



Junction of Fitzroy Street and Upper Esplanade
1930
Port Phillip City Collection

Colour photos: K. Gorjanicyn

Fitzroy Street Taskforce

Newsletter #2 November/December, 2007

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Taskforce Coordinator Comment: Anti-social behaviour in Fitzroy Street

As documented in Fitzroy Street Taskforce Newsletters, some very positive effects have resulted from community members, with varied interests, coming together to improve the Fitzroy Street precinct. We are making progress with streetscape improvements, developing measures to increase safety, and moving forward with ideas to engage the community in art and music activities.

The issue of anti-social behaviour continues, however, to be a stubborn problem that is not easily resolved. I have received many complaints from Taskforce members and the wider Fitzroy Street community about behaviour in the street that has been labelled as violent and unacceptable.

Determining what constitutes 'anti-social behaviour' and who causes it, is proving to be problematic. Views expressed to me by Taskforce members reveal that there are many different perspectives on the degree to which violence and intimidation exists in Fitzroy Street, let alone which groups are the perpetrators of anti-social behaviour.

As a Taskforce, deciding on who is responsible for causing anti-social behaviour and who should be held accountable for behaviour that threatens safety, trade, amenity and wellbeing in Fitzroy Street, is multifaceted. Who, if anyone, is to blame for anti-social behaviour? Who should fix it? Should anyone or any group be included or excluded from Fitzroy Street? Who should be responsible for preventing anti-social behaviour in Fitzroy Street – police, Council, traders, residents, rooming house management?

Given that members of the Taskforce hold different views on anti-social behaviour, how do we arrive at a solution that can ensure everyone's safety and respect the rights of people to be in Fitzroy Street?

As a Taskforce we need to understand why people have different perspectives on anti-social behaviour and deliberate on how we want to proceed with exploring these interpretations. This is likely to be difficult – and at times personally confronting – as individual viewpoints are considered and challenged. It will require research and evidence, as well as examination of relevant local and state government policies and strategies relating to housing and to alcohol consumption.

In early 2008 I will be researching models for dealing with anti-social behaviour in other complex streetscapes and entertainment precincts within Australia and internationally. I will be presenting this research to Council and to the Taskforce for consideration in regard to Fitzroy Street and possibly in relation to other entertainment precincts in the CoPP.

Meanwhile, I will be circulating to Taskforce members a document titled *Comment on Community Comment*, in which I have summarised the debates on anti-social behaviour as presented to me so far. This document is intended to serve as a platform for thinking through appropriate methodology for engaging the Taskforce and the wider community in developing a strategy for making Fitzroy Street a safer place to live, work and play.

Update on subgroup meetings

Taskforce subgroup meetings on Streetscape and Safety were held in November 2007. The subgroups worked through relevant sections of the Taskforce Action Plan, determining feasibility of specific actions, timing for delivery, and where relevant, cost of projects. There was discussion about causes of anti-social behaviour in Fitzroy Street – a topic on which further research and understanding is required in order to work toward solutions. I circulated minutes of the meetings to Taskforce members (12/12/07). Please check the minutes to see if there is a specific action you have

agreed to follow up for the Taskforce. When you send me your updates I will report back to the Taskforce via an email or the next Newsletter.

The Community Identity subgroup continues to meet regularly. Working groups have been formed around proposals to establish a community art project and a busking competition. These proposals link-in with the agendas of the other Taskforce subgroups of Streetscape and Safety.

STREETSCAPE

Masterplan Fitzroy Street: update

Tanja Heil, Place Manager Activity Centres CoPP, reports that a draft Project Brief has been prepared for the Masterplan and discussions have commenced with the Consultant undertaking the design services as part of the Foreshore Connections Project.

A scope of supporting work underlying the preparation of the brief has included:

- A review of current capital projects (identifying their location and scope);
- Any supporting strategic work;
- A mapping exercise of issues raised through the Taskforce to inform the development of a draft plan;
- Mapping of authorities pending projects (Yarra Trams, etc);
- Pedestrian counts.

Next Steps

- Council is currently waiting on a response to the project brief, which is anticipated to be provided December 2007
- Visioning / Working Sessions will be conducted in early February 2008
- A Draft Plan will be available for public comment and review in March 2008

Fitzroy Street Foreshore Connections Project

- This project, which focuses on improving the connection of Fitzroy Street and the foreshore, is currently underway. An Urban Design consultancy is leading the multidisciplinary project

Next Steps

- A Schematic Design will be available for public comment in February 2008.
- Construction to commence in October 2008

Lighting Audit

Webb Engineering has submitted its report to Council on improving lighting within the Fitzroy Street precinct. This report:

- Provides the basis for the development of a strategy / lighting design for the street;
- Establishes the lighting illumination levels required;
- Calculates the actual lighting levels that exist;
- Provides a brief assessment of the suitability (based on age, level of light output);
- Provided the detail of the assets that are currently within the street.

Some of the Issues Identified

- Tram poles are generally inefficient
- Inconsistent treatment by retailers (florescent and linear flouro lights – visually harsh)
- Lighting within and around alleyways is limited

Next Steps

- Provides basis for lighting design stemming from the Masterplan
- Implement staged recommendations commencing within the 2008/2009 Capital Works Program

- Council is currently reviewing the hotspots identified by the Taskforce in November subgroup meetings with a view to addressing these within the next few months

New Public Toilet in Fitzroy Street

Council has approved a capital program to design and install a public toilet within the precinct. The design phase will take place over the coming months with installation due next year.

Location and design principles for the public toilet facility will be provided through the Masterplan process. Potential sites (assessment of suitability will be required) may include:

- Jackson Street Carpark
- Albert Park
- Park Street (near tram terminus)

Hanging Baskets

In the recent Streetscape subgroup Taskforce meeting, we discussed the possibility of introducing hanging pot plants to improve the aesthetics of Fitzroy Street (FSTA to follow up as noted in minutes of the meeting). While Council could come to some arrangement on installation, ongoing costs per year would be in the vicinity of \$16,000 – \$20,000.

Fitzroy Street litter bin collection

Update from Council on Fitzroy Street rubbish bins

In response to a request from Taskforce members at the November Streetscape subgroup meeting, Damien Burgess, Manager Infrastructure Services CoPP, has provided an update on rubbish bin capacity and the potential to upgrade bins in Fitzroy Street.

On the north side of Fitzroy Street the rubbish bins currently are 120 litre, which could be changed to 240 litre as per the south side in future (this costs around

\$3000 per bin surround so it would need to be funded).

Further to inquiries from Taskforce members regarding the possibility of the CoPP replicating the City of Melbourne's night collection, CoPP waste services staff have undertaken some investigation. While the City of Melbourne has night collections, the Council does not include King Street in its night schedule because intoxicated men are fascinated by garbage trucks (yes, really). Apparently this was identified as an Occupational Health and Safety issue. My sources tell me that "unfortunately, drunk guys just can't resist a ride on the back of a rubbish truck".

Summer Litter Blitz Campaign

The CoPP has teamed up with Hobsons Bay City Council and City of Yarra to target litter bugs leaving cigarette butts on the ground. In addition to keeping streets clear of cigarette litter, the campaign aims to improve the quality of local waterways. The campaign, which will run from November to December 2007 and February to May 2008, is directed at residents and tourists.

The three Councils will implement a five phase process designed to prevent littering in nominated hot spots. The five stages include:

- Benchmarking
- Promotion
- Education
- Enforcement
- Evaluation

During the two week education phase, "butt champions" will hand out personal ashtrays and reward people who dispose of litter in bins. Litter bugs will be warned about applicable fines during this phase.

Christmas and New Year rubbish collection

Christmas and New Year collection days for waste and recycling collection service:

Schedule for collection Christmas Day and New Years Day

- Christmas Day 25 December 2007 (Tuesday) will be collected on 26 December 2007 (Wednesday)
- Boxing Day 26 December 2007 (Wednesday) will be collected on 27 December 2007 (Thursday)
- 27 December 2007 (Thursday) will be collected on 28 December 2007 (Friday)
- 28 December 2007 (Friday) will be collected on 29 December 2007 (Saturday).

Please note that **New Years Day 1 January 2008 (Tuesday)** will be as normal collection.

Transfer Station and Depot

Closed Public Holidays

Christmas Day	25 December 2007
Boxing Day	26 December 2007
New Years Day	1 January 2008

Operating Hours:

Monday to Friday	7.30am to 3.30pm
Saturday & Sunday	9.00am to 1.00pm

SAFETY

Safe City Taxi Rank (SCTR): a successful start

Located outside L'Hotel, next to the Prince of Wales Hotel, the SCTR has been operating for three weekends. The SCTR operates on Friday and Saturday nights, and public holidays.

Two security officers coordinate the Safe Taxi Rank; one security officer ushers passengers into taxis and notes their destination and cab number while the other security officer manages the queue of passengers. Where necessary, security officers help taxi drivers to collect fares upfront. Passengers can provide their

name and address to security officers as an additional safety measure. Security officers wear lime-green fluorescent vests for easy identification.

The project is managed by SECUREcorp and is run in partnership with the State Government of Victoria, Department of Infrastructure and the CoPP. The Safe City Taxi Rank will be evaluated for effectiveness during the trial phase.

Feedback from security staff, local businesses, and Council officers has been positive so far. Security guards report that by the second weekend of operation, there was an increase of taxis coming into Fitzroy Street after 1am.

Council has met with a security company regarding the CCTV that will be installed to monitor the SCTR. Council is now waiting for a quote and information on different options for installing CCTV.

At the moment, the existing lighting at the SCTR is considered too dim. In keeping with the Taskforce's concerns about safety, increased lighting will be installed above the SCTR as soon as possible.

Street drinking: local laws update

The local law banning open containers and consumption of alcohol will be implemented by the 2007/08 summer period. This Local Law will apply between 11pm–7am across the whole municipality. A Memorandum of Understanding between the Victoria Police and the Council has been signed.

Signs are being installed and the local law ban on alcohol commenced on 7 Dec 2007. Council is sending licensed venue operators an A4 laminated version of a sign on outside drinking that can be attached to venue doors, so people see it on exiting the premises.

If any licensed premises have not received the laminated sign, please call Eddy Van

Veghel on 9209 6293 to arrange for one to be posted.

There will be opportunities for Taskforce members to review street alcohol bans in early 2008.

CCTV: a model for consideration

At the November Safety subgroup meeting Taskforce members requested that I investigate the City of Stonnington's recent initiative to install security cameras in the Chapel Street precinct.

Streets Ahead (Chapel Street Trader Association), Victoria Police and the City of Stonnington have signed a Memorandum of Understanding (MOU) for the installation of CCTV in the Chapel Street precinct.

The MoU sets out the responsibilities of Streets Ahead, Victoria Police and the City of Stonnington on issues of camera placement, use of images, storage and management of images, advisory signage, funding and support, and overview arrangements.

Stonnington Council has provided a grant of \$20,500 for a four-year period to Streets Ahead to assist in funding the costs of CCTV. Streets Ahead has coordinated the installation of five cameras. The installation and maintenance of the cameras is a contractual matter between Streets Ahead and the private camera service provider. Streets Ahead facilitates the service contract with the camera providers and Victoria Police.

Each camera location contains a camera and communications box/ariel to operate the wireless website data network. A webstation has been installed at Prahran Police station where footage is viewed.

When I research models for developing community safety in entertainment precincts, I will endeavour to gain further information on the background to the MoU

and installation of CCTV in the City of Stonnington.

Inner City Entertainment Precincts Taskforce (ICEPT): relevance to the Taskforce

At the recent Safety subgroup meeting, Taskforce members requested that I provide an update on the relevance of the *Inner City Entertainment Precincts (ICEP) Taskforce: Final Report to the Minister for Police and Emergency Services, February 2006*.

The report contains recommendations and principles that could help guide the Fitzroy Street Taskforce in designing approaches to dealing with anti-social behaviour. I will be exploring opportunities for Taskforce representation on these issues in the new year.

Broadly, the ICEPT report, which is based on two years of work that involved research and consultation with a range of stakeholders, claims that licensees and the agencies responsible for the management of Melbourne's inner city entertainment precincts have made significant efforts to improve safety, security and amenity for visitors and residents. The Taskforce recommends that the way forward should be to focus on improving the capacity of Victoria's planning system to manage the number and the type of licensed premises in inner city entertainment precincts.

The report makes 28 recommendations, which encompass:

- ***Behaviour impacts on safety and amenity*** (recommendations include: development of guidelines for the use of CCTV, such as investigation of costs, management skills and effectiveness of CCTV in crime prevention)
- ***Mixed use development*** (recommendations revolve around councils' role in managing restaurants' impact on amenity; review of definitions

in planning schemes and liquor licensing regulatory frameworks; a uniform set of conditions for both liquor licences and planning permits; preparation of information material on planning permit and liquor licence processes for licensed venues; identification of appropriate number of patrons for a venue; development of best management guidelines for patron behaviour in open areas)

- **Planning and licensing enforcement** (recommendations include: design of enforcement protocols that define the responsibilities of both Victoria Police and councils in relation to planning permits and liquor licences; information for stakeholders about the mechanisms available for raising complaints or concerns regarding the operation of license premises)
- **Licensed venue management** (recommendations include: review of RSA training; preparation of best practice guidelines to inform the construction and design of licensed premises to reduce the risk of anti-social behaviour; introduction of a requirement for managers of licensed venues to be licensed; development of an appropriate audit-risk assessment tool to assist licensees in assessing and minimising risk factors for anti-social behaviour in venues; an incentives strategy to encourage licensee participation in forums and accords; development of protocols between the security industry and Victoria Police)
- **Public and private transport** (recommendations include: establish an Inner City Safe City Taxi Ranks Program; review of late night public transport services; development of a Late Night Transport Communications Plan; measures to reduce traffic congestion; special operations to target poor driver behaviour; legislation to target 'hoon' driving behaviour; establish a web portal to provide information to licenses forums and other agencies on successful

intoxicated pedestrian management approaches and strategies)

- **Perceptions** (recommendations include: research to investigate who is attracted to different entertainment precincts and why; explore the circumstances in which crimes against people occur in entertainment precincts and how they might be prevented)
- **Data** (recommendations include: Victoria Police explore recurrent funding for continued implementation of the Victoria Police Assault Reduction Strategy; establish a Working Group of relevant stakeholder representatives to develop a Data Collection Action Plan and Protocols for the sharing of data between agencies).

COMMUNITY IDENTITY

Community art proposal

Members of the Community Identity subgroup continue to work on ideas for finding a suitable venue for a community art project that will engage marginalised locals in a dignified and socially inclusive setting. The key contact for this project is Robyn Szechtman, CoPP: 9209 6694.

Music Festivities

Plans for introducing quality, festive music into the Fitzroy Street precinct is under consideration. The aim of bringing festive music into the area is to encourage people to enjoy and celebrate Fitzroy Street and to challenge perceptions that the precinct is a place for excessive alcohol consumption.

A working group is exploring options for a busking competition to promote the musical talent of marginalised people and to engage the local community.

GENERAL INFORMATION SHARING

Roving performers in Fitzroy Street

Fitzroy Street traders have organised roving performers on Fitzroy Street on Friday and Saturday evenings (21st & 22nd December). The performers will include: a mime artist; a stilt performer called the Duchess of Decay; the Stiletto Sisters acoustic outfit; Stumbles the Clown; and African Drumming.

Health Time/Gatwick Christmas Party

The Health Time Street Christmas Party, held in Loch Street, attracted a large crowd. There was a variety of music, delicious food, and plenty of support and assistance from workers across several organisations.

In addition to Gatwick residents, the party attracted people who happened to be wandering down Fitzroy Street on the day. I chatted with various people who joined the street party for a meal and some company. The comments about the atmosphere of the party were all positive. One Taskforce member tells me that a Gatwick resident with who she spoke at the party summarised the celebration in these words: "Others have their street parties; we now have ours."

CoPP Summer Campaign

In light of the high importance of responsible consumption of alcohol, particularly within late night precincts and the onset of summer activity, the CoPP has devised a 'Summer Fun Campaign'. Comedian Corrine Grant is the face of the campaign: *Fitzroy Street is Hot – Keep it Cool*.

The key messages are:

- tourists and the wider community are welcome to come and enjoy what

Fitzroy Street has to offer whilst respecting others

- we all love a good time but not at the expense of others' safety and wellbeing
- encourage responsible drinking and respectful use of space

The campaign will be promoted locally as well as through radio and other media.

Hot off the press: CoPP documents

Two significant documents have been published by the CoPP, which have relevance to some of the Taskforce's key actions and concerns. The documents can be accessed on the CoPP website:

City of Port Phillip Health and Wellbeing Plan 2007-2011

http://www.portphillip.vic.gov.au/health_and_wellbeing_plan.html

City of Port Phillip Community Plan 2007-2017

http://www.portphillip.vic.gov.au/community_plan_2007.html

Hard copies of these plans are available from front counters at CoPP Town Halls or by calling ASSIST on 9209 6777.

St Kilda Festival: website for public feedback

At the November Streetscape subgroup meeting, Taskforce members requested information on how to provide further feedback to the CoPP on the St Kilda Festival.

The relevant CoPP website for directing enquiries/questions is:

<http://www.stkildafestival.com.au/contact>

If you wish to get in touch with CoPP staff by mail, speak to staff directly or send an email in regard to the St Kilda Festival, contact details are:

St Kilda Festival

Private Bag 3
PO St Kilda
VIC 3182

Phone: 03 9209 6490

Fax: 09 9682 9103

Email:

stkildafestival@portphillip.vic.gov.au

Promotion of Port Phillip attractions to tourists

The Economic Development and Tourism Department has been utilising Melbourne's Official Visitors Guide for the past two years and plans to continue to use the guide as one of many effective marketing channels to feature Port Phillip product to visitors.

Melbourne's Official Visitors Guide is a quarterly marketing product produced and Destination Melbourne Ltd that provides visitors to Melbourne with a comprehensive understanding of things to see and do.

The guide is distributed widely and exclusively (as shown overleaf) with over 1 million copies printed, and is supported by advertising from attractions, tours and transport, retail, dining and destinations. There is another guide for accommodation advertising.

The benefits of featuring Port Phillip in the guide include:

- Communicating key tourism product to visitors and use of sustainable transport options to get to the destination.
- Building stronger relationships with key tourism stakeholders including Destination Melbourne, Tourism Victoria and Tourism Australia;
- Demonstrating leadership by linking local businesses to a strong and effective tourism promotional channel;

To find out more about Tourism and Visitor Management in Port Phillip or if you have any questions about Melbourne's Official

Visitors Guide please contact Adriana Frescura, Coordinator of Tourism and Visitor Services:

ph: 9209 6361

email: afrescur@portphillip.vic.gov.au

Access Guide to Fitzroy Street Dining

The *Access Guide to Fitzroy Street Dining* will be published early next year. The Guide provides key access information for 45 eateries in Fitzroy Street St Kilda for people with mobility, vision and hearing impairment challenges.

The Guide links-in with the City of Port Phillip's Disability Action Plan and contributes to making Port Phillip an inclusive, accessible and equitable city, where people with disabilities can participate in all aspects of community life.

Watch this space for an update and web link in 2008.

Homelessness Guidelines for business

On 31 October 2007 I attended the launch of the DVD *Equal Service: Business to Business* and the Consumer Affairs Vic Homelessness Guidelines.

The *Business to Business* DVD features a range of business leaders speaking about their responses to homelessness. The Homelessness Guidelines are designed to support businesses to implement equal service business models in their dealings with people experiencing homelessness.

Members of the Taskforce who are traders, rooming house managers, or experiencing homelessness are likely to find this material relevant.

Information can be downloaded from:

<http://www.justice.vic.gov.au/wps/wcm/connect/DOJ+Internet/Home/Your+Rights/Dis+crimination/JUSTICE++Equal+Service++Homelessness+Guidelines+Project>

Amphetamine-type stimulants and related drugs strategy

The Victorian Government is developing an amphetamine-type stimulants (ATS) and related drugs strategy as one part of its response to the use of ATS and related drugs in the Victorian community. The Government has set up a Taskforce to identify emerging trends in relation to ATS in Victoria and providing advice on appropriate action to prevent and reduce use of these drugs. The Government and the Taskforce are aiming to better understand the impact of these drugs on drug users, their families and affected children so that services can respond appropriately.

Web link to Victorian amphetamine-type stimulants (ATS) and related drugs strategy 2007-2010 Discussion Paper:
<http://www.health.vic.gov.au/drugservices/pubs/ats.htm>

Drugs Round Table Meeting

I attended a Round Table Drug Forum on 22/11/07. Professor John W. Toumbourou (Chair in Health Psychology, Deakin University & VicHealth Senior Research Fellow, Centre for Adolescent Health, Murdoch Children's Research Institute) presented research findings in his paper *Managing youth alcohol problems in the community*.

Professor Toumbourou raised points around how government policies have increasingly emphasised community approaches to alcohol and drug use and how this could be further developed at the local level. Of specific relevance to the Taskforce, points were raised in regard to lack of political will to limit alcohol availability and the roles of community action and venue strategies for reducing excessive alcohol consumption in entertainment precincts. I will follow up on some of these points in my research on anti-social behaviour in entertainment precincts.

Professor Toumbourou's research on 'Communities that Care', is of particular interest to Taskforce members who want to work toward a better understanding of and solutions to anti-social behaviour. To read about Professor Toumbourou's work on 'Communities that Care', click on: <http://www.aic.gov.au/publications/tandi/ti122.pdf>

I welcome ideas and news items for future Fitzroy Street Taskforce Newsletters. Please send me updates by email or by calling me.

kgorjani@portphillip.vic.gov.au

(w) 9209 6852

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Best wishes to all of you for a happy and safe festive season. Thank you for your support on Taskforce matters during 2007. I look forward to undertaking research on models for developing safety and wellbeing in entertainment precincts and working with you in 2008.

- Katrina