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1. Introduction
The Graffiti Management Strategy 2017 – 2022 provides a clear direction for management of graffiti within Wyndham and replaces the previous strategy. This strategy will focus on specific areas including:

- Implementing initiatives for graffiti prevention;
- Conducting an efficient process for the removal and reporting of graffiti;
- Developing strong stakeholder relationships with community and Police;
- Implementing effective and realistic procedures and guidelines; and
- Providing opportunities to engage with the local community including young people, special interest groups, residents and business owners.

2. Background
As outlined on the Victorian Community Crime Prevention Website, graffiti is defined as the illegal marking on property without the owner’s consent. Graffiti vandalism not only affects the visual appearance of neighbourhoods and influences perceptions of public safety, it is also costly for communities and property owners to remove and prevent.

Research undertaken by the Australian Institute of Criminology indicates that there is public perception that graffiti is unsightly and may represent a threat to quality of life and safety and that the presence of graffiti will result in more serious crimes. Other problems associated with graffiti include antisocial behaviour and loitering. While Council acknowledges that it is not possible to completely eliminate graffiti, we are committed to the continuous reduction of graffiti and its negative impacts on the Municipality. To do this the strategy will focus on Engagement, Prevention, Enforcement and Removal.

Street art is a common culture and can be defined as visual art developed in public spaces. The term can include traditional graffiti artwork, sculpture, stencil graffiti, sticker art, street poster art, video projection, and intervention art.


3.1 Strategy Goal
The goal of the Graffiti Management Strategy 2017-2022 remains to minimise graffiti and graffiti impacts through engagement, prevention, enforcement and removal as well as develop strong stakeholder relationships to deliver graffiti prevention projects.

3.2 Implementation Period
The Graffiti Management Strategy 2017 – 2022 is to be implemented from the 1st July 2017, subject to Council adoption. The completion date of this strategy is 30th June 2022. During this time the strategy will be reviewed annually to determine the effectiveness of the strategy before determining future approaches.
3.3 Key Result Areas – Engagement, Prevention, Enforcement and Removal
The action plan incorporated in this strategy outlines four key result areas for Wyndham City to focus on over the next five years; incorporating Engagement, Prevention, Enforcement and Removal. The action plan is developed and informed using past experience, achievements and outcomes:

- Successful outcomes, including:
  - removal methods and time frames
  - preventative mural workshops
  - audits
  - distribution of graffiti removal kits
  - Corrections Victoria Agreements; and
  - implementation of a Graffiti Management Database

- Areas requiring revisiting and strengthening, including:
  - updating information and making it easily accessible to the community
  - building relationships and networks with internal and external stakeholders; and
  - engaging with Utility Services and Local Business on preventative approaches

- Implementing new initiatives based on data and research, including:
  - promotion of graffiti projects
  - implementation of street art and legal ‘hit up walls’
  - as available apply for State Government Funding
  - investigate enforcement options where graffiti management strategy timeframes are not met; and
  - develop a partnership with special interest groups and the Police
4. Definition of Terms

**Graffiti** - As outlined in the Oxford Dictionary, Graffiti is defined as writing or drawings scribbled or sprayed illicitly on a wall or other surface in a public place. Tagging which can be defined as a stylized signature, often done in a colour that contrasts sharply with its background and can be used in the form of verbal meaning and signing.

**Parks Asset** - An item (asset) owned by Wyndham City Council. Parks Assets can include BBQ’s, Parks Furniture, Buildings and Sheds, Bollards, Bins, Signage and Outdoor Equipment.

**Tagging** - Tagging is a style of calligraphy writing that depicts the initials, nickname or made up word to represent the writer. It is comparatively smaller in dimension from other graffiti and if often written multiple times at the same site.

**Preventative Murals** - A painting or other work of art executed directly on a wall which can be used to prevent graffiti within an area.

**Hot Spot Areas** - Hot spot areas are areas in which graffiti is marked on a regular basis. Hot spot areas are generally were entities congregate or are hidden locations including, skate parks, open spaces and parks.

**Offensive Graffiti** - Offensive Graffiti includes racist or political overtones, offensive language, genitalia or discrimination against any person or group.

**None Offensive Graffiti** - Non offensive Graffiti is name tagging and other forms of graffiti that are not mentioned above in ‘offensive graffiti’.

**Visible Graffiti** - Visible Graffiti is graffiti that is visible to the community from highways, main roads, open spaces and reserves.

**AUSGR** - AUSGR is Wyndham City’s on-line Graffiti Management and auditing system.

**Corrections Victoria** - Corrections Victoria consists of supervised people that are required by law to undertake a certain amount of community service.

**Notice to Comply** - Where there is a breach of Local Law 16, clause 72 (68), an authorised officer may serve a Notice to Comply on the person who is in breach of the Local Law and/or carry out works to ensure compliance and in some instances, recover the cost incurred to Council to conduct the rectification works.

**Street Art** - Street art is a common culture and can be defined as visual art developed in public spaces. The term can include traditional graffiti artwork, sculpture, stencil graffiti, sticker art, street poster art, video projection, art intervention art.
5. The Impact of Current Approaches

Graffiti is currently being managed through four key result areas:

- Removal of graffiti from Council and private property;
- Regulation;
- Support for removal of graffiti on non-Council property; and
- Prevention programs.

Some of the key performance metrics from the Graffiti Management Strategy 2014-2017 have been:

<table>
<thead>
<tr>
<th>Metric</th>
<th>Achievement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Removal</td>
<td>2,687 Individual graffiti removals have been undertaken.</td>
</tr>
<tr>
<td>Removal</td>
<td>$339,000 Cost of graffiti removal</td>
</tr>
<tr>
<td>Removal</td>
<td>48,816 m² The area of graffiti removed from Council land.</td>
</tr>
<tr>
<td>Removal</td>
<td>1,311 m² The area of graffiti removed from private property.</td>
</tr>
<tr>
<td>Removal</td>
<td>8,340 m² Area of graffiti has been removed by Corrections Victoria.</td>
</tr>
<tr>
<td>Management</td>
<td>$294,959 This includes wages, workshops, education programs, mural projects</td>
</tr>
<tr>
<td>Graffiti Workshops</td>
<td>1,248 Number of Students that attended Graffiti workshops conducted by</td>
</tr>
<tr>
<td>Preventative</td>
<td>6 The number of murals created between 2014 – 2017</td>
</tr>
<tr>
<td>Systems</td>
<td>242 The number of requests received via Wyndham’s reporting database.</td>
</tr>
</tbody>
</table>

The above data and statistics have been collected through Wyndham City’s graffiti audit system AUSGR.

After benchmarking with neighbouring Council’s Wyndham’s performance is similar in education. Wyndham City’s auditing frequency and rapid removal rate highly.

When looking at community support offered, Wyndham provides a higher level of support to residents and the general community in terms of removal and empowerment of others to remove graffiti.
6. Policy and Plans

6.1 Policy Statement

Wyndham City provides a holistic, proactive and preventative approach to decrease and deter graffiti and funds diversion programs and graffiti removal.

Wyndham City is accountable for reactive response times as set out in this strategy. (Refer to Section 8 of this strategy for the graffiti action plan).

In implementing this strategy Wyndham City will Remove, Engage, Enforce and Prevent, as follows:

Removal:

- Remove offensive graffiti within 1 working day;
- Remove graffiti on Wyndham City’s Assets within 3 working days from the time the request is received;
- Provide a graffiti hotline business hours, Monday – Friday; and
- Regularly audit graffiti hot spot areas.

Support the community:

- Provide graffiti removal kits free to the community;
- Graffiti removal kits and supporting information can be collected from the Wyndham City Council Depot, 241 - 253 Old Geelong Road, Hoppers Crossing;
- Provide a graffiti removal support service for local residents where graffiti is viewable from public spaces; and
- Work with interest groups and agencies to ensure a collective approach with shared knowledge and resources in graffiti management.

Regulation:

- Report all criminal activity, gang tagging and graffiti evidence to Victoria Police;
- Support the police with information to support prosecution; and
- Liaise with local business owners to restrict the selling or supply of spray cans to minors as per the Graffiti Prevention Act 2007.

Prevention:

- Develop strategies to reduce graffiti by providing legal locations for street art via legal ‘hit up’ walls;
- Continue liaising with schools to undertake preventative murals and education program; and
- Run community competitions to design anti-graffiti art works for public utility assets.
6.2 Wyndham City Plan 2013 – 2017
Wyndham City has a number of strategic objectives on which this strategy is based. The strategy will link to the themes as identified in the below table. A full copy of the City Plan can be found at: http://www.wyndham.vic.gov.au/aboutwyndham/planspolicieslocallaws/cityplan

<table>
<thead>
<tr>
<th>Theme/Sub Theme</th>
<th>Objectives</th>
<th>Performance Indicator</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>People:</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.2 Community Engagement and building</td>
<td>1.2.4 Facilitate and encourage active community engagement in Council’s planning and decision making.</td>
<td>Key stakeholders engaged during Graffiti Management Strategy development and review.</td>
</tr>
<tr>
<td><strong>Place:</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2.1 City Image</td>
<td>2.1.3 Continue programs to improve gateways to the City through higher standards of landscaping, signage and maintenance.</td>
<td>Maintain graffiti removal timeframes, increasing audits in major gateways including entrances into high profile areas to be audited weekly.</td>
</tr>
<tr>
<td><strong>Service:</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.2 Customer Service</td>
<td>3.2.1 Build an organisational culture that provides a positive customer experience.</td>
<td>Adhere to Council’s Parks Department customer service standards in providing all e-mail responses within 5 working days, letters within 10 working days and returned phone calls within 48 hours.</td>
</tr>
<tr>
<td><strong>Environment:</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4.1 Natural Environment</td>
<td>4.1.1 Sustain and enhance the natural environments and provide opportunities for conservation, education and recreation.</td>
<td>Conduct an annual planting regime to ensure graffiti hot spot areas are planted out appropriately.</td>
</tr>
</tbody>
</table>

**Note:** the strategy supports the city plan and any other plan that supersedes the city plan in relation to city presentation.
7. Legislation and Enforcement
Wyndham City is committed to abiding by the:


Refusal to remove graffiti when requested by Wyndham City may result in Council conducting graffiti removal works at the property owners cost.

Wyndham City will issue ‘Notice to Comply’ letters. If these letters are not acted on by property owners the process will escalate to infringement and/or court notices.

8. Reactive Removal Methods
Wyndham City’s Facilities and Open Space Department has a budget of $440,000, excluding GST, for the 2016/2017 financial year to expend on reactive graffiti removal.

The Department also has a budget of $38,000, excluding GST, for the 2016/2017 financial year to expend on graffiti prevention and proactive interactive projects. Through the action plan, set out in this document, Council will initiate a range of Community Engagement tools to assist in decreasing graffiti removal within the Municipality.

8.1 Council Property
Wyndham City is responsible for removing graffiti from its own assets; including, buildings, parks, public toilets, street bins and seats, playgrounds, Wyndham City signage and fire hydrants (see attachment 1 for process chart). Council’s Graffiti Team encourages Council employees and the general community to report graffiti as soon as possible to allow rapid removal. Graffiti can be reported in the following ways:

- Contact the graffiti hotline by phoning 8734 2709 and leaving a message
- E-mail the request to - graffiti@wyndham.vic.gov.au;
- Complete an on-line form via the Wyndham City Website
- Contact Customer Service on 9742 0777 during the hours of 8:00am – 5:00pm, Monday - Friday.
8.2 Private Residential Property

As per Section 18 of the Graffiti Prevention Act 2007, “A Council may, in accordance with Section 18, take any action necessary to remove or obliterate graffiti on private property if the graffiti is visible from a public place”. In accordance with this and as detailed in Attachment 2, Council will remove visible graffiti from private residential property where graffiti is:

- At height no more than 3 metres, from ground level (based on nominal assessment); and
- Outside the resident’s premises, facing roadways, reserves, open spaces and the general community.

If, in accordance with the Graffiti Prevention Act 2007, Council’s Graffiti Team initiates a graffiti removal request for removal on private property using the following process:

- A letter will be sent to the resident requesting permission for removal.
- If there is no response to this letter within 10 days, Council’s Graffiti Team has the authority to arrange graffiti removal.

Where a resident initiates a graffiti removal request for private property and verbal or written permission is granted, Council’s Graffiti Team will make an assessment and if required, arrange removal as soon as possible or provide a graffiti removal kit.

8.3 Utility Services and Service Authorities

Utility Services and Service Authorities are responsible for removing graffiti from their own premises and assets. Graffiti on Utility Services and Service Authority assets should be reported directly to the property owner and/or relevant service authority (see Attachment 3 for process chart). Information on Utility Assets and contact details can be found by:

- Visiting Wyndham City’s website for information on utility companies assets, responsibilities and
- Phoning the graffiti hotline on 8734 2709 and pressing the corresponding number to be transferred to the appropriate service. Those numbers are as follows:
  1. Vic Roads – Freeways Infrastructure
  2. Vic Track – Rail Infrastructure
  3. Adshel – Bus Shelters
  4. Telstra
  5. Powercor – Power Poles
  6. WCC

Wyndham City’s experience is that Utility Services and other Government Authorities react promptly to direct request by residents. As an organisation Council has less ability to escalate action with these organisations.

If graffiti is not removed within the requested timeframe, Council’s Graffiti Team will investigate enforcement options as per Section 4 of the report.
8.4 Local Businesses
Wyndham City will assist local shop owners with graffiti removal up to 5m² on no more than two occasions each year. This will only be where graffiti is visible and facing an open space, park, reserve and/or the main street (See attachment 4 for process chart).

Once graffiti has been removed from a local business premises twice in a year, it will be the business owner’s responsibility to remove graffiti from their premises within the timeframe requested by Council’s Graffiti Team, see 8.5 for support available.

8.5 Graffiti Removal Support
Wyndham City will assist small local shop owners, local schools and local residents wishing to remove graffiti by supplying graffiti removal kits for prompt removal. Removal kits are available from the Wyndham City Depot, 241 - 253 Old Geelong Road, Hoppers Crossing, between the hours of 7:00am – 4:00pm, Monday - Friday. They are also available from the Werribee Development Centre, 2/10 Watton Street, Werribee and will soon be available from some Community Centres. Each removal kit is allocated to an address/location and monitored to track data for future planning purposes.

Graffiti removal kits are only for the purpose of removing visible graffiti within the Wyndham Municipality.

9. Proactive Engagement Methods
Wyndham City’s Facilities and Open Space Department currently has a budget of $38,000 excluding GST for the 2016/2017 financial year to expend on graffiti prevention and proactive interactive projects.

Through the action plan set out in section eight of this document, Council will initiate a range of Community Engagement tools to assist in decreasing graffiti removal around the Municipality.

Council’s Graffiti Team will develop a joint collaboration with local shop owners and utility services in hot spot areas to discuss preventative approaches and options to minimise graffiti on shop fronts and utility assets to lift the aesthetic appeal and presentation of the Municipality. This will include investigation into legal ‘street art walls’ and the possibility of facilitating an ‘adopt an asset’ system whereby utility assets are adopted by community groups for murals or painting.

Council’s Graffiti Team has standard design specifications for application of graffiti proof coatings on painted surfaces (including seats, walls and other open space assets and buildings). These coatings assist in the protection against many forms of graffiti on murals and other structures by making them easier to clean.
10. Graffiti Prevention and Murals

10.1 Murals
Wyndham City has a total of thirteen maintained murals within the Municipality. Murals undertaken by the Graffiti team are for prevention purposes and target known hotspots. They are not done for general art installation purposes.

During the course of this strategy a maintenance program will be created to refurbish murals. This plan will implement the following maintenance program to refurbish and repaint as required on a yearly basis:

- Outdoor murals (uncovered) and covered murals - assess condition annually; refurbishment, recreate and repaint as required
- High profile areas - assess condition twice yearly; refurbishment, recreate and repaint as required.

The table following (Table 2.0) provides details of the mural site, the date created, how many times it was hit before the mural was created (if data available) and how many times it has been hit after the mural was created. Also included is an indicative outline for refurbishment requirements; prioritised in order of High, Medium and Low.

Analysis of the Table 2.0 suggests preventative murals predominantly have significant impacts on decreasing graffiti activity. Since implementation of Wyndham City’s graffiti management system, AUSGR data has been available from 2008 onwards to compare graffiti hits at a site after mural creation. This data has shown prior to mural creation, areas were being hit at higher intervals, with two exceptions. Research and data has found that once a mural is created, there is increased pride over the area decreasing graffiti at the site. At times demographics in an area may change which will also see a decrease in graffiti throughout hot spot areas.

The two exceptions identified above are Morris Road and Boardwalk Mural, these appear not to have had the success of other sites. These two sites will be reviewed for alternate treatments in year one of this strategy.

Wyndham City supports and encourages the creation of murals and street art by local businesses, residents and service authorities. To conduct a mural project, a permit must be approved by the Parks Assets Unit adhering to the attached mural guidelines which outline conformance, maintenance and coating requirements (Attachment 5). Failure to obtain a permit and conform to the attached guidelines where a graffiti mural is visible to the public may result in a notice to comply and possible court order permitting Wyndham City to remove the mural at the property owners cost.
<table>
<thead>
<tr>
<th>Mural Site</th>
<th>Date Created</th>
<th>Graffiti Hits</th>
<th>Priority</th>
<th>Condition</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Pre Mural Creation</td>
<td>Post Mural Creation</td>
<td>H, M, L, N</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Hit Total</td>
<td>Ave Hits P.A</td>
<td>Hit Total</td>
</tr>
<tr>
<td>Barnes Place, Werribee</td>
<td>2006 2015</td>
<td>N/A</td>
<td>N/A</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Vincent Crescent, Werribee</td>
<td>2007 2014</td>
<td>N/A</td>
<td>N/A</td>
<td>37</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Kookaburra Avenue, Werribee</td>
<td>2007</td>
<td>N/A</td>
<td>N/A</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Warringa Crescent Shops, Hoppers Crossing</td>
<td>2007 2016</td>
<td>N/A</td>
<td>N/A</td>
<td>6</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Morris Road Bridge</td>
<td>2011 2014</td>
<td>21</td>
<td>**</td>
<td>74</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sidney Nolan Reserve</td>
<td>2009 2016</td>
<td>6</td>
<td>6</td>
<td>13</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Boardwalk Skate Park</td>
<td>2012</td>
<td>17</td>
<td>****</td>
<td>27</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mossfiel Reserve Skate park</td>
<td>2012 2015</td>
<td>94</td>
<td>*</td>
<td>23</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hoppers Crossing Station Shops</td>
<td>2008</td>
<td>15</td>
<td>*********</td>
<td>15</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Station Place, Werribee</td>
<td>2009</td>
<td>28</td>
<td>********</td>
<td>28</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Grange Reserve, Hogan's Road</td>
<td>2010</td>
<td>19</td>
<td>******</td>
<td>9</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ballan Road Floodway</td>
<td>2008 2014</td>
<td>28</td>
<td>**</td>
<td>28</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Presidents Park Skate Park</td>
<td>2014</td>
<td>65</td>
<td>**</td>
<td>9</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Each star is one year on latest mural.*
10.2 **Street Art and Legal Hit up Walls**

This strategy will implement legal ‘hit up walls’ as an alternative to preventative murals. Legal ‘hit up walls’ are blank canvases installed by Council in hot spot areas which allows the community to use street art style graffiti freely and channel their energy through a legal, controlled and monitored environment. Potential locations for ‘hit up walls’ include, non-prominent areas. Legal ‘hit up walls’ can be used as a deterrent for the community at these locations to decrease graffiti on Wyndham City’s Assets. Legal ‘hit up walls’ would be required to be monitored, cleaned and maintained regularly as part of the Graffiti Team’s current audit and inspection regime.

10.3 **Partnerships, Policing and Education**

Wyndham City recognises that graffiti management is a community issue and it requires a holistic community approach. Council is committed to working closely with the local community and key stakeholders, including:

- Consulting relevant community and special interest groups to assist in the implementation of this strategy and action plan;
- Victoria Police to apprehend offenders and sharing relevant information;
- Making graffiti removal kits readily available and supplying information and support to local residents, local businesses and local schools; and
- Consistent with the Graffiti Prevention Act 2007, implement a graffiti removal service on local resident’s private property, where graffiti is outside the premises and visible to the community.

Wyndham City will monitor hot spot areas through data collection and graffiti audits to assist in developing projects to minimise graffiti. Where possible, Council’s Graffiti Team will apply for State Government Grants and initiatives to work in partnership with key stakeholders and the community on graffiti projects, including:

- Educational Programs;
- Prevention Programs; and
- Enforcement Programs.

Council’s Graffiti Team will use an engagement approach when delivering projects. It is important to highlight that Wyndham City does not support illegal behaviour, but seeks to provide engagement opportunities for young people to contribute positively to the community.

There have been difficulties in identifying offenders and frequent gang tags. Wyndham City will renew its relationship with local Police and courts to enforce graffiti legislation. Difficulties arise to enforce criminal conviction because evidence must be provided ‘beyond reasonable doubt’. Civil convictions can be processed with evidence ‘on the balance of probability’. Further discussions are required to progress the process flow to identify the best method of policing and regulation to result in an outcome affecting the individual. To support these outcomes a quarterly community safety network meeting will be held, where Council’s Graffiti Team, Community Service staff, local Police and select members of the community will develop joint partnerships and discuss policing and regulation approaches.
## Key Result Area 1 – Engagement

### Table 3.0 – KRA – Engagement

<table>
<thead>
<tr>
<th>Activity</th>
<th>Activity Partners</th>
<th>Action</th>
<th>Success Measure (KPI)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>KRA1.1</strong> Engage with up to 2 local schools per year to deliver preventative graffiti mural workshops.</td>
<td>• Local Schools • WCC Community Services • WCC Youth Services</td>
<td>Identify graffiti hot spot areas through auditing data and conduct graffiti mural workshops, focusing on diversion programs to re-engage youth and upskill the local students on the impact of graffiti within the community. Work with internal stakeholders in developing a mural design to fit in with Council’s themes and City Image.</td>
<td>• Deliver up to 2 workshops per year • Deliver workshops to a minimum of 10 students per class • Create a minimum of 2 murals per year</td>
</tr>
<tr>
<td><strong>KRA1.2</strong> Upgrade and review graffiti management information on Wyndham City’s website and provide supporting information.</td>
<td>• Communications and Events • Information Service</td>
<td>On a minimum monthly basis, check and update graffiti information on Council’s website, including graffiti statistics, upcoming projects, tips and hints and removal and support information.</td>
<td>• Annual recording and monitoring of the number of webpage hits • Update/review website monthly to ensure information is current</td>
</tr>
<tr>
<td><strong>KRA1.3</strong> Promote graffiti management processes and graffiti projects through Wyndham’s media outlets twice per year.</td>
<td>• Communications and Events</td>
<td>Publish graffiti support information and street art projects through Council’s media outlets, including Wyndham News and local papers.</td>
<td>• Deliver a minimum of 2 media articles per year • Information reaching the wider Wyndham community</td>
</tr>
<tr>
<td><strong>KRA1.4</strong> Review brochure to be distributed to the local community, local businesses and traders.</td>
<td>• Communications and Events</td>
<td>Review graffiti management brochure to include proactive and reactive information, including, graffiti Law and Legislation on the sale of spray paint cans, removal timeframes, how to report graffiti on utility assets, Council assets, commercial assets and private assets, preventative approaches and Council support.</td>
<td>• Distribute a minimum 200 brochures per year; • Information reaching the wider Wyndham community</td>
</tr>
<tr>
<td><strong>KRA1.5</strong> Establish a partnership with special interest community groups.</td>
<td>• Community Services</td>
<td>Establish partnerships and arrange network meetings to involve special interest community groups to discuss graffiti management process and preventative projects.</td>
<td>• Attend a minimum of 2 network meetings per year • Circulate minutes and actions within 1 week from the meeting</td>
</tr>
</tbody>
</table>
### Key Result Area 2 – Prevention

<table>
<thead>
<tr>
<th>Activity</th>
<th>Activity Partners</th>
<th>Action</th>
<th>Success Measure</th>
</tr>
</thead>
</table>
| KRA2.1 | Assist in establishing a community safety summit and network meeting to be held quarterly, facilitated by Community Services. | • Victoria Police  
• Legislative Services  
• Community Services  
• Youth Services  
• Arts Department | Attend network meetings and discuss current graffiti issues and hot spot areas. Develop joint preventative projects as an outcome of the network.  
Identify and socialise key graffiti issues within Wyndham and build strong relationships with the local police. | • Attend a minimum of 2 meetings per year  
• Reduced graffiti in hot spot areas (monitored through AUSGR statistics) |
| KRA2.2 | Apply for the Department of Justice funding initiatives, including the graffiti prevention grant. | • Department of Justice  
• Youth Services  
• Community Services  
• Arts Department  
• Community Groups | Work in conjunction with internal and external stakeholders to draft applications in-line with the Department of Justice’s funding initiatives to conduct graffiti prevention projects. | • Subject to availability, seek to achieve a minimum of 1 successful application per year  
• Increased external funding to conduct graffiti prevention projects |
| KRA2.3 | Review implementation of the legal ‘hit up wall’ and if successful, investigate further sites. Work with the design team in the construction of new legal hit up walls at new sites. | • Youth Services  
• Community Services  
• Arts Department  
• Local Community  
• Design Team | Work in conjunction with internal stakeholders to determine the best location for installation of further legal ‘hit up wall’s’.  
Implement an on-going maintenance program to audit the hit up wall weekly and cleaned monthly. | • If found to be successful, implement 1 new wall on a 2-year cycle.  
• Decreased graffiti on Council Assets in the location surrounding the hit up wall (monitored through AUSGR statistics) |
<table>
<thead>
<tr>
<th>Key Result Area 2 - Prevention</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Activity</strong></td>
</tr>
</tbody>
</table>
| KRA2.4 | Work with the Landscape Design Unit in the design and construction phase of new facilities to investigate options in decreasing graffiti likelihood. | • Graffiti Auditor  
• Local Community  
• City Presentation  
• Arts | Arrange weekly graffiti audits on hot spot areas and skate parks to ensure rapid graffiti removal. Enter data into Wyndham City’s graffiti audit system and monitor statistics.  
Work with the City Presentation Department to implement graffiti reduction treatments along with mural and street art designs at the construction phase of skate parks to decrease graffiti at future sites. | • Audit skate parks and hot spot areas weekly  
• Annual reporting on M² of graffiti removed from identified sites  
• Be involved at the design phase of all new and upcoming facilities |
| KRA2.5 | Conduct suburb audits on all streets and parks within the Wyndham Municipality. | • Graffiti Auditor  
• Local Community | Arrange graffiti audits on all suburbs, streets and parks monthly. Enter data into Wyndham City’s graffiti audit system to monitor statistics. | • Visit all hot spot sites monthly  
• Collect data reactively on other areas.  
• M² of graffiti removed from the municipality annually |
### Key Result Area 3 - Enforcement

<table>
<thead>
<tr>
<th>Activity</th>
<th>Activity Partners</th>
<th>Action</th>
<th>Success Measure</th>
</tr>
</thead>
<tbody>
<tr>
<td>KRA3.1</td>
<td>Victoria Police, Legislative Services, Local Community</td>
<td>Engage with local businesses and traders that sell spray paint cans and ensure retailers comply with section 10 (2) of the Graffiti Prevention Act 2007 which prohibits the sale of spray paint cans to persons under the age of 18 years. Visit local retailers and discuss the penalties associated with the graffiti prevention Act. Provide all local retailers with a brochure outlining the penalties of selling spray paint to minors. Work with Victoria Police to spot check retailers and enforce the Graffiti Prevention Act regarding retailers selling spray paint cans to minors.</td>
<td>Conduct 12 businesses spot checks per year, Reduced graffiti M^2 (per resident) throughout the Municipality (monitored through AUSGR statistics)</td>
</tr>
<tr>
<td>KRA3.2</td>
<td>Victoria Police, Legislative Services, Community Services, Local Community</td>
<td>Establish relationships and work closely with Victoria Police on reporting specific gang tags and issues in graffiti hot spot areas. Collate information from graffiti audits and reports to assist Victoria Police with prosecution of offenders and reoffenders. Follow up Victoria Police to determine the outcome of the report and document findings through Wyndham’s auditing system.</td>
<td>Provide monthly graffiti activity reports to Victoria Police, Obtain Police outcomes monthly</td>
</tr>
<tr>
<td>KRA3.3</td>
<td>Victoria Police, Legislative Services, Community Services, Local Community</td>
<td>Establish a process for enforcement via WCC Legislative Services including fines and court proceedings. Collate information from graffiti audits and reports to assist Legislative Services with issuing fines and court proceedings for offenders and reoffenders. Follow up Legislative Services to determine the outcome of the report and document findings through Wyndham’s auditing system.</td>
<td>Provide the legislative services with 1 graffiti activity report per month, Obtain Legislative Service outcomes monthly</td>
</tr>
</tbody>
</table>
| KRA3.4 | Liaise with Utility companies and Service Authorities to implement an on-going audit system. Liaise with utility services in providing information on preventative approaches such as mural street art designs. | • Utility Companies  
• Service Authorities  
• Legislative Services | Liaise with utility companies and Service Authorities and provide them with a copy of the Graffiti Management Strategy which outlines the graffiti management process. Implement an on-going audit system to monitor graffiti on commercially owned assets on a regular basis and assist with the possibility of implementing mural street art designs on assets to lift the aesthetic appeal of the Municipality. | • Monthly audits of utility assets in hot spot areas  
• Collect data reactively on other areas.  
• Liaise with utility services monthly  
• Decreased graffiti on utility/authority owned assets (monitored through AUSGR statistics) |
| KRA3.5 | Liaise with local businesses to implement an on-going audit system and preventative approaches. | • Local businesses  
• Legislative Services  
• Local Traders | Offer assistance to local shop owners by providing removal kits as well as providing a removal service where visible graffiti is below 5m2 and to a maximum of 2 times per year. Implement an on-going audit system to monitor graffiti on local businesses and assist local shop owners with graffiti prevention options. | • Monthly audit of businesses in hot spot areas  
• Collect data reactively on other areas.  
• Reduced visible graffiti on local businesses (monitored through AUSGR statistics)  
• Overall improvement of the aesthetic appeal of the Municipality |
## Key Result Area 4 – Removal

<table>
<thead>
<tr>
<th>Activity</th>
<th>Activity Partners</th>
<th>Action</th>
<th>Success Measure</th>
</tr>
</thead>
<tbody>
<tr>
<td>KRA4.1</td>
<td>Distribute graffiti removal kits to local residents, local schools and small local businesses.</td>
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<td></td>
<td>• Local Traders</td>
<td>Promote Council’s free graffiti removal kits and vouchers through Council’s media tools.</td>
<td>• Graffiti Removal Kits available through Wyndham City Depot, 241 - 253 Old Geelong Road, Hoppers Crossing. Werribee Development Centre, Watton Street, Werribee and selected Community Centres (TBA).</td>
</tr>
<tr>
<td></td>
<td>• Local Residents</td>
<td>Distribute removal kits and vouchers as requested and required with supporting information.</td>
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<td></td>
<td>• Local Schools</td>
<td>Monitor the distribution of kits by keeping a log and following up on removal to ensure the kits are being utilised for graffiti removal purposes.</td>
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<td></td>
<td>• Small Local Businesses</td>
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<td></td>
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<tr>
<td>KRA4.2</td>
<td>Maintain a graffiti management data base system to monitor hot spot areas and removal statistics.</td>
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<td></td>
<td>• AUSGR</td>
<td>Utilise AUSGR to log all graffiti requests and where possible, identify and implement improvements with the software company for improved reporting outcomes.</td>
<td>• Run graffiti removal reports monthly to determine removal statistics and tracking</td>
</tr>
<tr>
<td></td>
<td>• WCC IT</td>
<td></td>
<td></td>
</tr>
<tr>
<td>KRA4.3</td>
<td>Monitor graffiti removal</td>
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<tr>
<td></td>
<td>• Communications and Events</td>
<td>Monitor and arrange prompt removal of graffiti reported through the graffiti hot line, on-line submissions, e-mail requests and ‘Snap, Send, Solve’ requests within the timeframes as established in this strategy.</td>
<td>• Annual report of M² of graffiti removed from Council assets within specified timeframe</td>
</tr>
<tr>
<td></td>
<td>• Information Services</td>
<td></td>
<td></td>
</tr>
<tr>
<td>KRA4.4</td>
<td>Remove all offensive graffiti on Wyndham City assets within 1 working day.</td>
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<tr>
<td></td>
<td>• Graffiti Removal Contractor</td>
<td>Arrange prompt removal of offensive graffiti on Wyndham’s assets from the time the request is received by the Graffiti Team.</td>
<td>• Immediate removal of offensive graffiti (&lt;1 working day)</td>
</tr>
<tr>
<td></td>
<td>• Graffiti Auditor</td>
<td></td>
<td>• Reduction in M² of offensive graffiti present as identified through AUSGR</td>
</tr>
<tr>
<td>KRA4.5</td>
<td>Remove all graffiti on Wyndham City’s assets within 3 working days.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Graffiti Removal Contractor</td>
<td>Arrange removal of all graffiti on Wyndham’s assets within 3 working days from the time the request is received by the Graffiti Team.</td>
<td>• Annual report of M² of graffiti removed from Council assets within specified timeframe</td>
</tr>
<tr>
<td></td>
<td>• Graffiti Auditor</td>
<td></td>
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</tbody>
</table>
| KRA4.6 | Conduct weekly graffiti clean-up days in partnership with Corrections Victoria. | • Corrections Victoria  
• Graffiti Auditor | Arrange a weekly program for Corrections Victoria to remove graffiti from Council’s assets and hot spot areas. | • Monthly report of M² of graffiti removed from Council assets by Corrections Victoria within specified timeframe |
| KRA4.7 | Work in partnership with local residents to offer a free graffiti removal service where graffiti is visible on private property. | • Local residents  
• Contractor  
• Graffiti Auditor | Arrange visible graffiti removal from local resident’s private property as reported and where eligibility is in line with this Strategy. | • Monthly report of M² of graffiti removed from Council assets within specified timeframe |
Attachment 1 - Graffiti removal on Wyndham City Assets Process Chart

Graffiti reported on a Council Asset

Is the graffiti offensive?

No

Once report is received, Council’s Graffiti Team to raise customer request (Graffiti Removal Non-Offensive)

Work order raised to remove graffiti within 3 working days

Work request complete and closed

Yes

Once report is received, Council’s Graffiti Team to raise customer request (Graffiti Removal Offensive)

Work order raised to remove graffiti immediately (within 1 working day)

Work request complete and closed
Attachment 2 – Graffiti removal on Private Property Process Chart

Graffiti on Private Property

Wyndham City initiates Removal

Council's Graffiti Team to raise request (graffiti removal on private property)

Council's Graffiti Team to send a letter of permission to the property owner, allow 10 days for a response

Written consent provided by the property owner

Yes

If offensive, schedule graffiti removal within 1 working day. If non offensive, schedule removal within 3 working days

No

If offensive, schedule graffiti removal within 1 working day. If non offensive, schedule removal within 5 working days as the property owner has not objected to the graffiti being removed by Council

Resident initiates Removal

Council's Graffiti Team to obtain verbal permission from the resident to remove graffiti

Council's Graffiti Team to raise request (graffiti removal on private property)

If offensive, schedule graffiti removal within 1 working day. If non offensive, schedule removal within 3 working days

Council's Graffiti Team to offer Graffiti Removal Kit

Resident removes
Attachment 3 – Graffiti removal on Utility Services & Service Authorities Process Chart

Graffiti on Utility and Service Authority Asset

Identify property owner

Contact property owner, requesting removal within 4 weeks

Has the graffiti been removed within Wyndham City's requested timeframe?

Yes

Request Complete and closed

No

Notice to comply letter sent to the property owner

Has the graffiti been removed in the requested timeframe?

Yes

Request complete and closed

No

Council's City Amenity & Safety area to escalate request through Infringement notice and/or Court notice to the property owner. This may result in Council removing the graffiti at the property owners cost
Visible graffiti on Local Businesses

Identify property owner and determine how many free removals they have received to date

Is the graffiti less than 5m²?

- Yes
  
  Raise graffiti removal request, if offensive remove within 1 working day, if non-offensive remove within 3 working days

- No
  
  Has the graffiti been removed within the requested timeframe?
  
  - Yes
    
    Request closed
  
  - No
    
    Notice to comply letter sent to the property owner

Is the graffiti over 5m² and/or the shop owner has received 2 free removals?

- Yes
  
  Provide the local shop owner with a graffiti removal kit
  
  Has the graffiti been removed within the requested timeframe?
  
  - Yes
    
    Request complete and closed
  
  - No
    
    Council’s City Amenity & Safety area to escalate request through Infringement notice and/or Court notice to the property owner. This may result in Council removing the graffiti at the property owners cost

- No
  
  Has the graffiti been removed in the requested timeframe?
  
  - Yes
    
    Request complete and closed
  
  - No
    
    Notice to comply letter sent to the property owner
Attachment 5 – Graffiti Mural Guidelines

The guidelines below are designed to assist any person or persons who may wish to apply for a Preventative Mural on their property:

- A Preventative Mural is to be completed on a structure which has been deemed appropriate in the Municipality;

- A Preventative Mural Application Form must be lodged, along with the intended mural design and maintenance program with Council’s Parks Assets Unit at 241 – 253 Old Geelong Road, Hoppers Crossing, 3029 or via e-mail, graffiti@wyndham.vic.gov.au. The form can be found at www.wyndham.vic.gov.au;

- Design to be approved by Council’s Parks Assets Unit;

- If the applicant for the Preventative Mural is not the property owner, signed permission from the owner must be attached with the Preventative Mural Application Form;

- The Preventative Mural must not contain political and/or racist images, discriminatory symbols, or text unless otherwise approved by the Parks Assets Unit;

- The preventative mural can be permitted to advertise a business name;

- When considering the placement of the Preventative Mural consideration must be given to the surrounding area, i.e. if on a main arterial, consideration must be given to possible distractions which could be caused by road users;

- All aerosol paint must be purchased from a reputable art supplier to ensure the quality is of an appropriate grade;

- If the completed Preventative Mural is coated in anti-graffiti coating as prescribed by Wyndham City and at the mural sponsors cost, Wyndham City will maintain the mural on the owners behalf.

- If the completed Preventative Mural is not coted in an anti-graffiti coating, the owner will bare all graffiti removal costs and comply with Wyndham City’s removal guidelines.

- If upon completion the Preventative Mural does not meet these application guidelines, Wyndham City may paint over the Preventative Mural at the mural sponsors cost.