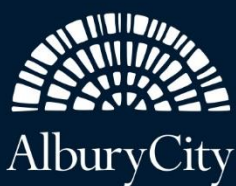


Graffiti Management Plan

Consultation Summary 2021



Prepared by
Communities Team

Graffiti Management Plan

Introduction

It is recognised that graffiti management is a complex issue and people often have polarised opinions on the impact graffiti has on community space. For some, the presence of graffiti suggests high levels of crime and anti-social behavior, while others consider graffiti an expressive art form that contributes to the vibrancy of the City.

On 26 July 2010, Council adopted a *Graffiti Management Policy* encompassing the four principles of Prevention, Continual Removal, Prosecution and Education, which guides the implementation of actions in the management of graffiti vandalism.

The purpose of developing a Graffiti Management Plan is to provide:

- Council with a clear direction on how to manage graffiti into the future;
- A five-year schedule of planned actions;
- Clarity on the role and responsibilities of key partners;
- An opportunity to develop partnerships in the delivery of outcomes that support current community expectations;
- An endorsed framework to apply for any grant funding opportunities that may arise; and
- Ongoing protection for the advancement of a vibrant, creative and safe City.

Community engagement for the revised Graffiti Management Plan was guided by four proposed Themes: Prevention, Engagement, Removal, and Enforcement.

Engagement Process

Key stakeholder meetings

An Engagement Consultant, LightBulb Consulting, was contracted to manage our discussions with key stakeholders and the broader community to help shape the direction of graffiti management in the City which provided a balanced opportunity for people to offer feedback.

General feedback

The most disturbing to the community is tagging, with few considering it an artform and most describing it as senseless vandalism. Graffiti, especially tagging, is a problem for some sectors of the community because it has an impact on their perception of safety. Some people reported they felt a graffitied area is unsafe and avoided going into those locations. It increased their feelings of fear and distorted their perceptions around the actual level of crime and safety. Graffiti was considered to have a negative impact on the amenity and their general sense of safety. It was clearly articulated through the community engagement process there are parts of the city, particularly around rail assets, where graffiti is seen as unsightly and reflects negatively on Albury overall.

Consultation key findings

People did not consider that Albury had a major issue with graffiti.
People did not feel that graffiti incidents had increased in recent times.
Most people felt satisfied with the timeliness and efficiency of how we remove graffiti.
Most comments around graffiti were centred around the railway line and rail corridor areas.
People were in favour of street art and utility box coverings to prevent graffiti.
Many comments were received about the need for the provision of legal spaces where people could safely graffiti without fear of the law.
There was low awareness around Council's provision of graffiti removal kits.

Feedback was sought directly from the following key stakeholders:

External Stakeholders	Internal Stakeholders
<ul style="list-style-type: none">• Aboriginal Community Working Party• Albury Business Connect• Albury Crime Prevention Committee• Albury Liquor Accord• Albury Project• Australian Rail Track Corporation (ARTC)• City of Wodonga• Essential Energy• Glenecho Community Centre• NSW Department of Education• NSW Police – Murray River Police District• Police Citizens Youth Club (PCYC)• Retro Youth Management Committee• Roads & Maritime Services (RMS)• Volunteer Resource Bureau (CALD Community)	<ul style="list-style-type: none">• Councillors• Customer Service Team• Deputy CEO – Infrastructure, Planning and Environment• Property & Building Team - Outdoor• Youth Council

Listening posts

The project team held four listening posts across the Albury LGA:

- Thurgoona Plaza - Wednesday 17 March, 9am – 11:30am
- Myer Centrepont – Thursday 18 March, 11am – 1:30pm
- Lavington Square – Wednesday 24 March, 11am – 1:30pm
- West End Plaza – Thursday 25 March, 11am – 1:30pm

'Have your Say' webpage

A *Have your Say* webpage on the AlburyCity website was developed for the consultation process. This page provided general information about the project, the four themes guiding community conversations and linked users to the survey.

The page was live from 12 March 2021 until 11 April 2021 and had 280 web sessions.

Social Media Posts

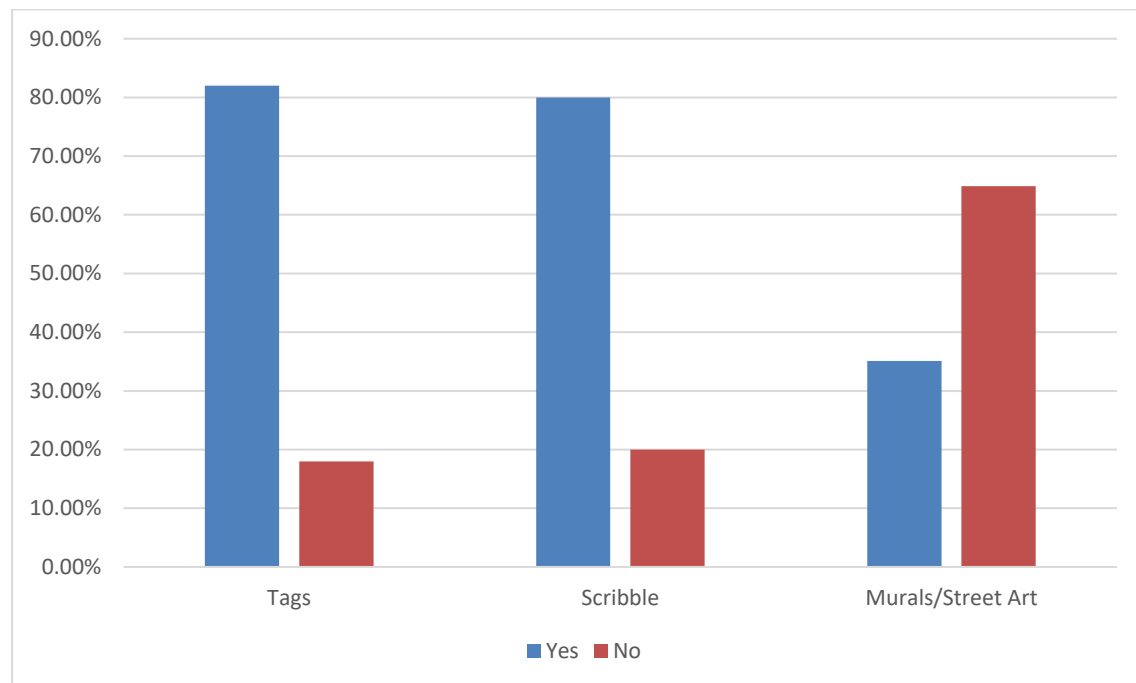
Facebook

There were three posts to the AlburyCity Facebook page on 16 March 2021, 23 March 2021 and 8 April 2021 promoting the engagement opportunities. Overall, the posts reached 11,655 people with 49 reactions, 15 comments, 1 share and 21 link clicks back to the website.

Survey Results

A community survey was hosted online via SurveyMonkey from 12 March to 11 April 2021 and collected 116 responses.

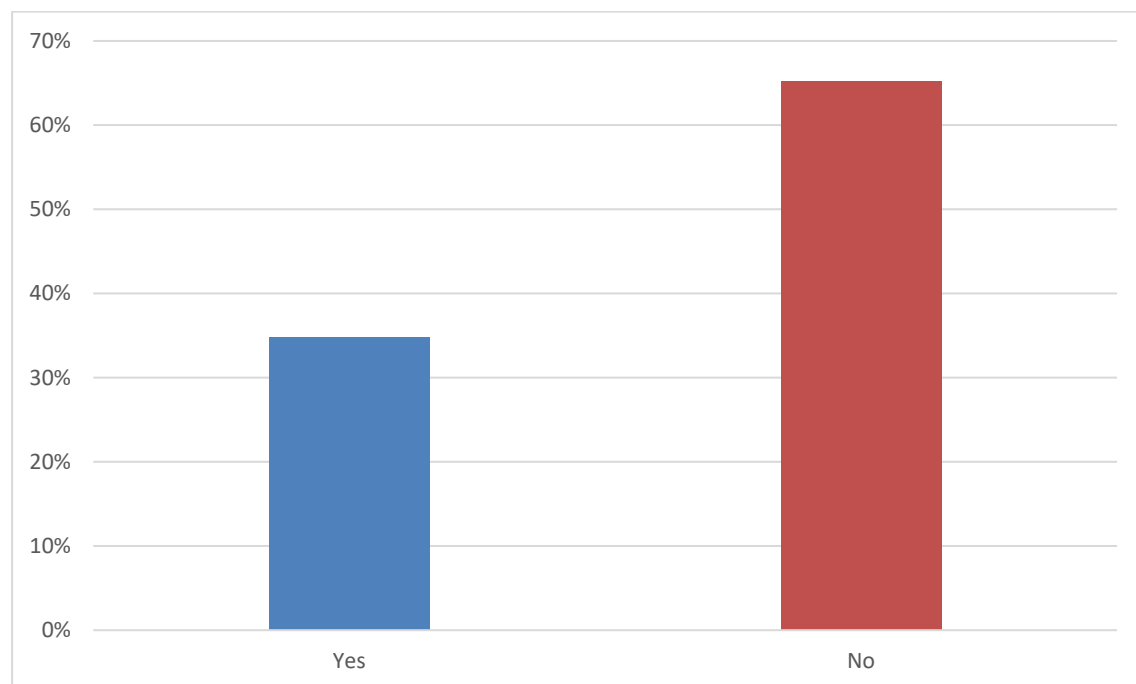
Question 1- Would you define graffiti as:



Findings:

- 80% or more of respondents believe that tags and scribble constitute graffiti, additionally 35% consider murals/street art as graffiti.
- 'Other' - All free text responses included verbatim following demographic graphics.

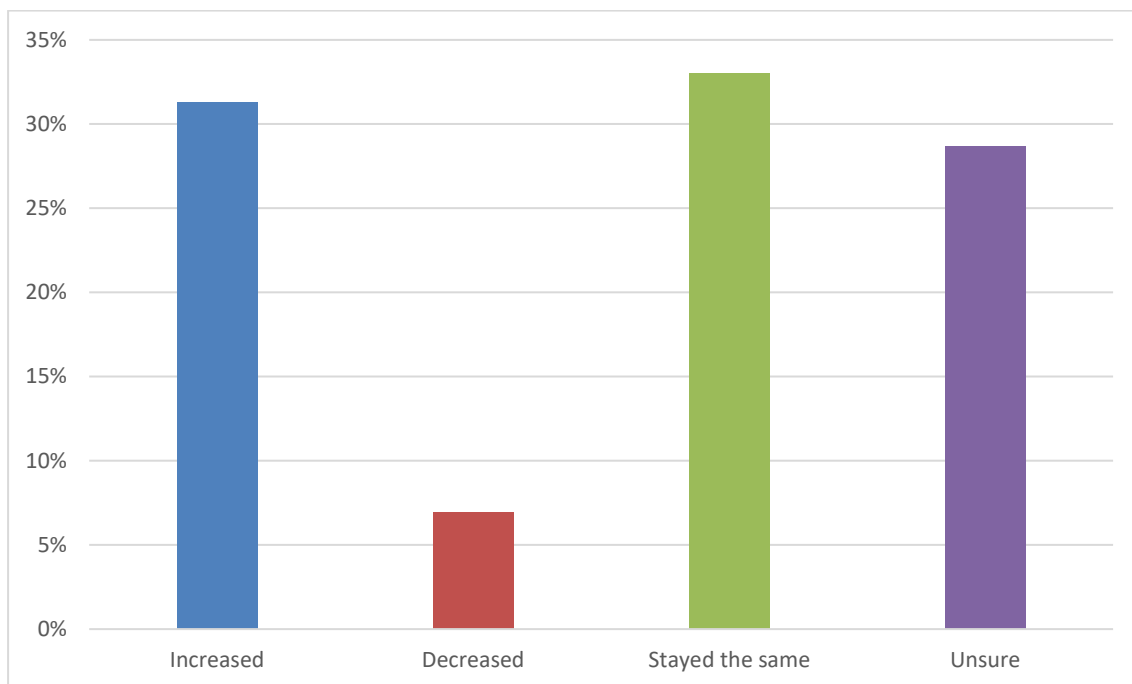
Question 2 - Do you feel graffiti impacts your overall feeling of personal safety?



Findings:

- 35% of people feel that graffiti impacts their perceptions of personal safety.
- All free text responses included verbatim following demographic graphics.

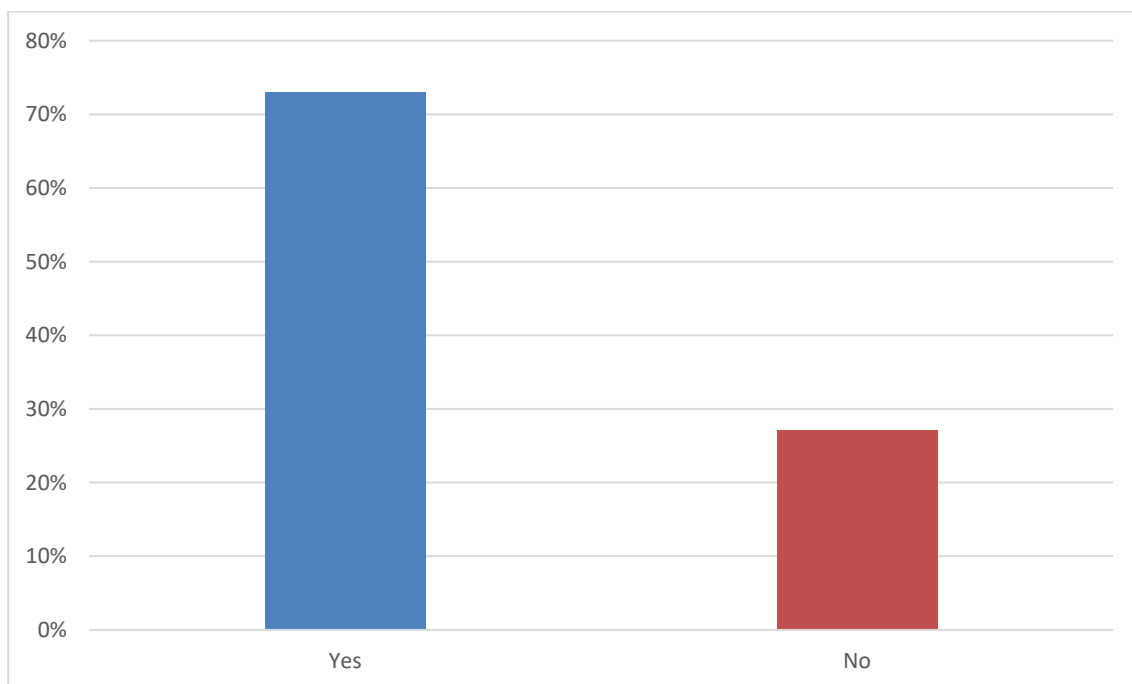
Question 3 - Do you think that the amount of illegal graffiti occurring in the AlburyCity area over the last few years has:



Findings:

- Just 7% of people think the volume of graffiti in the area has decreased of the last few years.
- 64% of people in total think it has increased or stayed the same, with the remaining 29% unsure.

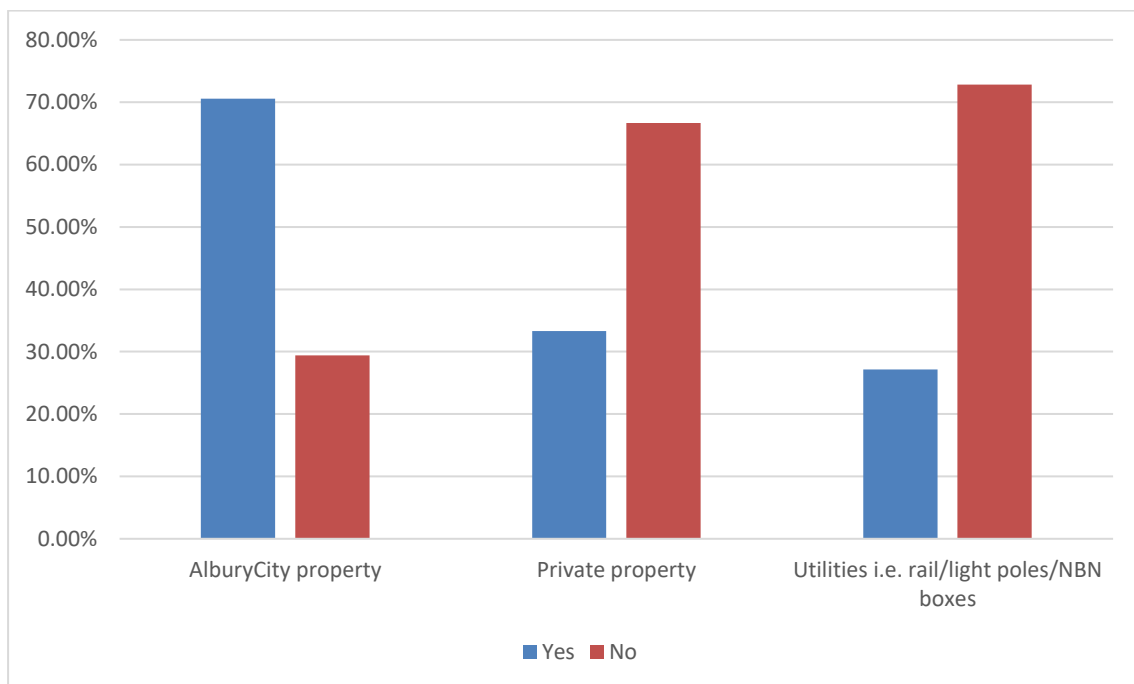
Question 4 - Should AlburyCity play a role in graffiti removal on private property such as fences, walls, shop fronts, utility infrastructure, etc.?



Findings:

- 73% of respondents think AlburyCity should play a role in the removal of graffiti from private property.

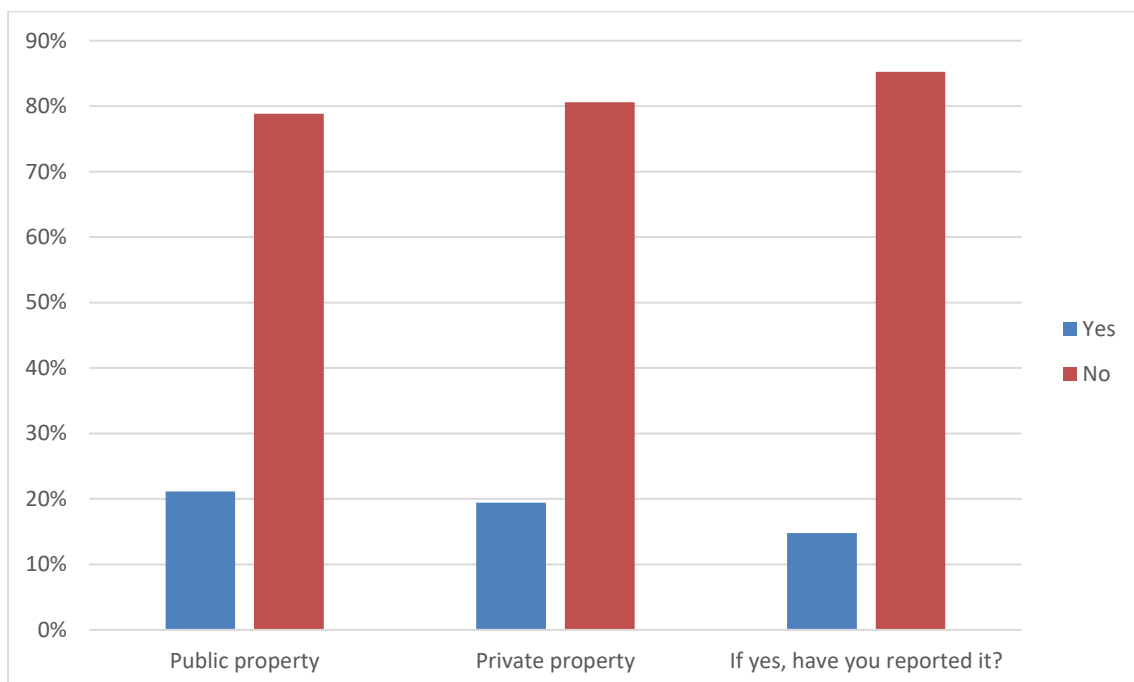
Question 6 - Do you believe graffiti is being removed in a timely manner on:



Findings:

- People generally believe graffiti is being removed in a timely manner from AlburyCity property, but not from private property or utilities.

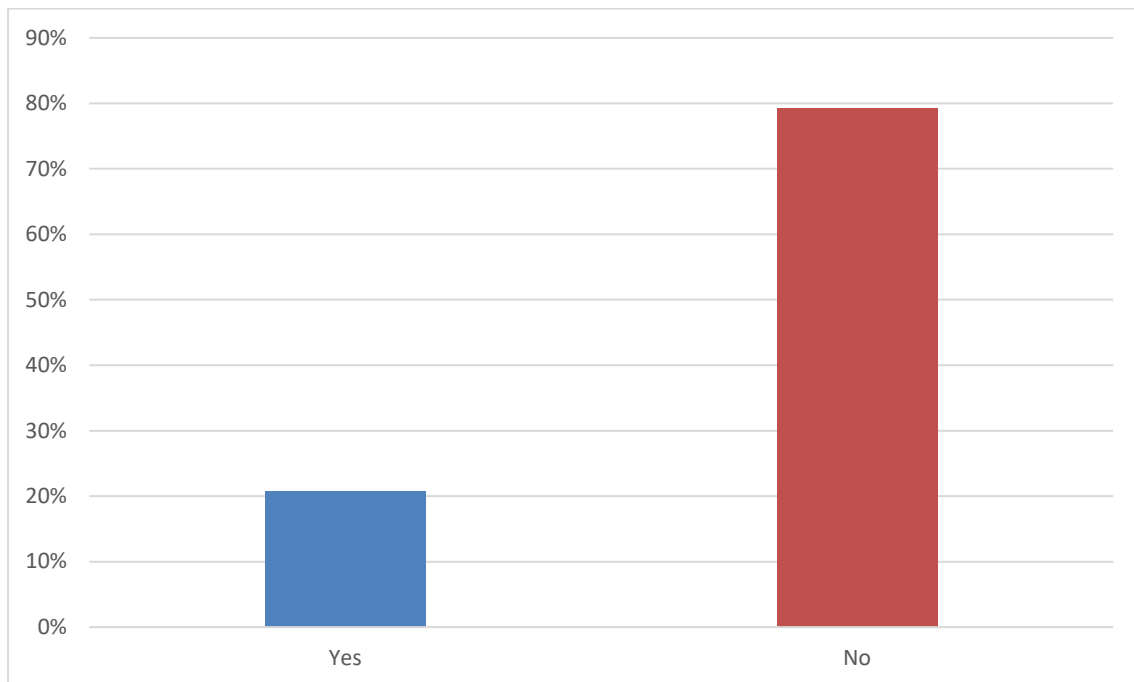
Question 6 - Have you had property affected or impacted by graffiti?



Findings:

- Approximately 20% of people have been impacted by graffiti on public or private property.

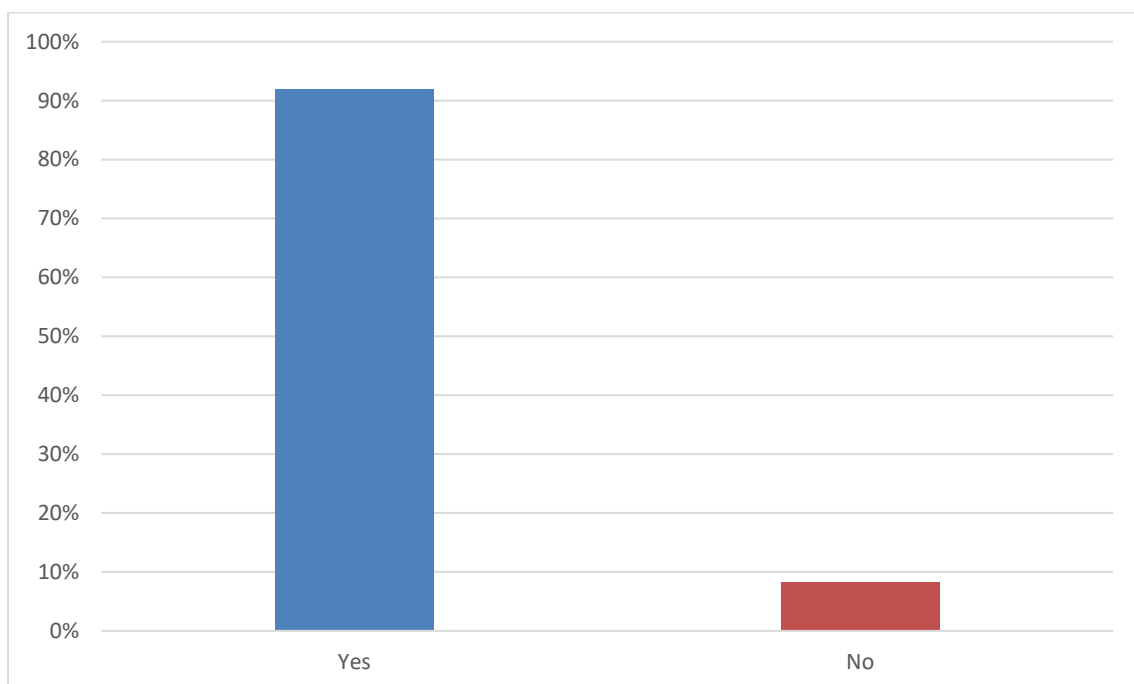
Question 7 - AlburyCity provides free graffiti clean-up kits for the community. Are you aware of this service?



Findings:

- Just 21% of respondents are aware that AlburyCity provides graffiti removal kits for the community.

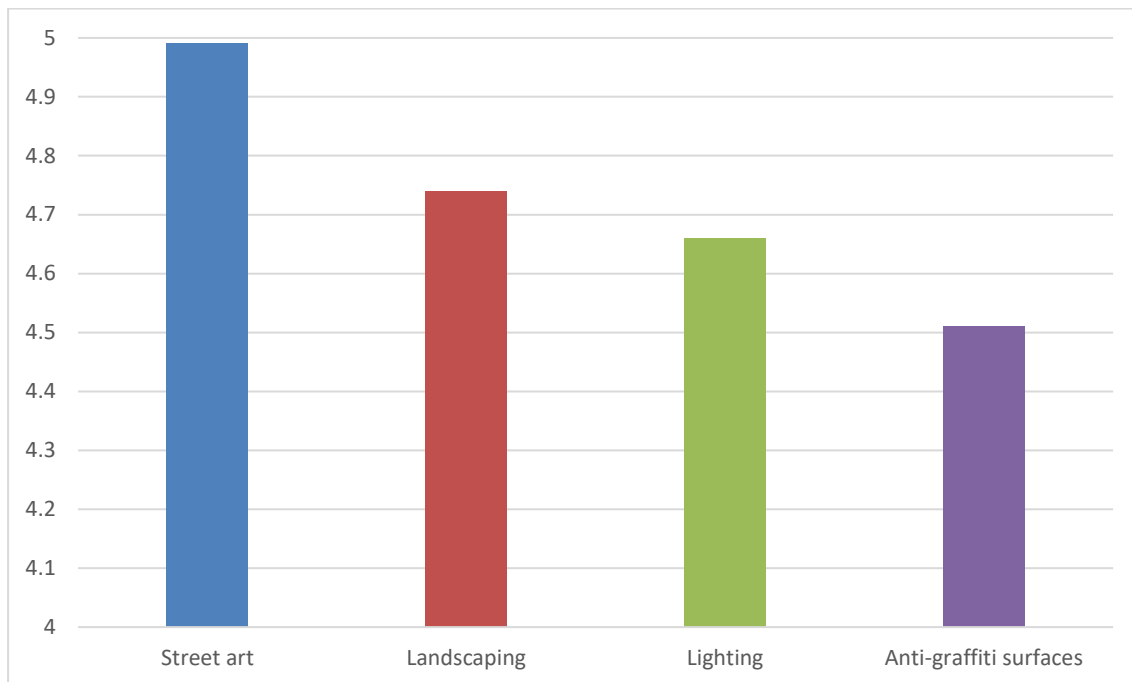
Question 8 - Should AlburyCity support legal street art through the provision of spaces for this to be done?



Findings:

- Most respondents (92%) believe that AlburyCity should provide spaces for legal street art.

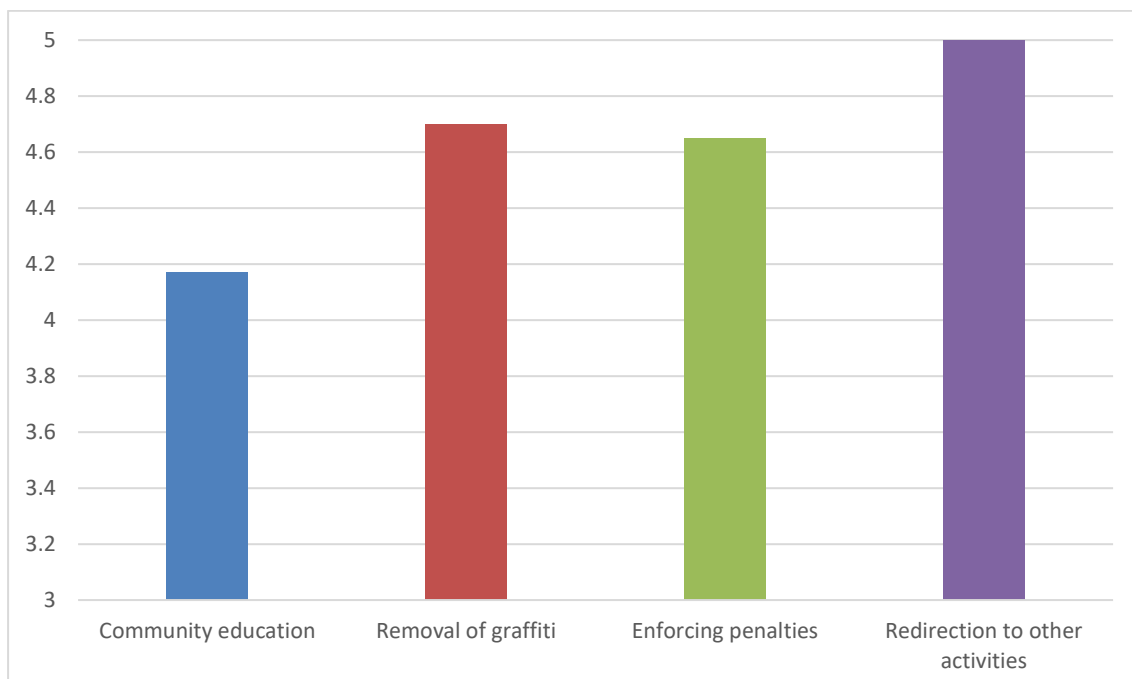
Question 9 - Below are strategies used to minimise graffiti hotspots. Please rate the level of importance from 0 - 5 (0 being not important, 5 being extremely important) of each measure:



Findings:

- Respondents believe street art is the most important strategy to minimise graffiti, followed by landscaping, lighting and anti-graffiti surfaces.
- 'Other' – All free text responses included verbatim following demographic graphics.

Question 10 - To reduce the number of graffiti incidents, please rate 0 - 5 (0 - not important, 5 - extremely important) the importance of the following:



Findings:

- Respondents believe that redirection to other activities is the most important measure to reduce the number of graffiti incidents, followed by removal of graffiti, enforcing penalties and community education.

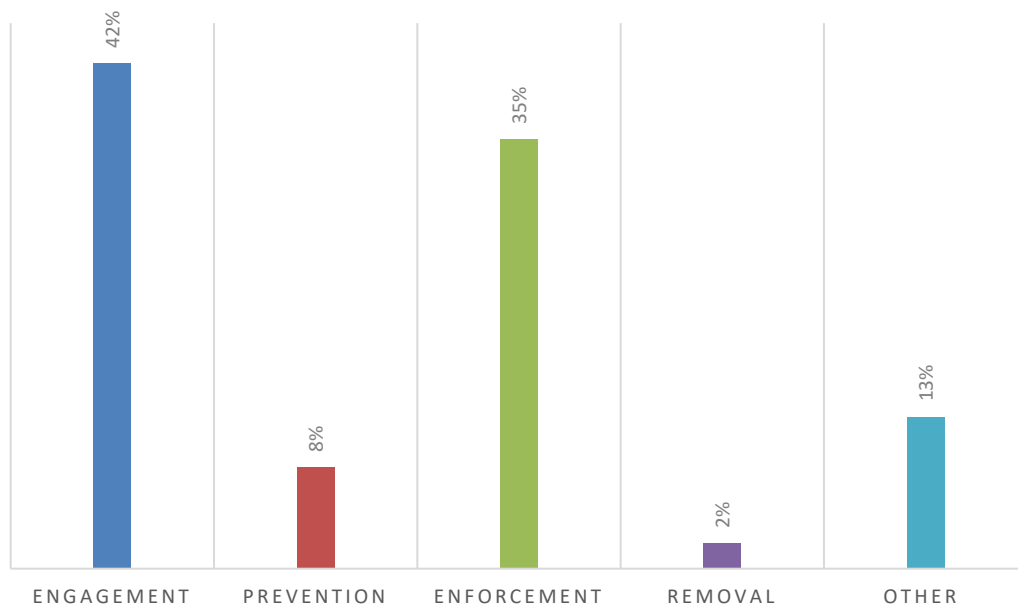
- 'Other' - All free text responses included verbatim following demographic graphics.

Question 11 - Are you aware of any graffiti that currently needs removing? Please state where:

- 19 locations were raised by respondents which will be addressed by the Project Team.
- All free text comments are included verbatim following demographic graphics.

Question 12 - Do you have any other ideas how AlburyCity can manage illegal graffiti such as tagging?

This was an optional, open-ended question which received 67 responses. Responses have been grouped according to the theme they relate to.

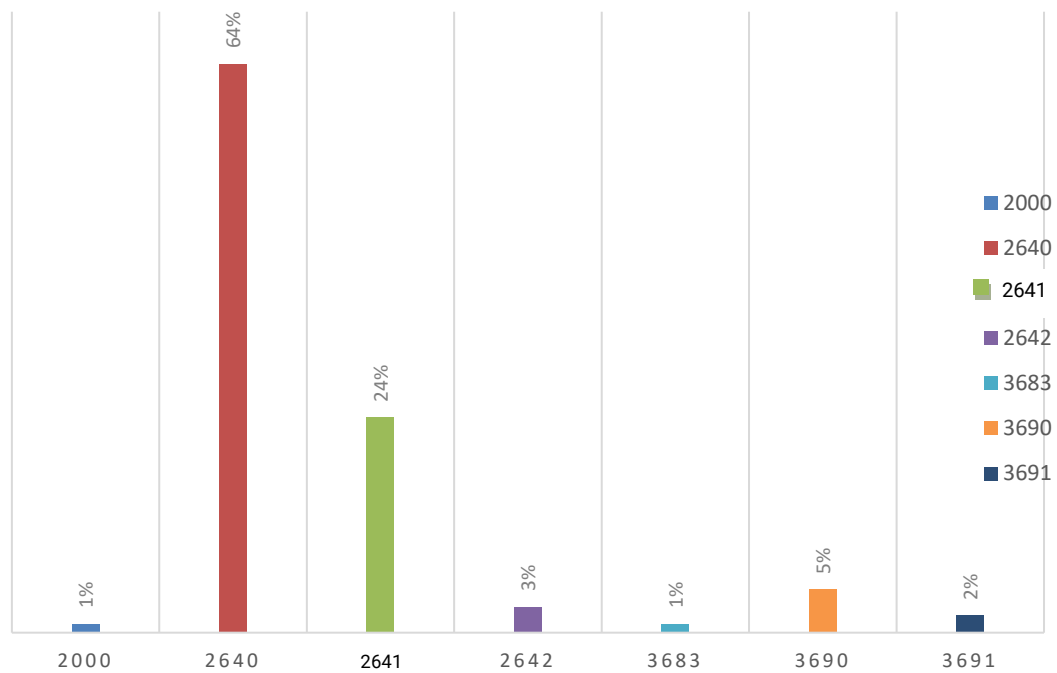


Findings:

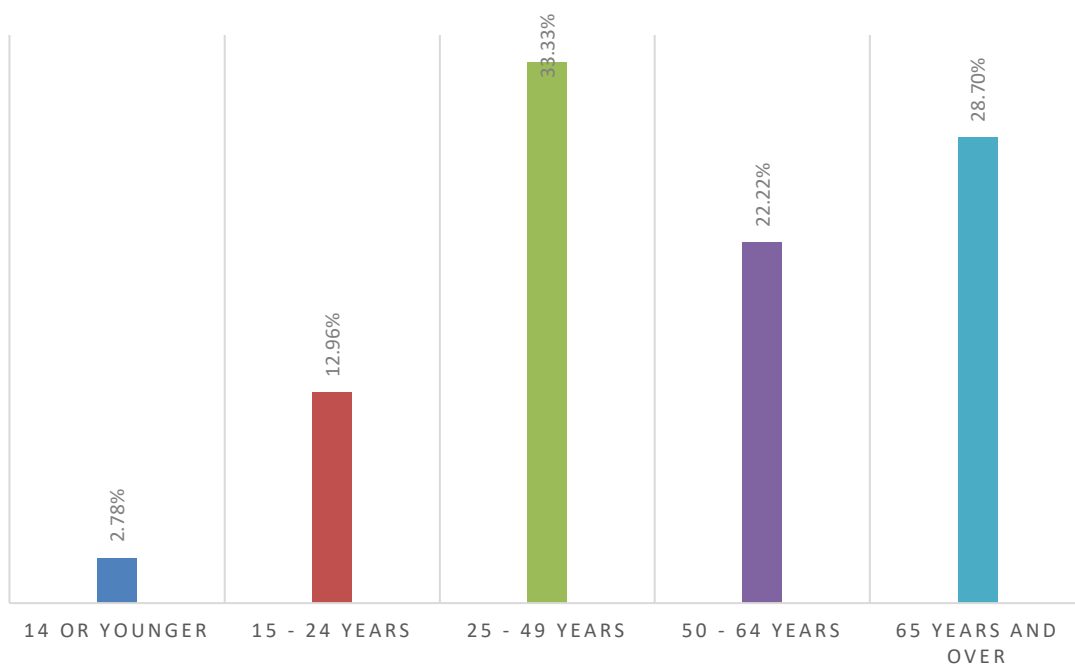
- Most other ideas related to the themes of engagement and enforcement. This frequently related to harsher penalties for offenders and increased programs to engage young people in legal art.
- 'Other' - All free text responses included verbatim following demographic graphics.

Demographics

Question 13 – What is your postcode?



Question 14 - Please indicate your age group:



Responses to Open-Ended Questions

All free text responses have been included verbatim.

Question 1 - Would you define graffiti as:

'Other'

- All of them could be good in places.
- Anti-social comments.
- Rebellion!
- If AlburyCity could stop the mediatisation of graffiti being a crime and turn it around to street art that would help. Most places that people use for graffiti is seriously ugly anyway so AlburyCity, either improve the surroundings or organise some tasteful street art projects for schools and artists to take part in.
- Vandalism.
- Self-expression.
- Should be a free wall that's open too tag, would get at least some of it off the streets.
- Visually offensive.
- Tags are vandalism.
- Depending on permission.
- This makes no sense.
- Not a yes or no answer should be written response.

Question 2 - Do you feel graffiti impacts your overall feeling of personal safety?

If yes, please comment

- Graffiti shows a lack of respect for the community.
- I feel less safe in areas that have a high incidence of graffiti.
- Brings negative feelings.
- Bad graffiti.
- No control over public areas.
- I don't like it – ugly.
- Some graffiti is scary.
- At times.
- Bad graffiti.
- No respect for property.
- Could be gang related.
- Nervous to walk around by myself.
- Only disappoints me.
- Wilfulness to deface and devalue another's property without being accountable.
- It's unsightly and makes me feel like the town is unloved.
- It's often associated with derelict areas.
- It presents an image of an untidy, poorly managed city, with a bored and engaged element of youth.
- This is total ignorance.
- It makes the area look messy and makes it feel like there is more crime that is not policed.
- Unsolicited graffiti makes an area look like a slum and leaves one wondering when you'll get mugged.
- If the people who vandalise don't care what they scribble on, then do they care about my personal property (ie.) is my property safe.
- Any Graffiti makes the City feel like a [REDACTED].
- Shows that there people out there with no respect for our community or people.
- If graffiti is in an area, residents feel unsafe.
- Just the look of it makes me feel uncomfortable.
- A neighbour with a lot of tagged graffiti makes you feel like you're in the [REDACTED].... A bad neighbourhood.
- On the contrary, graffiti indicates human presence and activity and often by people who feel they are excluded from public space.
- It can deface important signs, affecting safety.
- It's everywhere in the CBD. Regardless of it being on personal property such as fences everyone can see it bringing the town down. All graffiti needs to be Albury City responsible.
- A lot of it is unsettling.
- How much defines how often the place is monitored or checked.
- Both. I wouldn't go to areas that have high graffiti.

Question 9 - Below are strategies used to minimise graffiti hotspots. Please rate the level of importance from 0 - 5 (0 being not important, 5 being extremely important) of each measure:

Other (please comment and rate)

- AlburyCity. Please have a look at what goes on in the cities. This is such an old fashioned attitude that's going on. Turn it around. Embrace it!
- They need to be arrested and charged.
- Enforcement and Punitive punishment. (5)
- Monitored movement detectors and cameras. (5)
- Education
- There should be more landscaping that allows for murals and art opportunities.
- Look at the footage on the Dean Street cameras and get the police to post images of them asking them to report to the station. I am SO SICK of seeing it everywhere in town. These people need to be held accountable. Footage is on the cameras. The other day when it happened all over the botanical garden fence and approx. time it happened, they don't go after these people. It's still all up Wilcox Street on public and private property not to mention on the actual camera pole!

Question 10 - To reduce the number of graffiti incidents, please rate 0 - 5 (0 - not important, 5 - extremely important) the importance of the following:

Other (please comment)

- Nominate areas allow expression.
- Encourage street art projects and stop calling graffiti artists criminals.
- Get these idiots cleaning streets after they have scrubbed all the [REDACTED] off walls.
- Punitive punishments and publishing Identities.
- Promote the reward offered for information.
- More activities for kids. Where is cinema in the park? Wodonga is doing it, developing along the river, large splash park like bright. Make Albury a place people can find reason to visit. Tourism plan is urgently required. Free entertainment plan also needs desperate attention please.

Question 11 - Are you aware of any graffiti that currently needs removing? Please state where:

- There are spots everywhere.
- IGA Borella Road, Fraunfelder Street.
- Oh my goodness. This is getting worse.
- Tags are everywhere you look.
- Bridge on Hume freeway heading north.
- Always new stuff on the overhead signs on the Hume Freeway (near first exit into South Albury).
- A trip on the 3801 heritage train last weekend was marred by the disgusting amount of graffiti on the freeway sound barriers to the north of the City. This will not be solved by a clean-up job, it needs enforcement and deterrence.
- Power box on Wilcox Street. Power box at children's park on Creek Street.
- Tagging on bins out front of Cinema & Intercity on Dean Street.

Question 12 - Do you have any other ideas how AlburyCity can manage illegal graffiti such as tagging?

- Publicise the names and addresses of perpetrators.
- If offenders can be identified, then they help clean it up as part of their rehabilitation.
- Not sure. Even the VIC Government has had problems for decades: vigilant control.
- Investigate the reason / intention of why they do it. There is a need to be fulfilled and expressed.
- Have a register for artist (free) and nominated areas.
- Make the idiots who did it clean it. Wear high-vis shirts - say I made this so I clean it.
- More street art, landscaping etc.
- Get rid of the bogans in housing commission.
- Provide areas, such as a designated alleyway, or wall spaces, where graffiti, such as tagging, is encouraged, while also offering wall spaces or alley ways where more acceptable forms of graffiti, such as those created by 'Banksy' style artists, can practice their art form.
- Embrace it. Change YOUR attitude.
- Create free street art classes that can be done on large canvas or metal sheets to be used in public buildings. Through this you can educate the people who may be likely to tag. Those caught tagging should have to do community service to clean graffiti. Get street artists that have decent credibility to run artist in residence programs with offenders to encourage pride in their work and hopefully teach the difference between graffiti and art.
- More police patrols.
- Political pressure through the local member to have the NSW Police form a well-equipped (Drones and Night Vision) flying squad to apprehend offenders. Mandatory custodial punishments for offenders.
- Provide information to every school regarding the reward on offer for information. Stop calling it graffiti and tagging. Call it Malicious Damage as per Crimes Act and promote it as a criminal offence done by criminals.
- Camera's. Offer Street Art Workshops and Mural Programs. Create a fun, safe and inspiring space for people to express themselves, share ideas, and develop greater social connection, work with young people, community groups.
- Competition who submits the best graffiti art can graffiti art a mural in their neighbour. Free graffiti art workshops. Graffiti demonstrations. Graffiti laneways in Albury to attract tourists.
- Increased support for community and social programs. Meaningful programs that engage with people who feel excluded and/or invisible in Albury. Less \$ spent on crime prevention programs (CCTV and graffiti management consultations). Encourage mature art programs in schools that teach young people to use various visual languages to express themselves (so they don't just think graffiti is the answer). Encouraging better public transport and bike paths to improve movement through the city. Leave graffiti that is of no real impact where it is (underpasses). Encourage the Border Mail to reduce reporting on 'crime' and increase stories that celebrate community stories. With the intense focus on graffiti that Council seems to have, it would seem as if Albury actually has a graffiti problem, which it really doesn't.
- Albury police post on Facebook images of people wanted for theft why aren't they getting the footage off the Dean Street cameras and doing the same for graffiti. It's lazy and our town is starting to look and feel like [REDACTED]. My 5yo is constantly pointing it out to me, it's everywhere. Regardless of it being on private property, Albury City should be removing it because everyone can see it. (e.g. fence on Creek Street right in the CBD). It's also on the back of the middle street signs on Stanley St and the power pole.
- Classes about street art (can look at Berlin to inspire) - perpetrators having to clean graffiti as part of penalties.
- More murals, educational workshops to caught taggers, create a program to bring to schools.