



draft **Graffiti Management Plan**

2021 - 2026

*Improving community
amenity and safety*



Cover Image: **Little Egret**, by artist Chris Henderson aka SIRHC - Volt Lane Albury.

Acknowledgement to Country

AlburyCity acknowledges the Wiradjuri people as the traditional custodians of the land in which we live and work and we pay our respects to Elders past, present and future for they hold the memories, culture, tradition and hopes of Aboriginal and Torres Strait Islander people that contribute to our community.

The mural was commissioned in March 2021, as part of the Albury Wodonga Upstream Cultural Festival. The location of this large installation was chosen as a graffiti prevention measure on a regularly tagged wall to improve the amenity of the Volt Lane shopping precinct.

The mural is dedicated to all the people who have cared for the land, from First Nations Wiradjuri people who cared for the land pre- and post-colonisation to the farmer of today who works in regeneration and landcare, this mural is for the land and its carers. It features the Egret, which is an endangered waterbird that is local to the area.

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Abbreviations

ACT	NSW Graffiti Control Act 2008
BOCSAR	NSW Bureau of Crime Statistics and Research
CPTED	Crime Prevention Through Environmental Design
LGA	Local Government Area
Plan	Graffiti Management Plan



More than 80% of people surveyed thought tags and scribble mostly describes the meaning of graffiti.

Results from Graffiti Management Survey 2021

Our Vision

To enhance our City's rich tapestry by contributing to a vibrant, united, caring and inviting community through integrated planning and delivery of a range of community, social, creative and cultural services.



Stormwater Drain located in Waites Park South Albury, Artist Kade Sarte.

The open stormwater drain system has historically been tagged with graffiti regularly. This reflected poorly on the local community and the park as a safe place and required costly cleaning. As a prevention measure AlburyCity commissioned this art installation which has not been graffitied since.

Our Aim

To continue working towards promoting community participation, inclusiveness, and cohesion in reducing the impact of graffiti vandalism in our City.

A snapshot

Graffiti Management Plan

The management of graffiti vandalism is a complex issue since people often have polarised opinions on the impact graffiti has on community space. For some, graffiti suggests high levels of crime and antisocial behaviour, while others consider graffiti an expressive art form that contributes to the vibrancy of the City.

AlburyCity has delivered a suite of initiatives throughout the years, which is evident in some of the images presented throughout this report. However, it is now timely to develop a formal framework to build upon successes of past approaches and actions that we have undertaken particularly in recent years.

The AlburyCity Graffiti Management Plan is a five-year plan to promote community participation, inclusiveness, and cohesion around the issue of graffiti in the city. It provides a clear framework and guidelines for the management of graffiti within the AlburyCity Local Government Area (LGA).

The Plan outlines our approach to dealing with graffiti vandalism, as well as opportunities to mitigate against future graffiti and how this aligns with wider strategies and plans. Significant feedback from the community has been drawn upon in the development of the Plan and will provide a framework for our future planned actions.

The Plan is built around four central themes:

- **Engagement** - ensure a collective approach with shared knowledge and resources in the management of graffiti.
- **Prevention** - deliver alternative and preventative measures to minimise the risk of graffiti occurring in Albury.
- **Removal** - protect the amenity of the community by improving our public spaces through removal of graffiti from property.
- **Enforcement** - support the effectiveness of identifying offenders and promote successful enforcement outcomes.

Our City

A nationally significant regional city that is vibrant, innovative, connected, and inspired by its culture, environment and location on the Murray River.

Albury at a glance

We are a modern, vibrant city on the northern banks of the Murray River in the Riverina region of south-eastern New South Wales. Located 300 kilometres north-east of Melbourne and 570 kilometres south-west of Sydney, Albury covers 307 square kilometres and has a population of 54,353 (ABS, 2019). Our City is the major cultural centre for the region which is a richly diverse and resilient community.

Our work has been based on the aspirations, knowledge and values expressed by our residents who helped to create our City's vision and community values as part of our Community Strategic Plan *Albury2030*.



Managing graffiti in Albury has been guided by bringing together this high-level vision and direction. An explanation of these strategic actions that has provided a framework for managing graffiti is outlined in Appendix 1 at the end of this document on page 27.

During 2021 we commenced work on extending the Albury 2030 vision and look beyond to Albury 2050. Therefore, our work and actions in managing graffiti will then be guided by this new vision and we will adapt our current Graffiti Management Plan 2021-2026 to incorporate any changed or additional outcomes as a result.

Our story

Background

In 2010, Council adopted its Graffiti Management Policy which was developed under the four principles of prevention, continual removal, prosecution, and education.

In April 2015, a **United Campaign Against Graffiti** was launched and representatives from community agencies, government departments and utility companies were invited to participate in this Council-led action group. The group aimed to garner support from all involved parties for an ongoing commitment to consultation, support, and action. During this time a city-wide graffiti audit was conducted to ascertain the volume of graffiti damage on assets held by members of the group. Over time, maintaining the **United Campaign Against Graffiti** as a collective action group was not sustainable. Many of those same organisations involved in the original action group have been consulted during the process of developing the Graffiti Management Plan 2021-2026.

Concerns around escalating costs of graffiti removal are a major driver for developing this plan. In the period from 2010 to 2020 AlburyCity has spent approximately \$1,000,000 for the removal of graffiti vandalism. In this time, we have been awarded two grants from the NSW Department of Attorney General and Justice for \$101,000 to implement various strategies to reduce the incidents of graffiti across the City.



Image: **Murray River Translating Wetlands** by Artist Nat Ward - Essential Energy Power Substation Volt Lane, Albury.

In a joint initiative between Volt Lane Pty Ltd and AlburyCity as a direct outcome from the Urban and Public Art Strategy, the application of vinyl wrapping has reduced graffiti incidents and introduced a creative way to see the City, bringing colour, energy and vibrancy to the precinct.

Our prior approach

Prior to 2021 and the development of this Plan, the successful management strategies we have delivered to limit the impact of ongoing graffiti vandalism are listed under the four identified principles and are summarised on the following pages.

Prevention – *reducing opportunities for offending on high reward sites*

These initiatives have taken the approach based on the principles of Crime Prevention Through Environmental Design (CPTED).

Adapting design and surface choices on infrastructure to deter graffiti, such as vinyl wrapping with artwork other government agency assets:

- Electrical Substations - 4
- Essential Energy Box - 9
- NBN Boxes - 50
- RMS Traffic Signal Control Boxes - 42
- Water Pump Stations - 5

Deliberate landscaping of public spaces by considering the position and species of plants with vegetation, making walls and other areas inaccessible to graffiti writers, as well as improving the aesthetic appeal of publicly viewed spaces.

Reducing blank wall space which may be targeted through installing street murals at some of the locations listed below.

- David St Skate Park
- J.C. King Park
- Logan Rd off-leash dog park
- Police Citizens Youth Club
- Waites Park

Education – *consider opportunities for people to remove and prevent graffiti*

We have offered opportunities involving the City's young people by hosting public art programs and have an educational program planned to focus on working with school students across the Albury area which may divert graffiti activity to more productive endeavours.



"Make Albury a place people can find a reason to visit"

Comments from Graffiti Management Survey 2021

Image: NBN box vinyl wrap **Jewel Beetle** - Thurgoona Street, Albury

In a joint project with the NBNCo, AlburyCity has been wrapping street infrastructure in vinyl designs that represent different aspects of Albury, its history, its flora and fauna, and its people.

For more than 8 years we have participated in the national Graffiti Removal Day with the aim of highlighting the problem of graffiti across our City and encourage people to volunteer their time to remove and prevent graffiti.

As part of preventing graffiti and adapting design and surface choices on infrastructure, we have engaged local school students to contribute artwork for vinyl wraps.

Continual removal – *to be persistent in removing graffiti as soon as possible*

This approach has focused on undermining the purpose of graffiti by reducing exposure and therefore incentive. It is widely supported that rapid removal of graffiti acts as a deterrent to graffiti offenders denying them any reward or satisfaction for recognition of the work.

With this approach, we have scheduled weekly inspections of our assets which are repeatedly vandalised, usually focused on public toilets, carparks and other areas located in areas of high visibility.

When reported, obscene graffiti is removed within one day while other graffiti is removed within three days where possible from Council owned assets.

We have engaged contractors to remove graffiti on-hard to-reach sites such as on bridges, storm water drains and multi-storeyed buildings and other prominent sites. However, this means graffiti vandalism at these sites can remain in place for longer as specialised equipment is needed for its removal.

We have participated in the national Graffiti Removal Day since 2012 with members of the Youth Council who have been active in volunteering to remove graffiti from around their community.

Since 2015, we have provided free of charge more than 110 graffiti removal kits to the community which has allowed residents to remove graffiti on their own property, if painting out the graffiti is not an option for bare brickwork, stone, and masonry surfaces.

The kit contains all the necessary equipment such as gloves and eyewear protection, clean rags, spray bottle, abrasive scourers, paint removing solution and instructions.



Image: Albury youth in protection suits ready for removing graffiti for the national Graffiti Removal Day, March 2021.

Prosecution – *prevent graffiti through the legal system*

We have looked at ways to support enforcement agencies to find and prosecute offenders through maintaining photographic records of incidents by providing evidence which police have used to prosecute offenders.

We have offered reward payments of \$2,000 for information leading to a prosecution.

Staff attend Youth Justice Conferences in determining sentencing outcomes of juvenile offenders.

Graffiti explained

A lot of people get confused between 'graffiti', 'street art' and 'mural', which is understandable as these terms are often used interchangeably and also because art is a subjective form of communication.

Graffiti

Graffiti is created on any type of surface in a public space without permission and mainly involves simple one coloured letter based tags but can also have complex multi-coloured designs.

A graffiti tag is a personalised signature of the graffiti writer usually under a pseudonym. It is predominantly painted using spray paint cans, marker pens or paint rollers. Some graffiti writers claim a unique geographical area and tag within this boundary.

Graffiti can include images, writing, posters, stickers and stencils that are applied by writing or drawing, scribbling, scratching, pasting or otherwise fixing to any surface, on any structure, without the permission of the property owner.



Type of graffiti style known as a 'throwup'. - QEII Square, Albury.

Street art

Street art is an installation that has been authorised by the property owner and is normally a two-dimensional, visual art form presented on surfaces in public places outside of traditional art settings. It can include murals, graffiti, stencilled painting, paste up or sticker art, video projection, sculpture or material surface treatments. It is an evolving art form as artists continue to adapt technique with scale and function.

Mural

A mural is a painting commissioned with permission of the property owner and artists are usually recognised and paid for their work. A mural can be applied directly to walls or ceilings, but some are first painted on a large canvas and then attached to walls, which became a common technique in the 19th century with many murals created during the Renaissance period.

For more information a more detailed glossary of terms is provided at the end of this report, on page 26.



Type of graffiti style known as a 'piece' - Laneway, Lavington.

Graffiti Control Act 2008

Graffiti is recognised as a crime in Australia controlled by individual State laws.

Specifically, the NSW Graffiti Control Act 2008 (the Act) sets out the legislative framework for AlburyCity and other stakeholders in relation to graffiti. The Act was introduced to consolidate all aspects of graffiti law ranging from graffiti offences through to the regulation of the possession and sale of spray paint to minors, and graffiti removal work by local government.

Albury City, as a local government agency is required to work within the framework of additional NSW legislation. For example, under the Crimes Act 1900 (NSW) there are penalties of up to five years imprisonment for the more serious offence of maliciously damaging property. Also, the Local Government Act 1993 (NSW) outlines the process of how Council's Compliance Officers enforce and enact our related Local Laws.

Removal by Council

The Act does not impose an obligation on Council to remove graffiti from private property but can be managed by our own set of guidelines and agreement directives.

If local governments proceed to remove graffiti on private property this is interpreted under the Act as either by agreement with the owner or occupier, or without agreement.

This means that AlburyCity can complete works under the Act:

By agreement from the owner or occupier of any private land, Council can conduct graffiti removal work to property on that land at our own cost and must compensate for any damage caused because of the removal work.

Without agreement from the owner or occupier of any private land, Council can conduct graffiti removal work to property on that land at our own cost if it is visible from a public place, and only if the removal can be completed without going onto the land. Council is required to give prior notice to the owner of our intention to remove the graffiti.

These restrictions mean it is often difficult for AlburyCity to remove graffiti from private property if the owner does not agree, as we do not have authority under the Act. In some instances, graffiti removal is challenging and very costly because of the risks associated with the site such as graffiti located in dangerous locations in the rail corridor or at height on overhead gantries and bridges for example.

The table below illustrates the issues that different property owners need to consider when removing graffiti and what this means for removal by Council.

Graffiti Removal Considerations Based on Asset Ownership

Issue	* AlburyCity Property/Assets	* Third Party Property/Assets	Residential/ Business Property
Closure of Service (e.g. trainline)	✓	✓	
Environmental Risks	✓	✓	✓
Independent Work Crews	✓	✓	
Internal Policy Guidelines	✓	✓	
Graffiti Removal by Business	✓	✓	✓
Graffiti Removal by Contractors	✓	✓	✓
Graffiti Removal by Residents			✓
Specialised Equipment (e.g. work platforms)	✓	✓	
Traffic Management Plans/Permits	✓	✓	
WHS Regulations	✓	✓	

* AlburyCity Property/Assets includes for example public buildings and toilets, street signage, open drains.

* Third Party Property/Assets includes for example ARTC - rail line corridor, Essential Energy - poles and boxes, RMS - street signs and roadside fencing.

Range of offences

As of 2021, common offences under the Act include:

- A person must not intentionally mark any property unless they have first obtained the consent of the property owner or person in charge of the premises.
- A person must not have any graffiti implements (such as spray paints, marker pens or other implements that produce a mark that is not easily removable by wiping with water or detergent) in their possession with the intention to commit an offence.
- A person must not intentionally sell an aerosol paint container (can of spray paint) to a person under 18 years of age.

Range of penalties

The enforcement and prosecution of the Act is the role of the NSW Police.

A person who has been convicted of a graffiti offence by a court, whether they are an adult, or a child offender (under 18 years of age), may have imposed by a Magistrate a range of sentencing options. These may include:

- Penalty notices to pay a fine
- Payment towards cost of repairing damage to the property
- Community service orders not exceeding 300 hours or in the case of child offender no more than 100 hours of community clean up work
- Driver licence orders such as loss of demerit points, extending learner or provisional licence periods
- Imprisonment



Image: Graffiti Vandalism - Griffith Road, North Albury.

The image above displays graffiti vandalism under the NSW Graffiti Control Act as the property owner did not grant permission for this work to be completed.

It is visually impossible to know if an installation is legal or not, regardless of style, the distinction between graffiti vandalism and street art is simply the property owner has given permission.



Image: Water Tank Artist Kade Sarte - Albury Skate Park.

The above image was commissioned by AlburyCity and is considered Street Art as the artist was given permission from the property owner to complete this work.

Way forward

Purpose of a plan

Managing the issues related to graffiti in the past was based on a reactive approach to events and challenges, even though it was directed by policy, it is now timely to develop a more proactive approach with an itemised planned series of actions over time.

The purpose for developing a Graffiti Management Plan 2021-2026 is to shape the direction and management of the social, economic, and environmental impacts of graffiti in a formal framework to consolidate approaches and set a collective vision for enhancing the amenity of the City. That is to find the balance between managing graffiti vandalism and encouraging curated street art in a multi-faceted and holistic manner by working together with our community.

Importance of a Plan

A Graffiti Management Plan will advance a holistic and proactive approach and is important because it offers our community:

- Service level agreements on graffiti removal and other associated graffiti prevention measures.
- Improvements in liveability through the provision of accessible resources.
- Information and advice as to how we will prioritise collaboration with community.
- A key set of objectives and targets to be achieved to enable the evaluation of success.



"Encourage street art projects and stop calling graffiti artists criminals"

Comments from Graffiti Management Survey 2021

Image: Community members participating in Graffiti style art workshop Retro Youth Program 2017.

Determining priorities

In determining our approach to graffiti management, we have drawn upon several avenues to review and evidence our priorities and strategic directions, these included:

- Examining statistics - we have reviewed an extensive set of data collected on graffiti reported and removed by Council.
- Engaging and consulting - with key partners, stakeholders and agencies on best practice principles and how we might work together collaboratively going forward.
- Community consultation - through a series of engagement initiatives we have asked our community for their feedback on services currently offered and their priorities for such services in the future.

We consulted

The Plan was informed through examining and consulting a variety of perspectives.

- Examining graffiti statistics in Albury
- Reviewing our current methods of managing graffiti
- Bench marking best practice methods of other local governments
- Consulting with key partners to gain their perspectives
- Determining community priorities and issues
- Seeking community ideas and actions

Examining statistics

In determining the way forward in managing graffiti we examined the volume and costs to Council in removing graffiti from our own assets. Also examined was how we manage internal reporting processes not only on our own assets but also how we manage reports of graffiti on other infrastructure in the City. The statistics from the NSW Bureau of Crime Statistics and Research (BOCSAR) agency was similarly examined to determine graffiti hot spot locations and general trends over time.

Engaging and consulting

Significant feedback from the community has been drawn upon in the development of the Plan and provided a framework for our future planned actions. We consulted through a variety of structured consultation events, which was guided by the principles outlined in our *Community Engagement Plan* and the

Community Participation Plan. Engaging and consulting with key partners, stakeholders, and agencies on best practice principles and how we might work together collaboratively going forward.

In determining best practice principles, we examined the work completed by other local governments and agencies across Australia. These included:

- Central Coast Council
- City of Port Phillip
- City of Yarra
- Wyndham City
- Western Australia Police Force Graffiti Team

In addition, AlburyCity continues to actively participate in and contribute to the Local Government Community Safety and Crime Prevention Network, which is a NSW network of Community Safety Officers dedicated to collaboration and sharing of best practice principles.

Examples of best practice principles include:

- Ensuring that graffiti is removed as rapidly as possible
- Actively applying Crime Prevention Through Environmental Design principles
- Applying a broad range of management tools, including graffiti mitigation
- Focusing on community strengthening opportunities in areas where graffiti is entrenched

Key stakeholder consultation

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.

Feedback was sought directly from the following key stakeholders:

- Aboriginal Community Working Party
- Albury Business Connect
- Albury Crime Prevention Committee
- Albury Liquor Accord
- Albury Project
- Albury Youth Council
- 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)

Community consultation

Listening posts

We held face to face community consultation sessions at four retail shopping centres – Lavington, Thurgoona, Myer Centrepont and West End Plaza during March 2021. These involved setting up a stand and encouraging people to discuss their views on graffiti. People also had the option to fill out a survey. 'Have your Say' [webpage](#)

A 'Have your Say' webpage on the AlburyCity website was developed for the consultation process during March and April 2021. This page provided general information about the project around themes and associated high-level objectives to guide community conversations and linked users to a survey.

Social media posts

We promoted the engagement opportunities on our Facebook page during March and April 2021. Overall, the posts reached 11,655 people.

Community survey

A Graffiti Management Survey was developed which was open for a month during March and April 2021 and we received 116 responses. The survey was promoted via social media and on our website, and through existing contact databases. Paper copies of the survey and QR code facilities were made available to the public at the Community Centres (Westside, Glenecho, Orana, Thurgoona and Mirambeena) and the LibraryMuseum and Lavington Library locations.



"It is unsightly and makes me feel like the town is unloved"

Comments from Graffiti Management Survey 2021

Image: Graffiti vandalism known as a Tag in foreground and a Throwup in background - QEII Square, Albury.

You told us

We asked our community for their thoughts and input about graffiti in our City and this is what we learnt.

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.

Survey key findings

- Most people (80%) believe tags and scribble constitute graffiti.
- People generally believe graffiti is being removed in a timely manner from AlburyCity property, but not from private property or utility company assets.
- Many people (73%) think AlburyCity should play a role in the removal of graffiti from private property.
- The most important measure to reduce the number of graffiti incidents was reported as redirection to other activities, followed by removal of graffiti, enforcing penalties and community education.
- The most important strategy to minimise graffiti was street art, followed by landscaping, lighting and applying anti-graffiti surfaces.
- Ideas to best manage graffiti by AlburyCity included engagement and enforcement. This frequently related to harsher penalties for offenders and increased programs to engage young people in legal art activities.
- Most people (92%) believe that AlburyCity should provide spaces for legal street art.
- More than a third of people felt that graffiti impacts their perceptions of personal safety.

Community feedback

Here are some of the examples of what our community had to say about graffiti in Albury.

"Advertise for dashcam footage of graffiti artists at work. This may make them think twice and it may also catch a few."

"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."

"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."

"More murals, educational workshops to teach taggers, create a program to bring to schools."

"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."

"More police patrols."

"Have a register for artists (free) and nominated areas."

"If offenders can be identified, then they help clean it up as part of their rehabilitation."

"More street art, landscaping."



"Just the look of it makes me feel uncomfortable"

Comments from Graffiti Management Survey 2021

Image: Graffiti vandalism LibraryMuseum, Albury.

As demonstrated in the community consultation findings, there are many different reactions to graffiti.

A key focus is on building community understanding of graffiti management, increasing the community's support and personal commitment to action.

It is clear the way forward is heavily dependent on the level of contributions made not only by AlburyCity but also by our partners and the community. AlburyCity values the support of our partners and the broader community in working towards any meaningful improvements in the management of graffiti in Albury.

Our Graffiti Management Plan is a high-level, unifying document drawing together the key policies and plans to manage graffiti in Albury. Provided in Appendix 2, on page 29 is an overview of key actions. More detailed information and specific actions will be included in yearly Operational Plans over the next five years.

We have determined that four themes outlined on the following pages best encapsulates our vision and are consistent with the directions of our community.



AlburyCity Youth Council received a monetary prize of \$500 as part of the NSW Graffiti Removal Day Art Competition in June 2021. Students from North Albury Public School designed a large mural artwork for the Wingara Street Playground under the direction of mural artist Sharee Richardson to deter graffiti. The site is now cleared of all tagging and has not been tagged since. The cash prize was granted to the North Albury Public School arts program to further encourage students to grow their creative skills.

Theme one: Engagement

Ensure a collective approach with shared knowledge and resources in the management of graffiti.

The Engagement Theme is a collective approach to the shared problem of graffiti. Included in this theme is how the community can gain a better understanding of responsibilities and how community members can feel engaged in the process and the messaging around this.

1. Develop resources

Examples of possible actions:

- Investigate the current public reporting systems such as 'graffiti hotline' and 'snap send solve' and develop and adopt best practice methods so people can easily report graffiti.
- Identify a suitable site for, and implement, a legal and safe graffiti free wall.

2. Keep the community informed

Examples of possible actions:

- Conduct regular information sessions with Albury Business Connect and business owners advising on Crime Prevention Through Environmental Design principles and strategies to manage graffiti on their properties and reduce the risk of occurrence.
- Review, update and maintain graffiti related information on AlburyCity's website and other information channels.



Image: Youth Councillors working on removing graffiti 2019.

3. Develop partnerships

Examples of possible actions:

- Work in partnership with local schools to build capacity around graffiti awareness and educational campaigns.
- Investigate a joint agreement between AlburyCity and the City of Wodonga to engage contractors to remove graffiti across the two cities.

4. Foster community involvement

Examples of possible actions:

- Develop programs that divert young people from this graffiti activity.
- Investigate and implement a community program where interest groups can be involved in graffiti removal.
- Investigate partnerships with PCYC to develop initiatives discouraging graffiti activity and foster art skills.

Theme two: Prevention

Deliver alternative and preventative measures to minimise the risk of graffiti occurring in Albury.

The focus on the Prevention Theme is concerned with implementing measures to minimise the risk of graffiti occurring in the first place. Particularly prevention measures such as physical barriers like fencing and vegetation, the use of wraps around utility boxes for example to deter graffiti occurring and improved lighting. It also encompasses talking to groups which may be considered likely or potential perpetrators and encouraging their behaviour to be diverted into other activities.

1. Provide education to community

Examples of possible actions:

- Develop a graffiti prevention information sheet for property owners to consider when designing and altering properties to help minimise graffiti risk based on Crime Prevention Through Environmental Design principles.

2. Provide physical barriers & new technologies

Examples of possible actions:

- Continue to use alternative treatments on infrastructure such as traffic signal boxes as a prevention measure for precinct amenity improvement.
- Establish a process to support and guide residents who have an interest in greening with vegetation on walls and fences along their property boundaries.

3. Provide safe and legal areas

Examples of possible actions:

- Provide designated spaces for free and lawful posting of advertising posters (bill posting) in Albury.



Image: Factory wall - Hume Freeway North Albury.

In 2020, AlburyCity began a trial as a prevention measure for a regularly tagged wall by using a dark paint and planted with grevillea to act as barrier to graffiti vandals accessing the wall. This wall is highly visible from the Hume Freeway northbound on the outskirts of the City. It was retagged several days after the installation but has been graffiti free since.

Theme three: Removal

Protect the amenity of the community by improving our public spaces through removal of graffiti from property.

The Removal Theme sets parameters around appropriate timeframes for the removal of graffiti, whether offensive graffiti and graffiti in highly visible areas should receive removal priority. This theme also develops potential partnerships which would assist with the timely removal of graffiti in a coordinated response across the City.

1. Responsive approach

Examples of possible actions:

- Continue removal of graffiti that could be considered obscene/offensive/indecent, racist and/or vilifying from Council property within one day of notification.
- Develop a clear workflow for Council customer service staff to follow relating to the reporting of graffiti on private property.
- Review policy and clarify Council's role in removing graffiti that could be considered obscene/offensive/indecent, racist and/or vilifying from public and private property.

2. Provide Resources

Examples of possible actions:

- Investigate new and sustainable technologies to support graffiti removal.

3. Support our community

Examples of possible actions:

- Continue to provide free graffiti removal kits and investigate issuing discount paint vouchers to assist in the removal of graffiti from private property or local business.
- Continue to investigate and implement environmentally safe graffiti removal methods.
- Regularly contact property owners and occupiers in high profile locations advising them of services offered to assist with graffiti removal.

4. Partner with community groups

Examples of possible actions:

- As part of Council's community grants program, fund community-based initiatives that seek to reduce the impact of graffiti.
- Develop and support an ongoing partnership with the Youth Council to become graffiti champions in schools.

5. Enact legislative powers of Local Government

Examples of possible actions:

- Review *The Graffiti Control Act* to determine what further measures it could include to assist with removal of graffiti from property not owned by Council.

Theme four. Enforcement

Support the effectiveness of identifying offenders and promote successful enforcement outcomes.

The activities for the Enforcement Theme include working with business owners to ensure items commonly used in graffiti, such as paint spray cans, are kept according to the legislation. It also includes incentives for rewarding people who report offenders and how this can be expanded, as well as ways in which a register of frequent tags can be established and shared between AlburyCity and the NSW Police, including the City of Wodonga.

1. Collaborate with Enforcement Agencies

Examples of possible actions:

- Establish a register of frequent tags to support Police actions with regular scheduled reports.
- Work with the NSW Police for relevant statistics and trends on the level of incidents.

2. Engage with Legislative Services

Examples of possible actions:

- Engage with legislative services by establishing a process to determine the outcome of fines and court proceedings for offenders.
- Advocate for offence penalties which reflect community expectations with local Magistrates.



Image: Responsible retail paint spray can storage.

3. Collaborate with Business

Examples of possible actions:

- Work with the NSW Police to spot check retailers and enforce the Graffiti Control Act regarding retailers selling paint spray cans to minors.

4. Partner with Community

Examples of possible actions:

- Continue to offer a reward system that leads to a conviction for an offence.

Developing actions

Action Plan

While the timeframe for the Graffiti Management Plan spans a five-year period, Appendix 2 provides an overview of key actions on page 29. The delivery of these actions will be considered within our annual delivery program and reporting processes to ensure we best meet the ongoing needs of our community and resourcing available. The Action Plan is a flexible document, adapting to dynamic influences such as community need, changes in NSW State legislature, Council resourcing and funding or grant opportunities, as they arise.

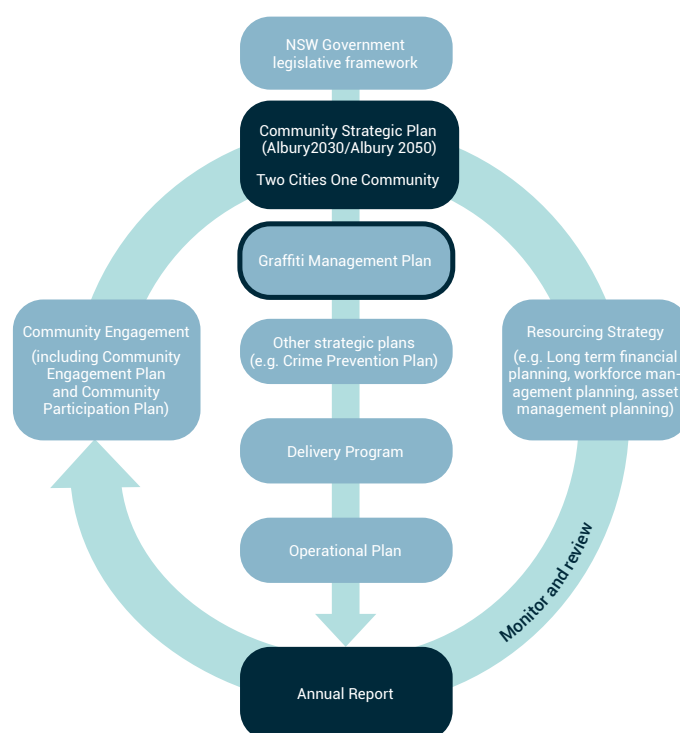
This approach is consistent with the Integrated Planning and Reporting (IP&R) framework under the *Local Government Act 1993*, which recognises that council plans and policies are interconnected.

The performance of the Plan will be reviewed formally after four years, but may be reviewed more frequently to align with our Community Strategic Plan updates or if required by other circumstances.

Monitoring and Reporting

We will monitor and report on the implementation and success of planned actions to ensure that priorities are being achieved and whether the underlying assumptions for this Plan are still valid. This process will be aligned with other Council reviews and reporting processes as much as possible, such as:

- Review of our Community Strategic Plan – *Albury2030* and related reporting (e.g. Annual Report)
- Review of the new Community Strategic Plan *Albury2050* (when adopted in the life of this Plan)
- Review of other strategic documents (e.g. the Crime Prevention Plan etc.)



Key Sources

- Albury2030 (Community Strategic Plan) (2017)
- AlburyCity Crime Prevention Plan (2016-2019)
- AlburyCity Graffiti Management Policy
- AlburyCity Urban and Public Art Strategy (2010-2020)
- AlburyCity Youth Strategy (2018-2021)
- Central Coast Council Graffiti Management Strategy 2021-2024
- City of Port Phillip Graffiti Management Plan 2019-2024
- City of Yarra Graffiti Management Framework 2020-2023
- Local Government Community Safety and Crime Prevention Network
- NSW Bureau of Crime Statistics and Research (BOCSAR)
- NSW Crimes Act 1900
- NSW Graffiti Control Act 2008 No 100
- NSW Local Government Act 1993 No 30
- The Graffiti Vandalism Strategy Western Australia 2019-2021
- Wyndham City Graffiti Management Strategy 2017-2022



Image: **Mighty Murray Float** by Kade Sarte, Blacklooks Lane Albury.

The site of this installation was chosen as part of the Albury Wodonga Upstream Cultural Festival in March, 2021 as a prevention measure to improve the local amenity of the laneway as it was regularly graffitied and very unwelcoming. The wall has not been graffitied since and people have begun using the lane as a thoroughfare.

Glossary

Term	Description
Bills	Pre-designed art, printed on large posters, and fixed to surfaces in public spaces using sticky tape, zip ties or screws.
Bomb	The act of painting many surfaces in an area resulting in dense graffiti completed over a short time using Tags or Throw-ups.
Buff	The act of removing or painting over graffiti.
Capping	To tag or paint over an existing graffiti mark.
Crew	A group of people that work together as a group to paint graffiti in a gang-like manner. A crew disperses the risk of a single person being held accountable for the works.
Etching	The use of acid solutions to tag on glazed surfaces.
Ghost	Marks left after the removal of graffiti, often due to porous or the aged nature of the surface beneath. This is the mark left after paint or ink has been unsuccessfully buffed.
Graffer	A practitioner of graffiti.
Graffiti	Is the application of an unauthorised inscription, figure or mark written, painted, drawn or otherwise displayed on any surface.
Juvenile	Generally, takes the form of 'x loves y' types of messages or lists of first names. They are usually written with marker pens.
Murals	Murals are works on walls or similar types of surfaces, generally larger in scale and can be painted, printed or involve mixed media. There is usually a single theme/design for the work.
Offensive	Any graffiti which could be offensive to others. This may include any graffiti that is considered obscene, racist, religious, sexist, gender focused or infers discrimination against any person or group.
Paste Up	The application of drawings or stencils on paper to a wall using wallpaper paste.
Piece	Piece, short for the word 'masterpiece', refers to large-scale multi-coloured graffiti painting containing a combination of images, patterns, symbols, and letters which is often complex and takes more time to complete.
Political / Protest	The communication of a political viewpoint that might challenge the legitimacy of the existing political environment through visual means.
Scratching	The scratching or etching into a surface with an implement such as keys or coins.
Stencils	Pre-designed art which is sprayed through a stencil. Stencils are commonly applied to footpaths and walls, can vary greatly in their complexity. In recent years, stencil art has become popular with a range of artists and continues to gain recognition in the public arts space.
Stickers	Pre-designed art, printed on stickers, and applied in public spaces. Stickers in recent years have significantly increased and generally occur in high numbers in specific areas.
Street Art	Street Art is visual art forms developed in public places which has grown out of the graffiti cultural movement. The term can include traditional graffiti styled artwork, sculpture, stencil graffiti, sticker art, street poster art and video projection for example.
Tags	A stylised personal graphic identifier depicting names or nicknames, which are often large and in bold colours that is simple and quick to apply. It is usually applied with spray paint or marker pen and is the most common form of graffiti, mostly in areas of high visibility.
Writer	A practitioner of graffiti for the purpose of graffiti vandalism.
Throw Ups	Fat bubble style outline of a word (usually a tag name) drawn quickly, often with a single infill colour.

Appendix 1

Relevant Albury2030 Themes and Actions

Managing graffiti has been based on the aspirations, knowledge and values expressed by our residents who helped to create our City's Vision and Community Values as part of *Albury2030*. To achieve our vision, the following strategic actions are identified and consistent with the directions of our actions to achieve the higher-level aspirations of the community.

These are grouped under the relevant Albury2030 themes and not in order of priority.

THEME 1 – A Growing Sustainable Economy

Actions

Improve visitor and residents' experiences

- To raise public awareness of and access to local community and cultural heritage.
- Understand, promote and encourage a sense of identity and place in the community.
- Continue to enhance Albury and Lavington CBDs.
- Encourage innovative and modern design for the built and natural environment - maximise community choice and vibrancy.
- Ensure urban and public art is integral to Albury's landscape.

Albury's infrastructure and assets are well managed and maintained

- Determine infrastructure and service levels through balancing community needs, future growth, sustainability and heritage values.
- Adopt an integrated approach to planning and understanding of community assets and infrastructure.

THEME 3 - A Caring Community

Actions

Albury's key community safety indicators continuously improve

- Develop and implement strategies to improve community safety and amenity.
- Advocate to all levels of Government for appropriate resources and strategies which support a safer community.

The health and wellbeing of the Albury community improves

- Provide programs, services support and facilities for the community to increase positive social outcomes.

The improved settlement of people from diverse cultures

Promote the value of multiculturalism in the community through opportunities of cultural expression and awareness.

THEME 4 - A Leading Community

Actions

The community is consulted on all major changes that will affect them

- Council, state agencies and other public service providers develop and implement community engagement plans to engage the community on a broad range of issues report results of consultation back to community.
- Use new technologies for engagement and promotion where appropriate - including on-line engagement and social networking.
- Target the communication with community where possible and identify opportunities to facilitate and partner in projects and services.

The Albury community provides resources and opportunities to develop future leaders

- Consider the views and needs of children and young people - develop strategies to allow children and young people to contribute to the City's future.
- Facilitate volunteering opportunities and information about volunteering to all sectors of the community.
- Showcase the leaders in our community.

Albury plans and leads with good governance

- Ensure technical resources and infrastructure are current and maintained.
- Apply principles of good governance, openness and transparency.
- Support and encourage an innovative community.

Appendix 2

Key Actions

THEME 1: ENGAGEMENT			
Ensure a collective approach with shared knowledge and resources in the management of graffiti.			
Goal 1.1 Develop resources			
Action	Responsibility/Partnerships	Timeframe	Measures and Targets
1.1.1 Investigate the current public reporting systems such as 'graffiti hotline' and 'snap send solve' and develop and adopt best practice methods so people can easily report graffiti.	AlburyCity	Year 1	<ul style="list-style-type: none"> • Increase in reporting graffiti numbers / incidents. • Positive community feedback.
1.1.2 Identify a suitable site for, and implement, a legal and safe graffiti free wall.	AlburyCity Albury Business Connect Community	Years 1-2	<ul style="list-style-type: none"> • Decrease / reduction in graffiti. • Decrease in bill posting.
1.1.3 Investigate legal bill posting options.	AlburyCity	Ongoing	<ul style="list-style-type: none"> • Decrease in the number of illegal bill postings.
1.1.4 Develop and distribute educational materials that will support identified AlburyCity staff where graffiti impacts their work.	AlburyCity	Years 3-5	<ul style="list-style-type: none"> • Number of materials produced. • Number of staff supported.
Goal 1.2 Keep the community informed			
Action	Responsibility/Partnerships	Timeframe	Measures and Targets
1.2.1 Conduct regular information sessions with Albury Business Connect and business owners advising on CPTED principles and strategies to manage graffiti on their properties and reduce the risk of occurrence.	AlburyCity Business Residents	Ongoing	<ul style="list-style-type: none"> • Attendance at network meetings. • Workshops. • Increase uptake of removal resources.
1.2.2 Review, update and maintain graffiti related information on AlburyCity's website and other information channels.	AlburyCity	Ongoing	<ul style="list-style-type: none"> • Increase traffic / hits on website. • Current information made available.
1.2.3 Promote CPTED priorities to the Community.	AlburyCity Community Groups Residents	Ongoing	<ul style="list-style-type: none"> • Workshops. • Attendance at network meetings.
1.2.4 Develop and roll out a campaign that encourages residents to take pride in our city and remove graffiti from private properties, and using 'snap, send, solve' to identify and locate graffiti to be removed.	AlburyCity Residents Business	Ongoing	<ul style="list-style-type: none"> • Increased reporting. • Increase in graffiti kits distributed.
Goal 1.3 Develop partnerships			
Action	Responsibility/Partnerships	Timeframe	Measures and Targets
1.3.1 Seek out and connect with local partners to reduce graffiti.	Community Groups Utility Companies Albury Business Connect Tourist Business Partners	Ongoing	<ul style="list-style-type: none"> • Attendance at network meetings. • Workshops.
1.3.2 Work in partnership with local schools to build capacity around graffiti awareness and education campaigns.	AlburyCity Education Department	Years 1-3	<ul style="list-style-type: none"> • Number of Programs. • Number of information sessions.
1.3.3 Investigate a joint agreement between AlburyCity and the City of Wodonga to engage contractors to remove graffiti across the two cities.	AlburyCity City of Wodonga	Ongoing	<ul style="list-style-type: none"> • Reduce costs. • Audit Outcomes / improvements. • Joint agreement / strategy.
1.3.4 Participate in stakeholder networks to share graffiti strategies and approaches.	AlburyCity Networks	Ongoing	<ul style="list-style-type: none"> • Network attendance.
1.3.5 Investigate the need to implement a Working / Coordination Group to strategically coordinate graffiti-based projects across Council, including CPTED principles	AlburyCity	Years 1-2	<ul style="list-style-type: none"> • Participation of relevant teams. • Attendance at meetings.
Goal 1.4 Foster community involvement			
Action	Responsibility/Partnerships	Timeframe	Measures and Targets
1.4.1 Develop programs that divert young people from graffiti activity.	AlburyCity Dept. of Community & Justice CALD Community	Years 2-5	<ul style="list-style-type: none"> • Number of Programs. • Number of Participants.

	HIVE Retro Youth Program		
1.4.2 Investigate and implement a community program where interest groups can be involved in graffiti removal.	AlburyCity PCYC	Years 2-3	<ul style="list-style-type: none"> • Number of joint events. • Success of events and attendance numbers.
1.4.3 Investigate partnerships with the PCYC to develop initiatives that discourage graffiti activity and foster art skills.	Community Service Groups Youth Council	Years 2-3	<ul style="list-style-type: none"> • Number of Community Groups. • Number of locations cleaned. • Number of clean up events.

THEME 2: PREVENTION

Deliver alternative and preventative measures to minimise the risk of graffiti occurring in Albury.

Goal 2.1 Provide education to community

Action	Responsibility/Partnerships	Timeframe	Measures and Targets
2.1.1 Develop a graffiti prevention information sheet for property owners to consider when designing and altering properties to help minimise graffiti risk based on CPTED principles.	AlburyCity	Year 3	<ul style="list-style-type: none"> • Number of packs distributed. • Number of resources distributed.
2.1.2 Provide advice and information to residents on commissioning of murals on private property.	AlburyCity Residents	Ongoing	<ul style="list-style-type: none"> • Information developed. • Number of murals commissioned.

Goal 2.2 Provide physical barriers and new technologies

Action	Responsibility/Partnerships	Timeframe	Measures and Targets
2.2.1 Continue to use alternative treatments on infrastructure such as traffic signal boxes as a prevention measure for precinct amenity improvement.	AlburyCity Utility Companies Government Agencies	Ongoing	<ul style="list-style-type: none"> • Number of treatments used. • Number of partners engaged.
2.2.2 Establish a process to support and guide residents who have an interest in greening with vegetation on walls and fences along property boundaries.	AlburyCity Residents Albury Business Connect	Years 2-3	<ul style="list-style-type: none"> • Number of media campaigns. • Number of programs.
2.2.3 Continue to support the community to provide physical barriers and new technologies, as a preventative measure.	AlburyCity Residents Business	Ongoing	<ul style="list-style-type: none"> • Number of enquires. • Positive feedback. • Views on AlburyCity website.

Goal 2.3 Provide safe and legal areas

Action	Responsibility/Partnerships	Timeframe	Measures and Targets
2.3.1 Provide designated spaces for free and lawful posting of advertising posters (bill posting) in Albury.	AlburyCity	Years 2-3	<ul style="list-style-type: none"> • Decrease in unlawful bill posting.
2.3.2 Investigate legal graffiti wall options.	AlburyCity	Year 1	<ul style="list-style-type: none"> • Use of wall.
2.3.3 Continue to work with the Youth Council to deliver youth-led treatments such as mural projects that enhance the engagement of young people.	AlburyCity Youth Council	Ongoing	<ul style="list-style-type: none"> • Number of programs. • Number of youth-led treatments.

THEME 3: REMOVAL

Protect the amenity of the community by improving our public spaces through removal of graffiti from property.

Goal 3.1 Responsive approach

Action	Responsibility/Partnerships	Timeframe	Measures and Targets
3.1.1 Continue removal of graffiti that could be considered obscene/offensive/indecent, racist and/or vilifying from Council property within one day of notification.	AlburyCity	Ongoing	<ul style="list-style-type: none"> • KPI met.
3.1.2 Develop a clear workflow for Council Customer Service Staff to follow relating to the reporting of graffiti on private property.	AlburyCity	Year 1	<ul style="list-style-type: none"> • Knowledge base up to date. • Decrease in enquires to other teams.
3.1.3 Review policy and clarify Council's role in removing graffiti that could be considered obscene/offensive/indecent, racist and/or vilifying from public and private property.	AlburyCity	Year 1	<ul style="list-style-type: none"> • Policy reviewed.
3.1.4 Develop and maintain a quality assurance process to monitor graffiti removal and associated costs.	AlburyCity	Ongoing	<ul style="list-style-type: none"> • Process audit. • Costs identified.

Goal 3.2 Provide Resources

Action	Responsibility/Partnerships	Timeframe	Measures and Targets
3.2.1 Investigate new and sustainable technologies to support graffiti removal.	AlburyCity	Ongoing	<ul style="list-style-type: none"> • New technologies investigated.

Goal 3.3 Support our community			
Action	Responsibility/Partnerships	Timeframe	Measures and Targets
3.3.1 Continue to provide free graffiti removal kits and investigate issuing discount paint vouchers to assist in the removal of graffiti from private property.	AlburyCity	Ongoing	<ul style="list-style-type: none"> Number of kits distributed. Paint vouchers investigated.
3.3.2 Continue to investigate and implement environmentally safe graffiti removal methods.	AlburyCity	Ongoing	<ul style="list-style-type: none"> New methods investigated.
3.3.3 Regularly contact property owners and occupiers in high profile locations advising them of services offered to assist with graffiti removal.	AlburyCity	Ongoing	<ul style="list-style-type: none"> Number of property owners contacted / information distributed.
Goal 3.4 Partner with community groups			
Action	Responsibility/Partnerships	Timeframe	Measures and Targets
3.4.1 As part of Council's community grants program, fund community-based initiatives that seek to reduce the impact of graffiti.	AlburyCity Community Groups	Ongoing	<ul style="list-style-type: none"> Applications received.
3.4.2 Develop and support an ongoing partnership with the Youth Council to become graffiti champions in schools.	AlburyCity Youth Council	Ongoing	<ul style="list-style-type: none"> Number of information sessions held.
3.4.3 Investigate a program that brings community groups together to remove graffiti from identified areas.	AlburyCity Community Groups	Year 2	<ul style="list-style-type: none"> Program development.
Goal 3.5 Enact legislative powers of Local Government			
Action	Responsibility/Partnerships	Timeframe	Measures and Targets
3.5.1 Review Council's Amenity Local Law to determine what further measures it could include to assist with removal of graffiti from property not owned by Council.	AlburyCity	Year 1	<ul style="list-style-type: none"> Law reviewed.
3.5.2 Keep abreast of legislative changes and disseminate to stakeholders.	AlburyCity	Ongoing	<ul style="list-style-type: none"> Legislation maintained. Information current.
THEME 4: ENFORCEMENT			
Support the effectiveness of identifying offenders and promote successful enforcement outcomes.			
Goal 4.1 Collaborate with Enforcement Agencies			
Action	Responsibility/Partnerships	Timeframe	Measures and Targets
4.1.1 Establish a register of frequent tags to support Police actions with regular scheduled reports.	AlburyCity Police	Year 2	<ul style="list-style-type: none"> Register established.
4.1.2 Work with the NSW Police for relevant statistics and trends on the level of incidents.	AlburyCity Police	Year 2	<ul style="list-style-type: none"> Statistics monitored.
Goal 4.2 Engage with Legislative Services			
Action	Responsibility/Partnerships	Timeframe	Measures and Targets
4.2.1 Engage with legislative services by establishing a process to determine the outcome of fines and court proceedings for offenders.	AlburyCity Dept. of Community & Justice Police	Years 3-5	<ul style="list-style-type: none"> Process established. Records available.
4.2.2 Advocate for offence penalties which reflect community expectations with local Magistrates.	AlburyCity Local Magistrates Local MP	Years 3-5	<ul style="list-style-type: none"> Magistrates engaged.
Goal 4.3 Collaborate with Business			
Action	Responsibility/Partnerships	Timeframe	Measures and Targets
4.3.1 Collaborate with business to share information to enable them to comply with the Graffiti Control Act.	AlburyCity Albury Business Connect Business	Ongoing	<ul style="list-style-type: none"> Information sessions held.
4.3.2 Work with the NSW Police to spot check retailers and enforce the Graffiti Control Act regarding retailers selling paint spray cans to minors.	AlburyCity Police Business	Years 3-5	<ul style="list-style-type: none"> Number of audits.
Goal 4.4 Partner with Community			
Action	Responsibility/Partnerships	Timeframe	Measures and Targets
4.4.1 Encourage the community to be proactive in reporting graffiti incidents as they occur.	AlburyCity Residents Business	Ongoing	<ul style="list-style-type: none"> Increased graffiti reports.
4.4.2 Continue to offer a reward system that leads to a conviction for an offence.	AlburyCity	Ongoing	<ul style="list-style-type: none"> Applications received.



**For further information
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