

GRAFFITI MANAGEMENT PLAN 2009 - 2013



INTRODUCTION	2
A SNAPSHOT - GRAFFITI IN THE CITY OF MELBOURNE.....	3
<i>Removing Graffiti</i>	3
<i>Victorian Government Legislation</i>	4
THE PROGRAM	5
ERADICATION.....	5
<i>Removal Plan</i>	6
<i>Graffiti Removal Contracts - City of Melbourne</i>	7
<i>Removal Times - City of Melbourne Assets</i>	7
<i>Removal Times - Private Property</i>	8
<i>Graffiti Small Grants Scheme</i>	8
<i>Graffiti on Government and Government Contractor Buildings</i>	8
<i>Department of Justice</i>	9
ENGAGEMENT.....	9
<i>The Street Art Program</i>	9
<i>The Graffiti Mentoring Program</i>	10
<i>Adopt a Wall Program</i>	10
<i>Building Relationships</i>	11
EDUCATION.....	12
<i>The Graffiti Education Program</i>	12
<i>Communication and Information</i>	12
ENFORCEMENT.....	13
CONCLUSION.....	14
<i>Evaluating the Success of This Plan</i>	14
SUMMARY OF ACTIONS	15

INTRODUCTION

1. The word 'graffiti' means writing or drawing on walls without permission¹. There are four main types of graffiti within the City of Melbourne although there are other forms of graffiti such as the etching or scratching of glass or perspex, 'paste ups' and stickers². These are:
 - 1.1. *tags* which can be written or etched on almost any surface using implements such as pens and spray cans. This is the most common form of graffiti;
 - 1.2. *pieces* which are large, mural-style works that may incorporate a signature;
 - 1.3. *slogans* which are word(s) describing an issue;
 - 1.4. *stencils* where a template is made and a design spray painted on to a wall.
2. Community concerns about the presence of graffiti include:
 - 2.1. **it has a negative impact on the presentation of a city.** The majority of people would agree that most graffiti is unattractive;
 - 2.2. **the cost of removal.** Graffiti is a particular problem for traders and residents who find repetitive cleaning leads to frustration and higher costs;
 - 2.3. **it adds to a community perception of disorder.** Unchecked graffiti in a neighbourhood can send a signal that the authorities (such as police and local councils) are not managing the environment properly.³
3. There are different reasons why people put graffiti on walls and other infrastructure. These include:
 - 3.1. people seeking recognition from peers (especially people who mostly do tagging);
 - 3.2. a response to boredom or social outlet;
 - 3.3. thrill seeking linked to risk taking behaviour;
 - 3.4. an outlet for artistic expression.
4. There is no typical demographic for writers although according to Victoria Police crime statistics, under 19 years-olds represented nearly 80 per cent of all alleged offenders apprehended for graffiti-related offences in 2006-07⁴. This supports the view that tagging is most frequently done by teenagers, while street art, stencilling and slogan writing is often done by people who are older.
5. Some people who originally did graffiti tagging have moved to doing large, intricate murals in a 'hip-hop' style. Some of these are located in areas of the CBD such as Hosier Lane, Caledonian Lane and Centre Place. Some of the work undertaken by these people is recognised internationally for its artistic merit. Many people visit these areas each year to view and photograph this work.

¹ The Victorian Government define graffiti as "any form of writing, drawing, marking, scratching or otherwise defacing property by any means so that the defacement is not readily removable by wiping with a dry cloth. Some graffiti is legal (for example, a mural painted by street artists at the express invitation of a council), but mostly it involves markings applied to a surface without the property owner's consent". Graffiti Prevention Act, 2007

² A 'paste up' in graffiti terms is piece of paper or cardboard in which items are pasted to form a design and then stuck to a wall.

³ Adapted from Victorian Government, Department of Justice website. The website also includes 'community perception of safety' and exposure to health impacts and injury as reasons for the community to be concerned about graffiti.

⁴ Department of Justice Victoria website

6. The City of Melbourne recognises there is widespread concern about graffiti tagging within the municipality. At the same time, tourists and visitors regularly view street art murals. This Plan distinguishes between the need to remove unwanted graffiti applied without permission and street art murals placed on walls and infrastructure with the blessing of property owners and in accordance with the Council's approval criteria and planning laws.
7. This Plan is built around the four 'E's' - eradication, engagement, education and enforcement. A section has been written about each element.

A SNAPSHOT - GRAFFITI IN THE CITY OF MELBOURNE

Removing Graffiti

8. Most of the graffiti in the municipality is on commercial and residential private property. There is also graffiti on property owned by Government departments, utility companies and transport operators. This includes assets owned or managed by VicRoads, Connex, VicTrack, Yarra Trams and Telstra. The City of Melbourne and VicRoads have a contractual arrangement for the regular removal of graffiti on 104 traffic signal boxes in the CBD.
9. The City has a budget for contractors to remove graffiti on its own property (this includes roads, footpaths, street furniture, sculptures, artworks, bridges, public buildings and parks and gardens and the City of Melbourne's administrative buildings).
10. In a 12 month period from 1 July 2007 to 30 June 2008, The City of Melbourne arranged for the removal of 23,000 square metres of graffiti mostly from private property. This comprised of:
 - 10.1. 14,800 square metres removed by The City of Melbourne;
 - 10.2. 6,200 square metres removed by owners/ occupiers through the use of free paint and cleaning agents provided by The City of Melbourne; and
 - 10.3. 2,000 square metres removed by people on Community Service Orders through arrangement with the Department of Justice⁵.
11. Since 2006, The City of Melbourne has undertaken audits to track the amount of graffiti present within the CBD and major non-CBD pedestrian areas within the municipality⁶. The audits record both the number of sites where graffiti is found and the size (in square metres) of each site. The audits show that while the number of sites has varied from year to year, there has been an overall decline in the total area of graffiti present. (See *Table One* below.) While this decrease in recent years - especially the substantial decrease in the year to May 2009 - is encouraging, there were still 851 instances of graffiti within the audit area. This Plan seeks to further reduce the amount of graffiti in the city.

⁵ A Memorandum of Understanding signed with Corrections Victoria that sets out conditions under which offenders on correctional services orders remove graffiti from infrastructure within the City of Melbourne has been operating since April 2007.

⁶ It is recognised that there are other parts of the municipality that have graffiti tagging. The cost of auditing the whole municipality would be prohibitive.

Date of Audit	Amount of Graffiti (Sq. metres)	Number of sites
March 2006	9,200	790
November 2006	11,300	1594
April 2007	12,550	1026
May 2008	7,800	1265
May 2009	3,197	851

Table One – results of graffiti audits.

12. The City of Melbourne’s expenditure on graffiti is listed below⁷.

YEAR	EXPENDITURE
2007/08	\$700,000 approx ⁸
2006/07	\$500,000
2005/06	\$500,000
2004/05	\$250,000
2003/04	\$250,000
2002/03	\$286,000
2001/02	\$358,000

Table Two – Spending on graffiti over the past seven years (figures rounded).

Victorian Government Legislation

13. The *Graffiti Prevention Act* became law on 30 June 2008. The *Act* creates six new offences. These are:

- 13.1. retailers cannot sell a spray paint can to a minor unless the minor can demonstrate that they need the paint for employment purposes;
- 13.2. retailers cannot advertise a graffiti implement as being for sale if it is likely to promote graffiti;
- 13.3. a person cannot mark graffiti on property without the owner’s consent;
- 13.4. a person cannot mark graffiti that would offend a reasonable person;
- 13.5. a person cannot possess graffiti implements on or near public transport infrastructure or when they are trespassing; and
- 13.6. a person cannot possess a graffiti implement with the intention of marking graffiti.

⁷ This figure does not include the money spent by residents and building owners / managers / tenants on graffiti removal.

⁸ This figure includes an estimate of removal costs under contract from parks, our own Council buildings, sculptures/artwork and street furniture. These costs are imbedded in contracts and have not been used in previous calculations.

14. The commencement of the *Graffiti Prevention Act* establishes a new regime for the removal of graffiti by Councils on private property where the graffiti is visible from a public place. Councils can no longer require property owners and managers to remove graffiti under the Activities Local Law. The new *Act* requires the City of Melbourne to give a minimum 10 days notice to a property owner/occupier of intention to remove graffiti from private property. If a property owner/ manager does not give their permission the City of Melbourne cannot remove it. If they are silent it can be removed after the notice period has elapsed.
15. Under the new *Act*, the City of Melbourne can authorise officers to issue fines to people who have sold spray paint cans to minors when the cans are not required for employment purposes.

THE PROGRAM

ERADICATION

16. Public opposition to graffiti is focused on tagging - most graffiti within this municipality is tagging. Although other graffiti will also be removed, the City of Melbourne's graffiti removal will concentrate on removing tags.

Action: *The City of Melbourne's graffiti removal will concentrate on removing tags.*

17. The removal of graffiti within the City of Melbourne is governed by two factors. These are:
 - 17.1. Permission. If graffiti has been placed on walls and infrastructure without the permission of the owner or occupier, then the City of Melbourne will arrange for its removal as quickly as possible. If permission has been received from the owner of a building or their representative, then it may lawfully remain on a wall or piece of infrastructure, as long as it complies with the Council's planning laws⁹;
 - 17.2. The public space. The graffiti must be visible to people passing by.
18. When larger works (either painted, pasted or in stencil form) are found and the artist has placed it there with the permission of the owner or is seeking the owner's permission, an opportunity will be given for the artist or owner/occupier of a building or infrastructure to legitimise a street art site, where it meets the City of Melbourne's approval criteria¹⁰ and planning controls. If the owner/occupier of the building does not want it there, it will be removed. Removal contractors will be instructed not to remove mural type works before the matter has been discussed with the property owner.

⁹ In some areas, heritage controls may require that a planning permit be obtained to apply paint to a building's surface.

¹⁰ The City of Melbourne's Street Art Assessment Panel - which comprises representatives from Victoria Police, resident groups, youth and arts groups and relevant City of Melbourne departments such as planning, building, engineering and arts and culture - has developed workable criteria over several years in its role in approving Street Art permit sites. These criteria will continue to be applied to the simplified process of approving street art sites.

Action: When larger works are found and the artist has placed it there with the permission of the owner/managing agent or is seeking the owner's permission, an opportunity will be given for the artist or owner/occupier to legitimise a street art site.

Removal Plan

19. So as to remove more graffiti quicker, the City of Melbourne will change its removal plan. Under the previous Graffiti Management Plan 2005, the City of Melbourne issued property owners/ managers / tenants with free cleans and removal kits. Under this Plan, it will instead, with the cooperation of property owners, arrange to remove all graffiti at its own cost through the use of a dedicated graffiti removal vehicle.
20. A graffiti removal vehicle will travel the streets and proactively identify graffiti and remove it. While graffiti removal will focus on areas of high pedestrian usage (eg. CBD, Lygon Street, Rathdowne Street, Errol Street, Domain Road, Macaulay Road and Belair Street in Kensington) it will also remove graffiti from across the municipality. Residents and businesses will also be encouraged to report graffiti so as it can be removed as quickly as possible.

Action: The City of Melbourne will, with the cooperation of property owners, arrange to remove all graffiti at its own cost through the use of a dedicated graffiti removal vehicle.

21. There will be no limits to the amount of times graffiti can be cleaned from the same property. The free removal will not apply to buildings occupied by Federal or State Government departments, energy, transport or telecommunication companies and educational institutions.
22. The new graffiti removal service will involve the following action:
 - 22.1. placement of a tender for a recognised graffiti removal company to be on call to remove graffiti from property;
 - 22.2. the branding of the vehicle/vehicles so as the role is clearly understood by the public as they travel around the municipality;
 - 22.3. placing items in the Council's corporate communication tools (Melbourne News, website, etc) and local newspapers encouraging residents, businesses and visitors to report graffiti to the City of Melbourne by telephone and/or email so it can be removed as quickly as possible.

Action: To implement the new graffiti removal service the City of Melbourne will place a tender for a recognised graffiti removal company to be on call to remove graffiti from property.

Graffiti Removal Contracts - City of Melbourne

23. Several Council Branches have contracts that involve the removal of graffiti from City of Melbourne assets. There is merit in having these contracts merged into one larger contract. In some cases, this would allow for greater economies of scale and a more consistent removal finish. However, all but one of the current graffiti removal contracts have several years to run.
24. The new graffiti removal services contract mentioned above will incorporate the City of Melbourne's main contract to remove graffiti in the public domain as well as the contract to remove graffiti from City of Melbourne owned and managed buildings which is due to expire in June 2010.
25. To enable a more informed decision before other contracts are re-let in 4 to 5 years, the City of Melbourne will:
 - 25.1. Request that each contractor collect information for the duration of its contractual arrangements regarding how much graffiti was removed from Council assets and the surface from which it was removed; and
 - 25.2. Undertake an independent sample audit to check the quality of the removal from a random number of sites.

Action: *The City of Melbourne's new graffiti removal contract will incorporate the City of Melbourne's main contract to remove graffiti in the public domain as well as the contract to remove graffiti from City of Melbourne owned and managed buildings which is due to expire in June 2010.*

Action: *The City of Melbourne will gather information to enable a more informed decision regarding incorporating the graffiti removal components from other contracts when they expire in the coming years.*

Removal Times - City of Melbourne Assets

26. Graffiti on City of Melbourne assets will be removed within three days of notification. This will be built into future City of Melbourne contracts. Graffiti on City of Melbourne assets that is obscene, racist or otherwise offensive will be removed within 24 hours of notification.

Action: *The following graffiti removal standards will apply and will be built into future City of Melbourne contracts:*

- *Graffiti on City of Melbourne assets will be removed within three days of notification.*
- *Graffiti on City of Melbourne assets that is obscene, racist or otherwise offensive will be removed within 24 hours of notification.*

Removal Times - Private Property

27. When adopting the removal plan outlined above, The City of Melbourne must provide written notice to the owner/occupier of its intention to remove graffiti. When entry to the property is not required (as in most cases), a 10 day period of notice applies. After writing to the owner/occupier, the City of Melbourne has two options:
- 27.1. if a reply comes back quickly, remove the graffiti before the 10 day period expires;
 - 27.2. if there is no reply, remove the graffiti at the end of the 10 day period.
28. The way to manage permission within an effective removal plan is to get permission forms signed as quickly as possible.
29. The removal of obscene or offensive graffiti will be fast-tracked through immediate contact with the property owner or their representative. The *Racial and Religious Tolerance Act* (2001) may be used to support fast removal. The *Act* makes it illegal to write racist graffiti in public places.

Action: *The removal of obscene or offensive graffiti from private property will be fast-tracked through immediate contact with the property owner or their representative. The Racial and Religious Tolerance Act (2001) may be used to support fast removal.*

Graffiti Small Grants Scheme

30. Preventative programs such as the Graffiti Small Grants Scheme where property owners can receive up to \$2,000 to introduce preventative graffiti measures such as anti-graffiti coating and climbing plants to mask graffiti will continue. A Graffiti Field Officer will be available to advise businesses on ways of reducing the likelihood of repeat graffiti through Crime Prevention through Environmental Design (CPTED).

Action: *The Graffiti Small Grants Scheme will continue. A Graffiti Field Officer will be available to advise businesses on ways of reducing the likelihood of repeat graffiti through Crime Prevention through Environmental Design (CPTED).*

Graffiti on Government and Government Contractor Buildings

The City of Melbourne will continue to work with Government departments and other agencies (eg. utilities, phone companies) to negotiate the removal of graffiti from their assets throughout the entire municipality. The City of Melbourne will seek to enter into written agreements to ensure Government and other agencies remove graffiti from their own assets in accordance with the Council's removal timeframes.

Action: *The City of Melbourne will continue to work with Government departments and other agencies to negotiate the removal of graffiti from their assets. The City of Melbourne will seek to enter into written agreements to ensure Government and other agencies remove graffiti from their own assets in accordance with the Council's removal timeframes.*

Department of Justice

31. A successful partnership has been developed with the Department of Justice (Corrections Victoria) to employ people on community based orders to remove graffiti. It is important this useful partnership continues.

Action: *The partnership between the City of Melbourne and the Department of Justice whereby people on community based orders remove graffiti will continue.*

ENGAGEMENT

The Street Art Program

32. A Street Art Program was established in 2007. Through the Program, property owners and artists applied to have a designated wall or infrastructure approved for street art (mural) in a visible public space. A Panel comprising a police representative, community representative and City of Melbourne Officers was appointed to assess applications. Twenty one applications have been approved to display street art, each for a three year period.
33. Most of the approved street art has been completed in a 'hip-hop'¹¹, cultural style. The program is important because it offers creative opportunities and as an alternative to tagging it has a preventative component as well. The idea is to take the illegality out of independently spirited work and to better link young people with the local community and other artistic opportunities.
34. The Street Art program will continue in a simplified form.
35. The recent introduction of the *State Graffiti Prevention Act*, has removed the City of Melbourne's powers to enforce the street art permit system in its current form. In response to these legislative changes and to make the process simpler for property owners/managers, the City of Melbourne will streamline the Street Art approval process, as follows:
- 35.1. When a mural that is a potential street art site is identified, the owner/manager will be approached and asked whether they would like it removed. If they want it removed, they will be asked to sign a permission form and the graffiti will be removed at the City of Melbourne's cost;

¹¹ Hip hop culture has been placed in an urban youth sub-culture linked to dance, music and forms of graffiti.

- 35.2. If they would like the work to remain and it meets City of Melbourne's approval guidelines, they will be asked to instead sign a Street Art approval form which will ensure that the site is not cleaned by the City of Melbourne. (In the occasional instance where a planning permit is required for the work, City of Melbourne staff will continue to facilitate this process for the property owner/manager.)
- 35.3. If at any time the condition of the street art site deteriorates (eg it is tagged), the City of Melbourne will work with the owner to maintain it in an acceptable condition.
- 35.4. Under this simplified approach, a formal street art permit application will no longer be required, making the approval process quicker and more convenient for the City of Melbourne and for property owners/managers.

Action: *The Street Art Program will continue in a simplified form.*

The Graffiti Mentoring Program

37. The City of Melbourne also established a Graffiti Mentoring Program in 2007 directed at people aged between 13 and 25. The Mentoring Program is part of a package of initiatives that give young graffiti artists an alternative to illegal work. It complements the school education program (see 'education' section below) by teaching young people about the costs of illicit graffiti and the benefits of and opportunities for legal artwork.
38. *The Street Art Project in Union Lane 2008* was the most significant work undertaken by the Project. The laneway is in a high profile site within the heart of the Melbourne's retail hub, has no activity within it and was becoming increasingly uninviting and heavily tagged. The mural spans 540 square metres on both sides of Union Lane. Although the mural has had tagging on it, it has brightened the laneway and brought people to it. More than 80 people participated in the project.
39. The program will be extended to establish more exhibition opportunities for young people with local galleries. The 'signal' youth space will be used to offer other opportunities to showcase art work prepared by young people in a hip-hop or graffiti style.

Action: *The Graffiti Mentoring Program will be continued and extended to establish more exhibition opportunities for young people with local galleries, including the 'signal' youth space.*

Adopt a Wall Program

40. The City of Melbourne acknowledges that some of the murals created as part of the Street Art Program and/or the Mentoring Program are being tagged. At these sites, the City will continue to work closely with the property owner/manager and the artists responsible for the work to maintain the murals. In some cases, the City of Melbourne will establish an 'adopt-a-wall' program with a team of artists who

would be responsible for maintaining a particular street art site. Action taken may range from removing smaller tags from existing work, to periodically 'buffing' or painting over part of, or the entire wall, to refresh it with new artwork. In this way, street art sites would be managed consistent with the ephemeral and evolving nature of street art and the involvement of more experienced and well-known artists to maintain the site may encourage respect from younger, potential taggers.

Action: *The City of Melbourne will establish an 'adopt-a-wall' program whereby a team of artists would be responsible for maintaining a particular street art site.*

Building Relationships

41. More work will be done building partnerships with:

- 41.1. Construction companies. Many building sites around the CBD have large hoardings that are the target of graffiti taggers. Street artists will be invited to carry out work on the hoardings which surround building sites;
- 41.2. Art galleries. The City of Melbourne will work with art galleries to place work done originally stencilled on walls or legal street art sites. This will provide an incentive to artists to improve their work;
- 41.3. VicRoads. The City of Melbourne is arranging a partnership with VicRoads to place street art on 100 signal boxes within the municipality. If this project is successful, the City of Melbourne will approach VicRoads to extend it to more signal boxes;
- 41.4. Neighbouring municipalities. Occasional meetings are a way of sharing new ideas and helping to manage graffiti problems that are on the edge of municipal boundaries;
- 41.5. Resident groups: Especially those which have requested to be actively involved in reporting graffiti and/or adopting problem sites within their neighbourhood. City of Melbourne support could include providing free graffiti removal kits or paint vouchers where requested, encouraging residents to use the City of Melbourne's 9658 9658 number to report graffiti and brokering relationships between residents and Government agencies and departments responsible for frequently-graffitied assets in their neighbourhood;
- 41.6. Street artists: The City of Melbourne will establish an 'adopt-a-wall' program with teams of artists who would be responsible for maintaining street art sites in good condition; and
- 41.7. Victoria Police: The City of Melbourne will expand its existing partnership with Victoria Police.

Action: *The City of Melbourne will continue to build partnerships to better manage graffiti.*

42. The City of Melbourne will continue to build relationships with residents, building owners, agents and occupiers to keep them informed about:

- 42.1. graffiti prevention techniques,
- 42.2. the City's removal program;
- 42.3. options regarding removal or retention of the graffiti including Crime Prevention through Environmental Design (CPTED) principles; and
- 42.4. the Street Art Program.

Action: *The City of Melbourne will continue to build relationships with residents, building owners, agents and occupiers to keep them informed about graffiti management.*

43. In the past the City of Melbourne has found it difficult to get Government authorities and non-Government agencies such as utilities to quickly remove graffiti from their properties. Successful graffiti removal depends upon the City of Melbourne continuing to develop relationships with maintenance managers and contract staff who arrange for this removal.

Action: *The City of Melbourne will continue to develop relationships with maintenance managers and contract staff who arrange for graffiti removal from Government assets.*

EDUCATION

The Graffiti Education Program

44. A Graffiti Education Program has been offered to all primary and secondary schools within the municipality. In 2007/08, six secondary and nine primary schools participated in the Program. The program uses role playing scenarios to get messages across about the illegality of graffiti writing and the possible penalties as well as emphasising the opportunities for legal street art work.
45. Many of the benefits of these programs are not immediately apparent, but feedback from school students and teachers has been very positive. The program will continue to be supported.

Action: *The City of Melbourne's Graffiti Education Program in schools will continue.*

Communication and Information

46. The City of Melbourne will improve its communication regarding its approach to graffiti management. This will concentrate on educating people about the need to obtain permission before using public or private property. The City of Melbourne's main telephone number - 9658 9658 - will be actively promoted as the number to call to report graffiti for removal and to find out more information.

Action: *The City of Melbourne will actively promote its main telephone number - 9658 9658 - to report graffiti for removal .*

47. The City of Melbourne will make details of the *Graffiti Prevention Act* and its penalties known through its website and the Graffiti Education Program.

Action: *The City of Melbourne will make details of the Graffiti Prevention Act and its penalties known.*

ENFORCEMENT

48. The City of Melbourne will lobby the State Government to make changes to the *Graffiti Prevention Act* to give the City of Melbourne the power to remove graffiti from properties where the owner does not provide their express permission.

Action: *The City of Melbourne will lobby the State Government to give the City of Melbourne power under the Graffiti Prevention Act to remove graffiti from private property where the owner has not provided their express permission.*

49. As part of undertaking audits of graffiti within the municipality, the City of Melbourne will continue to photograph all graffiti and make the images and other information such as location available to the Victoria Police. Photographs of the tagging signature of persistent offenders will also be sent to the Victoria Police. Data sent to the police is used for detection and evidentiary purposes.

50. The City of Melbourne will expand its partnership with Victoria Police to work together to identify perpetrators. For example, where there is continuous and repeated graffiti on a particular site, the City of Melbourne will clean the graffiti and inform the police of the problem location and Victoria Police will, when possible, conduct surveillance.

51. The City of Melbourne will deputise Parking and Traffic and Local Laws officers to report situations where people are seen in the act of defacing property with graffiti. (similar to an existing partnership where City of Melbourne parking officers report any suspicious behaviour to Victoria Police – Melbourne East).

52. The City of Melbourne will negotiate with the Victoria Police to transfer powers under the *Graffiti Prevention Act* to prosecute offenders who sell spray paint cans to minors.

Action: *The City of Melbourne will continue and expand its partnership with Victoria Police by:*

- *continuing to pass on photographs and other information about graffiti and persistent taggers;*
- *working together to identify perpetrators, including police surveillance in problem locations;*
- *deputising relevant City of Melbourne staff to report people seen in the act of defacing property with graffiti; and*
- *negotiating to transfer powers under the Graffiti Prevention Act to prosecute offenders who sell spray paint cans to minors from the City of Melbourne to Victoria Police.*

CONCLUSION

Evaluating the Success of This Plan

53. The Graffiti Management Plan will be evaluated every 12 months with the overall success of the Plan measured three years after its adoption. Agreed measures for this evaluation are listed below. It is recognised that there are factors outside of the control of the City of Melbourne that influence whether or not there is a reduction in graffiti within the municipality. The measures below will still provide a strong indication of the success of this Plan.
54. The first measure of success will be to meet a target of reducing the amount of graffiti within the CBD and specified municipal pedestrian routes by 20% in the first 12 months following the adoption of the removal program outlined in the Plan and 50% over a three year period. To support the measurement of the target, an annual graffiti audit will be taken using the CBD and major pedestrian routes outside the CBD as the relevant area.
55. The success of the Plan will also be measured by:
- 55.1. the same or less amount of graffiti being present in the area immediately surrounding a sample of five Street Art Program sites. Before and after photographs will be taken of each site and the immediate surrounding area to compare the amount of graffiti present;
 - 55.2. measuring the amount of graffiti not removed from City of Melbourne assets longer than 72 business hours after it has been reported. The target is zero.

Action: *The City of Melbourne will evaluate this Graffiti Management Plan every 12 months with the overall success of the Plan measured three years after its adoption.*

SUMMARY OF ACTIONS

ERADICATION

- *The City of Melbourne's graffiti removal will concentrate on removing tags.*
- *When larger works are found and the artist has placed it there with the permission of the owner/managing agent or is seeking the owner's permission, an opportunity will be given for the artist or owner/occupier to legitimise a street art site.*
- *The City of Melbourne will, with the cooperation of property owners, arrange to remove all graffiti at its own cost through the use of a dedicated graffiti removal vehicle.*
- *To implement the new graffiti removal service the City of Melbourne will place a tender for a recognised graffiti removal company to be on call to remove graffiti from property.*
- *The City of Melbourne's new graffiti removal contract will incorporate the City of Melbourne's main contract to remove graffiti in the public domain as well as the contract to remove graffiti from City of Melbourne owned and managed buildings which is due to expire in June 2010.*
- *The City of Melbourne will gather information to enable a more informed decision regarding incorporating the graffiti removal components from other contracts when they expire in the coming years.*
- *The following graffiti removal standards will apply and will be built into future City of Melbourne contracts:*
 - *Graffiti on City of Melbourne assets will be removed within three days of notification;*
 - *Graffiti on City of Melbourne assets that is obscene, racist or otherwise offensive will be removed within 24 hours of notification.*
- *The removal of obscene or offensive graffiti from private property will be fast-tracked through immediate contact with the property owner or their representative. The Racial and Religious Tolerance Act (2001) may be used to support fast removal.*
- *The Graffiti Small Grants Scheme will continue. A Graffiti Field Officer will be available to advise businesses on ways of reducing the likelihood of repeat graffiti through Crime Prevention through Environmental Design (CPTED).*
- *The City of Melbourne will continue to work with Government departments and other agencies to negotiate the removal of graffiti from their assets. The City of Melbourne will seek to enter into written agreements to ensure Government and other agencies remove graffiti from their own assets in accordance with the Council's removal timeframes*
- *The partnership between the City of Melbourne and the Department of Justice whereby people on community based orders remove graffiti will continue.*

ENGAGEMENT

- *The Street Art Program will continue in a simplified form.*
- *The Graffiti Mentoring Program will be continued and extended to establish more exhibition opportunities for young people with local galleries, including the 'signal' youth space.*
- *The City of Melbourne will establish an 'adopt-a-wall' program whereby a team of artists would be responsible for maintaining a particular street art site.*
- *The City of Melbourne will continue to build partnerships to better manage graffiti.*

- *The City of Melbourne will continue to build relationships with residents, building owners, agents and occupiers to keep them informed about graffiti management.*
- *The City of Melbourne will continue to develop relationships with maintenance managers and contract staff who arrange for graffiti removal from Government assets.*

EDUCATION

- *The City of Melbourne's Graffiti Education Program in schools will continue.*
- *The City of Melbourne will actively promote its main telephone number – 9658 9658 - to report graffiti for removal.*
- *The City of Melbourne will make details of the Graffiti Prevention Act and its penalties known.*

ENFORCEMENT

- *The City of Melbourne will lobby the State Government to give the City of Melbourne power under the Graffiti Prevention Act to remove graffiti from private property where the owner has not provided their express permission.*
- *The City of Melbourne will continue and expand its partnership with Victoria Police by:*
 - *continuing to pass on photographs and other information about graffiti and persistent taggers;*
 - *working together to identify perpetrators, including police surveillance in problem locations;*
 - *deputising relevant City of Melbourne staff to report people seen in the act of defacing property with graffiti; and*
 - *negotiating to transfer powers under the Graffiti Prevention Act to prosecute offenders who sell spray paint cans to minors from the City of Melbourne to Victoria Police.*

EVALUATION

- *The City of Melbourne will evaluate this Graffiti Management Plan every 12 months with the overall success of the Plan measured three years after its adoption.*