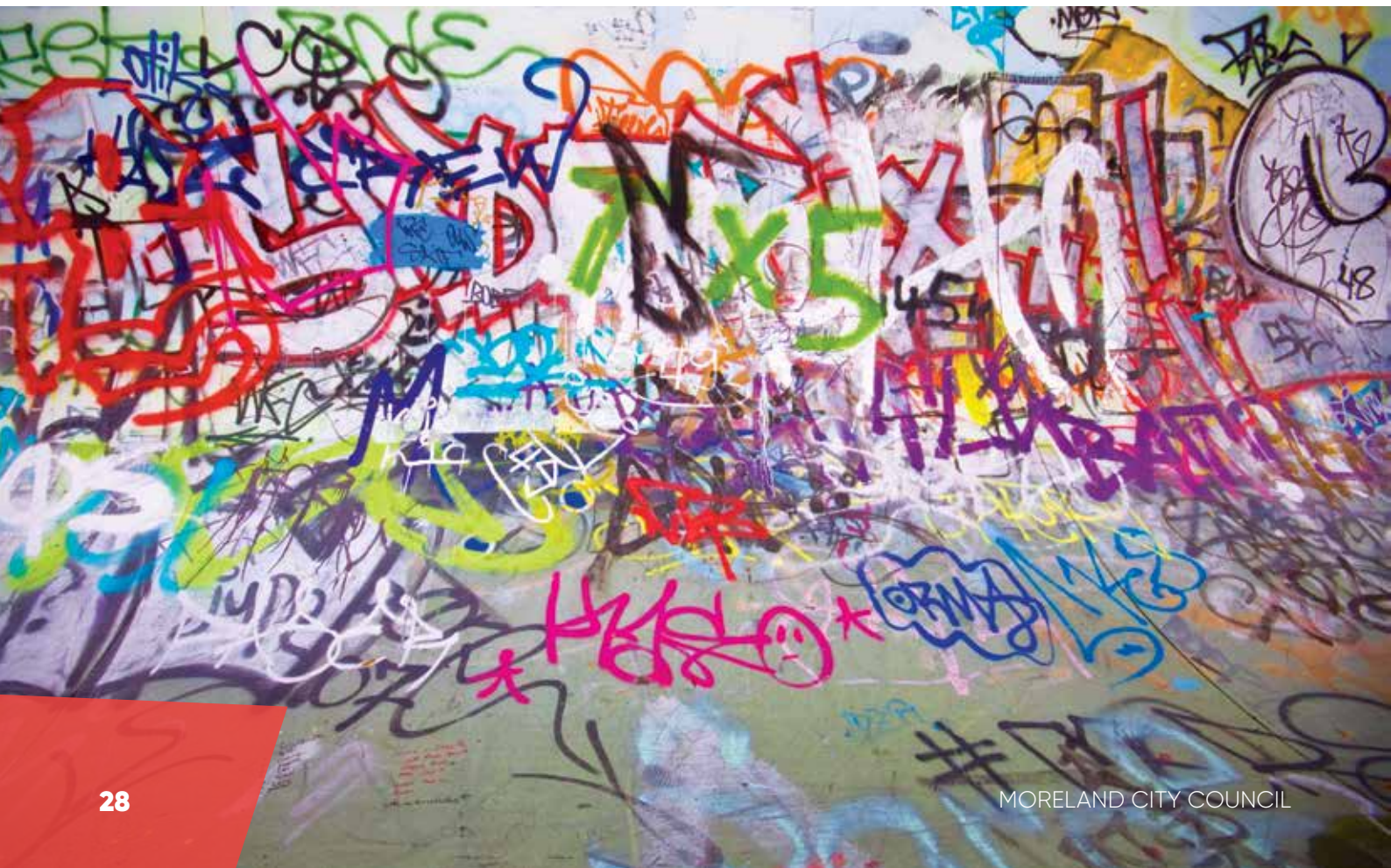
It is accepted that only a small portion of the community are involved in graffiti 'offences'. An offender's development through this lifecycle is directly related to the increased issues graffiti plays within the community, meaning the more highly evolved an offender becomes the more likely organised, larger scaled graffiti offences will be committed.

This does not suggest that every person who may experiment with graffiti, especially younger people (those at the 'beginner' level), move on to be high-level offenders. The life cycle more generally highlights behaviours and culture that may be associated with each age group.

What the research does suggest is that support such as education – to the most vulnerable age group (between 10 and 14) – within our community is required to deliver important messaging about how graffiti can impact the area.

It is well reported that to change behaviour we must change attitudes and changing attitudes begins with early education. Studies have recently shown that those educated young on the impacts of graffiti have a stronger negative attitude towards it and will be less likely to participate in illegal practices.

Stage	Age	Description
Beginner	10-11	This is the first stage of the graffiti lifecycle and often relates to young people in grades 5-6 at school. Individuals in this group are usually only experimenting with graffiti – through smaller tags, signed on personal belongings, school equipment and infrastructure.
	12-14	In Years 8-9 in school, children are still at the beginner stage, but are susceptible to being influenced by peers, or older offenders.
Developing	16-19	Young people in this age group are honing their skills and evolving to practicing on public property of a larger nature. In later stages this group will start to be introduced to the practiced graffiti community and may want to prove their worth to obtain a sense of belonging.
Practiced	20+	Ever evolving and progressing to creating larger 'pieces' on public property – especially in highly visible areas. More likely to be highly organised, and sometimes associated with criminal gangs, individuals in this group often seek to boost status within the street art community. From a gang perspective, this sometimes includes territory marking through graffiti. Offenders in this group also do not tend to stick to one municipality to extend status. This is where the biggest problems arise in regards to asset damage and perception of safety.
Teacher		Influence other younger developing offenders to teach the art and pass on the negative culture of graffiti.



THE FOUR E'S + P

The Four E's is a widely adopted methodology in the management of graffiti. To manage graffiti effectively, the use of multi-layered solutions is required due to the wide range of age, socio-economic and culture of offenders.

The Four E's approach group solutions into four main categories regarding graffiti management.

Engagement

Focusing on community partnerships.

This may involve engaging community groups or local areas of the community to assist with either graffiti removal or reporting. Council does not currently run any engagement programs relating to this, although this strategy highlights the need for program development.

The current reporting systems are also one-dimensional with investigation required into online systems – making it easier to report graffiti offences, and for specific data to be stored and collated by Council.

Engaging the street art community is also an option which other Councils such as Yarra are currently undertaking. This involves commissioning local street artists to paint murals in selected areas. Studies show if this is done well, these selected areas are not targeted by repeat instances of graffiti offences due to the respect held for the artist. Examples of this are artworks currently completed in Wilson Avenue and Justin Avenue.

Education

There are many ways to educate the community about graffiti issues. Council currently engages people through a number of mediums:

- Information brochures
- Interactive web page on graffiti removal
- Training by Council Officers on graffiti removal
- Letters / consent forms regarding legislative requirements

While the current strategy actively educates through the mentioned themes, there is room for improvement in regards to educating the area of the community that is not only most vulnerable, but where the average age of graffiti offenders is low.

During the 'beginner' stage of the graffiti lifecycle (usually occurring within circles of young people aged 10 to 14) offenders start to practice and become involved in graffiti. While offenders at later ages in the graffiti life cycle pose the biggest problem in terms of graffiti offences, there is likely benefit in providing education programs to school-age children.

There are currently school-based education programs that have proven success in teaching younger people about the issue of graffiti – along with highlighting the fact that it is a criminal offence. This is something we look forward to investigating over the next five years.

Eradication

Statistics suggest that prompt graffiti removal – especially from assets that are located in highly visible areas – reduces the likelihood of re-offence, while also curbing competitive graffiti activity.

Graffiti removal is managed by Council on Council-owned and managed assets, and by other government departments on assets owned by them. Residents are responsible for the removal of graffiti from private assets, with assistance from Council, which will remove it if it is of an offensive nature.

There are preventative measures that can deter graffiti from occurring, or make it easier to clean up some offences, you can:

- Apply anti-graffiti coatings
- Use textures or coarser surfaces in design
- Use perspex or smooth materials
- Plant shrubs / small trees to prevent access to areas
- Prune existing shrubs / trees to increase passive surveillance

Enforcement

Council encourages residents to report graffiti to Victoria Police who maintain a graffiti tag database to assist with identification.

There is difficulty faced by Victoria Police when large numbers of graffiti instances remain unreported. Council works closely with Victoria Police to assist with this process.

Under the *Graffiti Prevention Act 2007*, police officers can issue fines to not only offenders, but people who sell spray paint to minors when the cans are not required for employment.

Because large graffiti offences are sometimes related to criminal gangs, enforcement can sometimes be difficult.

Systems need to be investigated similar to those that make graffiti instances easier for the community to report, but also make it easier to report to police, or a shared system that allows police to access Council information.

Council also enforces the General Local Law.

Partnership

One area that is often overlooked in relation to graffiti management is partnerships.

While Council currently holds partnerships with the Department of Justice and Victoria Police, we're always looking for more opportunities to collaborate.

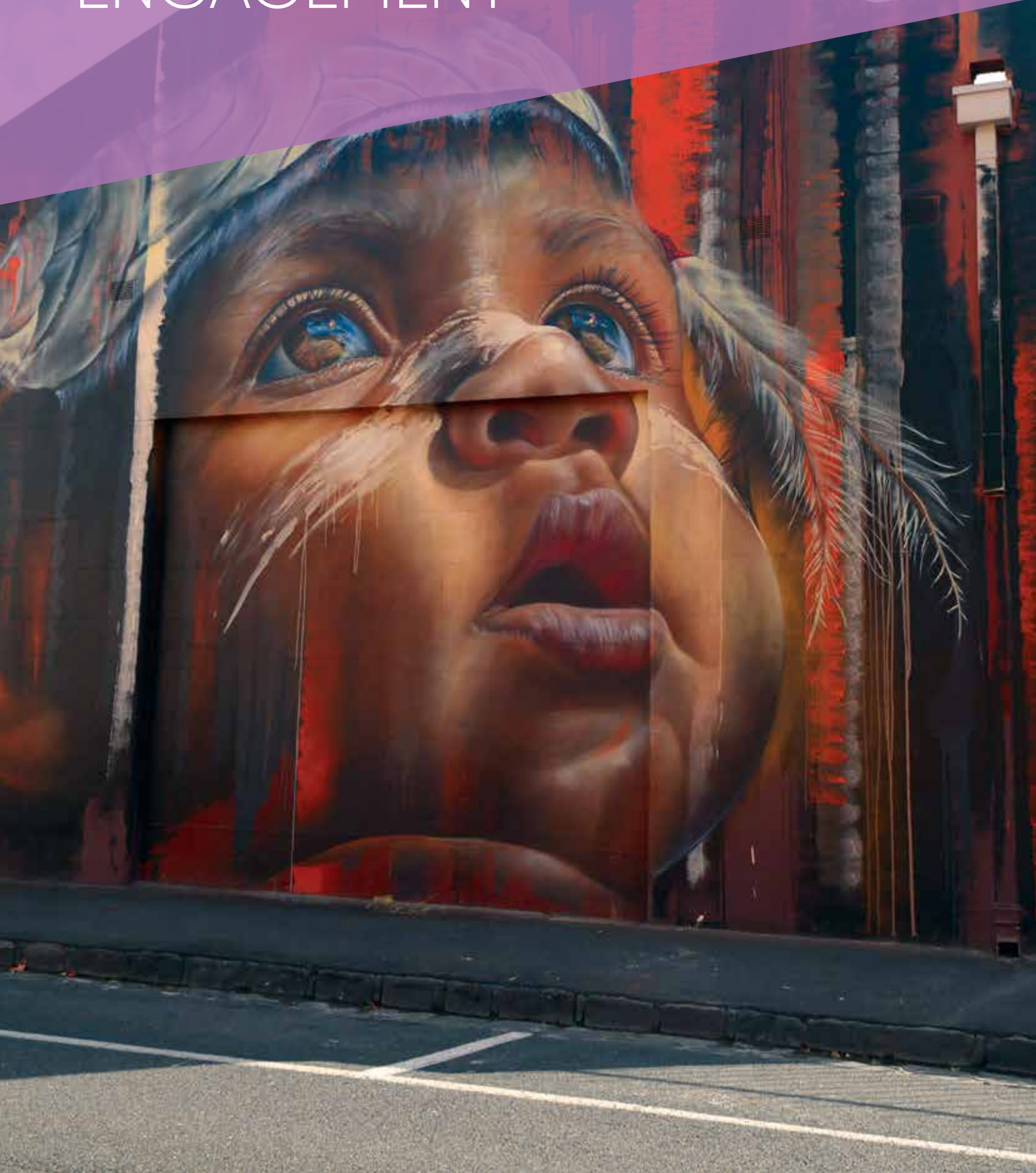
Partnering with other councils, especially those sharing borders with Moreland, would be beneficial in identifying common graffiti instances crossing these boundaries.

Partnerships with other government departments such as Public Transport Victoria (PVT), METRO, Vic Track and Melbourne Water, would be beneficial as many assets owned by these departments are located in Moreland.



Part 4: Action Plan

ENGAGEMENT



No	Description	Cost	Delivery Year	Lead Unit(s)	Support Unit(s)	Base Budget	Grants Funded	External Stakeholders
1	Continue engaging with young people, incorporating arts programs similar to Oxygen / Moreart / Calligraphiiti	NIL	By 2021	Youth Services	Street Cleansing			
2	Investigate mural programs with local artists / art walls etc	\$5,000	By 2021	Arts and Culture	Street Cleansing Places		Yes	
3	Engage street communities where there is interest to run community graffiti-removal days	\$3,000	2018	Street Cleansing		Yes		
4	Engage with traders to determine current trends with graffiti issues in activity centers as well as clean-up days	NIL	2018	Economic Development	Street Cleansing			
5	Engage with internal stakeholders, to continue developing a culture of reporting graffiti	NIL	2017	Street Cleansing	All			
6	Investigate user-friendly systems that encourage community reporting of graffiti	\$8,000	2017	Street Cleansing	IT	Yes	Yes	

EDUCATION

No	Description	Cost	Delivery Year	Lead Unit(s)	Support Unit(s)	Base Budget	Grants Funded	External Stakeholders
1	Continue with current education practices, such as: Information brochures Interactive web page on graffiti removal Training by Council Officers on graffiti removal Letters / consent forms regarding legislative requirements	\$3,000	2019			Yes		
2	Undertake media program to inform community of graffiti-management initiatives, trends and legislation	\$2,000	2020	Street Cleansing	Comms	Yes		
3	Investigate education programs within schools (grades 5 to 8), to inform the community about graffiti issues	\$25,000	2018	Street Cleansing	Community Development and Social Policy	Yes	Yes	Education provider

ERADICATION

No	Description	Cost	Delivery Year	Lead Unit(s)	Support Unit(s)	Base Budget	Grants Funded	External Stakeholders
1	Continue to supply graffiti-removal kits and paint vouchers to assist with graffiti removal from private assets	As per budget allocation	Ongoing	Street Cleansing		Yes		
2	Ensure graffiti removal occurs within 24 to 48 hours of being reported from Council-owned assets in high priority areas	NIL	Ongoing	Street Cleansing		Yes		
3	Continue to assist the with removal of offensive graffiti from private assets	NIL	Ongoing	Street Cleansing		Yes		
4	Continue to participate in the Department of Justice Graffiti Removal Program	NIL	Ongoing	Street Cleansing				
6	Develop a panel of contractors for graffiti-removal assistance	As per budget allocation	2017	Procurement	Street Cleansing	Yes		
7	Continue supporting the internal Urban Improvement Team's graffiti-management efforts	As per budget allocation	Ongoing		Street Cleansing	Yes		
8	Proactively pursue grant opportunities to assist with graffiti removal	NIL		Street Cleansing				

ENFORCEMENT

No	Description	Cost	Delivery Year	Lead Unit(s)	Support Unit(s)	Base Budget	Grants Funded	External Stakeholders
1	Introduce a clear delineation between graffiti and graffiti art within the new Local Law	NIL	2019	Amenity and Compliance	Street Cleansing / Arts and Culture			
2	Continue to work with Victoria Police to highlight hot spots and enforcement opportunities	NIL	Ongoing	Street Cleansing	Civic Compliance	Yes		Victoria Police
3	Investigate systems to make Council's graffiti reporting more accessible to Victoria Police	\$8,000	2017	Street Cleansing	IT	Yes	Yes	Victoria Police
4	Encourage community to report graffiti instances to Victoria Police	Through education campaign Action 2.1	Ongoing	Street Cleansing	Comms	Yes		

PARTNERSHIP

No	Description	Cost	Delivery Year	Lead Unit(s)	Support Unit(s)	Base Budget	Grants Funded	External Stakeholders
1	Continue to strengthen partnerships with Victoria Police in relation to graffiti-management	NIL	Ongoing	Street Cleansing				Victoria Police
2	Develop partnerships with other government departments to develop graffiti-management solutions, including: Public Transport Victoria Metro Vic Track Melbourne Water	NIL	2018	Street Cleansing	Strategic Transport			Public Transport Victoria Metro Vic Track Melbourne Water
3	Further develop partnerships with other LGAs, especially those sharing boundaries with Moreland – collaborating on graffiti-management practices, common issues and new initiatives	NIL	2018	Street Cleansing				
4	Investigate the establishment of a Graffiti Steering Action Committee with the above stakeholders	NIL	2017	Street Cleansing				Other LGAs Victoria Police PVT Metro Vic Track Melbourne Water



Moreland City Council

For further information, contact Moreland City Council by:

Phone: 9240 1111

Moreland Language Link

有關摩爾蘭德市政廳的詳情請致電	9280 1910	要进一步了解Moreland 市政府的信息，请拨打	9280 0750
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Website: moreland.vic.gov.au

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