

Management report to Future Melbourne Committee**Agenda item 6.5****Clean Melbourne Graffiti Blitz outcomes and next steps****Future Melbourne
Committee****Presenter:** Jorja Pindor, Director Waste and Recycling**18 October 2022****Purpose and background**

1. The purpose of this report is to provide an update on the Melbourne Graffiti Blitz (the blitz) program outcomes. This includes the amount of graffiti removed and the types of assets and property cleaned, as well as next steps to ensure we keep the city as clean as possible.
2. The blitz sought to reduce graffiti throughout the municipality, in response to a 60 per cent increase throughout the municipality since the start of the pandemic.
3. The blitz commenced in the Hoddle Grid neighbourhood on 6 March 2022, with each neighbourhood within the municipality completed by 30 June 2022. The blitz included graffiti removal on public and private assets. This was undertaken in partnership with various State Government agencies and private asset owners including Telstra, Australia Post and CitiPower.
4. Council called on other businesses and property owners to help remove graffiti from their buildings and assets, and encouraged residents and visitors to report graffiti using QR codes located around the city.
5. During the blitz, over 68,000m² of graffiti was cleaned across 17,600 locations – more than a 140 per cent increase compared to the 4 months preceding the blitz. This is equal to more than three Melbourne Cricket Ground (MCG) surface area's cleaned. The blitz successfully improved the municipality's aesthetic and has had a positive impact on our community.

Key issues

6. The majority of graffiti removed was from privately owned commercial properties (49 per cent), and third party owned utilities in the public realm (25 per cent). Approximately 10 per cent of graffiti removed related to City of Melbourne owned assets.
7. The successful introduction of the QR code reporting system enabled residents and visitors to play a greater role in reporting graffiti, with an approximate 60 per cent increase in reporting during the blitz. This increase in reporting has been maintained since the blitz, and has been instrumental in maintaining the amenity of the city. It has enabled Council to allocate resourcing more effectively, and to best understand the optimal service levels required for each neighbourhood.
8. Key insights to improve how graffiti is prevented and managed across the municipality include:
 - 8.1. Our neighbourhoods are not the same. There are varied service levels required to manage graffiti effectively within each unique neighbourhood.
 - 8.2. Identify and focus on the 'hot spots'. Ongoing monitoring of locations where graffiti reoccurs most frequently is required, then reprioritise our proactive resources into these locations.
 - 8.3. Fast removal reduces reoccurrence. Removing graffiti consistently and quickly is one of the best methods to prevent it reoccurring in the same location.
 - 8.4. New ways of working with various stakeholders, asset owners and businesses are required, to ensure Council has the required approval to remove graffiti from privately owned assets and that the costs for managing graffiti are shared.
 - 8.5. Build on the success of the QR code reporting system to make public reporting of graffiti easier, and to improve the overall experience of those who make the effort to contribute to a clean city.
 - 8.6. We need to support our neighbours. Graffiti occurring on neighbouring municipality boarders, and on main arterial roads leading to the City of Melbourne affects the amenity of our city.
9. Management has developed an enhanced Graffiti Prevention and Management Plan (Attachment 2). This plan is aimed at translating the insights from the blitz into ongoing actions and service adjustments to maintain the success of the blitz and keep our city clean.

Recommendation from management

10. That the Future Melbourne Committee:
 - 10.1. Notes the success of the Clean Melbourne Graffiti Blitz in improving the overall amenity of the municipality.
 - 10.2. Requests management implement the enhanced Graffiti Prevention and Management Plan (Attachment 2), including:
 - 10.2.1. Faster graffiti removal – ensuring all neighbourhoods move to a proactive graffiti removal service, which compliments the graffiti reporting of our community.
 - 10.2.2. Hot-spot management – to improve the amenity of areas at highest risk of graffiti.
 - 10.2.3. Stakeholder partnerships to keep the city clean – working with private and Victorian Government asset/property owners to improve graffiti management.
 - 10.2.4. Continue to make public reporting of graffiti easier – assess and investigate options to further improve how members of the public can report graffiti, track their request and the outcome.
 - 10.2.5. Youth engagement – to deliver programs to our local schools relating to the impacts of graffiti on the community.
 - 10.2.6. Helping our neighbouring Councils manage graffiti – work with our M9 surrounding councils to improve the amenity of our bordering areas.
 - 10.2.7. Improved support from enforcement – work with Victorian Police and the M9 Council's to identify offenders.

Attachments:

1. Supporting Attachment (Page 3 of 8)
2. Graffiti Prevention and Management Plan (Page 4 of 8)
3. Graffiti Hot Spot Zones (Page 6 of 8)

Supporting Attachment

Legal

1. Current approvals to clean graffiti from surfaces from private property are in place until 1 March 2023.

Finance

2. This program of works is within the current budget allocation for the 2022/23 financial year.

Conflict of interest

3. No member of Council staff, or other person engaged under a contract, involved in advising on or preparing this report has declared a material or general conflict of interest in relation to the matter of the report.

Health and Safety

4. One of the key themes in the development of this program was to improve the community safety within the city, as there is a link between graffiti occurrences and other criminal acts. This increased perception of safety is also aimed at increasing cleanliness and visitation to the city.

Stakeholder consultation

5. External consultation was undertaken with relevant Victorian Government agencies and private asset owners including CitiPower, Telstra, Australia Post, Vic Track, Yarra Trams and Vic Roads. This consultation was aimed at increasing the graffiti removal service levels by these stakeholders for their own assets, and seeking approval to remove graffiti if required on relevant assets as part of the blitz campaign.
6. This consultation was undertaken by direct communication with relevant government department heads and relevant CEOs, seeking a partnership approach to graffiti management within the city.
7. Additional consultation has commenced with the relevant Victorian Government agencies and private asset owners to report on the amount of graffiti removed, and work towards a collaborative model to manage graffiti on their assets.

Relation to Council policy

8. Council Plan 2021-2025:
 - 8.1. Strategic Objective: Safety and Wellbeing and Deliver
 - 8.2. Major Initiative: Maintain a clean city through the Rapid Response Clean Team initiative
9. City of Melbourne Graffiti Management Policy 2021

Environmental sustainability

10. In developing this proposal, the environmental sustainability opportunities considered include the use of a full electric fleet of vehicles to undertake the graffiti management program, of which now 65 per cent of the relevant fleet is fully electric.

Graffiti Prevention and Management Plan

Purpose and background

The Graffiti Management and Prevention Plan (the 'plan') is designed to reduce graffiti across the municipality (refer Table 1). Insights from the 2022 Graffiti Blitz (the 'blitz') allowed City of Melbourne to develop a detailed database of the types of graffiti across the city and location of increased re-offenses.

This plan seeks to keep our city clean and increase the speed at which graffiti removal occurs in all neighbourhoods, including the Central City.

Table 1

Actions	Council role	Stakeholders	Timeline for completion
<p>Faster graffiti removal</p> <ul style="list-style-type: none"> • Introduce a proactive graffiti removal service in all neighbourhoods, with additional attention to hotspot locations. • A 50% decrease in pre blitz response times for graffiti reports. 	Lead	<ul style="list-style-type: none"> • Residents • Business 	Commenced and ongoing
<p>Hot-spot management</p> <ul style="list-style-type: none"> • Targeted cleaning and amenity improvements of areas where high levels of graffiti occur. Including installation of: <ul style="list-style-type: none"> ○ Improved lighting ○ Green walls ○ Anti-graffiti coatings ○ Installation of artwork including murals 	Lead	<ul style="list-style-type: none"> • Business 	<p>Hotspot assessments completed December 2022</p> <p>Installation of hotspot improvements March 2023</p>
<p>Stakeholder partnerships to keep the city clean</p> <ul style="list-style-type: none"> • Working with private and Victorian government asset and property owners to improve graffiti management including: <ul style="list-style-type: none"> ○ A roundtable working group session aimed at information sharing and working towards maintaining a clean city. ○ Collaborative approach to graffiti prevention ○ Collaborative approach to funding graffiti removal. 	Advocate	<ul style="list-style-type: none"> • Private asset owners: <ul style="list-style-type: none"> ○ CitiPower ○ Telstra ○ Vic Roads ○ Australia Post ○ Yarra Trams • State government, including schools and housing • Business 	Early 2023

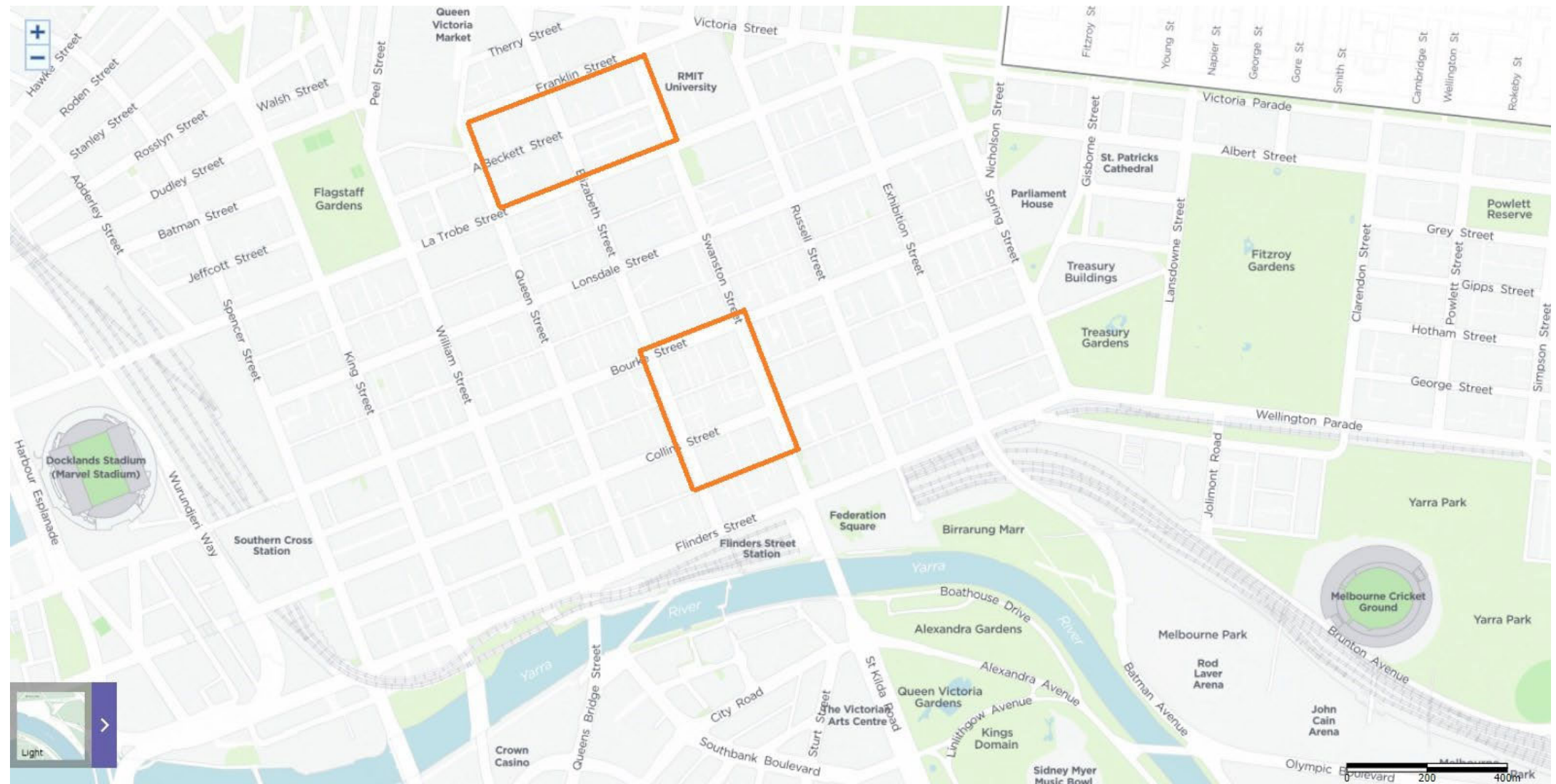
Graffiti Prevention and Management Plan

<p>Continue to make public reporting of graffiti easier</p> <ul style="list-style-type: none"> • Assess and investigate options to further improve how members of the public report graffiti and their experience, including: <ul style="list-style-type: none"> ○ Simpler ways to report graffiti ○ Track request and outcomes ○ Inclusion of before and after images 	Lead	<ul style="list-style-type: none"> • Residents • Business • Visitors 	July 2023
<p>Youth Engagement</p> <ul style="list-style-type: none"> • Improving the knowledge of our youth on the effects of graffiti on the community. Aimed at reducing graffiti occurrences around schools and related public transport, including: <ul style="list-style-type: none"> ○ Implementation targeted at education programs inclusive of local street artists. 	Lead	<ul style="list-style-type: none"> • Local schools • Local street artists • M9 Councils 	Commencement April 2023 (multi-year program)
<p>Improved support from enforcement</p> <ul style="list-style-type: none"> • Work with M9 councils and Victoria Police to identify offenders including: <ul style="list-style-type: none"> ○ Roundtable meeting with Victoria Police and M9 councils. 	Advocate	<ul style="list-style-type: none"> • Victoria Police • M9 Councils 	Early 2023 – ongoing
<p>Helping our neighbouring Councils manage graffiti</p> <ul style="list-style-type: none"> • Work with our M9 surrounding councils to improve the amenity of our boarding areas including a working group to: <ul style="list-style-type: none"> ○ Explore a consistent approach to managing graffiti. ○ Collaboratively advocate to the Victorian Government to enhance graffiti and tagging prevention and increased funding. 	Lead & Advocate	<ul style="list-style-type: none"> • M9 Councils • Victorian government agencies 	November 2022

Attachment 3 – Graffiti Hot Spot Zones

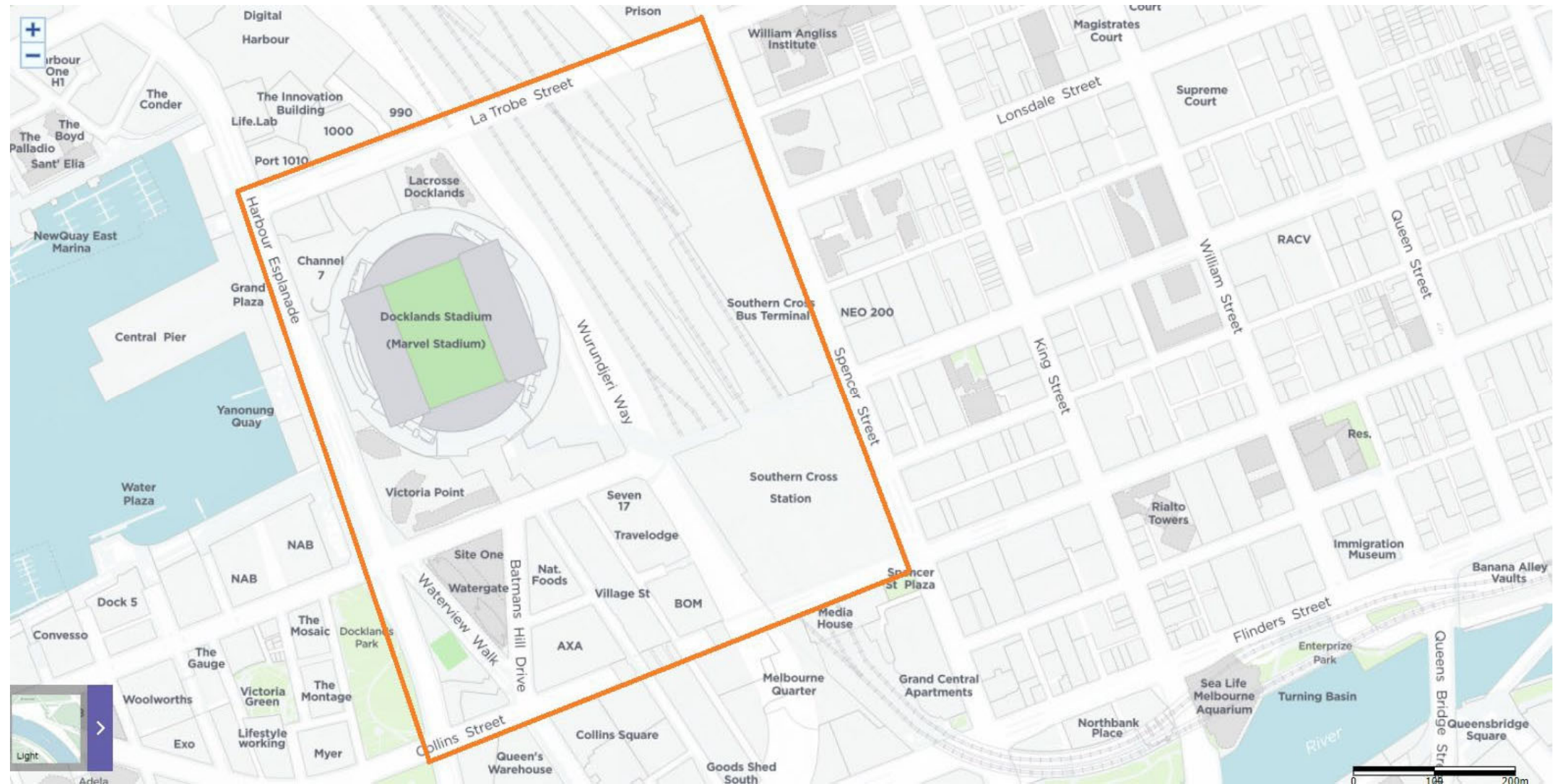
Hoddle Grid

- Elizabeth St to Swanston St (Between Flinders Lane to Lt Bourke St)
- Adjacent to RMIT Campus (North of Latrobe St to Franklin – Queen St to Swanston St)



Docklands

- Collins St to Latrobe St (between Spencer St & Harbour Esplanade)



North Melbourne / Carlton

- Lygon St to Rathdowne St (Victoria St to Elgin St)
- Errol St & Victoria St

