

graffiti

THIS IS A TOOLKIT FOR LOCAL ORGANISATIONS



Acknowledgments

In writing *Graffiti: A toolkit for local organisations*, Crime Prevention Victoria has accessed a wide array of community knowledge and research findings. The purpose of this Toolkit is to draw together in one document the collective knowledge of the Victorian community.

The following people and organisations have contributed to the development of this Toolkit:

- Local governments, including the Cities of Boroondara, Yarra, Knox, Brimbank, Greater Dandenong, Greater Geelong, Maroondah, Hobson's Bay, Kingston, Casey, Frankston, Banyule, Wodonga and the Shire of Yarra Ranges.
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Disclaimer

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Graffiti is a crime that causes damage to property and loss of public amenity. Graffiti appears in many different forms and is perpetrated across many different types of property. The costs of graffiti include expenses associated with removing graffiti, insurance, policing, and the criminal justice system. The impact of graffiti, especially where it is highly visible in public places, can significantly reduce public confidence and perceptions of personal safety.

Managing graffiti requires a multifaceted and 'whole of community' approach. The power to prevent and clean up graffiti falls within the responsibilities of all levels of government, as well as private residents, businesses and utility companies. Effective graffiti management requires a partnership approach between State, Federal and Local Governments, private industry and residents.

The aim of this Toolkit is to provide options for minimising graffiti in local areas. This Toolkit will assist local communities with information on:

- the nature of graffiti;
- its causes; and
- what local communities can do to manage it.

Experience shows that local solutions to local issues are preferable to a 'one size fits all' approach – because local communities are in the best position to understand their own issues and needs. This Toolkit contains a range of examples of 'what works' in graffiti management, so that local communities can find appropriate solutions to local issues.

The publication of this Toolkit is one of a number of initiatives that the State Government is taking to demonstrate leadership in graffiti management. This toolkit is as relevant to State Government and utility companies as it is to Local Governments and community groups. The State Government is committed to encouraging a community in which Victorian communities are safe and people feel confident about their safety.

I commend the Toolkit to you for use in your local areas.

A handwritten signature in black ink, reading 'André Haermeyer'. The signature is fluid and cursive, with a long, sweeping tail on the final letter.

André Haermeyer

Minister for Police and Emergency Services

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part a

what is graffiti?

Graffiti is “the marking of another person’s property with an identifying symbol or graphic representation without their consent”. Graffiti includes spraying, writing, scratching or slashing an identifying mark or symbol on someone else’s property without their consent. Graffiti is thus a type of vandalism. The materials commonly used are spray paint cans, felt tipped pens and sharp instruments used to etch messages into glass and other surfaces.

Who creates graffiti?

Information on the types of people who write graffiti is difficult to obtain. The illegal nature of graffiti writing makes it hard to investigate who graffitiists are, where they are from and what their motivations are. Many stereotypes exist about graffitiists: they are often believed to be young, from disadvantaged backgrounds and involved in other forms of crime, such as drugs. In reality, graffitiists come from a range of backgrounds, age groups and occupations. Most young people are not involved in graffiti.

Research from South Australia shows, however, that approximately 60 per cent of graffitiists who are brought before court are juveniles.¹ This means that, whilst adults also engage in graffiti, many graffiti plans contain a youth focus.

Further information on who creates graffiti and why can be found in the report by Mark Halsey and Alison Young entitled *Graffiti Culture Research Project: Final Report*. This report can be downloaded from www.kesab.asn.au/graffiti.

Why do people create graffiti?

Most people become involved in graffiti through the influence of their family or peers. Graffitiists gain pride, pleasure and recognition from engaging in graffiti. Some young people engage in graffiti when they lack more positive forms of engagement, such as entertainment and sporting opportunities. An effective graffiti management plan needs to include alternative ways for young people to experience a sense of belonging, pride through personal skill development and recognition through personal achievement, if it is to be effective in reducing graffiti in the long term.

What are the different types of graffitiists?

Different types of graffiti 'cultures' create the need for a multifaceted graffiti management plan. The types of graffitiists vary according to their motivation for committing graffiti and the type of symbol or identifying mark involved. Contemporary types of graffitiists include:

Hip Hop Graffitiists

Hip hop graffitiists create 'pieces'. Pieces are large and colourful work created by aerosol spray paints, usually including either a complex mix of letters or a cartoon-style picture. This type of graffiti often involves 'considered placement', where the graffitiist takes location into consideration. The motivation for the graffitiist in creating a 'piece' is exhibiting their skills to passers-by.

¹ Nicole Hunter, *Graffiti Vandalism: Cases finalised in the Magistrates' and Youth Courts, 1997-2000*, 2001.

Opportunistic Graffiti

Opportunistic graffiti artists select the location for their graffiti impulsively, on the basis of low risk and low natural surveillance. Opportunistic graffiti artists use 'tags' or 'scrawlings' to mark their territory.

Gang Taggers

Gang taggers use 'tags' or 'scrawlings' to mark territory, create notoriety or show off their defiance of the law and society. Gangs use this form of graffiti as a mode of marking their presence. Gang taggers may plan their graffiti or do it impulsively.

Political and Social Graffiti

Some graffiti is racially or politically motivated. This is not widely regarded as part of the graffiti subculture, but still causes damage to property.

Commercial Graffiti

Commercial graffiti is an emerging civic problem. Commercial graffiti occurs where private organisations pay graffiti artists to spray advertising logos onto walkways and buildings, in order to promote their product. Commercial graffiti is an illegal form of advertising that circumvents normal planning laws.

Why is graffiti an issue for local areas?

Increasingly, governments and property owners are being asked to 'do something' about graffiti. This stimulus for action has come from:

- Community consultation, which highlights graffiti as a major issue;
- Pressure from interest/lobby groups;
- Concerned retailer groups; and
- Public transport groups.

For this reason, many local areas have developed a graffiti management plan, or become interested in doing so. The purpose of this Toolkit is to assist local areas to develop a response to a local graffiti problem.

The diversity of graffiti types means that no one solution to graffiti management is likely to be successful. Instead, a range of approaches needs to be used to tackle the various types of graffiti and the different motivations which underpin each type.





part b

what works & why?

Australian and international experience provides a range of effective graffiti management approaches. While not all programs will be applicable to all local graffiti problems, the following examples have been shown to work within their local areas.

Thinking like a graffitist

Manipulating the built environment can make graffiti less attractive to graffitists. Situational management programs try to deter graffiti by analysing the 'risks and rewards' of graffiti to the graffitist. These include:

Efforts	Risks	Rewards
How hard is it to do the graffiti?	How risky is it to do the graffiti?	How many people will see it? For how long?
Do I have to climb a fence or use bolt-cutters to gain entrance?	What is the likelihood of getting caught?	How many fellow graffitists will recognise my mark?

By maximising the risks to graffitists and minimising the rewards, it is possible to discourage graffitists from damaging a particular area.

Once you have analysed particular graffiti hotspots from the graffitists' perspective, the following actions may be used to reduce graffiti in that area:

- **Increasing visibility** – through use of lighting, cutting back overhanging trees etc.
- **Increasing activity** – in the area will increase the risks for graffitists in the area.
- **Creating a sense of public ownership** – will encourage the general public to remove or report any damage.
- **Encouraging residents to take 'graffiti prevention' measures** – see Crime Prevention Victoria's brochure 'Grappling with Graffiti' for ideas.

The website of the City of Greater Geelong contains a number of fact sheets about preventing graffiti through environmental design. For more information, visit www.geelongcity.vic.gov.au.

For more information on safer design guidelines, contact your Local Government or Crime Prevention Victoria at www.crimeprevention.vic.gov.au.

Involving young people in design

Involving young people in planning the built environment may help discourage graffiti. The input of young people can help create 'youth friendly' space where young people can spend time undertaking legitimate activities. If young people feel a sense of ownership of a space they are less likely to damage it.

In the City of Brimbank, it is proposed that young people be involved in the design of a 'youth precinct'. For further information, see www.brim.vic.gov.au.

Rapid removal of graffiti

As graffitiists create graffiti to leave their mark in a place where it can be seen, if graffiti is removed almost immediately, it may no longer be 'worth it' to the graffitiist to continue to commit graffiti in that area. Also, graffiti attracts more graffiti: if one tag is left in place, more tags will quickly follow.

Experience shows that removal of graffiti within 24 hours of its occurrence is the ideal. Some local areas have contracted graffiti removal to private 'rapid removal' companies. Some Local Governments that have implemented a 'rapid removal' policy have experienced a reduction in graffiti offending, eg the City of Greater Dandenong.

The challenge of implementing this program is ensuring that graffiti is removed from ALL types of property in order for the deterrent effect to be successful. This creates problems where property is owned by a number of different people or organisations. Railway sidings are notorious 'no man's lands' for graffiti management, because it is unclear whether property is owned by State Government, private owners, railway utility companies or others. Some strategies that may assist in ensuring that different types of properties remain graffiti-free include:

Residential and commercial property

- Using volunteers or people on diversionary programs to clean up graffiti.
- Groups of residents and businesses 'adopting' a park/station/area to maintain.
- Providing subsidised paint to residents and businesses to encourage rapid removal of graffiti from their properties.
- Use of local laws to ensure that graffiti is removed quickly from private property.
- Contracts between Local Governments and commercial property owners that govern the removal of graffiti.
- Providing information to residents and businesses on how to deter and remove graffiti on their property: see for example Crime Prevention Victoria's graffiti brochure.

Public Assets

Local, State and Federal Governments as well as utility companies own a wide array of assets, including buildings, power poles, bus shelters, footpaths and roadside reservations.

A local level coordinated approach to graffiti removal is required, which involves all levels of government and utility companies, as well as private property owners.

Governments and utility companies that are interested in developing a graffiti management plan may find this Toolkit to be of assistance. This Toolkit is as relevant to State Government and utility companies as it is to Local Governments and community groups. For example, utility companies and government agencies may adopt design measures outlined in this Toolkit to discourage graffiti damage. It is recommended that the implementation of such a plan be managed in conjunction with local areas.

City of Boroondara

The City of Boroondara has a commitment to removing all graffiti from Council-owned property within 24 hours of its appearance. Boroondara offers free cans of paint to residents whose private property has been damaged by graffiti. The paint is provided in collaboration with a local paint store. Boroondara also offers free graffiti cleanup kits to residents whose property has been damaged.

For further information, see www.boroondara.vic.gov.au.

Prosecution of graffitiists

Prosecuting graffitiists can be difficult, due to the fact that graffiti is often committed at night and sometimes in obscure locations such as the sidings of train tracks. However, local areas can assist police in prosecuting graffitiists by supplying evidence of graffiti damage, including photographs, to the police.

Evidence of graffiti damage will be more useful to police if it is provided in a coordinated fashion. For example, your Local Safety Committee may ask the police representative if they wish to nominate a particular officer as a 'graffiti contact point'. A coordinated supply of graffiti evidence will make it easier for the police to prosecute graffiti offenders.

The City of Hobson's Bay has a policy of photographing graffiti tags for police evidence before they are removed. For more information, visit their website at www.hobsons.vic.gov.au.

Sentencing and diversionary schemes to clean up graffiti

Some Victorian local areas have entered into arrangements with the criminal justice system to compel offenders to remove graffiti in their municipality as part of their sentencing arrangements or as part of a diversionary scheme.

Sentencing

A number of Victorian Local Governments including the City of Frankston and the City of Greater Geelong have entered into arrangements with Community Correctional Services for graffitiists sentenced in a Magistrates Court to remove graffiti in their municipality as a community work condition of their sentence. Further information on this program can be obtained by contacting the Manager, Executive Support in Community Correctional Services on (03) 9627 6684.

Diversion

The Ringwood Magistrates' Court Diversion Program, in conjunction with the Upper Yarra Community House Learning Centre, have developed the Graffiti Removal Team. This consists of young people referred to the Diversion Program specifically for graffiti-related charges, and currently operates throughout the Cities of Knox and Maroondah. The participants are ordered by the Magistrate to spend a certain number of hours painting over or cleaning graffiti in lieu of a conviction.

Upper Yarra Community House can be contacted on (03) 5967 1776.

Youth engagement programs

Diversionary programs for known graffitiists can be successful in preventing reoffending, by providing a positive alternative to a graffiti lifestyle. Such programs may include:

- Education about the effects of graffiti;
- Literacy and numeracy training for the graffitiist (where appropriate);
- Opportunities for personal development;
- Links to employment and training;
- Mentoring, social activities and referrals to local services such as housing and legal aid; and
- Ongoing contact with the young person to ensure that they remain 'on the right track'.

Local safety committees and similar management groups may play a role in overseeing diversionary programs.

One useful type of diversionary program, the 'community arts program', is explained in more detail below.

Engaging young people in community arts programs

A community arts program may be a useful way to steer graffitiists and those at risk of committing graffiti from crime to more positive forms of engagement. It involves establishing a program for graffitiists to create murals on designated public spaces. The program will typically involve training the graffitiist in graphic design and assisting them to plan and execute a mural in an agreed public space. This program aims to simultaneously rehabilitate the graffitiist and beautify the community. Legal art murals are particularly appropriate for 'graffiti hotspots' as graffitiists are reluctant to tag over other graffiti. They also assist with creating a sense of community ownership of the built environment by young people.

Community arts programs may usefully be linked to education or training courses that may provide a pathway for young people to gain accreditation leading to employment. Local training institutes or local learning employment networks may be useful contacts in pursuing this option.

You may be able to minimise some of the costs associated with running a legal art program by obtaining a sponsorship deal, eg with a local paint vendor. An example of a community arts budget can be found at Appendix 3.

The TAG project – Shire of Yarra Ranges

The TAG (Trail Artist Group) was implemented by the Shire of Yarra Ranges Youthworks team in a bid to tackle graffiti throughout the Shire. The project aims to reduce illegal graffiti and encourage young people to express themselves positively through art. From the start, the project met with outstanding success. The TAG project provides young people with the opportunity to develop their artistic skills while improving their self confidence and self esteem.

Another benefit of the TAG program is the creation of more positive public images of young people within the Shire, as well as the valuable links and friendships formed amongst the artists.

For further information, visit www.yarraranges.vic.gov.au.

Provision of youth activities

The provision of adequate youth programs has been shown to reduce graffiti by providing young people with a positive alternative to a graffiti lifestyle. Such programs can include youth groups, life-skills programs, entertainment programs and youth centres. They can contribute to a long-term reduction in graffiti, by reducing the boredom levels of young people and creating positive linkages between young people and the community.

Many Local Governments have youth-specific sites. Some examples include:

www.kingston.vic.gov.au/youthservices/entertainment.htm

www.banyule.vic.gov.au/services/default.htm

www.wodonga.vic.gov.au

Education

Local areas may wish to enter into arrangements with local schools to provide education to young people about graffiti. These programs typically focus upon the costs of graffiti to the graffitist and to the community. They also seek to encourage a sense of community pride in young people.

One example of an education program is the 'adopt-a-site' program, where young people are encouraged to feel ownership for a particular location. For example, young people could be given a bus shelter to decorate with a mural and maintain in a clean condition (see: 'The TAG Project' above.)

Another example of a successful education program is the Student Action Teams model. Student Action Teams involve groups of students taking responsibility for a community issue (such as an aspect of community safety). Student Action Teams attempt to develop a sense of empowerment and community responsibility in young people. Student Action Teams are organised by schools and are auspiced by the Department of Education and Training and the Department of Justice.

The City of Casey is undertaking a graffiti education program in conjunction with local schools. For further information, visit www.casey.vic.gov.au.

What *doesn't* work in graffiti management?

Each of the programs above has been shown to work when implemented in its own local area. Experience tells us that what *doesn't* work is a **single-focus approach** to graffiti management. A single focus approach

- Will not address the different types of graffitists (see 'Part A': What is graffiti?);
- Will not address the long-term causes of graffiti.

Similarly, what *doesn't* work is a **short-term response**. An effective graffiti management plan must be implemented over many years, not just a few months. This will give graffitists a chance to see that local communities are serious about graffiti reduction and management. It will also give diversion and youth engagement programs time to work.

part c

local communities

What can local communities do about graffiti?

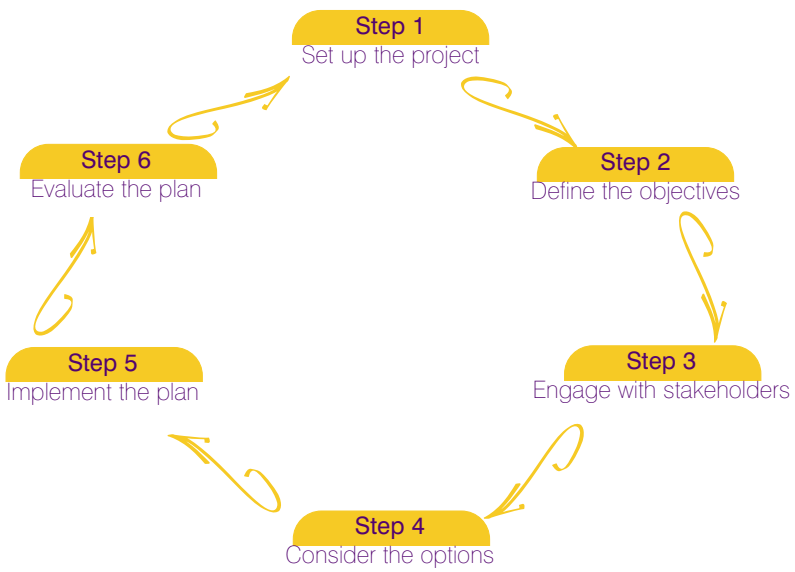
Local areas have a range of options available to them in tackling graffiti. Each local graffiti problem requires its own local solution. This part outlines the 'steps' involved in developing a graffiti management plan for a local area. It enables local areas to choose which graffiti management programs suit them best, having regard for the profile of their community.

What is a graffiti management plan?

A graffiti management plan is a formal document that specifies plans for managing graffiti. An effective plan will contain a spectrum of prevention, early intervention and reactive responses to graffiti issues. The purpose of a graffiti management plan is to develop a 'whole of community' approach to dealing with the multifaceted nature of local graffiti problems.

An example of a multi-faceted, multi-agency graffiti management plan can be found at www.knox.vic.gov.au.

What are the 'steps' involved in developing a graffiti management plan?



Step 1 – Set up the project

A local graffiti management plan will be useful where community members or groups have identified an increasing impact of graffiti in the community and have identified a need to come together to tackle graffiti and its impact in a systematic way.

1.1 Set up a steering committee

In order to develop a graffiti management plan, it is helpful to set up a cross-sectoral steering committee. A local safety committee or other local group may be the sponsor or cross-agency forum for this committee. The steering committee may consist of government representatives, traders, police, members of youth organisations, young people service clubs and other relevant people, drawn together to guide the work of project staff and provide a link between the graffiti project and the wider community. It is helpful to have one person who is dedicated to overseeing and coordinating the local graffiti management response.

1.2 Identify the resources available to the project

It is important to allocate a separate budget for a graffiti management plan. This will enable you to clearly and easily determine the level of resources that are devoted to graffiti management. The budget may include expenditure, staff time and other resources – including computers, office space and so on. If resources are quite limited, you may wish to consider implementing the project in a pilot area.

1.3 Establish timelines for the project

For an example of how to plan the timelines of your project, see Appendix 1.

Result: A clear mission to reduce the impact of graffiti in the community and endorsement to proceed.

Checklist – Step 1*

Do	Don't
Define what you want to achieve and stay focussed	Attempt to be all things to all people
Allocate appropriate budget	Assume it will be covered in existing budgets
Appoint a key contact person to develop and coordinate the plan	Allow contradictory decisions from different business units and officers

*These "do's" and "don'ts" in graffiti management are based on the work of Kealy Smith from the City of Yarra

Step 2 – Define the project objectives

Clear project objectives are an essential component of a graffiti management plan. They will keep the project on track and allow you to measure its success.

2.1 Refine the graffiti problem

In order to establish the objectives of a graffiti management plan, you must define what you perceive the 'problem' of graffiti to be. The 'problem' will consist of the types of harms experienced by the community and the level of graffiti in your area.

The following table may be of assistance in assessing the types of harms experienced by the community.

Person or group experiencing loss	Intangible Costs (social costs)	Tangible Costs (financial costs)

2.2 Local Safety Surveys

Many Local Governments undertake local safety surveys. Local Governments may consider including questions to assess community perceptions of graffiti to measure the extent of the perceived problem in their areas.

2.3 Graffiti audits

Another useful method of quantifying the extent of a graffiti problem in your area is to conduct a graffiti audit. A graffiti audit measures the amount, type and location of graffiti in your area.

Undertaking a graffiti audit at the start of a graffiti management program allows you to accurately measure the effectiveness of your program through a follow-up audit at its completion. Graffiti audits are particularly useful for programs that are designed to have an immediate effect. Longer-term programs, such as education campaigns and diversionary schemes may need to be measured through other methods, eg thorough surveys, monitoring of complaints to council and feedback from stakeholders.

A graffiti audit should be clearly defined, contain set geographical boundaries and preferably be undertaken by the same person or company before and after the program. The audit may include information on:

- The location of the graffiti;
- The type of graffiti (pieces, tags etc.);
- The size of the graffiti;
- The types of materials used;
- Whether the graffiti is made up of the same tag or many different tags; and
- Photographs.

Examples of forms that can be used to conduct a graffiti audit can be found at Appendix 2.

2.4 Define the project objectives

What do you want your project to achieve? It will be easier to evaluate the effectiveness of a graffiti management project if you agree at the start on some measures of success. For example, the project plan could say: "This program will be very successful if it reduces graffiti by 50% or more, moderately successful if it reduces graffiti by 25% or more and unsuccessful if it reduces graffiti by less than 25%." By clearly defining the aims of the program at the start, it will be easier to determine whether it has achieved its goals.

Result: A shared understanding of the impact of graffiti and clearly articulated and measurable objectives.

Checklist – Step 2

Do	Don't
Understand the size and nature of the graffiti problem in your area	Proceed in an information vacuum
Develop achievable goals	Attempt to work beyond your capabilities
Develop measurable goals	Have ill-defined project aims

Step 3 – Engage with key stakeholders

An effective graffiti management plan will utilise strong relationships with key local stakeholders. The more people and groups who become involved in graffiti management, the more effective the approach becomes.

Key stakeholders are individuals and groups that are significantly affected by graffiti management in your area. They may include:

- People who have had their property vandalised;
- Police and security personnel;
- Young people and youth organisations;
- Traders;
- Vendors of 'graffiti products';
- Schools;
- Government departments and statutory bodies;
- Graffitiists; and
- Visitors/tourists.

Identifying stakeholders is important because it allows you to plan who you need to liaise with in the development of your plan and can assist with the development of ideas for response. The following table may be useful.

Who are your key stakeholders?	What role do they play in graffiti management?	In what circumstances should they be consulted?
--------------------------------	------------------------------------------------	-------------------------------------------------

By maintaining positive relations with key stakeholders throughout the development of your plan, you will ensure that it is effective in meeting community needs.

Result: An effective and sustainable partnership where organisational representatives gather together to 'solve the issue', not to represent the interests of their organisations.

Checklist – Step 3

Do	Don't
Ensure the project is developed and implemented in a 'partnership' model	Develop the plan in isolation

Step 4 – Consider the options

Local areas have a wide range of options available to them in tackling graffiti.

The 'spectrum' of responses to graffiti management may be described from 'prevention' to 'response' in the following table:

Graffiti Management Program Spectrum

Prevention (Primary)	Early Intervention (Secondary)	Response (Tertiary)
Education		Subsidised paint to residents
Change built environment		Rapid removal
Youth activities	Diversionary programs	

A comprehensive graffiti management plan will consider all parts of the spectrum against local need to target the local problem and interests of stakeholders. Your plan may be a variation based on a selection of actions from the table above.

In choosing graffiti implementation programs, it will be useful to draw upon 'Part C – What works in graffiti management and why?', on page 14.

Result: The development of an action plan, detailing:

- what is to be done;
- by whom;
- when; and
- with what resources.

Checklist – Step 4

Do	Don't
Develop a plan that incorporates a multifaceted approach to graffiti management	Rely on one approach to address all graffiti types
Develop a plan that addresses graffiti in the short and long term	Develop a plan that is solely reactive

Step 5 – Implement the plan

Many local areas already have extensive experience of program implementation. They will be aware of the importance of involving all key stakeholders and of constant review of program effectiveness. The following section contains some general hints on how to implement a program effectively.

5.1 Monitoring the progress of the program

Once program goals are decided and an action plan has been developed, it is important to monitor the progress of the project against the key measures of success. For example, it is important to measure whether the project is achieving its key milestones on time and within budget. If it is not, a different approach may be taken to achieve the project outcomes.

5.2 Developing a communications plan

One essential feature of program implementation is the development of a communications plan.

Communications strategies are designed to:

- Keep the community informed of the issues involved in graffiti management;
- Advise the community of solutions to the problem of graffiti; and
- Encourage active community involvement in managing graffiti.

The key to an effective communications plan is delivering a consistent message to all stakeholders. Effective communication with the community is particularly important. Community involvement in graffiti management can help reduce the perceptions of disorder and fear of crime that graffiti can generate.

For an example of how to stimulate community involvement in graffiti management through effective communication, see www.greaterdandenong.com/safety.

5.3 Reporting on the program against program measures

It is important to keep the program team and the community informed of the progress of the project. A reporting element will be a key component of your communications plan.

Result: A successfully implemented action plan.

Checklist – Step 5

Do	Don't
Make sure that all communications deliver a consistent message	Let different staff or business units deliver different messages
Ensure that all graffiti enquiries are fed to a single point, eg: through a graffiti hotline	Let different staff have different information
Liaise with all key stakeholders	Leave some key stakeholders 'in the dark'

Step 6 – Evaluate the plan: did it work?

By allocating a portion of the graffiti management budget to evaluate the effectiveness of the plan, it will be possible to plan improvements to the plan for the future. Evaluation enables you to understand 'what works' in graffiti management and builds an evidence base for future programs.

For further information on conducting an evaluation, see 'Step 2: Define the project objectives' on page 17.

Some useful guides to evaluation include:

- *Crime Prevention Victoria Evaluation Guide*; and
- Rob White and Gary Coventry, *Evaluating Community Safety – A Guide*.

Both publications can be downloaded from www.crimeprevention.vic.gov.au.

Result: An independent report that demonstrates:

- the impact of the program against its objectives;
- the benefits and costs of the intervention; and
- information to guide considerations of replicability (ie: would the approach be useful in other local areas?).

Checklist – Step 6

Do	Don't
Consider whether to evaluate both processes and outcomes	Be unclear on evaluation objectives
Evaluate your plan and learn from your mistakes	Be unclear about the effectiveness of your program

part d

individuals

What can individuals do about graffiti?

Local areas can help prevent graffiti on private homes and businesses by encouraging individuals to take simple graffiti prevention methods.



How can individuals avoid graffiti?

These are a number of methods that individuals can use to avoid graffiti.

These methods include using:

- fast-growing vines and spiky plants to restrict access to walls;
- sprinkler systems along garden beds, set to start during times that graffitiists are active;
- sensor lighting;
- dark coloured materials;
- textured or rough surfaces;
- high-density, low absorbency materials such as hard-burnt bricks;
- anti-graffiti coatings in high-risk areas to ensure easy removal; and
- surface breaks to segregate large areas of wall and minimise flow and continuity for graffitiists.

Crime Prevention Victoria also suggests that residents:

- report graffiti to the police as wilful damage;
- attach a photo of the graffiti to the report to assist police with prosecuting the offender;
- attach removal costs to the report to facilitate claiming restitution in court or to make an insurance claim; and
- report graffiti on government property and property owned by utility companies using the 'faults' number displayed on the property or listed in the phone book.

Guide to removing graffiti

The following guide to graffiti removal was developed by the City of Maroondah. When removing graffiti yourself, use only household products. Other products should only be used by professional graffiti removalists. Be sure to use cleaning products in accordance with their directions for use and keep them out of reach of children. Avoid swallowing cleaning products and prevent skin exposure. For further information, contact the Poisons Information Centre or your local council.

	Texta Pen					Spray Paint				
	glass/aluminium	soft brick/block	hard brick	concrete slab	terrazzo	glass/aluminium	soft brick/block	hard brick	concrete slab	terrazzo
Foam oven cleaner	***	*	**	*	***	***	*	**	**	*
Liquid cleanser	***	*	*	*	*	***	*	*	*	*
Turpentine	***	*	*	*	*	***	*	*	*	*
Hand washing detergent	***	*	*	*	*	***	*	*	*	*
Eucalyptus oil	***	*	*	*	*	***	*	*	*	*
Liquid laundry detergent	***	*	*	***	*	***	*	*	*	*
Powder cleanser	***	*	*	*	*	***	*	*	*	*
Aeroguard	***					***				

Effectiveness Rating

*Poor **Fair *** Good

Crime Prevention Victoria has produced a brochure entitled *Grappling with Graffiti* which contains many practical hints on how residents can prevent graffiti and remove it in the event of an attack. If you are interested in obtaining copies of this brochure, they are available for the cost of printing. For enquires about this brochure, please contact Crime Prevention Victoria on (03) 9651 6933.

individuals
highly resistant to graffiti
Bunkers

part e

appendices

What follows is a range of suggested pro formas for various components of your graffiti management plan. Included are:

- A suggested timeline for establishing a plan
- A selection of tools for conducting a graffiti audit
- A sample budget for a community arts project

These are intended as suggested formats only, to assist with getting you started on your graffiti management plan.

APPENDIX 1

SUGGESTED TIMELINE FOR ESTABLISHING A GRAFFITI PLAN*

TASK (Months)	1	2	3	4	5	6	7	8	9	10	11	12
GROUND WORK												
Select and convene Steering Committee	•	•										
Estimate the costs of clean-up	•											
Seek media cooperation	•											
Network with key stakeholders	•	•	•									
Identify resources	•	•	•									
THE GRAFFITI POLICY PLAN												
Establish reporting system			•	•								
Establish recording system			•	•								
Establish rapid removal system			•	•	•							
Prepare media release					•							
Prepare information/ material for locality					•	•						
Develop private property response program					•	•						
Develop private property information material					•	•						
Recruit Community Arts Program Manager						•	•					
Establish costs/venue/program for community arts program						•	•					
Secure community arts program sponsors						•	•					
Conduct 'in-house' training about response to requests for information							•					
UP AND RUNNING												
Distribute community arts flyer							•					
Recruit mentors for community arts program								•				
Finalise workshop program							•	•				
Distribute public information material widely							•	•				
Implement reporting and recording systems								•	•			
Conduct first graffiti audit in designated area								•	•			
Public launch of community arts program									•			
Media releases/displays									•			
POST IMPLEMENTATION												
Conduct second audit												•
Media release on results of program												•
Evaluate and review plan for next stage												•

* Department of Justice, Queensland (1998) *Graffiti Crime Prevention Plan*.

APPENDIX 2

SUGGESTED GRAFFITI AUDIT PRO FORMAS*

AUDIT OVERVIEW:

This is to be completed by the coordinator of the audit.

Please write responses in the spaces provided.

- 1 Your name _____
 - 2 Date of first day of audit _____
 - 3 Date of last day of audit _____
 - 4 Is this the first audit of these areas? Yes (go to 6)
 No
 - 5 What was the date of the last audit? _____
 - 6 Number of areas covered by this audit _____
 - 7 Name of suburb(s) in each area covered by this audit _____
 Area 1 _____
 Area 2 _____
 Area 3 _____
 Area 4 _____
 - 12 Total area covered by audit _____ square kilometres
 - 13 Population of each area covered by the audit _____
 Area 1 _____
 Area 2 _____
 Area 3 _____
 Area 4 _____
- Signature of Coordinator _____

*Department of Justice, Queensland (1998) *Graffiti Crime Prevention Plan*.

Area Audit Part 1

This part is to be completed by the audit teams.

Please complete one form for each street in your area by writing your responses in the spaces provided and ticking the appropriate circles (you will need multiple copies).

1 Area number _____

2 Date audited _____

3 Name of street/road? _____

4 Suburb _____

5 Is the street mainly

- Residential
- Industrial
- Commercial

6 Are there any special features on the street/road

- Yes
- No (Go to 4)

7 What type of feature?

- School
- Railway
- Shopping Centre
- Recreation Facility
- Other (please specify)

8 Are there any community arts sites in the street/road?

- Yes
- No

9 How well maintained is the street/road?

- Well maintained
- Average
- Poorly maintained

10 How well lit is the street?

- Good lighting
- Average lighting
- Poor lighting – very dark

11 Is the street visible from any of the following (please tick)

- Railway line
- Main road/highway
- School/recreation area

Area Audit Part 2

Type of graffiti		Property Owner		Technique			Site		Unusual Feature	
Tag	Other (Pieces, slogan/phrase)	Council	Private	Aerosol	Felt Pen	Other	Fence	Wall		Other
eg DMC		<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>			New tag- never seen before

Total amount of graffiti in street _____

Audit Team's comments _____

Auditor's name _____

1 Driver _____ Signature _____

2 Recorder _____ Signature _____

Graffiti Audit Analysis

To be completed by the coordinator once all audits have been completed

	Area 1	Area 2	Area 3	Area 4	Total
1	Number of streets in each area				
2	Number of streets with illegal graffiti				
3	Percentage of streets with illegal graffiti				
4	Total amount of graffiti in each area (eg: heavy, light, sporadic or number of square metres damaged)				
5	Amount of graffiti in RESIDENTIAL areas				
6	Amount of graffiti in INDUSTRIAL areas (if applicable)				
7	Amount of graffiti in COMMERCIAL areas (if applicable)				
8	Amount of graffiti in the same street as a <i>school</i>				
9	Amount of graffiti in the same street as a <i>railway</i>				
10	Amount of graffiti in the same street as a <i>shopping centre</i>				
11	Amount of graffiti in the same street as a <i>recreation facility</i>				
12	Amount of graffiti on <i>council</i> property				
13	Amount of graffiti on <i>private</i> property				
14	Amount of graffiti on <i>other</i> property				
15	Number of <i>community art sites</i> in each area				
16	Number of <i>tags</i> in each area				
17	Number of <i>pieces</i> in each area				
18	Amount of <i>aerosol</i> graffiti in each area				
19	Amount of <i>felt-pen</i> graffiti in each area				
20	Amount of <i>other technique</i> graffiti in each area				
21	Amount of graffiti on <i>fences</i> in each area				
22	Amount of graffiti on <i>walls</i> in each area				
23	Amount of graffiti on <i>other sites</i> in each area				
24	Amount of graffiti with <i>unusual features</i> in each area				
25	Amount of graffiti <i>visible from railway lines</i>				
26	Amount of graffiti <i>visible from major roads/highways</i>				
27	Amount of graffiti <i>visible from school/recreation area</i>				

Assessment of incidence of graffiti vandalism in each area:

- High Incidence** = graffiti in over 40% of streets/roads in the area
Medium incidence = graffiti in 20% to 40% of the streets/roads in area
Low Incidence = graffiti in fewer than 20% of the streets/roads in the area

Area 1 _____

Area 2 _____

Area 3 _____

Area 4 _____

APPENDIX 3

Community Arts Program Sample Budget – Set-up costs³

Materials	Items and costings	Amount	Cost
Artwork materials	Artistic materials Art boards		
Miscellaneous	Health and Safety equipment Drop Sheets Rollers and trays Undercoat		
Venue Hire			
Program Manager Salary	Session oversight Report writing		
Mentor – Trainers' salary			
Launch	Venue hire Invitations Refreshments Equipment Hire		
Total			

³Department of Justice, Queensland (1998) *Graffiti Crime Prevention Plan*.

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