

HUME GRAFFITI MANAGEMENT STRATEGY 2008-2011

SEPTEMBER 2008



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1. INTRODUCTION

1.1 What is graffiti?

Graffiti is commonly understood to mean:

“Words or drawings that are scratched painted or sprayed on walls or other public places without permission of the Owner /Manager of that place”.

The term ‘graffiti’ refers to an activity which has a long history and which has taken various forms. The word ‘graffiti’ derives from the ancient Greek (*graffo*, meaning ‘to write’) and from Latin (*graffito*, meaning to ‘scratch’). It is commonly understood to mean writing on walls. Graffiti was practiced in both ancient Greece and Rome (examples have been found at Pompeii and Herculaneum), and was also common in the early modern, medieval and Elizabethan periods.

1.2 Definition of graffiti

According to the *Graffiti Prevention Act 2007*, graffiti is ‘any form of writing, drawing, marking, scratching or otherwise defacing property by any means so that the defacement is not readily removable by wiping with a dry cloth’.

Under the *Graffiti Prevention Act 2007*, graffiti is an illegal act and carries a range of possible infringements (Refer to Section ‘4, Legislation - How law has changed’ in this plan for more information on the offences, infringements and possible fines under recent changes to the Act).

There is a distinction between graffiti as art, and graffiti as an illegal activity. As stated in the *Graffiti Prevention Act 2007*, a person must not mark graffiti on a property if the graffiti is visible from a public place, unless the person has first obtained the express consent of the owner, or an agent of the owner, of the property to do so. If they do mark graffiti without first obtaining consent, this is an illegal activity and penalties can be enforced.

1.3 Different forms of graffiti

Graffiti have various well known styles. The styles may be a result of time constraints or as a way of marking territory. The style of the artwork itself greatly affects the look and feel of the piece.

Various forms of graffiti include:

- Hip Hop Pieces
- Hip Hop Tags
- Political/Social
- Etching
- Stencil
- Throw ups
- Aerosol Art
- Murals
- Offensive

Hip Hop Pieces - 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 takes an extended period of time and much thought and planning has gone into the design.

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Hip Hop Tagging – A style writing that depicts the initials, nickname or made up word to represent the person responsible. It is comparatively smaller in dimension from other graffiti and is written multiple times at the same site.

Political/Social - Some graffiti is racially or politically motivated. This is not widely regarded as part of the graffiti subculture, but still causes damage to property. Normally this type of graffiti is isolated to higher populated or high traffic zone areas.

Etching - Etching is a form of graffiti where an object is used to scratch graffiti into metal, plastic, and most commonly, glass. Unlike graffiti with paints and markers, etching also referred to as "scratchitti", cannot be cleaned off. It results in a permanent marking that can only be painted over where possible or, in the case of glass or Plexiglas, the panel or pane must be replaced.

Stencil – A form of graffiti considered to be usually done by adults and tends to reflect socio-political statements. A pre-designed stencil is created and put on objects and spray painted over to create the stencil image on the object.

Throw-ups – Throw-Ups and Fill-In are graffiti that are done quickly, sacrificing detailed style for time. A less common form of hip hop graffiti that is recognised from the large block or bubble style letters composing a word (usually a tag name).

Aerosol Art – Street art, using the medium of aerosol spray paint, undertaken by novice to advanced graffiti artist.

Murals – Less common still, pieces are generally a more complex work involving some form of artistry. They are usually a highly stylised and colourful version of a tag or crew name.

Commercial Graffiti - Commercial graffiti occurs where private organisations pay graffitiists to spray advertising logos onto walkways and buildings, in order to promote their product. Commercial graffiti is an illegal form of spraying or writing of a commercial logo on someone else's property without their consent for advertising purposes.

Wildstyle - Is a form of graffiti art that encompasses all sorts of arrows, interlocking letters and points. For the untrained graffiti eye, Wildstyle pieces are often hard to read because the letters tend to blend in into one another and result in what looks like a jumble and wordless mix.

Blockbusters – Large graffiti pieces that have been created to cover entire walls with the intention of blocking other artists from using the same wall. The design is often simple and done quickly.

Offensive - Any of the above graffiti types that contain racist or highly political overtones, offensive language or discriminate against any person or group.

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1.4 What is graffiti management?

Graffiti management can be defined as:

- Actions undertaken to reduce and remove graffiti , and
- Actions undertaken to assist and partner with the community, residents and business in removing and reducing graffiti and enhancing the appearance of the City.

The *Hume Graffiti Management Strategy 2008-2011* is Council's statement concerning graffiti and formalises Council's approach to managing, removing and reducing graffiti and indicates the key principles and actions we will take to do so.

The *Plan* outlines the range of actions Council will take to manage graffiti over a three-year period. It emphasises the commitment Hume City Council has to reduce the behaviour and supports the key priorities of the *Graffiti Prevention Act 1997*.

1.5 Why do we need a strategy?

Hume City Council is committed to providing a clean, safe and welcoming atmosphere for all who live, work, learn and play in and visit Hume. Council's *Hume City Plan 2030* states that "Hume City will be recognised as a proud, exceptionally attractive, welcoming, vibrant and green City".

Residents, retailers and visitors often feel that graffiti contributes to or causes an atmosphere of neglect and urban decay and the presence of graffiti in an area can distort perceptions about the actual level of crime and safety in that area. These perceptions and assumptions about graffiti and what it is linked to can severely affect confidence and a sense of safety within the community.

A primary objective of the strategy is to make our city more attractive, while reducing the cost to the community of removing graffiti. A strategic document provides the overall sense of direction and a framework and provides a set of objectives, principles and key actions for an integrated approach to managing graffiti.

A strategy ensures key aims are met with efficient, effective use of resources. It enables the Council to know where we are going, and provides a clear directive about what we are doing. It includes measures to monitor the success and identify areas for further improvement.

The *Hume Graffiti Management Strategy* will:

- Provide the structure to undertake the recommended work.
- Be directed at encouraging a range of actions that meets the existing and future needs identified by council to decrease graffiti within the area.
- Place a balance between responsive measures and a proactive approach to address graffiti in all its forms and curb its occurrence.

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2. BACKGROUND

2.1 Previous actions and activities of Council

Hume City Council has maintained a strong commitment to reducing the level of graffiti occurring in the community. Council acknowledges graffiti is an ongoing problem and more could still be done to respond to the presence and incidence of graffiti.

Measures to redress the problem in the past have consisted mainly of swift eradication. To date, Council has given priority to removing offensive or racist graffiti within 24 hours, and to removing other forms of graffiti within 48 hours. These are the fairly traditional actions that have been adopted in the past.

Currently, Council measures graffiti prevalence and clean-up by analysing information obtained from the Hume City Council's Merit system and the statistics 'Square Metres Removed by Suburb'.

Council receives on average about 25 reports per month of graffiti on private and public property through the Merit system which is not a true reflection of graffiti prevalence or graffiti removal.

The Merit system figures also have additional limitations as these incidents can sometimes be lodged in batches where two incidents in the same location can be lodged as one call.

Despite the data's limitations, assumptions can be drawn from the Merit data and contractors statistics. The Merit statistics gathered from the 'Graffiti Square Metres removed by Suburb' report provide information that could be used as a benchmark for action plans and future education programs:

- In Financial Year 2005/06:
 - 221 incidents of graffiti were lodged.
 - The highest number of reported incidents was from the suburb of Broadmeadows.
- In Financial Year 2006/07:
 - The number of incidents lodged increased slightly to 277.
 - The highest number of reported incidents was from the suburbs of Broadmeadows and Sunbury.
 - The largest amounts of graffiti were removed from Broadmeadows and Sunbury.
- In Financial Year 2007/08:
 - The numbers of reported incidents increased to 327.
 - The highest number of reported incidents were from the suburbs of Craigieburn and Sunbury.
 - The largest amounts of graffiti were removed from Sunbury.

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Table 1 - Graffiti reports by year and locality								
	2003	2004	2005	2006	2007	08 YTD	Area Total	Rank
ATTWOOD	1	5	5	7	6	0	24	11
BROADMEADOWS	25	36	66	61	34	13	245	2
CAMPBELLFIELD	2	4	1	1	5	2	15	12
COOLAROO	3	2	17	1	2	23	48	9
CRAIGIEBURN	19	18	17	37	74	27	192	3
DALLAS	2	1	1	2	3	0	9	13
GLADSTONE PARK	2	5	15	15	11	13	61	6
GREENVALE	3	7	6	22	23	11	72	5
JACANA			1	1	1	0	3	14
MEADOW HEIGHTS	3	5	3	7	11	9	38	10
MICKLEHAM					1	0	1	15
OAKLANDS JUNCTION					1	0	1	15
ROXBURGH PARK	1	2	3	11	32	10	59	7
SUNBURY	26	34	52	53	78	52	295	1
TULLAMARINE	4	2	10	7	16	13	52	8
WESTMEADOWS	3	9	11	26	21	12	82	4
TOTAL HUME	94	130	208	251	319	61	1197	

The 'Square Metres Removed report' also highlights the amount of graffiti requiring to be removed increases over the months October to December and February (school holiday periods).

2.2 What have we focused on?

Council's previous approach to graffiti has been short-term and the focus being traditional methods of prompt removal and targeting the symptoms rather than addressing the causes.

In 2007/08, Council's graffiti management programs included:

- Graffiti removal that focused on 25 high priority locations on a needs basis, costing \$140,000, with inspection and removal on a weekly basis by contracted graffiti removalists.
- Responding to resident reports of Graffiti from such areas as playgrounds, roads, signs and buildings.

The necessity for a more holistic approach to graffiti and graffiti culture has become apparent and is addressed by this Management Strategy.

2.3 Community Correctional Service teams

The Community Correctional Services teams worked approximately one day per week. They had a set program of pedestrian underpasses to work on throughout the municipality and they would inspect and paint as required. They were managed by the Public Works and Services Division of the Hume City Council.

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2.4 Costs to Council and to the community

The presence of graffiti produces both real and imagined impacts for different stakeholders. Its economic effects are beyond dispute, costing Australia millions of dollars annually to remove from a wide range of locations, buildings and surfaces – both public and private.

The cost of contracted graffiti removal to Council has doubled in the last three years to \$140,000 in 2007/08. This figure does not take into account the ongoing, often daily removal of graffiti by Council's outdoor maintenance staff, who remove graffiti from parks, reserves, roadsides, signs and buildings as and when they are made aware of it. This represents an untold cost to the community because it is carried out as part of Council officers' everyday role.

These costs are reflected in the increase in graffiti related requests, resident feedback and local media interest. However, Council and the community know that a large portion of graffiti is unreported and frequently undetected and all these things considered, the true cost to the community cannot be fully counted/reflected/understood.

In addition to the monetary costs of graffiti removal and prevention, there are also the environmental and physical harms to consider. Graffiti and its removal involve chemicals that can be harmful to the environment and to buildings. These same chemicals can affect the physical wellbeing of perpetrators of graffiti.

2.5 The issue of graffiti across Melbourne and Australia

The issue of graffiti is widespread across Australia and in recent years, both State and Local Government authorities have experienced increasing amounts of graffiti. Estimated property and environmental damage in Australia is in the millions. Department of Justice estimate the cost of graffiti clean-up across Australia is \$300 million a year.

In 2000 the NSW Graffiti Solutions Handbook stated, 'Property and environmental damage has been estimated to account for between 3.1% and 6.1% of crime costs in Australia; the second largest crime cost category.'

The Australian Bureau of Statistics' 2005 household survey on crime showed that 26% of Victorians identified graffiti and vandalism as a problem in their neighborhood.

2.6 Legislation: how the law has changed

In response to community concern about graffiti across Victoria, the Victorian Government introduced graffiti-specific legislation, and has expanded and developed new graffiti prevention and removal initiatives.

The central component of the strategy is *The Graffiti Prevention Act 2007* (the Act). It identifies the marking of graffiti as a crime in its own right, attracting tough fines and possible jail time, gives police greater powers to search for and seize graffiti-related items, and provides a process for councils to remove graffiti from private property.

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The strategy supports key priorities in 'Growing Victoria Together: A vision for Victoria to 2010 and Beyond' which aims to improve feelings of safety in the community, reduce fear of crime and support the building of friendly, confident and safe communities in Victoria.

The *Graffiti Prevention Act 2007* is to deter graffiti offenders and, to achieve this; the Act creates several new and specific graffiti offences for:

- Marking graffiti
- Possessing a prescribed graffiti implement
- Possessing a graffiti implement with the intent of using it to mark graffiti
- Advertising for sale a prescribed graffiti implement

Each of the new offences will assist police in detecting and prosecuting graffiti offenders and they will carry substantial penalties.

The Graffiti Prevention Act 2007 commenced in Australia on 17 April 2008 and was implemented in two stages. On the 30 June 2008, the restriction on the sale of spray paint cans to minors commenced. Any persons aged less than 18 years of age, unless they have evidence that they require the spray paint for employment purposes can be fined and imprisoned. This measure aims to help limit minors' access to spray paint cans as statistics show this group is most likely to be apprehended for graffiti offences.

The Act will also introduce a new procedure facilitating the removal of graffiti on private property by local councils. Rapid removal is a strong deterrent against repeat graffiti attacks. These new offences will be supported by enhanced police search and seizure powers relating to the commission, or suspected commission, of graffiti-type offences.

2.7 How the strategy was developed

This strategy has been developed as a collaborative approach by Council Officers, with a cross-departmental working group meeting regularly to ensure all elements of engagement, education, removal and eradication are covered.

The Strategy developed through consultation, benchmarking, contributing different ideas and perspectives on the needs, costs and issues within the activities, and then working together to identify key actions that are achievable across a three-year period.

It is proposed residents, community groups, neighbourhood associations, schools, and business will be informed and engaged on the strategy so that they too assume responsibility.

The strategy has been informed by:

- The State Government's 'Grappling with Graffiti' Strategy and *Graffiti Prevention Act 2007*
- MAV / Department of Justice Forums
- Internet research – best practice graffiti management

The State Government's 'Grappling with Graffiti – A Graffiti Management Strategy for Victoria' indicates that the most effective strategies include:

- Removing graffiti as quickly as possible

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- Policing
- Engaging the community
- Education about the negative impacts of graffiti

As Hume has a diverse and growing population, the *Hume Graffiti Management Strategy* will be sensitive to the needs and situations present within the varied communities that make up Hume. It must also reflect the vision, mission and values of Council and the current State Government approach.

3. SITUATIONAL ANALYSIS

3.1 Snapshot of Hume City Council

Hume City is located on the urban-rural fringe, 20 kilometres north-west of the centre of Melbourne.

Population

In June 2007, the preliminary estimated resident population of Hume was 157,145 people. In the five years from 2002 to 2007, the population grew by about 20,000 people, a growth rate of 2.4%. (Source: Australian Bureau of Statistics, Regional Population Growth).

Age structure

Hume has a relatively young age profile with 29.4% aged less than 18 years, compared to 22.8% for the Melbourne Statistical Division (MSD). Similarly, the proportion of people aged 65 years or more is only 8.1% for Hume, compared to 12.8% for the MSD (Source: Australian Bureau of Statistics, Census of Population and Housing).

3.2 Graffiti in Hume today

Graffiti within Hume City Council is similar to that of other local councils, in that graffiti occurs throughout the municipality. It is understood that the problem of graffiti cannot be solved by Local or State Government and legislation alone. Only through support from all sectors of the community can graffiti be successfully reduced and even eradicated.

The most common form of graffiti found within the city is 'Hip Hop tagging', which is generally a 'spur of the moment' activity. This form of graffiti is often seen as the simplest style art as it can consist of words or initials (Refer to *Section 1, Introduction, Definitions and Types of Graffiti* within this report for more information).

The Victoria Police 2006/2007 Crime Statistics recorded for the Hume City Council, a 22.1% increase in Property damage compared to that of 2005/06. The offences recorded for the years 2005/06 was 1,304 compared to 1,592 in the years 2006/07. These figures have limitations as it reflects all property damage rather than just graffiti incidents.

3.3 Hume perception of Graffiti

There is a general perception that the appearance of graffiti plays a significant part in creating perceptions of criminal activity and unruly young offenders who don't care about their community. It is also believed by many

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that graffiti impacts a person's sense of cleanliness and affects their feelings about the quality of their physical environment.

Scientific analysis of social impacts associated with graffiti have identified that in locations where there is significance incidence of graffiti there is community concern over the general indifference of local authorities towards community well being and the presentation of safe public places.

The incidence of graffiti in Victorian streets, on assets, both publicly and privately owned, has a negative impact on many aspects of life within municipalities. From feelings of insecurity and fear that graffiti may evoke in community members, to negative attitudes directed towards youth, graffiti affects more than just the immediate victims; it creates the impression that crime and delinquency exist within the community (source; Municipal Association of Victoria website).

Hume residents place considerable emphasis on this aspect of community life and consistently communicate to Council about the need to improve the appearance of the city and remove graffiti. The presence of graffiti on a resident's personal property or in the local streets can produce feelings of insecurity, being violated or being a victim of a faceless crime. Graffiti impacts in a more personal way on those people whose properties are targeted.

3.4 Community surveys to identify community satisfaction

The 2007 Local Government Community Satisfaction Survey is a survey conducted by telephone by an independent market research consultancy. Sample sizes of 350 people are interviewed to assist Council to determine areas for improvement.

In the Local Government Community Satisfaction Survey, 1% of those respondents surveyed made comment on graffiti, stating the reasons why they provided negative feedback to Council regarding the appearance of public areas is because Council needed to improve on providing a quicker/more frequent removal of graffiti/attention to vandalism.

In the Local Government Community Satisfaction Survey May 2007, 4% of those surveyed made comment Council needs to improve on enforcement of Bylaws and improve on greater enforcement of anti-graffiti/clean up graffiti.

Many young people in Hume share concerns of property owners and residents and dislike graffiti and the messages it sends. In 2006, Broadmeadows Community Renewal conducted a survey of young people aged between 14 and 18, who identified that they take pride in their community and want to see continued improvements. The survey also indicated that they are willing to participate in local activities and projects aimed at improving the amenity and sociability of local communities.

3.5 Who is responsible?

Research shows a diverse range of people become involved in graffiti. It may be done by individuals, groups or gangs of a variety of ages. These people may come from wealthy, middle class or impoverished backgrounds. (Source: Department of Justice, Grappling with Graffiti presentation 2005).

While graffiti is often done by teenagers, there is evidence that writers with an aptitude for the activity will continue the activity into their 20s and 30s.

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Tagging is most frequently done by teenagers while stenciling and slogan writing is often done by older individuals (Source: Department of Justice website).

Studies show the offenders are predominantly young men from all backgrounds, under the age of 18 years. (Source: 'Grappling with Graffiti toolkit', Crime Prevention Victoria 2003).

Studies have indicated that 'though some vandals may be anti-social youths who deliberately seek ways to express themselves in costly rampages of destruction....many are ordinary youths who do damage spontaneously and with little thought of its costs or consequences' (LaGrange, 1996).

3.6 Market Research

Councils throughout Victoria and across the world are trying a variety of strategies to reduce and eradicate graffiti within local areas.

Graffiti management pilot programs have been conducted, and research suggests that rapid removal undermines the efforts by graffitiists for peer recognition, which is a primary motive for much graffiti vandalism. Rapid removal therefore seems to reduce the behaviour – and therefore potentially reduce the graffiti.

Bankstown Council found the creation of a graffiti abatement colour palette reduces long term costs, streamlines maintenance and reduces the signs of 'buff marks' (patches left after chemical removal or painting). Results indicated the colour palette was deterrent and the strategy met its objective to reduce the prevalence of graffiti, as writers often target buff marks, tagging directly over patches.

Diversions programs that redirect graffitiists away from anti-social activity by creating opportunities for them to undertake constructive and legal activities, particularly during holiday periods, have also had benefits.

For example, 'Spray in Sessions' with renowned artists was a successful pilot graffiti strategy undertaken by Warringah Council, aimed at reducing graffiti in the area by providing a forum indoors for young people to undertake this activity. The number of incidents of graffiti in the area decreased and resulted in positive community feedback.

Aerosol art mural projects are a low-cost community approach many Councils have piloted and implemented. A mural project is engaged to protect a wall being constantly tagged and to reduce the level of illegal graffiti in the surrounding area.

The City Of Melbourne successfully undertook a pilot project targeting graffiti writers in Melbourne. A mural was created in the city's busiest retail district in December 2007 by more than 50 young people between the ages of 13 and 28. The closing stage of the project brought together an exhibition, walking tour and forum, and the project led to a reduction in graffiti in the inner CBD, in particular the arcade which was initially a hot spot.

Another successful graffiti management strategy undertaken by the City of Melbourne was the Graffiti Education Mentor program in late 2007 for 13 to 18 year olds in youth art programs. This program emphasised a gentle deterrent to vandalism through education. The numbers of hip hop and tagging style decreased since its inception.

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Landscaping has been another pilot strategy implemented by other councils. The planting of prickly or spiky fast-growing plants on hot spots was found to be a deterrent and the graffiti hit-rate in those areas decreased.

Alternatively, a study of graffiti and vandalism on the train system in Sydney found that media-inspired public crackdowns on graffiti only served to exacerbate the problem by providing public exposure and recognition (Collins, 1998).

A South Australian Council has been successfully running a volunteer program for seven years as part of a strategy to remove graffiti promptly. Volunteers work individually on assigned blocks or locations near their homes. The Council provides OH&S and traffic management placement training as well as equipment including high visibility vests, paints, chemical remover and rollers if required.

Limited market research is available regarding understanding the motives behind why graffiti occurs.

3.7 Benchmarking

Community perception of Council's performance is directly linked to the appearance of Hume City, with graffiti being a contributory factor to community's ratings of the appearance of the city. As mentioned earlier (*refer to Section 4, Community surveys to identify community satisfaction*), the results from the Local Government Community Satisfaction Survey and Council Plan Survey 2008 reiterate residents opinion on the Appearance of the City is affected by their thoughts on graffiti.

4. ASSUMPTIONS

4.1 Community perceptions surrounding graffiti

There is sufficient evidence to suggest that for many people, graffiti is seen as a strong symbolic representation of social disorder, that it is unsightly and offensive, and is implicitly associated with more serious forms of criminal behavior.

The common misconception is that graffiti is simply a random act of defiance by mischievous adolescents. Although this assumption is prevalent, it cannot be supported by facts.

Community perceptions of graffiti is that perpetrators are attracted to graffiti due to its subversive and unlawful nature, and that programs aimed at social or cultural inclusion driving graffiti production do not work. However, statistics and research support the benefits in engaging the community and the need to communicate this are addressed in this *Hume Graffiti Management Strategy*.

It has also been documented that the opinions of the community regarding graffiti murals and similar programs is that the majority of young people participating in these programs are graffiti perpetrators. This is not the case. Trial programs undertaken by other Councils have proven the success of these actions as the numbers of graffiti incidents decrease.

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Another misconception regarding graffiti is that it is created only by those in lower economic divisions of the community and in areas with higher social tensions. Research has confirmed that though a majority of graffiti acts occurs in these areas, all municipalities experience similar problems and experience as high a level.

The community's overall perception of safety in Hume, as well as other municipalities, is that crime, including graffiti crime, has increased. In fact, in January 2008, the Australian Bureau of Statistics published statistics stating crime (including graffiti crime) had decreased over the last decade. Crime in 1998 was 8.3 per cent, in 2008 now 6.2 per cent.

4.2 Assumptions as to why people are involved in graffiti

People get involved in graffiti crime for a variety of reasons. Rebellion is believed to be a key motivation, but there may also be a desire to be recognised, to be part of a group. Other reasons may include for a dare, boredom, to make a statement (social or political expression), to get back at someone, to compete, to annoy others (particularly adults), for self-expression, peer pressure, and vandalism. (Source: *NSW Graffiti Solutions Handbook*, 2000)

A research report undertaken in Adelaide (Halsey and Young, 2002) which involved in-depth interviews with 44 graffiti writers, uncovered the following findings:

- The vast majority of persons are introduced to graffiti through friends or acquaintances.
- The causes of graffiti are multiple but stem mainly from a lack of 'legitimate' activities for young people to immerse themselves in.
- Once exposed to the techniques of graffiti, many make a conscious decision to continue engaging in such activities because of the pleasure they derive from it.
- Although they have much in common, there are generally different motivations underpinning the actions of taggers as against those who piece.

5. APPROACHES

5.1 The guiding principles governing this strategy

- Engaging the community and young people as equal partners to build partnerships in graffiti management.
- Improving the community's overall perception of safety in Hume and the appearance of the City.
- Aligning strategic directions with current State Government and Council strategies and being consistent with the *Graffiti Prevention Act 2007*.

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- Awareness that young people are recognised as being integral to the social fabric of our community, and make significant contribution to the social, economic and cultural life of local neighbourhoods.
- Incorporating a holistic, whole-of-Council approach in addressing the myriad issues, causes and effects of graffiti on the community.
- Reducing graffiti by engaging those who create it, providing education, and creating opportunities for other outlets.

5.2 Aims of the Management Plan:

- Improve the urban environment, prevent graffiti and/or reduce the cost of graffiti removal through the application of environmentally-friendly anti-graffiti measures, including:
 - Provision of a targeted and sustainable approach to graffiti removal and enforcement.
 - Improving the monitoring and evaluation of Council's graffiti management activities.
- Increase community pride and empower residents, together with young people, to improve their neighbourhoods.
- Engage with businesses, private property owners and external agencies to combat graffiti in Hume City. Provide information and support to these groups and individuals who are removing and reporting graffiti.
- Reduce the social, environmental and economic impact of graffiti.
- Respond to graffiti in its wider social context in relationship to the needs of young people and promote young people's purposeful and responsible use of public space.
- Identify locations and processes for the placement of legal graffiti in public places.

5.3 Relationship to other Council strategies and action plans

- Litter Management Strategy
- Amenity Report
- Waste Management Strategy

5.4 Target audiences and segments

- **Graffitiists:** separated into two segments: those who live, work or study in Hume, and those who do not but who come into Hume from other areas; this segment includes graffitiists of all ages though it is assumed that most are males aged between 15 and 25 years of age.
- **Young people:** separated into three segments: one segment are the vast majority of young people who do not create graffiti and do not like it, the second segment represents those who are responsible for

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graffiti in Hume, the third segment is those young people who are at risk of becoming graffitiists from a variety of causes in their lives.

- **Residents:** both owners and renters, of all ages, including young people and some residents who themselves may be graffitiists.
- **Businesses, retailers:** those who sell aerosol cans are one segment and those who experience graffiti on their business or building are another.

6. SCOPE

6.1 Aspirations

The 2008-2011 Graffiti Management Strategy proposes a wide, more proactive approach to reducing graffiti in Hume and improving a sense of safety in the community.

By including aspects of 'education', 'engagement', and 'infrastructure', with an ongoing emphasis on removal/elimination and enforcement, Council and the community will be able to work together to have a stronger impact on and awareness of graffiti and the offenders.

The aim of the *Hume Graffiti Management Strategy* is to develop and implement various programs and best practice approaches to dealing with graffiti. In developing the strategy, the very best and most effective approaches have been recommended and we'll continue to look for innovative solutions as well as the tried and tested.

- What we can do is:

- Communicate with the local community, police, young people, retailers, agencies and community groups to find out about their understanding and knowledge about graffiti incidence, perpetrators, and the causes of this type of behaviour.
- Through understanding and gaining a more comprehensive picture of the causes, incidence and effects of graffiti, we can look at ways to engage those who are involved in graffiti; educate them about their rights, the dangers and their responsibilities; and identify ways to provide alternative outlets for them.
- We can investigate some of the 'best practice' learnings from other councils and look to including some of their successful programs in our actions.
- We can encourage and engage the community to be more vigilant and proactive in reporting graffiti so we can remove more of it more quickly.
- We can feedback to the community about our successes in removing graffiti to encourage further reporting and a sense of safety that Council is busy in the neighbourhood.

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- We can ensure that our own staff are also aware of graffiti and graffiti prevention and vigilant in keeping an eye out for incidents in order to report back to the removal taskforce.
- We can support the community and specific groups to remove the graffiti themselves or by providing physical help.
- We can engage schools, community groups and young people in clean up days and specific activities in their own neighbourhood or area that help them to feel proud of where they live, work and study, and to take greater ownership of the places in Hume they spend time in.

6.2 What audiences we can effectively reach in the timeframe

Over the three-year period, Council will be able to reach all audiences in different ways. The graffitiists may be harder to engage than other segments, but we will engage them through indirect means such as community groups and programs. We will also need to rely on referrals and local knowledge of community groups, schools and police to engage the perpetrators.

Over time, we would like to engage with many school children, especially from an educational point of view to encourage and educate Year 7 and 8 students about the negative impacts of graffiti and about other, more effective and more honouring ways to express themselves and take positive risks. Large-scale community clean up days are potentially the best way to engage school children, with our current staffing capacity.

Council will reach community, residents and retailers through direct consultation and programs, letters, media and online communications.

6.3 Evaluation

Our performance can be measured by:

- The amount of engagement we have with all segments of the community and our stated audiences.
- The level of community engagement with clean ups and reporting.
- the incidence of graffiti in our known hot spots.
- the level of community satisfaction with the appearance of the city and perceptions of safety in Hume, both of which are being surveyed in 2008/09.
- Actual response times against desired times.
- Reporting will be another important element. Actions are to be reported quarterly, in line with Council's Operational Plan. A comprehensive review is to be undertaken 12 months after implementation and at the end of the Year 2. The final review will include recommendations for recurrent funding and proposed future programs.

6.4 Communication

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Effective communication is integral to ensuring the *Hume Graffiti Management Strategy* is a success, including:

- The need to listen to and work constructively with the community, in particular young people, to find answers is of equal importance to policing and law enforcement measures.
- The need to communicate and work with other key partners, such as the local police, community groups and contractors.

As Hume has a diverse and growing population, the *Hume Graffiti Management Strategy* will be sensitive to the needs and situations present within the varied communities that make up Hume. Cultural and linguistic diversity within Hume City means that Council needs to use a variety of media to communicate the key messages, some in languages other than English, in order to ensure mass communication with the majority of residents. Preferred methods of communication will therefore be varied to accommodate the above.

6.5 Key Priority areas identified

The five key priority areas identified in the strategy are based on the 5 E's.

- Education (schools, community groups, young people)
- Engagement (whole community)
- Elimination (rapid removal and infrastructure issues)
- Enforcement (legislation)
- Evaluation (KPI & WLI)

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7. MANAGEMENT PLAN BUDGET SUMMARY

Item	2008/09 Budget	2009/10 INDICATIVE	2010/11 INDICATIVE
1. Action: Improve the coordination and processes to remove graffiti in local communities.	\$130,000	\$120,000	\$120,000
2. Action: Provide graffiti clean-up kits for residents (35K)	\$10,000	\$12,000	\$13,500
3. Action: Partner with the police on delivery of the Sunbury graffiti removal clean up trailer	\$17,000	\$3,500	\$3,500
4. Action: Review contract for graffiti removal	0	0	0
5. Action: Implement State Government Graffiti Clean-up Grants 2008.	-\$27,000	0	0
6. Action: Apply for State Government Graffiti Clean-up Grants 2009	0	0	0
7. Action: Permit requirement to remove graffiti from ancillary structures.	0	0	0
8. Action: Develop a 'graffiti hotline'	\$4,000	0	0
9. Action: Develop community engagement events /activities that involve graffiti removal,	\$4,000	\$4,000	\$2,000
10. Action: Provide graffiti removal grants to private and commercial property owners	\$2,000	\$4,000	\$2,000
11. Action: Engage young people through key events, YALG and Youth Services activities	\$4,000	\$2,000	\$2,000
12. Action: A mural project or another similar collaborative artistic approach.	\$3,000	\$4,000	\$4,000
13. Action: Engage with graffiti writers in mentoring and arts programs	\$2,500	\$1,000	\$1,000
14. Action: Partner with Sunbury Police by providing a utility to tow Graffiti trailer	\$10,000	\$15,000	\$15,000
15. Action: Partner with schools and other learning providers	0	0	0
16. Action: Review the trial graffiti removal partnership with community correctional services	0	0	0
17. Action: Liaise with utility companies/State Government authority	\$1,000	\$1,000	\$1,000
18. Action: Encourage retailers (Aerosol Paint Can restrictions / Legislation and compliance)	0	0	0
19. Action: Conduct graffiti management refresher sessions for Retailers and Retail groups	0	0	0
20. Action: Assess lighting provisions / Safer Design Requirements	0	0	0
21. Action: Develop set guidelines that clearly identify design CPTED factors	0	0	0
22. Action: Establish a CPTED graffiti prevention small grants scheme	0	\$2,500	\$5,000
23. Action: Create a map-based recording system	\$8,500	\$1,000	\$1,000
24. Action: Develop and Implement Marketing and communication plan	\$6,000	\$6,000	\$6,000
25. Action: Undertake a graffiti forum	0	0	0
26. Action: Engage with the arts community regarding murals and street art,	0	0	0
27. Action: Coordinate Graffiti clean up days (see action 9)	0	\$2,500	\$2,500
28. Action: "adopt an area" for keeping graffiti-free	0	\$3,000	\$3,000
29. Action: Adopt a public space/bus shelter with Community groups	0	\$2,500	\$2,500
TOTAL:	\$175,000.00	\$184,000.00	\$184,000.00

TS = TECHNICAL SERVICES CLS CITYLAWS EO WASTE AND LITTER EDUCATION OFFICER
MI MANAGER INFRASTRUCTURE BCS BUILDING CONTROL SERVICES Y YOUTH
HF HUME FLEET MC MARKETING AND COMMUNICATIONS PS PROPERTY SERVICES
000000 > indicates year that action is implemented and funded through recurrent budget

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8. MANAGEMENT PLAN

8.1 Objective: *To improve the appearance of the city by reducing the incidence of graffiti*

THEME / APPROACH	ACTIONS TO BE DELIVERED	TIMEFRAME COSTS	MEASUREMENT
8.1.1 Strategy: Continue/enhance rapid removal of graffiti.			
ELIMINATION	1. Action: Improve the coordination and processes to remove graffiti in local communities. Remove offensive graffiti from Council assets within 24 hours of notification and remove inoffensive graffiti from Council assets within 48 hours of notification.	\$130,000 to start then \$120,000 annually	% compliance to performance measure
ENGAGEMENT	2. Action: Provide graffiti clean-up kits for residents who need them, as outlined in the Graffiti Removal Policy.	2008/09 500 Kit \$10,000	Number of kits supplied
ENGAGEMENT	3. Action: Partner with the police on delivery of the Sunbury graffiti removal clean up trailer. 2009/10 provide funding for chemicals and consumables replacement.	2008/09 \$17,000 Materials \$3,500 pa	Program delivered
ELIMINATION	4. Action: Review contract for graffiti removal to achieve improved performance and responsiveness.	2008/09	Review completed
ELIMINATION	5. Action: Implement State Government Graffiti Clean-up Grants 2008. <ul style="list-style-type: none"> Graffiti Clean-up Trailer Graffiti Clean-up Kits (Buckets and tools) 	2008/09 \$27,000 Grant	Grant applications completed Success of applications
ELIMINATION	6. Action: Apply for State Government Graffiti Clean-up Grants 2009/10 & 2010/11. <ul style="list-style-type: none"> Surveillance equipment for "Graffiti Hot Spots" 	2009/10 2010/11	Grant applications completed Success of applications
ENFORCEMENT	7. Action: Investigate the feasibility of a requirement on permits for signs, clothing bins, rubbish bins, rubbish skips, building sites that graffiti must be removed within 48 hours of notification.	Recurrent budget	Completion of review

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THEME / APPROACH	ACTIONS TO BE DELIVERED	TIMEFRAME COSTS	MEASUREMENT
8.1.2 Strategy: Develop ways in which the community can get involved in removing graffiti.			
ENGAGEMENT	8. Action: Develop a 'graffiti hotline' process that includes email, internet and phone to allow community and staff to report graffiti more regularly in Hume.	Sept 2008 \$4,000	Number of MERITS generated
ENGAGEMENT	9. Action: Develop community engagement events and activities that involve graffiti removal, such as clean up days. Investigate linking graffiti clean up with Clean Up Australia Day at key sites and schools.	\$2,000 per clean up day i.e. \$4,000	Number of activities / Clean-ups conducted
ELIMINATION	10. Action: Provide graffiti removal grants to private and commercial property owners where graffiti recurs regularly (i.e. monthly).	2008/09 \$2,000, then \$4,000 pa	Number of grants made Area graffiti removed

THEME / APPROACH	ACTIONS TO BE DELIVERED	TIMEFRAME COSTS	MEASUREMENT
8.1.3 Strategy: Engage with those who write or draw graffiti and provide opportunities for them to engage in other activities.			
ENGAGEMENT	11. Action: Engage young people through key events, YALG (Youth Ambassador Leadership Group) and Youth Services activities and provide alternative sources of enjoyment for them: <ul style="list-style-type: none"> To develop programs that help develop young people's creative skills for positive vocational and recreational purposes. Establish a program with schools to clean up and decorate public areas that are graffiti prone. 	2008 –2010 \$2000 pa \$2000 once off	Programs developed and delivered
ENGAGEMENT	12. Action: Provide young people with an alternative source of enjoyment such as a mural project or another similar collaborative artistic approach.	2008 / 2009 \$3000 then \$4,000 pa	Programs delivered
ENGAGEMENT	13. Action: Engage with graffiti writers in mentoring and arts programs to facilitate opportunities for legitimate artistic expression, away from illegal hip hop graffiti and tagging.	2008 / 2009 \$2500 then \$1000 pa	Engagement occurs

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THEME / APPROACH	ACTIONS TO BE DELIVERED	TIMEFRAME COSTS	MEASUREMENT
8.1.4 Strategy: Partner with key stakeholders to develop strategies and actions to reduce the incidence of graffiti in Hume.			
ELIMINATION	14. Action: Partner with Sunbury Police to manage graffiti removal in Sunbury with the new graffiti removal trailer. As a model for Hume for use by volunteers under the Sunbury Pride Program, by providing a utility for transport of graffiti trailer.	Sept 2008 \$10,000 2009/10/11 \$15,000	Partnership established
EDUCATION	15. Action: Partner with schools and other learning providers to educate and those responsible for graffiti about the impacts of graffiti on the community.	2009/10/11	
ELIMINATION	16. Action: Review the trial graffiti removal partnership with community correctional services and consider increased use of corrective service labour to remove graffiti from Council assets.	September 2008	Review completed
ENGAGEMENT	17. Action: Liaise with utility companies and/or State Government authority to agree on timely graffiti management arrangements (including Council providing a fee recovery graffiti service for utility companies to ensure graffiti is removed promptly).	Ongoing \$1,000 pa	Number Liaisons established
ENGAGEMENT ENFORCEMENT	18. Action: Encourage retailers (regarding aerosol paint can restrictions/signage regarding legislation and compliance) to restrict access to aerosols paint to reduce the risk of theft for graffiti purposes.	Recurrent Budget	Collect Data re theft and Retailer compliance
EDUCATION ENFORCEMENT	19. Action: Conduct graffiti management introduction and refresher sessions for retailers and retail groups to advise them of the Graffiti Prevention Act 2007 and their legal responsibilities. TRADERS / RETAILERS: Voluntary Code of Conduct for traders regarding sale of spray paints.	Ongoing Recurrent budget	% Retailers sign up to code

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THEME / APPROACH	ACTIONS TO BE DELIVERED	TIMEFRAME COSTS	MEASUREMENT
8.1.5 Strategy: Make it more difficult and less appealing for offenders to commit graffiti by reviewing the materials and designs used in and around buildings in the Hume City Council. Improve through design – environmental and urban design, lighting, layout and maintenance.			
ELIMINATION	20. Action: Assess lighting provisions / Safer Design Requirements and improve any inadequate lighting to public places, shopping and pedestrian areas, walkways and recreational venues where high incidence of graffiti occurs.	2009/10 Recurrent budget	Number of refits implemented
EDUCATION	21. Action: Develop set guidelines that clearly identify design factors which minimise the incidence of graffiti.	2009/10 Recurrent budget	Guidelines completed
ELIMINATION	22. Action: Establish a graffiti prevention small grants scheme that would allow Crime Prevention through Environment Design (CPTED) graffiti prevention outcomes to be implemented. Items that would be considered for funding could include graffiti deterrents such anti-graffiti coatings, installation of security grills and climbing plants. The grants scheme will be reserved for properties and areas where repeat graffiti is prevalent despite utilisation of Council's graffiti removal options.	2009/10 \$5,000 2010/11 \$2,500	A Grants Scheme established

THEME / APPROACH	ACTIONS TO BE DELIVERED	TIMEFRAME COSTS	MEASUREMENT
8.1.6 Strategy: Increase the volume and quality of information reported on graffiti offences.			
ELIMINATION	23. Action: Create a map-based recording system for graffiti incidence and removal.	2008/09 \$8,500 \$1,000 pa ongoing	System developed

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8.2 Objective: To enhance community perceptions of Council's role in improving the appearance of the City

THEME / APPROACH	ACTIONS TO BE DELIVERED	TIMEFRAME COSTS	MEASUREMENT
<p>8.2.1 Strategy: Develop a marketing communication campaign to address community concerns, provide education, and encourage engagement to address all other strategies and actions. Undertake education and communication activities that inform the community of our actions e.g. website updates / promote the reporting of graffiti incidents.</p>			
	<p>24. Action: develop a Marketing and Communication Plan to target graffiti and support activities within this management plan.</p>	Ongoing \$6,000	Annual Report
EDUCATION	<ul style="list-style-type: none"> • Develop promotional material to enhance key communication actions, including educating retailers, educating school children, engaging with the community through key events such as clean up days, and encouraging feedback through the 'graffiti hotline' process. • Provide information to residents and business owners about how Council can help them to reduce and remove graffiti on their own property and develop appropriate communications material to support them in this. • Develop web-based education, learning and activities for all segments of the target audiences that will act as information, support, encouragement and inspiration to help the community to identify ways in which they can contribute positively to the appearance of the city. • Develop communication messages and tools to counteract negative perceptions of safety in the community and develop messages and tools that enhance feelings of safety. • Advertise graffiti management plans and purposes on local community radio programs/advertise in local community groups specific to the nationalities within Hume. • Raise the profile on the Hume City Council websites and other community websites regarding the graffiti management activities and positive activities occurring with Hume City Council addressing graffiti incidence. 		Program Produced Program delivered

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THEME / APPROACH	ACTIONS TO BE DELIVERED	TIMEFRAME COSTS	MEASUREMENT
8.2.2 Strategy: Engage with community groups to work together on addressing issues contributing to graffiti in Hume.			
ENGAGEMENT	25. Action: Undertake a graffiti forum with community, Local Government and other agencies to discuss options for improving graffiti management and responses to graffiti occurrence.	Recurrent budget	Number of Forums held.
ENGAGEMENT	26. Action: Engage with the arts community regarding murals and street art, for example, in conjunction with cultural festivals or arts development projects in the public domain. Refer Action 12.	2009/10/11	Number people engaged
ENGAGEMENT	27. Action: Coordinate clean up days or other activities that encourage and educate community on cleaning up and caring for a part of their neighbourhood.	2009/10/11 \$2,500	Days held

THEME / APPROACH	ACTIONS TO BE DELIVERED	TIMEFRAME COSTS	MEASUREMENT
8.2.3 Strategy: Develop activities for the community to feel engaged with graffiti reduction and cleaning up the city.			
ENGAGEMENT	28. Action: Provide up to \$500 grants to local community groups willing to “adopt an area” for keeping graffiti-free.	2009/10/11 \$3000 pa	Area Graffiti removed
ENGAGEMENT	29. Action: Adopt a public space/bus shelter with Community groups/ volunteers to monitor and remove graffiti; Graffiti removal kits to be supplied and details of graffiti tags to be passed on to Police.	2009/10/11 \$2,500	Area Graffiti removed

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