PARTICIPANT REPORT

Graffiti Management Stakeholder Group Workshop

Bayside City Council

13 September 2018
The Workshop

Graffiti is an important issue for many residents of the Bayside municipality. It impacts on local amenity and can create perceptions that public spaces are unsafe.

Bayside City Council (Council) recognises that to address this complex and challenging area, a ‘whole of community’ approach is required. Council committed to the introduction of a Graffiti Management Plan under its Council Plan 2017-2021 and has engaged residents in a two-staged consultation process to inform that Plan:

1. **Survey of randomly sampled residents** – Council commissioned an independent, randomly sampled survey of Bayside residents to determine the community’s perceptions of graffiti and understanding of graffiti management.

2. **Deliberative workshop** – On 13 September 2018, Council held a deliberative workshop for Bayside residents who had expressed to Council their interest in more effective graffiti management (the Workshop).

The Workshop, facilitated by Sixfold Consulting Group, captured the collective intelligence of 17 stakeholders using an online deliberative engagement platform. Following presentations by Dr Hamish Reid, Director of City Planning and Community Services, and a four-person panel (see below), stakeholders worked together in small groups to contribute their ideas in response to key questions concerning graffiti management.

All of the ideas submitted in the Workshop are contained in this Participant Report and will now be considered by Council in the development of its Graffiti Management Plan.

Message from Council

Dr Hamish Reid
Director, City Planning and Community Services

Graffiti management is a complex and challenging area. If we are to manage it effectively, we need to work together to understand the issues and develop new solutions to the problem.

We are privileged to have within our community residents who are passionate about protecting our local amenity. The Workshop today was an opportunity for interested residents to work together to provide Council with their best and most innovative ideas for the management of graffiti in Bayside.

The outcomes of today’s Workshop are an important contribution to the development of the Graffiti Management Plan. Council is committed to carefully considering all of the ideas generated in the Workshop and will use those ideas to to inform the development of the Plan.
The Panel

Acting Sergeant John Howell
Bayside Police Station
Victoria Police

Acting Sergeant Howell described the nature and extent of the graffiti problem in Bayside, the profile of graffiti writers and the role of Victoria Police in enforcement and crime prevention initiatives.

Erica Contini
Deputy Managing Lawyer, Child Protection
Victoria Legal Aid

Erica spoke (via a pre-recorded video presentation) to the underlying factors that contribute to graffiti offences by young people and provided information on the best methods for prevention and rehabilitation.

Yvonne Hansen
Manager, Amenity Protection
Bayside City Council

Yvonne spoke to the nature of the problem in Bayside and Council’s current approach to managing graffiti. Yvonne explained the scope of Council’s role in graffiti management and the responsibilities of third parties (e.g. VicRoads).

Jenny Grogan
Research Officer
Bayside City Council (on behalf of New Focus)

Jenny presented the outcomes of an independent survey commissioned by Council and conducted by New Focus market research consultants. The survey measured perceptions of graffiti as a problem in the Bayside community and community understandings of graffiti management.
Workshop 1
If you were responsible for graffiti management at Council, what additional, practical steps would you take to minimise graffiti?

* Below are all of the ideas submitted, together with themed headings (listed in no particular order).

A Coordinate and advocate a multi-party approach (i.e. with State Government, agencies and utility companies) to improve response and removal.
   - Advocate to the State Government and VicRoads about Council’s responsibility for graffiti removal
   - Facilitate and coordinate a multi agency response to the reporting and clean up of graffiti (Pivotal contact person?)
   - LG area advocacy for graffiti removal in relation to all public infrastructure eg vic roads PTV
   - Council to establish a graffiti removal policy that includes all other utility companies (AUS post, VicRoads etc)

B Provide more information to the community about graffiti and who is responsible for removal (e.g. via Bayside Leader, rates notices, online resources and home visits).
   - Council to communicate responsibilities for graffiti removal to the community
   - Work with bayside leader to highlight the issue
   - Home owners to be visited by council after long term tagging of their home and explained the need to remove and if not fines & costs
   - Increased communication of the issue (information in rates notices?)
   - Online resource available to the public and schools to provide education and information about responding to graffiti and other successful programs that have worked

C Take responsibility for quick removal of graffiti in hot spots (i.e. within two days) and in public areas (i.e. shopping areas).
   - Council to remove graffiti within 2 days from agreed prime (hot spots) sites within the municipality
   - Eradication of graffiti
   - Council to remove graffiti from public shopping areas not traders
   - Quicker response time from Council with graffiti removal

D Increase installation of CCTV in hot spots.
   - Increase installation of CCTV around hot spot areas to streamline reporting of incidences

E Work with community organisations, traders and the broader community to run programs (e.g. Church Street Traders program; place-making initiatives).
   - Council to work with community organisations and traders to run programs to adopt a Church Street Traders approach to graffiti management
   - Support community involvement and place-making through murals and beautification

F Improve options for reporting graffiti (e.g. a hotline, dedicated app or 365 graffiti service).
   - Dedicated hot line for reporting graffiti including receiving a reference number
   - Set up a hotline for residents who need to phone Council about graffiti
   - Communicate snap, send and solve app for the removal of graffiti
   - 365 day council graffiti desk /service
G Be more proactive in graffiti reporting and removal.
   - Council staff to report graffiti when they see it at the bus shelter directly outside the corporate center
   - Council to be more proactive out in the area and be proactive rather than reactive after community reporting it

H Create an online consent form for private property owners to consent to Council removal of graffiti from their property.
   - Online consent form to be made available on the Council website for the removal of graffiti from private properties

I Consider and adopt best practice (e.g. from other councils and communities).
   - Look at the Port Phillip Council - Graffiti Management Model
   - Review of other Council good practice around what has worked
   - Work through with Kingston Council to use methods used to provide quick removal from private property
   - Wagga annual graffiti clean up day community based

J Council to allocate staff (e.g. a case manager) to coordinate response actions (including in respect of non-Council assets) and to report on outcomes.
   - Allocated staff to immediately respond to reports and coordinate response actions to council and non council assets
   - Council to provide a case manager to each anti graffiti project
   - A council outcome is required after each report to provide a return response

K Engage with schools to provide prevention programs, including through online resources.
   - Start at Primary School - Educate the children about Graffiti
   - Engage with schools to coordinate an early engagement/ prevention program
   - Online resource available to the public and schools to provide education and information about responding to graffiti and other successful programs that have worked

L Increase enforcement and penalties; and strictly enforce local laws (e.g. through penalty notices).
   - Increase enforcement and penalties
   - Strict reinforcement of the local law - penalty notices to issued - equally to private property and traders and derelict property owners eg 246 Highett road

M Incentivise and assist the community to eradicate graffiti.
   - Provide a supply of paint (not just the removal kit) for those who are willing/able to respond to incidents and for Council to coordinate this process
   - Annual community anti graffiti volunteer award
   - Instigate 'adopt a site' program

N Establish KPIs for the plan (including in respect of hot spots) and a scheduled review of the plan with stakeholders.
   - Annual graffiti KPI program and review
   - Plan to be reviewed with stakeholders
   - Hot spot KPI reporting and review with stakeholders

O Communicate the penalties for graffiti offences (e.g. large signage in visible locations).
   - Large signage in highly visible locations in relation to penalties regarding graffiti
Workshop 2(a)
What specific, practical steps can we take to ensure graffiti is better reported?

* Below are all of the ideas submitted in this workshop with the tag: “reporting” (listed in no particular order). Please note that some ideas in respect of graffiti reporting were also submitted in Workshop 1 (e.g. see Item 1F and 1G).

- Active promotion of the hotline number through visual prompts in public spaces - Table 2
- Council to take all calls relating to graffiti including those on non Council assets - Table 1
- Promotion of active monitoring of the area and penalties applicable - Table 2
- Provide additional information about correct contacts (and update BCC website) in relation to where to report - Table 3
- To align with neighbourhood watch and create a graffiti watch group - Table 2
- Advocate to improve reporting processes between external organisations responsible for removal of graffiti - Table 3
- Quick action of removal is the key - Table 2
- Council leadership to provide key message in school education programs is the criminal records and outcomes - Table 2
- Coordinating between LGA’s around response to graffiti - developing a consistent/ joined up approach (best practice- what are other Council’s doing well?) - Table 3
- Council needs to take responsibility to bridge the gap of non council assets whom do not engage with non council representatives - Table 2
- Improve ways for the public to capture tagged data (images etc) and incidences of graffiti that speaks to other agencies also responding (i.e. VicPol) - Table 3
- Direct email to for e.g. Aus Post that notifies Council and the responsible organisation for removal sent by members of the public - Table 3
- Ensure pressure placed on responsible parties through multiple points of reporting for the public- and FOLLOW UP on this! - Table 3
Workshop 2(b)
What specific, practical steps can we take to ensure graffiti is more rapidly removed?

* Below are all of the ideas submitted in this workshop with the tag: “removal” (listed in no particular order). Please note that some ideas in respect of removal were also submitted in Workshop 1 (for example, see Items 1B, 1C, 1G, 1H, 1M).

- Council to develop an app just for Bayside residents, run completely by Council staff that allows the reporting of graffiti to go directly to the officer responsible for removal - Table 1
- Council to enforce local laws to remedy vacated derelict buildings from being targets of graffiti - Table 2
- Council to adopt a budget that meets the costs identified with graffiti removal in the past. eg $500,000 per year over 2 years - Table 1
- Advocate to improve reporting processes between external organisations responsible for removal of graffiti - Table 3
- Council provides paint to community groups (coordinated approach) to enable rapid response - Table 3
- Council to engage a contractor to remove graffiti - Table 2
- Council to remove graffiti on commercial land if it is not removed in a timely manner (3 weeks). Council should then invoice the owner for the removal - Table 1
- Councils with police and set up local school based forums regarding graffiti education - Table 2
- Coordinating between LGA’s around response to graffiti - developing a consistent/ joined up approach (best practice - what are other Council’s doing well?) - Table 3
- Standardized agreements between authorities to resolve graffiti removal - Table 2
- Agreement between council and volunteers regarding removal - Table 2
- Enforcement to remove graffiti of specific derelict property (246 Highett road) & beach road beaumaris within 7 days - Table 2
- A specific person in role to coordinate programs with DOJR, volunteers, Council (inc. provision of materials) to maintain traction – Table 3
Workshop 3
What can the Bayside community do to better contribute to graffiti management; and how can Council support their efforts?

* Below are all of the ideas submitted, together with themed headings (listed in no particular order).

A Identify and encourage local community groups and volunteers to take ownership of graffiti, including by removing barriers to their initiatives and providing materials for clean up (i.e. paint).
   - Council to identify local community groups who can; Identify Record Report Remove
   - Council to engage community army of volunteers to clean up railway corridors and back fences within the municipality
   - Facilitating and removing barriers to community initiatives e.g. traffic management plan
   - Paint to be made available to community volunteers (deputy and posse) who have a responsibility to remove graffiti (such as Friends of Bayside Roads)
   - Community members need to take ownership- and Council to empower community to be able to do this.
   - Community need Council support to coordinate the approach (inc. working with schools and also the wider community)
   - Beauty Bayside - Strategic approach coordinating community (such as Salt Lake City and Dallas)
   - It’s not enough for Council to 'just be there' - it’s to help
   - Support wider community-participation to encourage community pride and place-making

B Assist the community to understand the definition of graffiti and how it is distinct from art.
   - Council to improve definition of art and graffiti - if its not understood then it is graffiti (Sandringham college art dept definition)
   - Tagging to be called out for what it is and not confused with art - eg no consent
   - Enable a process to gain a better community understanding of what is graffiti and what is art

C Incentivise the community to report graffiti.
   - $20 voucher to the Bayside Community nursery when they report graffiti
   - Community should be encouraged to report graffiti, Council can provide incentives to the community: eg Free visit to the tip, tickets into a lucky draw, Green Money
D Provide education to the community to raise awareness of the problem, the cost to the community, the process for removal and the consequences of offending.

- Education of the community to raise the awareness and issues of what is graffiti
- Campaign to educate the larger community of what process and help is currently on offer
- More education to the community of the link between graffiti and crime
- More work around developing consequences of graffiti and cost to the public purse
- Financial implications of graffiti need to be reported
- Get graffiti on community radar
- Work with leader newspaper providing information, "graffiti is a crime"
- Bayside community hub facebook leader newspaper page to raise awareness

E Other ideas:

- Graffiti needs to approved/authorized

- Supporting schools (School excursions etc) to develop children’s understanding of the impact of graffiti and encourage community pride in children and young people in Bayside

- Council to communicate the app (snap, send and save) more widely to enable residents to report graffiti in a timely manner.

- Increased monitoring around materials sold that enable graffiti and vandalism (Traders & Council)

- Utilising art to engage the community - street art vs graffiti. Community interest in using art and Community Pride

- Demonstrate responsiveness to reporting and removal to encourage confidence in Council’s response
Workshop 4
Can you think of any other innovative or additional ways to reduce graffiti in Bayside?

* Below are all of the ideas submitted, together with themed headings (listed in no particular order).

A. Coordinate and support volunteer groups (e.g. Neighbourhood Watch) to engage in the organised removal of graffiti (e.g. on railway corridor). Provide access to paint supplies for this purpose.
   - Council to coordinate a community army (football club volunteers eg 100) for staged railway corridor graffiti removal from back fences in early mornings before trains start, with Metro Trains
   - Access to paint account on bayside
   - Council to support Neighborhood Watch programs

B. Monitor, regulate and intervene in respect of the sale of materials that are used to engage in graffiti.
   - Increase monitoring, regulation and intervention around selling items (cans etc) that can be directly used to enable graffiti.
   - Spray cans purchasing too easily the tools to perform graffiti

C. Coordinate and contribute to a schools program to educate young people on the consequences of graffiti and to respond to underlying causes of offending.
   - Council to coordinate a schools program to educate secondary school children on why they shouldn’t graffiti. Bayside to pay for a speaker.
   - Early intervention programs in schools (mental health, counselling etc) to respond to why young people commit graffiti
   - Educate the younger society before they reach the age to commit a graffiti crime

D. Dedicate human resources (e.g. Council employee; police officer) to be responsible for graffiti management and offender education.
   - Passionate Council employee to be responsible for graffiti management
   - Adequate deterrents methods such as promoting a dedicated police officer and educating the culprits- create a fellowship

E. Increase public reporting of offences and enforcement action (e.g. in Bayside newsletter).
   - Bayside newsletter reporting offences and penalties
   - More public reporting of enforcement action as a deterrent to possible offenders
Other ideas:

- When someone gets caught doing graffiti they are made to go to an art program (diversion)
- Advocate for more cctv and then use this to visit the offender and educate by discussion
- Lobby for graffiti to become an indictable offence
- Boston Ivy to be grown over cement areas within Bayside.
- Explore funding initiatives to encourage traders and members of the public to report incidences
- How to make tagging 'uncool'?
- Council grants program and quick response facility made available
- Standardized paint colours - Treacle
- Explore peer to peer reporting of recidivist offenders
- Council to coordinate public meetings about graffiti within the municipality. Meetings to be held at schools