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## 2014/2015 DRAFT ACTION PLAN

DAREBIN GRAFFITI MANAGEMENT STRATEGY 2014-2018.

## Objective 1: Maintain public amenity through the rapid removal of graffiti on Council assets

Key principle – eradication

Action	Lead department and partners	Output	Resources required
1.1 Ensure that Priority 1 offensive graffiti on Council assets including public art is removed within 2 working days of notification.	<b>Infrastructure Maintenance</b>	80% of Priority 1 incidents responded to within 2 working days.	Estimated cost 20K, from existing 200K removal budget.
1.2 Ensure graffiti on Priority 2 Council assets including public art is removed within 3 working days of notification.	<b>Infrastructure Maintenance</b>	80% of Priority 2 incidents responded to within 3 working days.	Estimated cost 50K, from existing 200K removal budget.
1.3 Ensure graffiti on Priority 3 Council assets including public art is removed within 7 working days of notification.	<b>Infrastructure Maintenance</b>	80% of Priority 3 incidents responded to within 7 working days.	Estimated cost 20K, from existing 200K removal budget.
1.4 Continue to support the Department of Justice Graffiti Removal program to remove graffiti from Council assets and private property abutting public land.	<b>Infrastructure Maintenance Community Corrections</b>	Ongoing >5000sq meters removed each year, based on existing service model of one program day per week.	Estimated cost 10K, from existing 200K removal budget.
1.5 Coordinate the internal Darebin Graffiti Management Working group to undertake graffiti prevention and removal initiatives across Council.	<b>Infrastructure Maintenance</b>	4 meetings per year	Within existing staff resources and budget.
1.6 Investigate graffiti removal partnerships for state assets in Darebin such as rail corridors, traffic signal and other utility boxes.	<b>Infrastructure Maintenance Community Corrections VicTrack</b>	Identification of potential sites and feasibility established by June 2015.	Feasibility process within existing budget, ongoing project to require additional resources.

1.7 Trial the application of anti-graffiti coatings on heavily graffitied Council assets such as playgrounds and bins.	<b>Infrastructure Maintenance</b>	Feasibility, effectiveness and cost established by July 2015.	Estimated cost for trial \$5000, within existing budget. Additional resources required for ongoing implementation.
1.8 Provide regular briefings to Customer Service officers about graffiti removal and prevention projects to ensure officers have relevant information to support customer requests.	<b>Infrastructure Maintenance</b> Community Wellbeing	4 briefings per year and information posted on Customer Service portal	Within existing staff resources.
1.9 Proactively pursue grants and funding opportunities to assist with graffiti removal and prevention programs.	<b>Infrastructure Maintenance</b> Community Wellbeing	Ongoing 2 applications each year pending the availability of funding rounds.	Within existing staff resources

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## Objective 2: Support the community to rapidly remove graffiti from private property

Key principle – eradication

Action	Lead department and partners	Output	Resources
2.1 Continue to implement and expand on the graffiti removal subsidy program for private property owners (residents and businesses) through the provision of free graffiti removal kits, vouchers for contractors and paint.	<b>Infrastructure Maintenance</b>	80% of Priority 2 incidents responded to within 3 working days. 80% of Priority 3 incidents responded to within 7 working days.	Estimated cost 50K, from existing 200K removal budget.
2.2 Continue to provide a subsidy of up to \$500 to support the removal of Priority 1 offensive graffiti from private property.	<b>Infrastructure Maintenance</b>	80% of Priority 1 incidents responded to within 2 working days.	Estimated cost 25K, from existing 200K removal budget.
2.3 Investigate the development of co-contribution removal partnerships with Darebin Business Associations to facilitate regular, rapid removal from activity centres identified as Priority 2 locations.	<b>Infrastructure Maintenance</b> Business Development	Feasibility established by June 2015.	Feasibility process within existing budget. Ongoing project to require additional resources.
2.4 Continue to implement the Active Spaces program to activate unused retail space and identify opportunities for the inclusion of street art to prevent graffiti.	<b>Business Development</b>	Pending funding, continue to trial Active Spaces	Within existing budget.
2.5 Monitor Priority 2 graffiti hotspots and deliver one annual graffiti cleanup at these sites.	<b>Infrastructure Maintenance</b> Business Development Parks and Vegetation Facilities Maintenance	1 clean-up per hotspot	Estimated cost 25K, from existing 200K removal budget. To be reviewed to determine sustainability of annual hotspot clean ups.

### Objective 3: Encourage and facilitate street art to prevent graffiti and enhance the street scape

Key principle – engagement

Action	Lead department and partners	Output	Resources required
3.1 Continue to implement and expand on the subsidised street art program for private property owners to access street art on heavily tagged walls.	<b>Community Wellbeing</b> Infrastructure Maintenance Business Development	Facilitate >2 subsidized street art pieces on heavily graffitied private properties, with priority given to Priority 2 locations.	Estimated cost \$6000. Within existing 20K prevention budget.
3.2 Identify heavily graffitied Council assets for street art projects.	<b>Community Wellbeing</b> <b>Infrastructure Maintenance</b>	Identify and deliver >2 street art pieces on heavily graffitied public property, with priority given to Priority 2 locations.	Estimated cost \$6000. Within existing 20K prevention budget.
3.3 Work with Council's Yute Crew Program to identify locations for young people to create legitimate street art.	<b>Youth Services</b> Infrastructure Maintenance	Identify and deliver >1 street art pieces on heavily graffitied public property in partnership with young people.	Estimated cost \$4000. Within existing prevention budget.
3.4 Create a database of diverse, local artists accessible to businesses, residents and property developers for the legitimate creation of street art in Darebin.	<b>Creative Culture</b> Community Wellbeing	Database created and accessible by July 2015.	Within existing staff resources.

<p>3.5 Develop and pilot a program for emerging street artists to participate in Council's street art initiatives.</p>	<p><b>Community Wellbeing</b> Creative Culture Infrastructure Maintenance</p>	<p>Program developed and piloted by July 2015.</p>	<p>Estimated cost \$4000. Within existing prevention budget.</p>
<p>3.6 Incorporate street art on public and private assets into Council's Public Art Register.</p>	<p><b>Creative Culture</b> Community Wellbeing</p>	<p>Public Art Register complete by July 2015.</p>	<p>Within existing staff resources</p>
<p>3.7 Investigate the capacity to deliver a street art project on the Northland Shopping Centre retaining wall in partnership with young people from the surrounding community.</p>	<p><b>Youth Services</b> <b>Community Wellbeing</b> Northland Shopping Centre Community Corrections</p>	<p>Project brief developed and commenced 2015/2016 financial year pending funding.</p>	<p>Estimated cost 25K, additional resourcing required.</p>

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## Objective 4: Support community education and diversion programs to prevent graffiti

Key principle – education

Action	Lead department and partners	Output	Resources required
4.1 Design and implement a campaign and materials to educate the community on graffiti management initiatives and the requirements of the Graffiti Prevention Act 2007.	<b>Infrastructure Maintenance</b> Community Wellbeing Business Development	Campaign developed and implemented by June 2015. Materials and messages in community languages	Estimated cost \$5000. Within existing staff resources and budget.
4.2 Develop/ facilitate graffiti education programs with young people in various settings to deter their involvement in graffiti, including primary and high school based programs.	<b>Youth Services</b> <b>Infrastructure Maintenance</b> Community Wellbeing	Program brief developed and piloted by June 2015.	Feasibility process within existing budget, ongoing project to require additional resources. Estimated 10K.
4.3 Undertake research to better understand young people's involvement in graffiti culture in Darebin.	<b>Youth Services</b> Infrastructure Maintenance Community Wellbeing	Project brief developed and implemented 2015/2016 financial year pending funding.	Feasibility process within existing budget, ongoing project to require additional resources. Estimated 10K.
4.4 Review and update Council's website information on how to report and request graffiti removal from private property, on Council assets and privately owned utilities and public transport providers	<b>Infrastructure Maintenance</b>	Website updated by January 2015.	Within existing staff resources

## Objective 5: Facilitate and support the strict enforcement of the law

### Key principle – enforcement

Action	Lead department and partners	Output	Resources required
5.1 Support and facilitate Victoria Police involvement in diversionary and graffiti prevention programs.	<b>Victoria Police</b>	Police member to attend Darebin Graffiti Management Working group and participate in relevant diversionary and prevention programs.	Within existing staff resources.
5.2 Work in partnership with Victoria Police to assist in monitoring graffiti trends and hot spots.	<b>Infrastructure Maintenance</b> <b>Victoria Police</b> Community Wellbeing	Ongoing Relevant locations identified through the Graffiti Management Working Group	Within existing staff resources.
5.3 Investigate the feasibility and benefit of a local tag register and resources such as Vandaltrak to assist Victoria Police with investigation.	<b>Infrastructure Maintenance</b> <b>Victoria Police</b> Community Wellbeing	Project brief developed and feasibility established by June 2015.	Feasibility process within existing budget, ongoing project may require additional resources
5.4 Promote graffiti reporting to local Police and Crime Stoppers alongside Council to support tag identification.	<b>Infrastructure Maintenance</b> <b>Victoria Police</b> Community Wellbeing	Message Incorporated in all promotional material related to the graffiti management strategy by June 2015.	Within existing staff resources.
5.5 Review and enforce relevant provision of the Graffiti Prevention Act 2007 concerning the sale of spray paint cans to minors.	<b>Civic Compliance</b> Infrastructure Maintenance	Ongoing Information provided to businesses annually.	Within existing staff resources.



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