



11.1 **GRAFFITI MANAGEMENT PLAN 2019-2024**

EXECUTIVE MEMBER: **FIONA BLAIR, GENERAL MANAGER, INFRASTRUCTURE AND AMENITY**

PREPARED BY: **HOLLI TAYLOR, GRAFFITI MANAGEMENT OFFICER**

1. PURPOSE

To seek approval from Council to endorse the Graffiti Management Plan 2019-2024.

2. EXECUTIVE SUMMARY

2.1 The Graffiti Management Plan provides a clear framework and guidelines for the management of graffiti within the City of Port Phillip. It outlines Council's approach to dealing with illegal graffiti as well as outlining opportunities to mitigate against future graffiti.

2.2 Council's new Graffiti Management Plan will cover the period 2019-2024.

2.3 Officers developed a two-phase consultation process for delivery of the new Graffiti Management Plan. The first phase of community consultation took place between 20 November – 21 December 2018. This sought to identify community priorities in service levels and feedback was used to develop a Draft Plan. The second phase of community consultation took place between 1 April – 24 April 2019. During this second phase the Draft Plan was presented for public exhibition, further feedback was sought via face to face drop-in sessions which took place on 11 April, 13 April and 17 April. In addition, a further online survey was conducted – the aim being to touch base with our community to ensure that the Draft Plan adequately reflected community priorities.

2.4 In reviewing the Plan Council has engaged with our community to determine their expectations on service levels for graffiti management. The engagement process has aimed to build trust and legitimise outcomes included within the Plan as well as anticipating and building in flexibility to accommodate future demands on Council resources.

2.5 Following the close of the community consultation period Officers now present a final draft of the Graffiti Management Plan 2019-2024 recommending it for Council endorsement.

3. RECOMMENDATION

That Council:

3.1 Endorse the Graffiti Management Plan 2019-2024

4. KEY POINTS/ISSUES

4.1 The Graffiti Management Plan outlines Council's policies on graffiti removal and other associated graffiti mitigation services.

4.2 Graffiti is a provocative issue in our city representing to some of our community the presence of underlying anti-social behaviours, with negative connotations as to their perceptions of safety. For others in our community the presence of graffiti (and more



widely street art) represents an important form of creative expression in the urban environment.

- 4.3 In consulting our community to develop the Graffiti Management Plan 2019-2024 Council has been better placed to determine priorities and outcomes that best benefit our community, accommodating the breadth of opinion on this issue – whilst identifying equitable and best value services.
- 4.4 Officers have developed the Plan by: (i) asking our community for their priorities and feedback, (ii) reviewing statistical evidence collected over the past three years on graffiti reported and removed in our city, and, (iii) further consultation work with key stakeholders/ agencies on collaboration models and best practise. Findings from all avenues have been used in developing the content of the Graffiti Management Plan 2019-2024.
- 4.5 Feedback from our community during the first phase of consultation identified the following priorities:
 - 4.5.1 To continue to offer a free graffiti removal service to the community, ensuring that such a service is offered as rapidly as possible.
 - 4.5.2 To prioritise the removal of obscene and offensive graffiti; as well as new commitments, which would see Council prioritising the removal of graffiti from public toilets and identified precinct spaces.
 - 4.5.3 To increase the bandwidth of graffiti mitigation options offered including considered street art and greening programs.
 - 4.5.4 To ensure that all available services are widely communicated and accessible to our community.
 - 4.5.5 To work alongside law enforcement agencies and other key stakeholders on collaborative improvements on graffiti management issues.
 - 4.5.6 To ensure equity and cost efficiency in delivering the service are maintained.
- 4.6 The feedback provided by our community as a result of the first phase of consultation is supported by the statistical evidence collated by Officers reviewing graffiti removal works completed in our city over the past three years.
- 4.7 The community priorities identified following the first phase of community consultation were integrated within the Draft Graffiti Management Plan. This was exhibited publicly as part of the second phase of community consultation which provided an opportunity for Council to check in with our community and ensure that the Draft Plan adequately reflected their needs. The second phase of consultation focused on two key issues:

Graffiti removal turnaround times and a staggered service model

Summary: This question sought to determine if the community was satisfied with a service whereby standard graffiti requests are dealt with within 10 business days, with graffiti which is either: obscene, in high traffic areas or within the public toilet network being prioritised.

What we heard: A majority, 70% of respondents, agree with this approach. Comments made by respondents in support of their responses are included in Attachment 2.



Prioritising street art and greening as graffiti mitigation tactics

Summary: Checking in that the community agree with Council's strategy of mitigating against graffiti by supporting street art, greening projects and community driven programs to reduce graffiti in areas where it is determined as being highly prevalent.

What we heard: a majority, 67% of respondents, agree with this approach. Comments made by respondents in support of their responses are included in Attachment 2.

- 4.8 It should be noted that it was determined that only 70% of respondents advised that they had read either the Plan or the summary feedback sheet, the remaining participants had not read either document.
- 4.9 Within the second phase of consultation Officers also asked our community whether there were any areas where they would like to see street art increased. The top responses to this question reflected that our community would welcome increased street art activity in: (i) St Kilda (50%), (ii) Port Melbourne (38%) and (iii) South Melbourne (28%). This will be considered in delivering the 2019-2020 street art program.
- 4.10 Officers will continue to investigate the viability and support for reoccurring themes which were reflected during the community consultation. These included:
 - 4.10.1 **The use of Community Correctional Services such as the Restorative Justice program offered by the Department of Justice:** At the current time Officer recommendation is that such programs are unable to replicate the service levels required by Council in relation to graffiti removal, e.g. colour matching.
 - 4.10.2 **Removing Graffiti at Height:** At the current time Officer recommendation is that Council restrict our service to accessible heights between 0-3 metres from ground level. The budgetary impacts of including a service at height would be extensive due to access equipment, overhead cabling safety issues and traffic management requirements.
 - 4.10.3 **Legitimate Street Art walls:** At the current time Officer recommendation is that Council do not pursue the assigning of legitimate "street art walls" where artists might legitimately paint artwork. Such walls would have to be monitored for offensive and obscene content with the resource commitments of moderating such a program being extensive. Furthermore, current academic research determines that there is little supporting evidence that the presence of a legitimate wall reduces graffiti in surrounding areas.

5. CONSULTATION AND STAKEHOLDERS

- 5.1 The consultation plan to support the development of the new Graffiti Management Plan was formed with the support of Council's Communication and Engagement team.
- 5.2 The first phase of community consultation invited our community to take part in the Plan development by providing feedback via an online Have Your Say questionnaire.
- 5.3 Feedback provided as part of this first phase of consultation was reviewed to steer the content of the Draft Plan.
- 5.4 The second phase of community consultation exhibited the Draft Plan and invited our community to provide feedback via three drop-in sessions held in St Kilda, Port Melbourne and South Melbourne respectively. A further online survey was also held to



touch base with our community and ensure that prior feedback had been adequately represented within the content of the proposed Plan.

- 5.5 Throughout this process further consultation has occurred with internal and external stakeholders to support the development of the Plan. Stakeholders include but are not limited to: Victoria Police, Department of Justice, Municipal Association of Victoria, Community Groups and Traders Associations.

6. LEGAL AND RISK IMPLICATIONS

- 6.1 Council's current processes indemnify Council against the legal and risk implications associated with removing graffiti from privately held property. Such processes will remain in place as part of the new Plan.
- 6.2 A legal framework within which Council can operate regarding graffiti removal is contained within Part 4 of the Victorian State Graffiti Prevention Act 2007.

7. FINANCIAL IMPACT

- 7.1 The outcomes proposed within the Graffiti Management Plan 2019-2024 are anticipated to fall within current operational budget parameters for financial year 2019-2020.
- 7.2 Officers acknowledge that the current graffiti removal contract is due to be re-tendered to commence in March 2020. The negotiation of a new contract is likely to affect budget commitments in this area post 2019-2020 as costs will be impacted by market rates. Officers are currently working to mitigate against the impact of this by entering a collaborative tender negotiation with the: City of Melbourne, City of Maribyrnong and City of Yarra. It is hoped that this collaborative arrangement will support Council in securing best value graffiti removal services.
- 7.3 The collaborative tender will be led by the City of Port Phillip, with tenders being opened by June 2019. Suppliers will be interviewed in August 2019, with Officer recommendations being presented to Council in October 2019.
- 7.4 Officers are currently developing the technical data pack which will accompany the tender documentation. This package of information will define service specifications and will be steered in alignment with the Graffiti Management Plan.

8. ENVIRONMENTAL IMPACT

Council's existing contracts place requirements on contractors to limit impacts from their operations on the environment. Furthermore, sustainability factors will be considered as part of any future contract negotiations.

9. COMMUNITY IMPACT

Council received 2,302 requests to remove graffiti in 2018. This compared with 1,892 requests in 2017 and 1,323 requests in 2016. Given the increasing demand for community servicing the Graffiti Management Plan 2019-2024 has been developed to meet high community expectations. Consideration has been given to ensuring it can commit to being trusted and agile with future proof outcomes.

10. ALIGNMENT TO COUNCIL PLAN AND COUNCIL POLICY

- 10.1 The Graffiti Management Plan 2019-2024 has been developed to align with the following strategic directions, as outlined in the Council Plan 2017-27:



Direction 3 – We have smart solutions for a sustainable future: The Plan aligns with the Don't Waste It! Waste Management Strategy.

Direction 4 – We are growing and keeping our character: The Plan aligns with the Public Space Strategy.

Direction 5 – We thrive by harnessing creativity: The Plan aligns with the art and Soul, Creative and Prosperous City Strategy.

10.2 The outcomes arising from the Plan are also strongly linked with Council's Community Safety strategies.

11. IMPLEMENTATION STRATEGY

11.1 Timeline

Subject to Council approval the Graffiti Management Plan 2019-2024 will be endorsed with immediate effect.

11.2 Communication

Should the Graffiti Management Plan 2019-2024 be endorsed it will be uploaded and promoted on Council's website. As well as via supporting social media messaging.

12. OFFICER DIRECT OR INDIRECT INTEREST

No officers involved in the preparation of this report have any direct or indirect interest in the matter.

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ATTACHMENTS

1. CoPP_GRAFFITI MANAGEMENT PLAN 2019 2024 FINAL DRAFT 23042019
2. Graffiti Management Plan Community Consultation Phase 2 Findings