<u>Consultation Report – Graffiti Management Framework 2019-2022</u>

This report provides information on the various consultation methods used in the development of the Graffiti Management Framework 2019-2022 (Framework).

Internal stakeholders from Community Partnerships, City Works, Arts & Cultural Services, Youth Services, Statutory Planning, Urban Design and Economic Development conducted an initial revision of the Framework, addressing the questions:

- • What new activities (if any) do we want to implement?
- • What activities do we want to continue with?
- • Which activities do we want to stop?

The draft revision was then presented to the wider community.

Communications and Engagement Approach

A range of communication and engagement activities were undertaken to inform, consult and involve participants across the community.

Broad promotion of the public engagement opportunity was through a range of corporate communication channels and community networks including:

- distribution of postcards directing people to Your Say Yarra
- corporate communications including Council's website
- advertising of process via posters and bright signs at Council venues and Bunnings Collingwood
- social media promotion via Twitter and Facebook used to promote listening post locations and times and direct people to the Your Say Yarra project page
- Yarra News article, distributed to over 45,000 Yarra households
- formal and informal email networks and e-newsletters.

Engagement and consultation occurred throughout February 2019 and included the following:

1. <u>Online</u>

Your Say Yarra

The Your Say Yarra website (http://www.yoursayyarra.com.au/managing-graffiti-in-yarra) invited participants to comment on key areas of the Graffiti Management Framework:
- Graffiti removal
- Supporting the community
- Preventing graffiti
- Street art
- Enforcement

The engagement activity was predominantly to gauge whether or not participants agreed with the proposed approaches, and offered an additional forum for further comments.

Submissions via email

As per the project plan, key stakeholders were approached to review the draft Framework. Some key stakeholders opted to provide feedback via email rather than in person. A few residents also made submissions via email.

2. <u>In person</u>

Listening Posts

The community was offered the opportunity to provide feedback on the Framework via attending two pop up listening posts set up at Bargoonga Nganjin and Bunnings Collingwood.

Again, the engagement activity was predominantly to gauge whether or not participants agreed with the proposed approaches.

One on one meetings

As per the project plan, key stakeholders were approached to review the draft Framework. Officers organised one on one meetings with key stakeholders who were keen to provide feedback.

Over 500 stakeholders were engaged across a range of methods, offering almost 1500 ideas. A summary of engagement is listed in Table 1 below.

Table 1: Engagement summary

	Method	How we engaged	Who we engaged
Online	**Your Say Yarra Online portal**	http://www.yoursayyarra.com.au/managing-graffiti-in-yarra - Share your feedback - 1-28 February 2019	- 499 engaged participants - >1300 comments - 2200 page visits
	Written Submissions	Open at any time during the public engagement period	- 9 submissions via email **-** 66 ideas
In Person	**Listening Posts**	Two posts held in key locations in North Fitzroy & Collingwood - Thursday 14 February - 3.30pm to 5.30pm - Bargoonga Nganjin, North Fitzroy Library - Saturday 16 February - 10am to 2pm - Bunnings Collingwood	- 23 conversations - 59 ideas
	Key internal stakeholders	Meetings with relevant internal stakeholders - Ongoing	- 11 participants
	Key external Stakeholders	One on one meetings were held with key stakeholders - 21-27 February 2019	- 19 participants - 40 ideas

Consultations Results

The engagement process attracted feedback from a cross-section of Yarra's community, although respondents were predominantly residents.

An analysis of the data revealed that the community was largely concerned with tagging, policing, Council removal, and continuing to support street art.

The following data focuses on the top 5 themes that were identified in the community engagement, across each key area.

Key Policy Areas	Top 5 Themes
Removal	• Council removal • Enforcement • Priority areas • Tagging • Rapid removal
Community support	• Removal kits • Council removal • Enforcement • Rapid removal • Tagging
Preventing graffiti	• Enforcement • Street art • CPTED • Tagging • Education
Street art	• Support street art • Tagging • Enforcement • Budget • Definitions
Enforcement	• Policing • Surveillance • Tagging • Reporting • Local Laws
Additional comments	• Enforcement • Removal • Tagging • Street art • Place making

The internal working group comprising Community Partnerships, City Works, Arts & Cultural Services, Youth Services, Statutory Planning, Urban Design and Economic Development convened after the consultation to review the Framework and Council's policy responses to graffiti management, according to the engagement results.

The policy responses to the key themes can be found in the community response summary.

APPENDIX 1: EXAMPLES OF QUALITATIVE RESPONSES

"I understand that you can't remove all private property graffiti but it appears that many private property owners either do not know how to or don't want to be bothered removing graffiti so it just gets worse and worse making the entire neighbourhood ugly. Can you ask property owners to take responsibility for removing it?"

'We have had graffiti a couple of times on our back fence facing the laneway. As we removed it promptly it was years between graffiti hits and we haven't had any for a couple of years now despite surrounding house being repeatedly graffitied"

"Perhaps Yarra Council could consider increased use of CCTV and public display / online publication of images of perpetrators as another form of deterrent"

"The mural on Dando street, which I have sanctioned, has recently been destroyed by graffiti. Before the mural was painted, it was just a white wall, which was encouraging to be used by graffiti painters. I had to remove graffiti weekly, sometimes with the help of the council. But since the mural was painted, it has not been painted over until recently. This is a reason to encourage more property owner to have murals"

"Is there paint removal liquid that's not toxic in our waterways?"

"Is there any way we can move towards a zero tolerance approach as a shared community value? Could we have graffiti working bees organised as a street event for all neighbours?"

"I think we need more street graffiti murals, maybe even in subway tunnels likes Burnley station or Stawell St underpass. These areas are constantly being repainted and I feel a mural will be less targeted by graffiti"

"Encouraging green walls and possibly green fences (which cannot be successfully graffitied) would assist on a number of levels"

"Education and even perhaps cleaning up of certain sites by perpetrators can have a meaningful outcome, teaching others to respect public spaces is important"

"Will this have a reasonable budget and dedicated staff?"