



Graffiti Management Policy 2024-28

Community engagement summary report
May 2024

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1 Overview

The consultation program sought feedback on the Graffiti Management Policy 2024-28 specifically regarding removal timeframes, hotspots, and general comments on the graffiti itself.

Between 24 April and 19 May 2024, community members and project stakeholders were encouraged to provide their feedback on key elements of the Policy for the consideration of Council.

There were 63 contributions on Have Your Say:

- A quick poll survey tool where participants were asked to respond to questions about timing for removal of offensive and non-offensive graffiti. (43 contributions)
- A question about locations for street art and murals (10 contributions)
- A social pinpoint where participants could highlight on a map the area that they believed were graffiti hot spots (6 contributions).
- Written submission (3 submissions)
- Q & A forum (1 submission)
- Download of draft Policy (57 downloads)

Social media was also a key tool for promoting engagement and gathering feedback. A Facebook and Instagram poll was run over the consultation period that made 2,320 impressions and received 132 votes. The campaign utilised Instagram and Facebook to promote engagement for Have Your Say that reached 33,490 people and received 23 clicks to Have Your Say.

Council Officers also met with community groups such as Disability Access and Inclusion Advisory Committee, Graffiti Busters, and Bayside's Youth Ambassadors to discuss and gather feedback.

1.1 Key feedback

1. Timing for removal of offensive graffiti.

The current target time frame for removing offensive graffiti is 2 hours. Community feedback indicated that 24 hours for removing offensive graffiti was considered a reasonable timeframe, receiving 63.64% of the votes via Have Your Say and 56% of the vote via social media.

2. Timing for removal of non-offensive graffiti.

The current target time frame for removing offensive graffiti is 2 business days. Feedback gathered through a quick poll indicated that 5 business days is a reasonable timeframe (47.62%) followed by 2 business days for removing non-offensive graffiti (28.57%).

3. Graffiti hot spots in Bayside.

Feedback was obtained via a social pinpoint map that demonstrated areas that should be prioritised for graffiti removal. Participants were asked to provide a location of a space where they think is problematic in relation to perceptions of safety, offensive messaging, antisocial behaviour, or whether more policing is required. Public toilets (2 votes) and areas within Brighton East shopping village (2 votes) were among the areas marked for consideration.

4. Removal of graffiti on areas relied on by people with a disability.

Disability Access and Inclusion Advisory Committee (DAIAC) feedback highlighted key aspects of removal that should be prioritised by Council when it comes to graffiti

removal for including wayfinding signage relied upon by people with a disability and Changing Places facilities.

5. Removal of graffiti on private assets

A submission was received that indicated more needs to be done for strategies targeted at removing graffiti on private property space.

6. Data collection for graffiti removal

A written submission was provided that suggested that we use a more specialised mobile application as opposed to using Council's website when it comes to reporting graffiti.

1.2 Next steps

Council will consider community feedback, including this community engagement report, before adopting the Policy at its meeting on 18 June 2024.

Interested community members can request to be heard at this meeting.

2 Background

This document provides a summary of stakeholder and community feedback on the draft Graffiti Management Policy 2024-208.

Bayside City Council is reviewing its Graffiti Management Plan 2019. The purpose of the new Policy (which replaces Council's Graffiti Management Plan 2019) is to develop a whole of Council approach to reduce the impact of graffiti on the local community to make Bayside a better place.

We know that graffiti vandalism not only affects the visual appearance of neighbourhoods it can influence the communities sense of safety and have an impact on our local economy.

It is also costly for communities and property owners to remove and prevent. Other problems associated with graffiti include antisocial behaviour and loitering.

Our aim is to build on our existing Graffiti Management Plan 2019 and take a collaborative approach with community to reduce the impact of graffiti and provide safe, clean and welcoming public spaces.

Community feedback helps ensure the Graffiti Management Policy continues to align with our community's aspirations, as articulated in the previous plan.

Through this process we hoped to increase community understanding of graffiti management, cultivate greater community support for action, and enhance personal commitment to addressing graffiti issues.

This involved addressing the relatively low priority and low awareness of graffiti management among the community, as well as leveraging the support of highly engaged community stakeholders. Additionally, the initiative sought to raise awareness of the roles and responsibilities for graffiti removal, increase the reporting of graffiti, and foster a community environment that actively supports improvement activities.

In the development of this Policy, Council undertook the following key steps:

- Equity Impact Assessment (EIA) – a research task to assess how various groups may be impacted by the review of this Policy.
- A review of existing Plan document.
- Draft Policy– a draft Policy was prepared based upon a review of the previous Policy and the EIA .
- Engagement – this report shall seek to summarise the engagement with both key stakeholders and the broader community.

3 Definitions and scope

3.1 Scope

The four-week community engagement period was used to gather ideas and feedback on areas that need to be prioritised for graffiti removal. It will also help Council understand community preference in approach to graffiti removal.

What can the community influence?

- The timeframe to remove graffiti from the time its reported (2 days for graffiti, and 2 hours for offensive graffiti)
- Safety perception in certain parts of the municipality and how graffiti affects that.
- Reporting Methodology

What can't the community influence?

Responsibility of removal from private property, this is due to budget constraints, complexities of delivery and privacy issues.

3.2 Stakeholders and community

Within this document, reference is made to stakeholders. These stakeholders are:

- Disability Access and Inclusion Advisory Committee (DAIAC)
- Graffiti Busters
- Bayside community including residents and businesses.
- People from outside Bayside including visitors, tourists, and customers

This stakeholder assessment is a generalised understanding of sections of the community that have a connection to the Graffiti Management Policy. This information is used to understand the types of tools and techniques that will achieve the strongest and most effective outcomes for engagement and communication.

Stakeholder/ community	Interest	Impact	Influence
Graffiti Busters	H	M	Consult
Church St Traders	H	L	Consult
Hampton/Sandy Traders	H	L	Consult
Police	M	L	Inform
Neighbourhood Watch	M	M	Consult
Department of Justice	L	L	Inform
United Energy	L	M	Inform
PTV	L	L	Inform
Citywide	H	M	Involve
General Traders	M	M	Consult
General Bayside Community	L	M	Consult
Schools	M	M	Consult

Artists	M	L	Consult
Disability Access and Inclusion Advisory Committee (DAIAC)	M	L	Consult

3.3 Glossary

The following terminology is used throughout this engagement:

Item	Definition
Graffiti	the writing or application of any inscription, figure or mark on a wall or other surface. Such a mark may be painted, sprayed, etched, drawn, pasted, scratched or otherwise affixed. Graffiti can include images, writing, posters, stickers and stencils, but is often word based and can span complex or abstract letter based designs that can be categorised as a tag, throwie or bomb.
GMP	Graffiti Management Policy
DOJ	Department of Justice
DAIAC	Disability Access and Inclusion Advisory Committee
BayCISS	Bayside Community Information & Support Service
Stakeholders	See above for stakeholder list.
HYS	Have Your Say – online engagement portal

3.4 Related Council documents and consultations

- Draft Graffiti Management Policy (subject to engagement)
- Graffiti Management Plan 2019 (previous)

4 Consultation process

4.1 Consultation purpose

The purpose of the consultation was to provide an opportunity for the community to comment and provide feedback on the draft Graffiti Management Policy, including current service levels and indications of how Council can improve the service.

4.2 Consultation methodology

Online community engagement was open between 24 April 2024 to 19 May 2024 to all members of the Bayside community, including individuals or groups who live, work, play, study, visit, invest in or pass through the municipality.

Digital engagement tools included quick poll survey questions via social media and Have Your Say, written statement submission form, question and answer forum, and a social pin point map to highlight areas for Council to prioritise for graffiti removal.

Face to face opportunities included a site visit to Sandringham Library with Bayside's Youth Ambassadors as well as consultation with DAIAC and local interest group Graffiti Busters. Bayside traders including Traders Associations were invited to participate in the consultation to ensure that the Policy addresses areas of concern for monitoring and responding to graffiti in local activity centres.

Project information and engagement materials were available in print, as requested/required. Communications via Council channels, brochures (displayed at Bayside libraries, Council's Corporate Centre and Bayside Gallery) and targeted social media advertising were undertaken to ensure community members and project stakeholders were aware of the consultation and encouraged to participate.

Figure 1: Timeline and phases for engagement on the Policy



The previous iteration of the Policy and its outcomes were reviewed, and learnings were implemented. While the removal of graffiti across Bayside has been a great success over the past few years when compared to pre 2018 times, it is intended for Council to keep the same level of service and improve where required.

Table 1 Engagement and communication activities

Details	Activity
Equity Impact Assessment January – May 2024	Equity Impact Assessment A new requirement in the development of Council policies, plans, strategies, and projects is the completion of an EIA. This requires new documentation to consider how it may impact a people from a diverse range of background and experience including (but not limited to) disability, gender, and age.
Face to Face consultation 29 April 2024 Corporate Centre 10 members	Disability Access and Inclusion Advisory Committee (DAIAC) Presentation and discussion of the draft Policy, which was provided to the Committee ahead of the meeting. A quorum of the regular Committee was in attendance. A Council Officer presented the draft criteria and took questions.
Face to Face consultation 30 April 2024 Sandringham Library 10 committee members	Bayside Youth Ambassadors Council officers presented to the committee and sought feedback on the Policy.
Face to Face consultation 13 May 2024 Corporate Centre	Graffiti Busters Council officers had a face-to-face meeting with Geoff to discuss the proposed policy and received feedback from him as a representative and president of the group.
Direct email	Invited relevant community stakeholders/groups (see below) to participate in the HYS page.

9 May 2024

- DOJ
- Community Housing Ltd
- Cultivating Community Organisation
- Connect Health
- Sandy Beach Centre
- BayCISS
- Bayside Community Centres (Highett and Hampton)
- Family Life

Direct email

14 May 2024

Invited traders to participate in the HYS page or contact Council Officers directly via email.

- 1,350+ businesses
- Trader Associations
- Rotary/Lions Clubs

HYS Survey

24 April to 19 May 2024

348 views

63 submissions by 30 contributors

3 project followers

Have Your Say engagement tools

The online project page included information about the Policy, definitions of graffiti and facts about Bayside City Council's graffiti removal and maintenance operations. The primary means of collecting information was through:

- a quick poll survey tool where participants were asked to respond to questions about timing for removal of offensive and non-offensive graffiti. (43 contributions)
- a question about locations for street art and murals (10 contributions)
- a social pinpoint where participants could highlight on a map the area that they believed were graffiti hot spots (6 contributions).
- Written submission (3 submissions)
- Q & A forum (1 submission)
- Download of draft Policy (57 downloads)

Social media

Organic social posts

2319 people reached

36 engagements

Paid Facebook ad

**Reach: 33,486
link click 23**

Facebook and Instagram poll to gather feedback that received 132 votes

4 posts

2 comments and 30 reactions to the poll

\$100 spent on advertising for a video post promoting engagement for Have Your Say

Direct email

Have Your Say project subscribers

45,359 emails sent

- All subscribers (6,818). Sent 24 April: opens 3,801 (55.7%), clicks 480 (7%) across all included projects.

Total digital views

45,529

This Week in Bayside e-newsletter

- 24 April: 12,204 recipients, 6,627 opens 55% open rate

<12,203 recipients

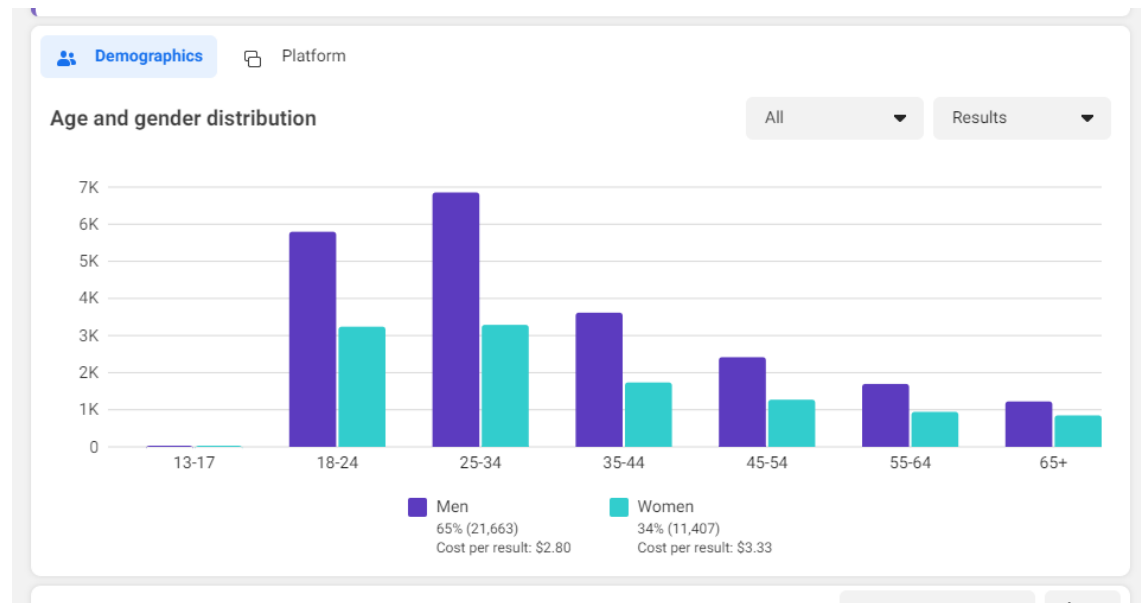
News article viewed 97 times

5 Participant profile

As the engagement tools selected for Have Your Say were designed as quick polls participant demographics were not collected.

The following figure represents the age and gender distribution collected for the social media advertising.

Figure 2. Age and gender distribution for social media advertising



6 Consultation findings

The following section summarises the key themes which arose in community feedback on Graffiti Management Policy 2024-28. In the interest of stakeholder and community privacy, individual quotes have not been included within this public document. Where there was more than one mention of a topic or item, the number of mentions has been specified in brackets and italics.

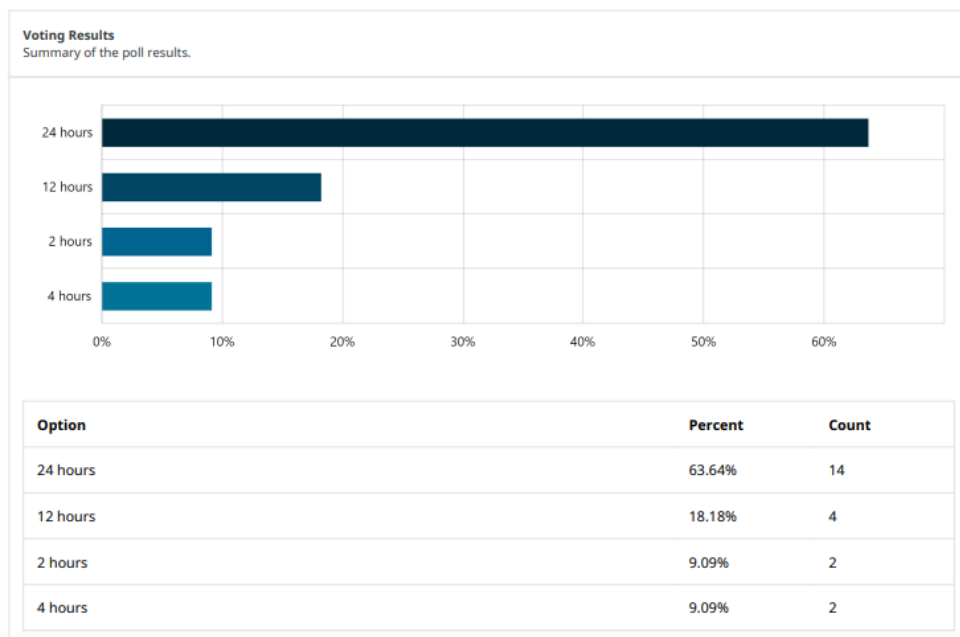
6.1 Have Your Say

Council sought feedback about reasonable times to remove offensive and non-offensive graffiti. We also asked the community about where they think there are hotspots across the municipality.

6.1.1 Offensive Graffiti

The current target time frame for removing offensive graffiti is 2 hours. Out of the 22 participants to this question, 14 indicated that 24 hours is a reasonable timeframe (63.64%), 12 indicated that 12 hours is reasonable (18.18%), 2 indicated that 4 hours is reasonable (9.09%), and 2 indicated that 2 hours is reasonable (9.09%).

Contribution Summary



6.2 Social media

Social media organic (video) and paid posts were used to collect feedback and promote engagement via Bayside City Council's Instagram and Facebook.

A quick poll was posted asking people to respond to a question about their feedback on what a reasonable time is for Council to remove offensive graffiti on public property, replicating the question posted to Have Your Say. All quick poll participants could select from the following four options, 2 hours (20 votes), 4 hours (17 votes), 12 hours (21 votes) and 24 hours (74 votes).

Figure 3. results of quick poll posted to Council's social media.

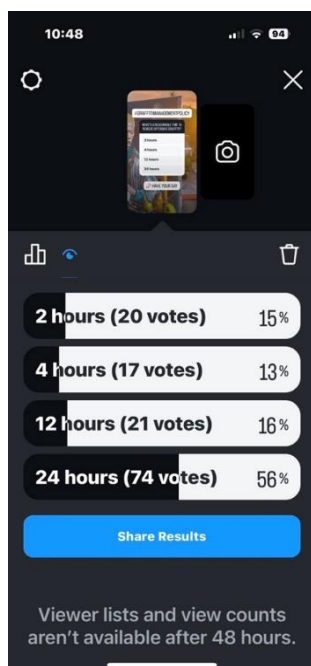
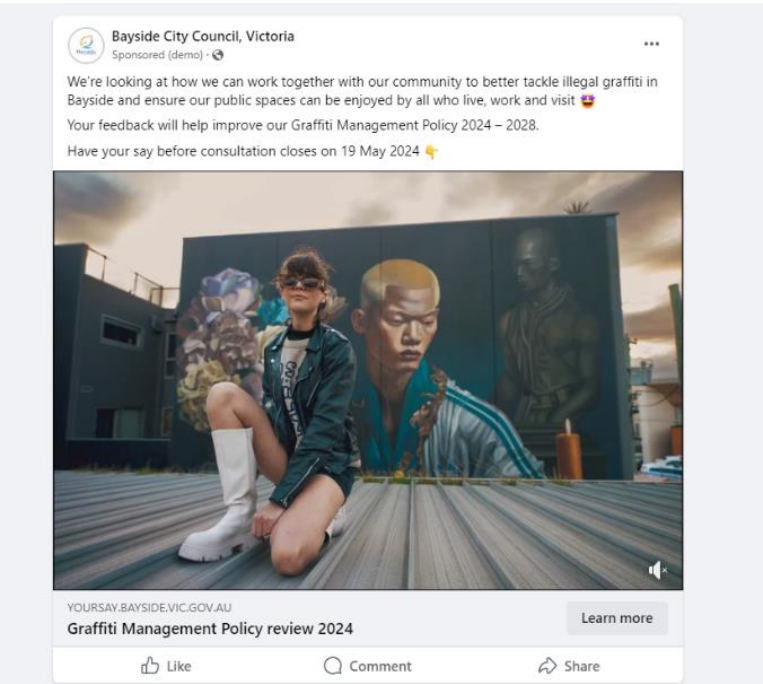
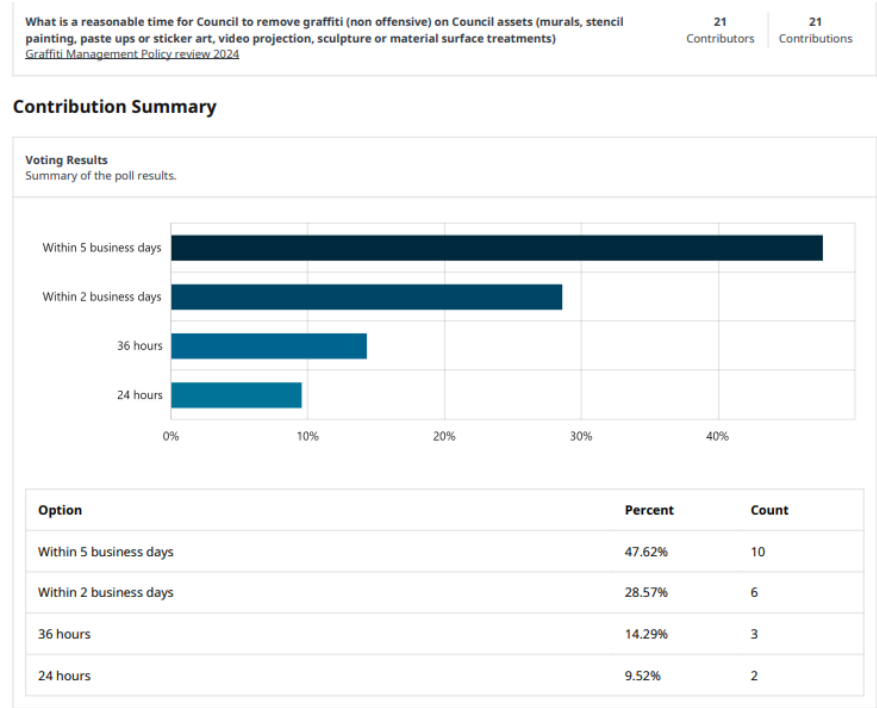


Figure 4: Image of video that was used for social media advertising, that reached 2319 people and received 36 engagements.



6.2.1 Non-offensive Graffiti

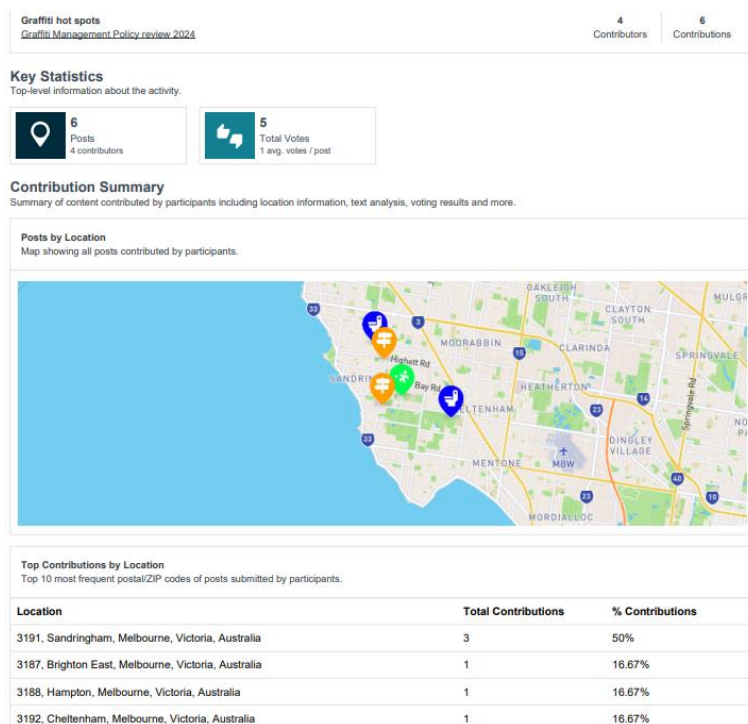
The current target time frame for removing non-offensive graffiti is 2 business days. Out of the 21 participants to this question, 10 indicated that 5 business days is a reasonable timeframe (47.62), 6 indicated that 2 business days is reasonable (28.57%), 3 indicated that 36 hours is reasonable (14.29%), and 2 indicated that 24 hours is reasonable (9.52%).



6.2.2 Graffiti hotspots

Participants were asked to provide a location of a space where they think is problematic in relation to perceptions of safety, offensive messaging, antisocial behaviour, or whether more policing is required. A total of 6 submissions were received including:

- A sign in Sandringham that affects a sense of safety.
- A public toilet in Brighton East that has graffiti and concerns of antisocial behaviour.
- A public toilet in Cheltenham that impacts perceptions of safety.
- The tram terminus at the Hawthorn Road/Nepean Hwy entrance that affects antisocial behaviour.
- A sign in Brighton East Shopping Village that impacts perceptions of safety.



6.2.3 Mural locations

Response to summary to the survey question: Are there any areas where you would like to see street art increased?

Table 2: Mural feedback

Topic	Community feedback
Location to be considered for murals	Opportunity for aboriginal art to be displayed by Bunurong People of the Kulin Nation (1) Street art along fence lines (1) More street art in Hampton (2) and Sandringham (1) Railway Bridge over the Well Street (1) More murals in local shopping centres (2) and laneways (1) I don't like graffiti style street art, I like nice painted murals of cool patterns and scapes (1)

6.2.4 Written statements

Council received 3 written statements from 3 different participants.

Participant 1 brought to Council's attention the incorporation of and strategic planning of creeper or climber plants like Boston Ivy on building facades. The participant highlighted the idea by mentioning few benefits of this initiative if implemented.

Statement: I hope this letter finds you well. I recently came across the consultation on the draft Graffiti Management Policy 2024-2028, and I commend your efforts to engage the community in tackling illegal graffiti and enhancing public spaces in Bayside.

As you seek input on the strategy, I would like to propose an additional approach that could complement your efforts and further contribute to the beautification and preservation of our urban environment: the strategic planting of creeper or climber plants like Boston Ivy on building facades.

Introducing these green elements to our cityscape not only adds aesthetic richness to Brighton but also offers several practical benefits in the realm of graffiti management and beyond. Here are some key points to consider:

Graffiti Deterrent: Creeper and climber plants form a natural barrier on building surfaces, making them less accessible to vandals and graffiti artists. The dense foliage creates a challenging canvas for graffiti, discouraging illegal activity and helping to maintain the cleanliness and integrity of our public spaces.

Environmental Enhancement: By integrating greenery into urban infrastructure, we enhance biodiversity, promote air quality, and mitigate the urban heat island effect. Creeper and climber plants contribute to these environmental benefits by absorbing carbon dioxide, releasing oxygen, and providing habitat for pollinators and other wildlife.

Community Engagement: The cultivation and maintenance of greenery in public spaces offer opportunities for community involvement and pride. Involving residents in the selection, planting, and care of these plants fosters a sense of ownership and connection to the local environment, promoting a shared responsibility for graffiti prevention and overall urban beautification.

Long-Term Sustainability: Once established, creeper and climber plants require minimal maintenance compared to traditional anti-graffiti measures. They offer a cost-effective and sustainable solution for graffiti management, reducing the need for frequent cleaning and maintenance of building surfaces whilst using chemicals.

By incorporating the strategic planting of creeper and climber plants into the Graffiti Management Policy, we can leverage nature's defences to protect our built environment while simultaneously enhancing its visual appeal and ecological resilience.

I encourage you to consider this proposal as part of your comprehensive strategy to combat graffiti and create safe, clean, and welcoming public spaces in Bayside. I look forward to seeing how our community can work together to bring this vision to life.

Thank you for your dedication to improving our urban environment, and please do not hesitate to reach out if you would like to discuss this idea further.

Participant 2 suggested that we use a more specialised mobile application as opposed to using Council's website when it comes to reporting graffiti. The participant indicated that a more specialised mobile application could be of great benefit to both Council and the user as it would show what was reported and is more automated amongst other benefits.

Statement: I think Bayside Council would benefit greatly from the use of a platform for the reporting and tracking of incidents and issues, including graffiti, that residents and members of the public wish to report to the council. There are various platforms available that include mobile phone apps which allow the public to:

- See if the issue has already been reported and when.
- Easily including a picture and GPS data in a new report.
- Complete the report with as little typing as possible by using forms that help direct the reports to the correct department of the council or direct the member of the public where to direct the report to.
- Provide feedback to the member of the public on the progress and completion of their report to council.

I have found using the council website is an awkward way of trying to make detailed reports to council when using a mobile device. I am sure many other members of the public have found this to be the case. As a result there are many reports that could have been made, but aren't. I'm sure the quality of the information being reported to the council could be improved significantly such that it is clearer what is being reported and where. In addition I have no idea if the council has already receive many reports about the same issue already and therefore don't need to be reported again.

Of particular note the City of the Gold Coast did use such a system some years ago with reasonably good apps for the members of the public and obviously some connection into the city's internal systems. I am sure there many options available. It would be great if Bayside Council could work with some of the surrounding councils to use the same platform, whatever is selected, to make it easier to make reports without the need of the member of the public to know which council they need to make the report to. This is one advantage that the City of the Gold Coast had in that they covered a much larger area, so the borders were better known.

Participant 3 highlighted that Council is doing a great job in removing and addressing graffiti within the municipality but indicated that more needs to be done in the graffiti on private property space.

Our view on Council's performance There has been a significant improvement in recent years by Council to remove graffiti from Council assets and you are to be congratulated. Your performance shows up other Councils for their apathy and lack of commitment and results in removing this scourge from both Council and private assets.. We presume most Councils have "graffiti strategies" but feel this is more platitudes than action. We feel those Councils should encourage the formation of Volunteer Graffiti Buster Groups yet we have not received one single phone call or email. Perhaps Bayside could be proactive in promoting this approach. We at graffiti Busters are retired but willing but not able to promote this ourselves beyond Bayside but passionately believe this is the most cost effective and proven approach to graffiti elimination. What more can Council do. The problem is not Council assets but private assets. Council expects individuals to remove their graffiti which of course often doesn't happen. 1) Alter Local rules We proposed to Council some years ago that your Local Rules should be modified. Currently, technically Council can fine a resident for NOT removing graffiti yet of course this probably never happens. Our suggestion was that Council should alter the rules such that Council can either fine or arrange removal of the

graffiti. This was not followed up by Council and we were told it was “too hard”. We fail to see why Council cannot make this change which would help enormously in eliminating graffiti on private property. Graffiti Busters could participate and assist residents where there are special needs. 2) More effort to make residents remove graffiti We wonder just how much effort is made by Council to make residents remove their graffiti. We suspect it is minimal. More pressure by Council might help. In conclusion, Council broadly is successful in graffiti removal from Council assets but the real problem to tackle is PRIVATE ASSETS.

6.3 Consultation with DAIAAC

Council officers attended the April monthly DAIAAC meeting 30 April 2024 and presented to the committee members. A summary of the minutes below:

“The Contract Manager Infrastructure Civil and ISMMF Graffiti Program Officer gave a presentation in relation to the Dendy Beach Visitor Management Plan and sought feedback from the Disability Access and Inclusion Advisory Committee.

Ms Fantasia stated that graffiti is mainly a problem for people with a disability when it is on wayfinding signage the people with a disability may rely on.

The ISMMF Graffiti Program Officer noted that there is a graffiti removal triage model in place where the target for removal of graffiti that is deemed offensive in nature is within 2 hours – and the target for removal of graffiti is otherwise within 2 business days.

Ms Fantasia indicated that Changing Places are often graffitied and that it is important to keep these facilities free of graffiti so that users can feel safe – and that there should be consideration of a triage model that deals more promptly with graffiti on any wayfinding signage that may be relied upon by people with a disability.

Officers noted that the website is the most effective method for reporting graffiti.

Ms Costello proposed that the Graffiti Management Plan deal with consideration for legal graffiti art that may be commissioned in certain locations and encouraged the inclusion of artists living with disabilities for such works.

Mr Glascodine noted that there is the Victorian Art Centre for people with disabilities (Art Access) which undertake murals and the like in this field.

Officers encouraged further feedback directly (to officers) or Council’s Have Your Say page.”

6.4 Consultation with Bayside Youth Ambassadors

Council officers presented to the group about graffiti, who removes graffiti, what is graffiti usually associated with and the usual demographic of the graffiti taggers.

The group members had a few questions to Council Officers, and they suggested an interesting idea which is: “Council should consider creating a space (a wall) for kids/teenagers to tag freely and legally”.

The group also expressed their thoughts about graffiti, enquired about why graffiti is illegal, and indicated that they themselves know some taggers.

Council Officers then took the group to have a look at a mural installed on a wall that is located close to Sandringham Library.

7 Project evaluation

7.1.1 Engagement

It was proposed that the engagement activities would attract at least:

- 200 views of the Have Your Say project webpages (exceeded; 348 views)
- 50 contributions via the Have Your Say online survey or written statement form (exceeded; 63)

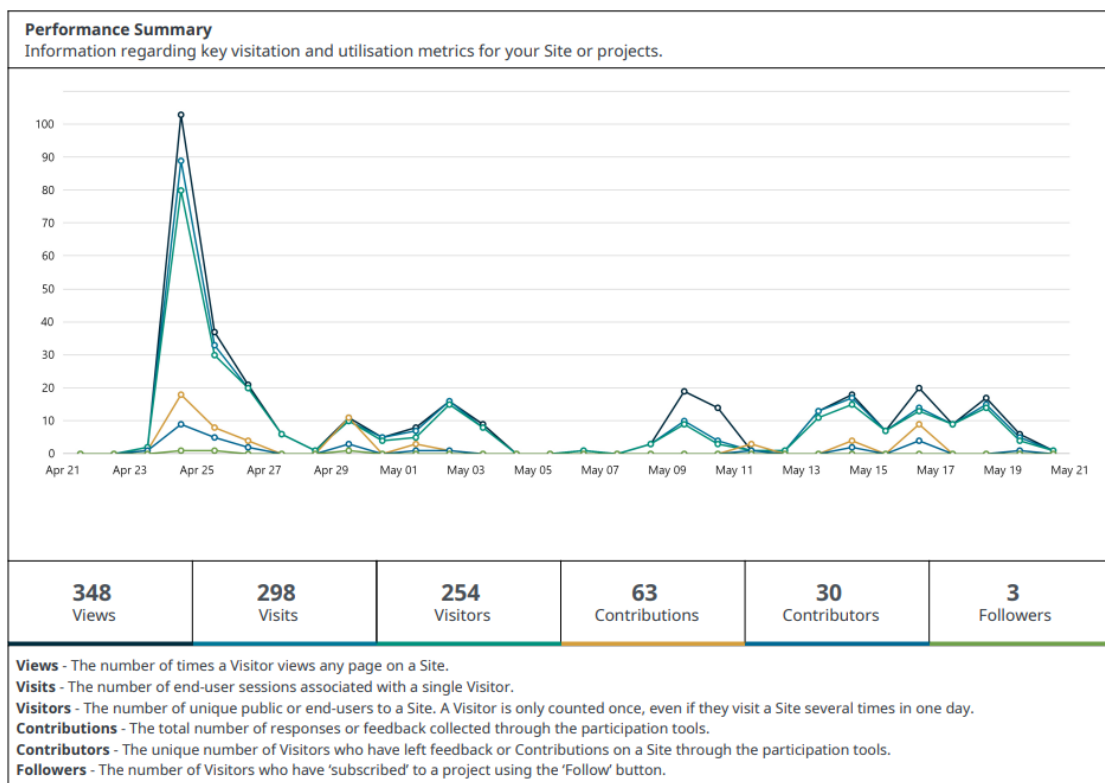
Have Your Say - Bayside City Council

Report Type: Project

Project Name: Graffiti Management Policy review 2024

Date Range: 21-04-2024 - 20-05-2024

Exported: 20-05-2024 10:42:28

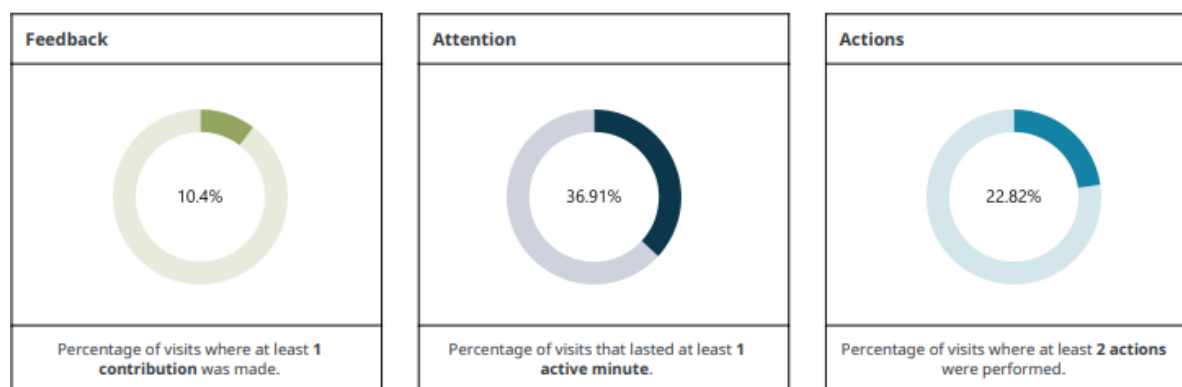


The following figure demonstrates the conversation rates for Have Your Say, the goals set out for the project were.

- 7% of visits would have at least one contribution made (exceeded, 10.4%)
- 30% of visits would last at least one active minute (achieved, 36.9%)
- 20% of visits would have at least two actions performed, such as moving around the project page or clicking on links (achieved, 22.8%)

Conversions

Information regarding how well your engagement websites converted Visitors to perform defined key actions.



Process Evaluation:

Commentary

Stakeholder reach - Did the engagement or research reach the stakeholders identified during the project planning stage?

The involvement of DAIAC, Bayside's Youth Ambassadors, Graffiti Busters, and other groups was done exactly as planned.
30 contributors out of 254 visitors (11%) is a relatively high rate when compared to other engagements.

Reliability of data - Was Council or the delegated decision maker confident in the reliability of data?

Respondents were generally clear in their response and sufficient feedback has been collected to proceed with the draft Policy.

Stakeholder satisfaction - How satisfied were participants with the consultation process?

The groups engaged face to face were generally satisfied with being asked to participate in the consultation process.

Impact Evaluation:

Commentary

What have been the short-term impacts of this engagement process? Were these the desired impacts?

We predicted an increase of graffiti removal requests or questions, but that hasn't happened.