Draft Graffiti Management Framework Community Engagement Report

This report provides information on the community consultation for the Draft Graffiti Management Framework project and reports on the engagement outcomes. The consultation opened on Monday 4 June 2024 and closed at 9am on Monday 1 July 2024

Overview

Project background

In Yarra, as with most places in the inner city, graffiti is a serious and complex problem. As part on an ongoing conversation with community, we're looking at ways we can best work together to tackle illegal graffiti. This work has been laid out within our Graffiti Management Framework. Council adopted its first Graffiti Management Framework in September 2020. This document is due for a renewal and refresh within the 24/25 financial year.

When considering the direction of a new Graffiti Management Framework, Council Officers identified several opportunities to address gaps in the current framework and to improve on practice.

The new Draft Graffiti Management Framework builds on our existing objectives and aims to provide more transparent and equitable approaches to graffiti management in Yarra. It has been informed through detailed benchmarking, as well as community feedback received through the development of existing documents like the Councill Plan, Community Vision and Financial Sustainability Strategy.

Objectives of this engagement

1. To inform the community about the draft Graffiti Management Framework and the additional actions Council are proposing to manage illegal graffiti.
2. To inform community members who were not part of the initial consultation in 2019 on what a Graffiti Management Framework is and what it aims to accomplish.
3. To seek community feedback on the draft Graffiti Management Framework, specifically to see if there is anything missing or if there are any other comments related to the Strategy.
4. To inform the community of the next steps of the Graffiti Management Framework and how their feedback fed into the final document.

Level of community influence

- Community feedback helped us to understand community priorities in relation to Yarra's management of graffiti.
- Community feedback helped us to consider if there is anything missing from the draft Framework. Where applicable and feasible these were incorporated into the final document.

Engagement methods:

- Online survey tool hosted through Your Say Yarra engagement platform
- 2 x place-based pop-ups at the following locations:
    - Gleadell Street Market (Bicultural Liaison Officers present) on Saturday 15 June 2024 from 10am to 12 midday
    - Queens Parade Shopping Strip on Wednesday 19 June 2024 from 4 to 6pm

- Targeted stakeholder engagement with the Fitzroy Residents Association

Engagement questions:

- Have we missed anything in the draft graffiti framework that you think is important to include?
- Do you have any other comments about the draft graffiti framework?

Engagement reach

Engagement promotion:
Social media channels (including social media advertisements) reaching almost 17,000 people.
Council email newsletters including Yarra Life, Your Say Yarra email newsletter and Yarra Business News This reached over 9,000 subscribers.
Promoted via Yarra News which is distributed to every household in Yarra (over 60,000 properties).
News story on Yarra City Council's website.
Postcards and other printed collateral available at events and postcards were distributed to 19 Council venues. These include town halls, neighbourhood houses, seniors' centres, libraries and leisure centres.

Your Say Yarra project page:

The success of the Your Say Yarra page is tracked against the following metrics:

- **Views** - The number of times the page was seen.
- **Visitors** – The number of unique visitors that saw the page.
- **Responses** – The number of feedback responses that were submitted.

Views	Visitors	Responses
1,829	1,436	134

In person engagement opportunities:

In-person session (including date and location)	Approximate number of people we spoke to	Responses
Saturday 15 June 2024 10am to 12 midday Pop-up information session at Gleadell Street Market (Bicultural Liaison Officers present)	30	5
Wednesday 19 June 2024 4pm to 6pm	15	0

Pop-up information session at Queens Parade Shopping Strip		
TOTAL	45	5

Engagement results

Who did we hear from?

Demographic data was collected via the 134 hard and online copies of the engagement tool.

Demographic data for the single submission received through Council's customer request management system was not collected.

What's your connection to Yarra? Participants were able to select more than one category	**Numbers**	**Percentage**
I live in Yarra	119	89.74%
I work in Yarra	47	35.34%
I visit Yarra	11	8.27
I study in Yarra	2	1.5%
I own a property or mortgage in Yarra	65	48.87%
I rent in Yarra	7	5.26%
I own a business in Yarra	20	15.04%
What gender do you identify as?	**Numbers**	**Percentage**
Man	74	55.64%
Woman	45	33.83%
Self-described	5	3.76%
I prefer not to say	9	6.77%
What is your age range?	**Numbers**	**Percentage**
Under 11	0	0%
12 to 17	0	0%
18 to 24	3	2.26%

25 to 34	11	8.27%
35 to 49	37	27.82%
50 to 59	32	24.06%
60 to 69	26	19.55%
70 to 84	14	10.53%
85 and older	2	1.50%
I prefer not to say	8	6.02%
What suburb do you live in	**Numbers**	**Percentage**
Abbotsford	10	7.52%
Alphington	2	1.50%
Burnley	0	0%
Carlton North	10	7.52%
Clifton Hill	12	9.02%
Collingwood	12	9.02%
Cremorne	5	3.76%
Fairfield	2	1.50%
Fitzroy	29	21.80%
Fitzroy North	19	14.29%
Princes Hill	2	1.50%
Richmond	24	18.05%
I live outside of Yarra	6	4.51%
Select all that apply. I am…. Participants were able to select more than one category	**Numbers**	**Percentage**
Someone who speaks a language other than English at home.	13	9.85%

A person living with a disability.	5	3.79%
A member of the LGBTIQA+ community.	26	19.70%
Someone of Aboriginal or Torres Strait Islander descent.	2	1.52%
None of the above.	76	57.58%
I prefer not to say.	21	15.91%

What did we hear?

The open text responses received were analysed and categorised into key themes. We heard three key themes of feedback throughout the engagement:

1. Some participants expressed their dislike from graffiti and the want Council to remove it from all assets across the municipality including those not owned or managed by Council.
2. Some participants expressed that Council should have more enforcement power to reprimand the graffiti offenders.
3. A number of participants suggested that Council should leave graffiti as it forms a part of the local character of the city.

Feedback on the draft graffiti framework	
What did we hear	**Our response**
• Harsher penalties for offenders, more police patrols, more apprehensions. • More notices to comply and infringements for ratepayers who do not maintain their own property. • Graffiti adds character and value to Yarra's streets, attracts tourists and is an important part of inner city culture. • Council should treat second storeys and/or increase the height limit beyond 2m.	Council officers are unable to enforce penalties upon offenders and continue to provide tagging scripts to Victorian Police to hold on their centralise data based. As a result of the feedback, we have increased the removal on painted surfaces back up to 3 meters that can be safely done from the ground.

Concern about what's missing in the draft graffiti framework	
What did we hear	**Our response**
• Issue infringements for retailers who sell spray cans to minors and campaign for the state government to improve legislation about the sale of spray cans. • More education programs to prevent youth vandalism. • Include graffiti located in laneways, not just property frontages.	Council will continue to advocate the State Government for harsher penalties for retailers not adhering the Graffiti Prevention Act. The new graffiti framework has increased the number of graffiti removal kits and paint vouchers available to residents & property occupants that can be utilised to remove graffiti from laneways.

Suggestion on how we could improve the framework	
What did we hear	**Our response**
• More responsibility should be placed on property owners to maintain private property. • Offer tailored and customised graffiti treatments (e.g. colour matching) • Install signage to deter vandalism in hot spots.	We are working with our Parking and Compliance colleagues on an internal process to enforce unsightly properties to clean up the sites. We are in discussion with our paint supplier to see if this is something that is possible - this is looking likely in the early stages.

Varying views on how council should manage graffiti	
What did we hear	**Our response**
• Some participants expressed their dislike of graffiti and requested Council to remove it from all assets across the municipality including those not owned or managed by Council. • Some participants expressed that Council should have more enforcement power to reprimand the graffiti offenders. • A number of participants suggested that Council should leave graffiti as it forms a part of the local characteristics and should not be removed.	The community consultation process has highlighted a number of differences of opinions on what Council could/should be doing in the graffiti removal space. The new graffiti framework has captured these thoughts and made it easier for property occupiers to request graffiti removal and an increase of paint vouchers and graffiti removal kits.

Support for the draft graffiti framework
What did we hear
Participants expressed support for the draft graffiti framework. Specifically, participants stated that the increase to the number of graffiti kits and paint vouchers as well as property occupiers able to request graffiti removals rather than only the property owner.