

GRAFFITI MANAGEMENT POLICY

Document Control Statement – This Policy is maintained by Regulatory Services. Any printed copy may not be up to date and you are advised to check the electronic copy at <http://intranet/> to ensure that you have the current version. Alternatively, you may contact Customer Service on (08) 9186 8555

1. OBJECTIVE

The City's Graffiti Management Policy defines the City's role in reducing the incidence and visibility of graffiti and additionally minimising the social, environmental and economic impacts within the City of Karratha.

This objective is complimentary to the City's desire to create aesthetically attractive and vibrant towns. Prompt graffiti removal is seen as best practice as it diminishes the level of recognition and reward achieved by graffiti vandals. Prompt graffiti removal also prevents assets appearing uncared for.

2. PRINCIPLES

The City of Karratha recognises that illegal graffiti is a community concern that adversely affects the social, environmental and economic fabric of the local community. It creates a negative perception of safety in the local community, thus impacting on the wellbeing and social cohesion of the community. Illegal graffiti has negative effects on the streetscape and urban environment and detracts from community pride of the local area.

The considerable financial costs involved in removing graffiti also impose economic impacts on individuals, businesses, Council and the wider community. Council will not tolerate illegal graffiti and is committed to reducing and preventing graffiti in public spaces and on public and private property.

Concerns about graffiti have been highlighted in the City's 2009 Community Survey. Analysis of results indicated that issues related to graffiti, vandalism and anti-social behaviour ranked number one in terms of priority for the council to address with consideration to how residents rated its importance as a service that council should provide and the extent to which they assessed how council was performing in delivering this service.

2.1 Definitions

For the purpose of Graffiti Management Policy and Action Plan the following definitions apply:

Graffiti: is defacing, spraying, writing, scratching or slashing an identifying mark or symbol on someone else's property without their consent.

Graffiti includes any unauthorised drawings, names, words or marks, such as tags, stencils, political, racist or obscene statements and aerosol art, on public buildings or infrastructure, transport (including railway rolling stock) and private property (building walls, fences and billboards).

Graffiti murals and artwork: is any form of approved graffiti visual art or design created through formal consultation and approval and with the permission of the property owner. This can include legal murals, street signage, street furniture and temporary installations.

2.2 Policy Principles

Graffiti can have direct and indirect adverse impacts on the social, economic, and built and natural environmental dimensions of the community. This entails an integrated approach to graffiti reduction and prevention.

Council's overall goal and long-term commitment is to reduce the incidence of illegal graffiti through a multi-faceted and strategic approach incorporating seven core elements:

- Removal
- Education
- Enforcement
- Prevention
- Engagement
- Monitoring
- Strategic initiatives

A successful approach to reducing and preventing the problem of illegal graffiti requires appropriate measures that address both the factors contributing to the problem and the problem itself. Council will therefore consider projects and partnerships that involve people in the local area who commit, or are at risk of committing, illegal graffiti in the development and implementation of appropriate projects and programs.

Graffiti management is a community responsibility and a partnership approach drawing on shared resources, capacities and commitment is integral to effective graffiti reduction and prevention. Positive outcomes in graffiti management can be best achieved through a involving a wide range of stakeholders, including Council, State government departments, local business owners, community groups and the local community.

Council understands that owners of property on which illegal graffiti occurs are victims of crime. However, Council strongly regards the prompt and complete removal of illegal graffiti, particularly in locations with public visibility, to be a critical component of effective illegal graffiti management. Council will therefore work with the community to ensure that illegal graffiti is rapidly removed.

Council recognises and values the contribution of existing local, regional and state-wide initiatives and will work to strategically complement and support these initiatives.

Council recognises the value of community art in enhancing a sense of 'place' and providing opportunities for local artists to exhibit their skills and creativity. Approved graffiti murals or artwork can reduce the opportunity for graffiti vandalism, divert young offenders and enhance artist skills, as well as revitalize public space.

Ongoing monitoring and evaluation is essential to enhance understanding of the issues associated with graffiti management and to inform constructive policy review.

Council graffiti management strategies must be effective and cost efficient, applying the best use of Council resources.

3. KEY POLICY STATEMENTS

3.1 Removal

Rapid removal is acknowledged as the best deterrent to graffiti. Council owned property and buildings are to be free from illegal graffiti. Council will encourage and support private and government property to promptly remove graffiti from their properties.

3.1.1 Council commits to remove graffiti from its property buildings within the following timeframes: Obscene or racist graffiti within 48 hours and non-offensive graffiti within 7 working days – although target a quicker response.

3.1.2 As Council cannot compel private and government property owners to remove graffiti it will rely on partnerships, public cooperation, goodwill and financial support to achieve overall reductions in graffiti.

OR

Where possible, within five (5) working days of Council being aware or notified of the presence of illegal graffiti on public assets or private property, Council will advise the owner(s) of the identified assets/property of the presence of graffiti.

Owners of public assets (including infrastructure) or private property will be requested to remove any illegal graffiti that is visible to the public from their asset/property within 14 working days of receiving notification from Council of the presence of the graffiti.

- 3.1.3 Council will work with and offer advice and assistance to local business owners and private property owners to remove illegal graffiti within the required timeframe specified in this Policy.
- 3.1.4 Council will negotiate with WA Department of Corrective Services through the Repay WA initiative to undertake graffiti clean-ups of public spaces by community based offenders.
- 3.1.4 Council will encourage members of the community to report incidents of illegal graffiti.

3.2 Education

The City of Karratha recognises the importance of informing the community about actions that can be adopted to assist in minimizing graffiti and of the need to be proactive to lessen the consequences of this problem.

Council will

- 3.2.1 Ensure that the community is aware of the Graffiti Management Program and how people can be involved. Information, advice and practical support will be provided to assist local residents and businesses in managing graffiti on their property.
- 3.2.2 Actively promote the City of Karratha Graffiti Management Policy and Plan to local residents, business owners, schools and institutions/agencies, and will provide regular feedback to the community about the effectiveness strategies in the management of illegal graffiti.
- 3.2.3 Seek to promote understanding within the local community of graffiti removal and prevention strategies, the importance of promptly reporting incidents of illegal graffiti and graffiti activity, and ways of reporting illegal graffiti incidents.
- 3.2.4 Partner with key stakeholders, such as schools and the local media, to increase understanding in the broader community about the social and environmental impacts and economic costs of illegal graffiti. Council will also support the promotion of the impacts of illegal graffiti on the community/individual to those that are responsible for illegal graffiti. This also includes the short, medium and long term impacts to the person or persons carrying out the illegal graffiti.

3.3 Enforcement

The City of Karratha recognizes that graffiti management requires an element of enforcement (prosecution and restoration) to ensure that offenders are held accountable and dealt with appropriately. The City also recognizes the importance of partnerships to assist efforts to reduce graffiti.

Council will:

- 3.3.1 Continue to work with WA Police to develop and review ways of identifying, apprehending and/or prosecuting graffiti offenders.
- 3.3.2 Support WA Police, as appropriate, in the planning, implementation and evaluation of surveillance or other measures to deter, identify, apprehend and/or prosecute graffiti offenders. Council will also support WA Police in initiatives and programs aimed at reducing and preventing illegal graffiti within the City.

3.4 Prevention

The City of Karratha recognizes the importance of programs which focus on the reduction and prevention of graffiti before it occurs

Council will:

- 3.4.1 Seek to encourage developers and builders to apply Crime Prevention Through Environmental Design (CEPTED) principles to the design of all buildings, streetscapes and public assets and infrastructure.
- 3.4.2 Consider CEPTED principles in urban design, including the design of Council buildings, facilities, streetscapes and public spaces.
- 3.4.3 Provide advice to local residents and business owners about appropriate and effective environmental design, building design and anti-graffiti deterrents. These include anti-graffiti coatings, plantings, fencing material, lighting and means of enhancing informal surveillance.

3.5 Engagement

The City of Karratha recognizes the need to create an environment in which young people are valued and their needs included in Council planning, policy and programs. Young people and those who work with young people will be actively involved in graffiti prevention and reduction strategies.

Council will:

- 3.5.1 Support prevention and early intervention activities run by community agencies, youth services and schools.
- 3.5.2 Actively engage the local community in activities that provide legitimate alternatives to illegal graffiti and that enhance social and/or economic potentials and social connectivity.
- 3.5.3 Support legal urban art work installations where permission has been granted by the owner of the property in accordance with the City of Karratha Public Art Policy (CS12) and the Office of Crime Prevention Guidelines on Urban Art. Such artwork and murals will be planned carefully to provide an opportunity for youth and community engagement and participation. Approved graffiti artwork can reduce the opportunity for graffiti vandalism, divert young offenders and enhance artist skills, as well as revitalize public space.

3.6 Monitoring

The City of Karratha recognizes that monitoring of graffiti incidents, the response and strategies outlined in the Management Plan are important to ensuring that resources are allocated most effectively.

Council will:

- 3.6.1 Work with key stakeholders (e.g. WA Police) and the community to identify graffiti hotspots for future targeted actions to reduce the incidence of site-specific illegal graffiti.
- 3.6.2 Implement procedures to monitor the location and type of graffiti, its frequency, the amount which is required to be removed and cost associated with removal.
- 3.6.3 Have regard to best practice models; relevant federal and state legislation; local evidence and trends; and evaluations of the effectiveness of implemented strategies and programs. Council will also continue to seek input from the local community and key stakeholders for the purposes of policy review, development of strategies, and evaluation and monitoring methods.

3.7 Strategic Initiatives

The City of Karratha recognises that graffiti is a complex and community wide concern that requires the involvement of all groups within the community

Council will:

- 3.7.1 Ensure that it has an integrated and coordinated approach in the implementation of this Policy.
- 3.7.2 Coordinate local partnership and collaborative approaches, involving a broad and diverse range of key stakeholders, to enhance the integration of strategies to manage illegal graffiti across the City.
- 3.7.3 Will consider opportunities to advocate for state-wide mechanisms, strategies and legislation that support local level efforts to manage illegal graffiti.

4. DEVELOPMENT OF THE GRAFFITI MANAGEMENT POLICY

This Policy has been primarily developed through desk top research and literature review. This provided points of relevance from existing research and policies to be drawn together to develop an understanding of graffiti, potential strategies and their effectiveness, and the legislative and strategic context of illegal graffiti in Western Australia.

In order for the policy and related management plan to be most effectively implemented the following additional action is recommended:

Analysis of Local Data and Evidence – Undertake qualitative and quantitative data analysis on the prevalence of illegal graffiti in the City of Karratha and the effectiveness of past and current initiatives to manage the problem

Reference to Key Council Documents – Consult existing Council plans, policies and documents to provide a clearer understanding of the values, vision, strengths and issues of concern to City of Karratha communities.

Cross-Council Steering Group – Form a cross-Council steering group, comprised of Council officers from relevant departments, was to guide the development of the Policy and contribute ideas and information relevant to their fields of expertise.

Consultation with Key Stakeholders – Conducted consultation with key stakeholders (WA Police, Business and Industry Representatives, Key Government agencies, relevant non-government and representative groups) to discuss the issues associated with illegal graffiti in the City, identify past and current local initiatives, and examine the appropriateness of strategies outlined in the policy and management plan.

Public Consultation – Provide a summary of the policy to all residents and allow the draft of the policy to be available for comment by the public for a set period.

5. CONSEQUENCES

This policy represents the formal policy and expected standards of the Council. Appropriate approvals need to be obtained prior to any deviation from the policy. Elected Members and Employees are reminded of their obligations under the Council's Code of Conduct to give full effect to the lawful policies, decisions and practices of the Council.

6. ROLES AND RESPONSIBILITIES

N/A

7. REFERENCES TO RELATED DOCUMENTS

- City of Karratha Strategic Plan
- City of Karratha Community Safety and Crime Prevention Plan

Policy Number:	DR-07
Previous Policy Number:	CS-17
Resolution Numbers:	14923-Nov 2008; 151979-Dec 2009; Apr 2012
Last Review:	April 2012
Next Review:	June 2012
Responsible Officer:	Community Safety Coordinator

This Policy takes effect from the date of adoption by Council and shall remain valid until it is amended or deleted.