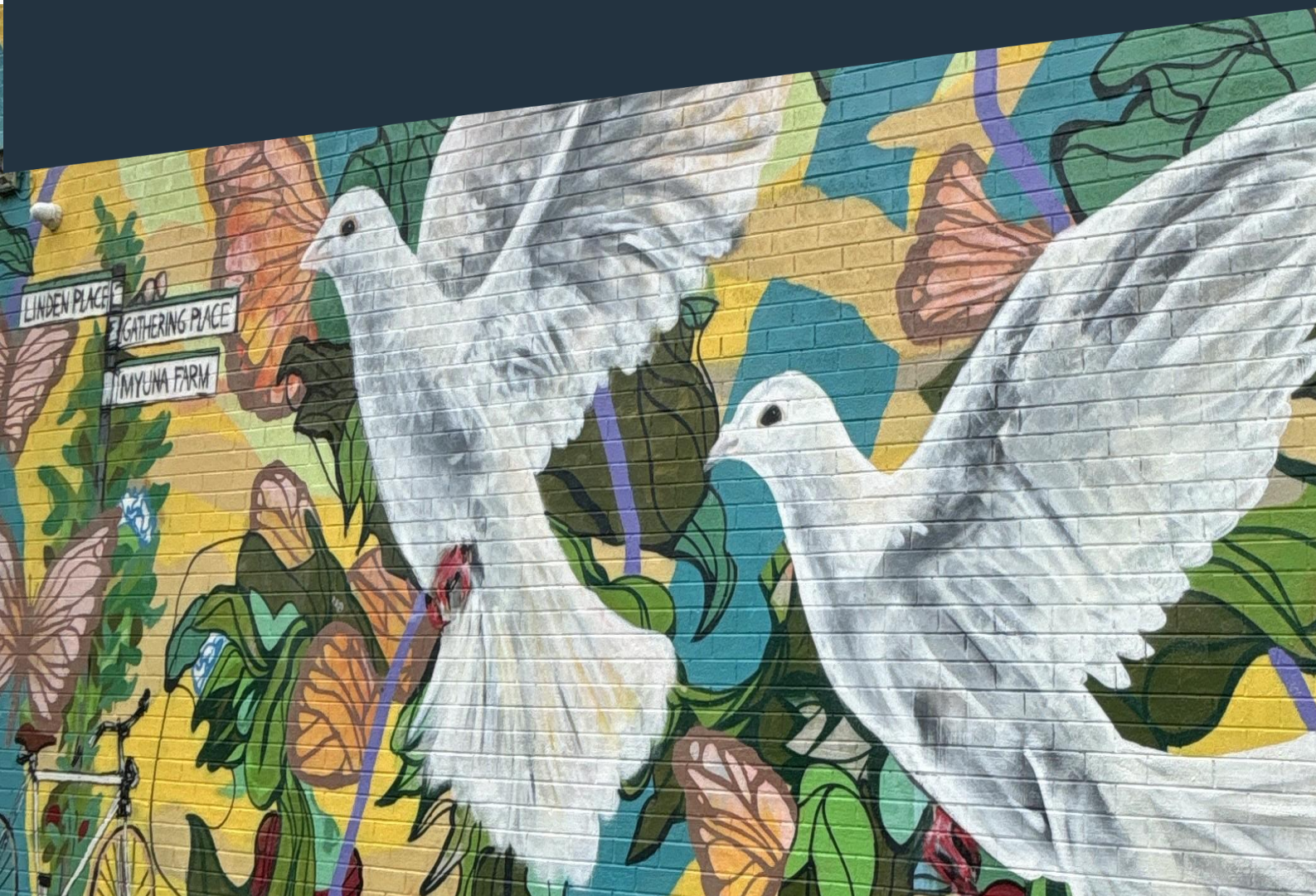
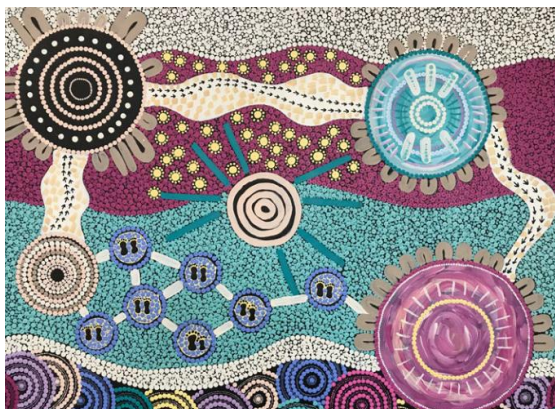


GRAFFITI MANAGEMENT PROGRAM 2026-2030

Cleaner Streets, Safer Casey





Acknowledgement of Country

The City of Casey proudly acknowledges the traditional owners, Casey's Aboriginal communities and their rich culture, and pays respect to their Elders past, present and future. We acknowledge Aboriginal people as Australia's First Peoples and as the traditional owners and custodians of the land on which we work and live.

Diversity Statement

The City of Casey is home to a remarkable diversity of cultures, languages, faiths, identities, landscapes, and stories. From our first Australians to our most recent arrivals and every wave between, the City of Casey welcomes and represents all community members and their respective ambitions to live healthy, rewarding, and happy lives. These intersecting and overlapping community stories form Casey's collective identity and contribute to its evolving, rich history. We recognise this diversity as our strength and we aim to share, nurture, and celebrate it.

April 2026

Disclaimer

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Document Lifecycle Framework

The Director of Community Life has endorsed this document on 13 April 2026. This document is version 1.0 and will be reviewed in four years – 2030.

It is recognised that, from time to time, circumstances may change leading to the need for minor administrative changes to this document. Where an update does not materially alter this document, such a change may be made administratively.

Examples include a change to the name of a Council department or a minor update to legislation which does not have a material impact. However, any change or update which materially alters this document must be by resolution of the approval body. The responsible Division is Community Life, and the responsible team is Community Safety. You may contact this team on (03) 9795 5200 or via email at csu@casey.vic.gov.au.

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Executive Summary

The City of Casey's Graffiti Management Program 2026-2030 reaffirms Council's commitment to maintaining clean, safe, and welcoming public spaces through a strategic, evidence-based approach to graffiti management. Building on the success of the Graffiti Management Plan 2020-2023, the updated program introduces new initiatives while strengthening core services, guided by the Six E Principles: Eradication, Engagement, Education, Engineering, Enforcement, and Evaluation.

Strategic Highlights

- Zero-tolerance approach to illegal graffiti, with rapid removal services for both public and private property (with consent), ensuring offensive graffiti is removed within set timeframes.
- Introduction of legal graffiti walls at youth-oriented sites to promote safe, creative expression and reduce illegal tagging.
- Expanded community engagement, including youth outreach, trader partnerships, and public reporting campaigns using Snap Send Solve and QR codes.
- Education initiatives targeting schools, retailers, and the broader community to raise awareness and promote legal alternatives.
- Urban design solutions using Crime Prevention Through Environmental Design (CPTED) principles, public art, and greening strategies to deter graffiti and enhance amenity.
- Robust enforcement of local laws and collaboration with Victoria Police to hold offenders accountable and support diversion programs.
- Ongoing evaluation through KPIs, community feedback, and hotspot mapping to ensure continuous improvement and strategic alignment.

Community Insights

Community feedback consistently identifies graffiti as a concern linked to safety and amenity. Surveys and engagement activities reveal strong support for rapid removal, proactive patrols, and youth-focused prevention strategies. Residents value clean environments and support Council's balanced approach that combines enforcement with education and inclusion.

Performance & Projections

- Over 19,500 reports with 169,000 m² of graffiti was removed between 2020-2025. There is a strong growth in proactive removals and community reporting.
- Offensive graffiti incidents have declined to 5.9% of total jobs, reflecting positive shifts in content and community behaviour.
- Program KPIs consistently exceed targets, with 97% on-time removal in 2024/25.
- Projections indicate continued growth in service demand, with over 12,000 jobs expected accounting to over 70,000 m² of graffiti removed annually by 2029/2030.

Strategic Alignment

The program aligns with key Council strategies, including the Council Plan 2026-2030, Community Safety Strategic Services Plan, Arts and Culture Services Plan, and Customer Service Plan, supporting goals around safety, inclusion, creative expression, and responsive service delivery.

Goals at a Glance:

Eradication	Promptly remove all graffiti to minimise visibility and strengthen deterrence
Engagement	Mobilise the community, businesses and stakeholders to report graffiti vandalism and support a graffiti-free city. Advocate on behalf of the Casey community to owners of assets where Council is unable to remove graffiti (eg: Utility and statutory providers and other State maintained assets)
Education	Prevent graffiti vandalism through education of young people, retailers and the wider community - and build understanding of impacts and legal consequences.
Engineering	“Design out” graffiti using CPTED, public art and designated spaces that deter illegal tagging.
Enforcement	Enforce laws to hold offenders accountable and deter re-offending; ensure retailer/property owner compliance.
Evaluation	Regularly evaluate implementation and outcomes, enabling timely adjustments.

Internal Stakeholder Collaboration

Where possible, the Community Safety team seeks to engage in cross departmental thinking on projects. Regarding graffiti management, the following teams have been identified for collaboration:

- City Asset Planning
- City Compliance
- City Design and Construction
- City Innovation and Improvement
- Community Transport
- Diversity, Equity and Wellbeing
- Facilities and Infrastructure
- Growth and Investment
- Open Space and City Greening
- Recreation and Open Space Planning
- Visual Art Programming
- Youth Services

Innovation Workshop

In March 2025, the Community Safety Team participated in Innovation Bootcamp Lite, a dynamic and hands-on program designed to empower cross-functional teams to address real-world challenges through structured innovation tools and processes.

Delivered across two intensive workshops, the program fostered collaboration across departments and encouraged creative problem-solving aligned with Council's strategic objectives. Participants were guided through innovation methodologies including design thinking, systems thinking, and human-centred design, supported by expert coaching throughout.

The challenge statement posed to participants was:

“How might we beautify local skate parks and pump tracks to reduce graffiti vandalism and enhance youth engagement and amenity?”

Throughout the process, community feedback from various data sources was actively considered to ensure the proposed solutions were informed by local insights and responsive to community needs.

A broad coalition of internal stakeholders contributed to the initiative, including representatives from Community Safety, Open Space, Youth Engagement, Sustainability and Environment, Equity & Inclusion, and Arts and Culture. This collaborative approach explored innovative solutions such as street art, greening initiatives, enhanced maintenance schedules, and youth participation frameworks.

This initiative not only aligned with the Strong Communities outcome area but also demonstrated the power of cross-organisational collaboration in addressing complex urban challenges. It was through this process that the *Casey Urban Canvas* concept was developed, which now forms an integral component of the broader Graffiti Management Program 2026-2030.

Removal Service Standards

Overview

The City of Casey's Graffiti Management Program reflects a long-standing commitment to maintaining clean and safe public spaces through a zero-tolerance approach to graffiti vandalism. Established in 2002, the program has evolved into one of Victoria's most comprehensive and proactive graffiti removal services. It offers free, unlimited professional removal from public assets and eligible private, commercial, and industrial properties - setting Casey apart from councils that provide limited or DIY services.

Service Delivery

Council removes any graffiti visible from a public place be it on public or private property and provides all labour and materials associated with the graffiti removal at no additional cost to the customer. However, where specialised equipment is required for graffiti removal on private property - such as elevated platforms, traffic management, or permits for road access - these must be arranged and funded by the property owner prior to Council attendance. Once organised, Council's contractors will coordinate a suitable time to complete the removal.

Response Standards

Graffiti removal service standards are guided by the Graffiti Prevention Act 2007, which defines offensive graffiti as any graffiti visible from a public place that would likely offend a reasonable person. The City of Casey further categorises offensive graffiti as any content reasonably perceived to be motivated by hate, prejudice, or bias against an identifiable group or individual based on race, ethnicity, language, religion, sex, age, disability, sexual orientation, political affiliation, or similar factors.

Offensive graffiti is prioritised for removal within one calendar day of reporting, typically on the same day.

Non-offensive graffiti is removed within three business days. In 2024–25, 68% of graffiti reports (over 5,000 visits) were resolved by the next day.

Access and Consent

While Casey strives for rapid response, some removals require property owner consent for access. Under legislation, owners have 28 days to respond to a notice of intention to remove graffiti. If no response is received, Council cannot proceed with removal and will notify the original reporter of any delays.

Future State

A key feature of the updated 2026-2030 program is the introduction of designated legal graffiti walls, which provide safe and lawful spaces for young artists to express themselves creatively. This initiative draws on proven models from other jurisdictions and aligns with Council's broader objectives of youth engagement, inclusion, and community wellbeing.

The City of Casey continues to maintain a zero-tolerance stance on illegal graffiti, supported by a rapid removal service, strengthened enforcement mechanisms, and proactive community reporting channels. At the same time, the program expands its focus on prevention and positive engagement, leveraging urban art projects and creative initiatives to foster pride in public spaces and deter vandalism.

Council recognises that illegal graffiti can negatively impact perceptions of safety, impose financial burdens on the community, and degrade the quality of shared environments. Conversely, when undertaken legally and respectfully, street art has the potential to enrich the urban landscape and strengthen community identity.

The Graffiti Management Program 2026-2030 reinforces Council's commitment to a safe, inclusive, and connected community through a balanced approach that combines enforcement with constructive engagement.

Key areas of focus include:

- Rapid graffiti removal
- Community reporting mechanisms
- Retailer compliance with state and local laws
- Urban art and design as preventive measures

The Six E principles provide the framework for Casey's Graffiti Management Program. For each principle, this program sets clear goals, standards and actions for 2026-2030.

Conclusion

The Graffiti Management Program 2026-2030 positions Casey as a leader in municipal graffiti management. By combining rapid response, community engagement, and innovative prevention strategies, Council aims to reduce graffiti vandalism, enhance public spaces, and foster a safer, more vibrant city for all.

2026-2030 Graffiti Management Strategy & Actions

Introduction

The City of Casey's Graffiti Management Program 2026-2030 reaffirms Council's strategic commitment to reducing illegal graffiti and enhancing the visual amenity of public spaces across the municipality. Building on the successes and learnings from the Graffiti Management Plan 2020-2023, the renewed program continues to apply a robust, holistic and coordinated framework grounded in the six "E" principles:

Eradication	<i>Rapid removal of graffiti to maintain clean public spaces.</i>
Engagement	<i>Building partnerships with community and stakeholders.</i>
Education	<i>Raising awareness about the impacts of graffiti vandalism.</i>
Engineering	<i>Applying environmental design to deter graffiti.</i>
Enforcement	<i>Ensuring compliance with laws and regulations.</i>
Evaluation	<i>Monitoring and reviewing outcomes for continuous improvement.</i>

Eradication (Rapid Removal)

	Goal <i>Promptly remove all graffiti to minimise visibility and strengthen deterrence</i>
Approach	Rapid eradication remains the cornerstone of Casey's approach - removing graffiti vandalism quickly denies offenders the notoriety of having their tags seen. Casey will maintain a zero-tolerance stance: all graffiti vandalism reported will be removed, whether on Council assets or private property visible from a public place (with owner consent) at zero cost to the customer.
Actions	Maintain Service Standards: • Non-offensive: 3 business days • Offensive: 1 calendar day Proactive cleansing: • Contractor to conduct routine patrols of known hotspots (e.g. skate parks, rail precincts, utility assets) with photo documentation and immediate removal. • Where they are able the contractor is to remove graffiti from all accessible assets that is viewable from a public place and in line with the specifications of the Graffiti Management contract (CT000851). Hotspot register & mapping: • Maintain a live register and GIS mapping of repeat-incidence sites; instruct the contractor to monitor and schedule regular inspections. Resourcing & capability: • Maintain the partnership established through the Graffiti Management Tender CT000851 (2024), ensuring multiple crews and surge capacity (e.g. post-weekend sprees, holiday and summer periods). Technology & products: • Expand the use of graffiti-resistant coatings and environmentally preferred removal methods (low-toxicity solvents, water-efficient pressure washing). Internal reporting culture: • Reinforce "Safety and cleanliness is everyone's responsibility." Field-based staff (Local Laws, maintenance, inspectors) report all graffiti encountered via standard channels. Continuous improvement: • The Community Safety Program Officer monitors KPIs, investigates delays (access issues, demand spikes), and drives process improvements.
KPI's	• On-time completion: ≥ 80% (stretch: ≥ 90%). • Offensive removals within 1 day: ≥ 80% (stretch: ≥ 100%). • Proactive removal by contractor: minimum 2000 m² or 300 attendances. • Customer satisfaction (removal services): ≥ 80%. (stretch: ≥ 90%)

Rapid Removal Eradication Program

Council's graffiti removal process is guided by established service standards and legislative requirements, with non-offensive graffiti removed within three business days and offensive graffiti within one calendar day, while always aiming for the fastest possible response.

Delays may occur on private property, as the *Graffiti Prevention Act 2007* requires written consent before Council can undertake removal; property owners have up to 28 days to provide consent when access onto private land is required, and if no response is received, Council cannot proceed.

Where graffiti on private property is accessible from an adjacent public area, Council issues a Notice of Intention to Remove Graffiti, allowing the property owner 10 days to object or provide consent before removal can occur. Removal methods vary by surface, with chemical cleaning preferred and painting used where most effective (such as on rough-sawn timber fences, where high-pressure washing may cause damage).

The appropriate removal method is determined on site by Council's graffiti removal specialists.

When painting is required, Council uses colours from its standardised municipal palette ensuring consistency, efficiency, and rapid response unless the property owner formally objects for private assets. Council will work with customers where possible to best colour match to the respective asset.

Below is Council's colour palette. This is in addition to the full set of Colorbond colours which our contractors also utilise where required.

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Colour Name (specification)	Colour (indicative)	Application Example (non-exhaustive)
T33 SMOKE BLUE AUST STDS AS2700 Australian Standard Colours DULUX WEATHERSHIELD (WS) Base: VIVID WHITE B 24 Can Size: 1 Litre EE 21 M 10 Warning : Undercoat : Notes :		Signal Control Boxes
PONY DULUX Atlas 2016 DULUX WASH & WEAR (WW) Base: VIVID WHITE EE 91 Can Size: 1 Litre LL 27 M 11 Warning : Undercoat : Notes :63 S13E4 P13E4		Utilities Assets
WARMTH DULUX Atlas 2016 DULUX WEATHERSHIELD (WS) Base: ORANGE EE 166 Can Size: 1 Litre M 13 Warning : Undercoat : Notes : S09G9 P09G9		Department of Transport Rail Assets
CHINA WHITE DULUX Whites 2014 DULUX WEATHERSHIELD (WS) Base: VIVID WHITE EE 4.75 Can Size: 1 Litre LL 0.5 M 1.75 Warning : Undercoat : Notes :18W SN3H1 PN1B3		Department of Transport Rail Assets
MISSION BROWN DULUX Traditional Australian Colours DULUX WEATHERSHIELD (WS) Base: MISSION BROWN Can Size: 1 Litre Warning : Undercoat : Notes : 13589		Timber Furniture
BRUNSWICK GREEN DULUX Traditional Australian Colours DULUX WEATHERSHIELD (WS) Base: BRUNSWICK GREEN Can Size: 1 Litre Warning : Undercoat : Notes : 33797		Council Bus Shelter
N44 BRIDGE GREY AUST STDS AS2700 Australian Standard Colours DULUX WEATHERSHIELD (WS) Base: DEEP EE 14 Can Size: 1 Litre G 8 M 71 Warning : Undercoat : Notes :		Factory walls Fences Power/Light Pole Department of Transport Assets Telecom Assets
CASEY REGENCY GREEN Base: EXTRA BRIGHT C 7.25 Can Size: 1 Litre EE 57.5 M 28.75 W 1.25 Warning: Undercoat: Notes: CF		Fences facing into Public Land Sound Walls
ALL COLORBOND COLOURS		Where required.

Engagement (Community Involvement, Reporting & Advocacy)

Goal	1. Mobilise the community, businesses and stakeholders to report graffiti vandalism and support a graffiti-free city. 2. Advocate on behalf of the Casey community to owners of assets where Council is unable to remove graffiti (eg: Utility and statutory providers and other State maintained assets)
Approach	Graffiti vandalism continues to affect the City of Casey's visual amenity, safety perceptions, and community pride. While Council has made strong progress through proactive removal, challenges remain, particularly graffiti on non-Council assets and the need for broader community involvement. Creating a graffiti-free city requires a collective effort. Council recognises the importance of empowering residents, businesses, and stakeholders to report graffiti and take ownership of public spaces. At the same time, advocacy is needed to ensure asset owners, such as utility providers and State agencies, uphold their responsibilities.
Actions	Campaigns: • Social media with before/after photos and "you reported, we removed" messages. • Quarterly "Graffiti Clean City" updates through Council channels. • Posters/signage with QR codes in high-traffic/hotspot areas (e.g. skate parks). • National forum (once this program cycle): Host a multi-stakeholder forum in Casey to share strategies across the graffiti management lifecycle. Youth & community groups: • Youth outreach: Promote legal creative pathways and consequences of offending. • Schools: Offer curriculum-aligned projects and develop school partnerships. • Neighbourhood Watch, Crime Stoppers & safety groups: Co-promote reporting and local initiatives. • Traders & chambers: Promote free removal for storefronts and provide window stickers/posters ("Report it = Removed for FREE"). Community Pride Initiatives: • Adopt-a-space: Support groups to steward local areas (litter-free, rapid reporting), providing simple how-to reporting guides. Feedback loop: • Acknowledge reporters, share results and statistics to reinforce engagement.
KPI's	• Share of reports via SSS/online: ≥ 90% sustained. • Community satisfaction with reporting/response: ≥ 90%. • Advocate to State/Statutory bodies to maintain their assets: Ongoing.

Education (Prevention & Awareness)

	Goal <i>Prevent graffiti vandalism through education of young people, retailers and the wider community - and build understanding of impacts and legal consequences.</i>
Approach	While enforcement and removal are essential, long-term success relies on education, awareness, and community engagement. By involving young people, retailers, and the broader public, Council can build a culture that understands the impacts of graffiti vandalism and values legal, creative expression. Education is key to changing behaviours as it helps at-risk young people make informed choices, ensures retailers meet legal obligations, and equips property owners with tools to deter graffiti. Through targeted programs, public resources, and partnerships, Council aims to foster a well-informed community that actively supports a graffiti-free Casey.
Actions	Youth Education & Diversion: Casey Urban Canvas - “Graffiti Prevention through Art” school program (from 2026): - One secondary school annually partners with a local street artist to co-create a legal mural – linked also to engineering stream. - Classroom sessions explore vandalism impacts, legal consequences, and the distinction between illegal graffiti and sanctioned art. Mentoring & peer influence (by 2027): - Explore partnerships for small mentoring programs using former offenders and legal aerosol artists as peer educators. Retail Sector Compliance & Education: - Annual audits of aerosol paint retailers: aim for 100% secured storage by 2030. - Under-18 sales ban: Provide point-of-sale reminders and legal obligation signage. - Positive reinforcement: Letters of commendation for consistently compliant retailers. Public Information & Resources: Council website (regularly updated): - Graffiti reporting and safe removal tips. - CPTED advice (e.g. coatings, lighting, planting). - Legal info, penalties, and list of sanctioned art sites. - Guides/workshops for frequently targeted properties. - Enforcement education: refer young people to diversion/education where feasible. - Public graffiti removal register updated monthly.
KPI's	Number of schools reached: ≥ 4 by 2029. Retailer secured-storage compliance: trend to 100% by 2029. Website usage: rising trend (views, downloads) reported annually. Open Data: Provide graffiti statistics updated monthly via Casey Open Data platform.

Engineering (Design & Infrastructure Solutions)

	Goal <i>“Design out” graffiti using CPTED, art and designated spaces that deter illegal tagging.</i>
Approach	While rapid removal and enforcement are vital, long-term graffiti prevention relies on smart urban design. Graffiti tends to appear in neglected or poorly lit areas, so applying CPTED principles helps create safer, well-maintained spaces that discourage vandalism. Art and designated legal graffiti sites also play a key role - redirecting creative expression into positive outlets and transforming potential targets into places of community pride. Together, these design strategies foster safer, more vibrant environments and reduce opportunities for illegal tagging.
Actions	CPTED Integration: ● Apply the five CPTED strategies; natural surveillance, access control, territorial reinforcement, activity support, maintenance to upgrades and new works. Examples in practice: ● Lighting & sightlines: Increase visibility in alleyways/underpasses. ● Access control: Fencing, gating, or planting to limit access to secluded walls; use textured/non-porous materials. ● Rapid maintenance: Embed rapid removal as a design expectation. ● Materials: Specify cleanable finishes; apply sacrificial coatings to murals; wrap utility boxes with anti-graffiti films (subject to owner approval). ● Use and update the internal guideline “Graffiti Prevention in Major Infrastructure” (2021) to advise project engineers; provide input on state-led projects (e.g. anti-graffiti finishes for bridges/noise walls). Legal Street Art Murals: ● Work with a local artist and local schools to deliver at least one community collaborative art mural per year at priority hotspots, as outlined in Education. ● Protect artworks with coatings to enable gentle tag removal without damage. Greening: ● Collaborate with Council’s Open Space and City Greening team to expand strategic use of climbing plants/trellises to reduce available surfaces on Council-managed sites where maintenance can be assured; encourage private owners via guides and programs. Activated Spaces - “Casey Urban Canvas” Legal Graffiti Walls (Pilot): ● Pilot site (2026): Identify a wall or other suitable surface at a venue frequented by young people (e.g. Cranbourne, Narre Warren or Pearcedale skate park), clearly signposted as a legal graffiti wall with rules that prohibit offensive content and unsafe practices. Management of pilot site: ● Regular monitoring; immediate removal of offensive content. ● Periodic repainting to blank (e.g. monthly or as needed). ● Provide bins; clear perimeter rules (no graffiti spill-over). ● Assign responsibility (contractor/Council) for site condition. Evaluation of pilot:

- Measure before/after graffiti incident counts within a 75 meter radius of designated legal wall and collect resident feedback via targeted letter-drop to residential homes within a 300m radius.
- If successful (good uptake + local reduction in illegal graffiti), scale to 1-2 additional sites by 2027-2028.
- Adapt or discontinue if misuse occurs.

Community reassurance:

- Legal walls do not dilute zero-tolerance for graffiti vandalism.
- Graffiti vandalism outside permitted areas - and offensive content anywhere - is removed under existing rapid standards.

Cross-departmental collaboration:

- Maintain a CPTED working group to review upcoming projects for integration; continue staff training (25 staff trained in 2019; 44 more in 2025; further training offered as needed with annual refresher courses).

KPI's

- **Number of projects with CPTED measures:** rising trend.
- **Murals delivered:** ≥ 1 per year.
- **Implementation of Greening strategies:** ≥ 1 per year.
- **Legal wall evaluation:** documented impact and recommendation by end-2026, if successful scale to additional 1-2 sites by 2027-2028. If failed or abused at any time - abandon pilot and revert to existing programming.

Enforcement (Compliance & Deterrence)

	Goal <i>Enforce laws to hold offenders accountable and deter re-offending; ensure retailer/property owner compliance.</i>
Approach	While education and prevention are key, enforcement is essential to deter graffiti vandalism and uphold community standards. Holding offenders accountable reinforces the seriousness of graffiti-related offences, while ensuring retailers and property owners meet their legal obligations supports a coordinated approach to prevention. Together, these efforts strengthen Casey's commitment to a graffiti-free city.
Actions	Zero-Tolerance Enforcement: - Pursue identified offenders through fines, charges or other lawful actions, reinforcing that graffiti is an offence, not a prank. All incidents are recorded and evidence retained. Local Law Compliance: - Retailers: Enforce secure storage and under 18 sales restrictions; escalate to penalties where education fails. - Property owners: Offer free graffiti vandalism removal for private property visible from public space. Use unsightly premises powers as a last resort if owners refuse consent and offensive graffiti remains visible. Audits: Act swiftly on breaches found in retail audits where education has not achieved compliance. Supporting Victoria Police: - Evidence register: Maintain a detailed database (photos, location, date, size). Provide to police supporting prosecutions and restitution when requested. - Case support: Respond promptly to information requests. Continue enhancing image cataloguing and analytics. Report to Police any identified emerging graffiti trends. - Collaboration: Continue relationship with local Police in information exchange and advocacy for greater policing of graffiti vandalism. Consequences & offender programs: - Support Graffiti Removal Orders (community service) for convicted offenders. Where available, collaborate on diversion or youth justice programs that channel creativity legally.
KPI's	Maintain accurate records: Accurate database containing record of (photos, locations, date and size): 100% (for life of program). Time from police request to evidence provision: ≤ 3 business days. Retail audit compliance rate: rising trend towards 100% by 2029. Police engagement & collaboration: Maintain a frequency of meetings with Victoria Police discussing methods to address graffiti vandalism: Quarterly meetings (for life of program).

Evaluation (Monitoring & Outcome Measurement)

Goal	<i>Regularly evaluate implementation and outcomes, enabling timely adjustments.</i>
Approach	To ensure the graffiti management program remains effective and responsive, regular evaluation is essential. Monitoring outcomes allows Council to track progress, identify emerging issues, and make timely adjustments that keep initiatives aligned with community needs and priorities.
Actions	What We Will Measure • Eradication: On-time performance, offensive response within 1 day, share of proactive removals, average days to close. • Engagement: Share of reports via SSS/online, participation in campaigns, community satisfaction. • Education: Schools engaged, students reached, retailer compliance, website usage, workshop attendance. • Engineering: CPTED-integrated projects, murals commissioned, greening sites established, legal wall pilot outcomes (before/after incident counts, community sentiment). • Enforcement: Local law actions, support provided to police (volume/turnaround), notable prosecutions, utilisation of removal orders. Data & Governance • Sources: Contractor job system, CRM/SSS data, retail audit records, police requests, community surveys, GIS hotspot mapping. Cadence: • Quarterly dashboard to the CPTED working group and Executive. • Annual public summary of results and case studies. • Mid-term review (2027): Assess progress; refine targets and actions. • End-of-cycle review (2029): Full evaluation to inform the next program.
KPI's	• Sustained high on-time performance and community satisfaction. • Reduced incidents at engineered hotspots and around legal wall sites. • Increased proactive removals and high retailer compliance. • Stable or falling offensive graffiti with rapid response maintained.

Timeline

2026-Q1	• Launch Casey Urban Canvas mural program • Legal wall pilot site confirmed, and rules published • Quarterly campaigns commence • CPTED group convenes to discuss issue sites and mitigating factors • Retailer audit cycle begins.
2026-Q4	• Legal wall pilot evaluation and community sentiment • Mural delivery year 1 • First national forum hosted
2027	• Scale legal walls (if successful) to 1–2 additional sites • Mentoring pilot explored • Expand CPTED training and project integration • Expand greening mitigation strategies • Continue school mural and education programs • Mid-term program review and implement any adjustments
2028	• Maintain CPTED working group and staff training • Continue mural and greening delivery • Expand community pride initiatives and feedback loops • Prepare for end-of-cycle evaluation framework • Continue enforcement and police collaboration • Monitor legal wall sites and community sentiment • Begin compiling case studies and impact data
2029	• Deliver final school mural and education summary • Finalise legal wall evaluation and infrastructure impact • Achieve 100% retailer compliance target • Conduct full end-of-cycle review • Develop framework for next Graffiti Management Program (2030-2034). • Publish final report and share outcomes with community and stakeholders

Feedback from Community

Community feedback played a central role in shaping the new 2026-2030 Graffiti Management Program for the City of Casey. Throughout the engagement process, residents consistently raised concerns about graffiti as part of broader discussions on safety, public space maintenance, and community pride. Feedback highlighted the importance of regular and visible graffiti removal, with many participants noting that clean and graffiti-free environments contribute to a stronger sense of safety and belonging. The community also emphasised the need for Council to maintain attractive and welcoming public spaces, expecting graffiti management to be a core part of Council's service delivery.

By listening to residents' experiences and expectations, Council has developed a graffiti management approach that reflects local priorities and supports a safer, more vibrant Casey for everyone.

2021 Exploring Safety in Casey Household Representative Survey

In the representative survey, vandalism and graffiti were selected by 36% of respondents as a perceived safety issue in Casey. Graffiti removal was listed as one of Council's community safety programs, with 31% of respondents indicating they were aware of this initiative, suggesting moderate community awareness. In open-ended responses about safety issues, some residents specifically mentioned vandalism and graffiti as factors contributing to feeling unsafe, particularly in parks, shopping centres, and other public spaces.

2023 Exploring Safety in Casey Household Representative Survey

In this survey cycle, vandalism and graffiti were selected by 37% of respondents as a perceived safety issue in Casey, which is a slight increase from 36% in 2021. Graffiti removal was listed as one of Council's community safety programs, with 26% of respondents in 2023 indicating they were aware of this initiative, down from 31% in 2021. This suggests that while graffiti continues to be recognised as a concern for many residents, awareness of Council's efforts to address the issue has declined over time.

2024 Exploring Safety in Casey Community Pop-up engagement

When participants were asked about safety issues in Casey, vandalism or graffiti was mentioned three times under the theme of "Theft and property damage" (N=37), highlighting that while not the most prominent concern, graffiti is still recognised as part of the broader safety conversation. Additionally, when asked what makes the community feel safer, "Cleanliness" was mentioned five times, with "no graffiti" specifically cited as a positive factor. This suggests that the presence or absence of graffiti directly influences how safe and welcoming residents perceive their local environment to be.

2024 Shape your City Broad Engagement

Graffiti is a recurring theme in community feedback about safety, public space maintenance, and liveability across Casey. While it doesn't rank as a top-tier concern compared to issues like crime, roads, or public transport, residents consistently raise graffiti as part of the broader conversation about keeping neighbourhoods clean and welcoming.

The removal of graffiti is seen as essential for improving perceptions of safety and fostering community pride, with locals expecting regular and visible action from Council as part of its core service delivery. Although graffiti isn't the most urgent issue, it remains a steady part of the maintenance and safety discussion, reflecting the community's desire for ongoing attention to the appearance and upkeep of shared spaces.

2024 Health and Wellbeing Youth Engagement

The Youth Engagement Consultation highlights graffiti as a significant concern among young people in the City of Casey. Graffiti is frequently mentioned in the context of public safety and amenity, particularly in relation to public toilets, playgrounds, and bus stops. Young people reported that offensive graffiti, including racist and bullying messages, contributes to feelings of unsafety and discomfort in these spaces.

Graffiti was identified as one of the top priority issues, with youth expressing a desire for cleaner public areas and more effective management of graffiti. Suggestions from participants included cleaning existing graffiti, opening designated spaces or alleys for creative street art, and introducing a permit system to allow positive or "good" graffiti while penalising offensive or graffiti vandalism.

Some youth also saw potential for graffiti to be used positively, such as displaying uplifting messages like "love yourself." The report recommends targeted intervention programs to address graffiti, alongside broader efforts to reduce youth exposure to crime and substance use in public spaces.

Overall, the feedback indicates that while graffiti is often viewed negatively due to its association with crime and antisocial behaviour, there is also interest in harnessing street art as a constructive and creative outlet for young people.

2024 Graffiti Management Plan Engagement

Community engagement revealed strong awareness of the Council's graffiti removal program and high levels of satisfaction with service delivery. Most respondents reported graffiti using mobile devices, with Snap Send Solve being the preferred reporting tool, and praised the Council for prompt removal, often within 24 to 48 hours.

Feedback highlighted that efficient graffiti removal improves perceptions of safety and community pride and builds trust in Council services. Residents suggested improvements such as better coordination with neighbouring councils, more proactive patrols, and regular checks of known hotspots.

The community also called for increased education, youth engagement, and ongoing communication about graffiti management. Overall, respondents appreciated Council's efforts and recommended further enhancements to ensure Casey remains clean and safe.

2025 Public Art Policy Community Engagement

The report highlights that public art is seen by some to deter graffiti, while “street art” and murals are among the most popular styles preferred by the community. There is support for involving youth in public art projects, including teaching spray painting techniques, and suggested locations for street art include train stations and skate parks. Some feedback encourages murals featuring pop culture, especially in youth spaces. However, one concern was raised that public art could unintentionally encourage graffiti among young people. Overall, street art and murals are valued for their positive impact and engagement, but there are mixed views about their influence on graffiti.

2025 Community Local Law Engagement

Community feedback shows residents want Council to prioritise fast, visible graffiti removal on public land before focusing on minor issues on private property. There’s strong support for routine cleaning, proactive sweeps of hotspots, and better coordination with VicRoads. Respondents prefer a practical, educative approach to enforcement, focusing on safety and amenity rather than subjective appearance, and suggest restorative options like having offenders remove graffiti.

These comments reflect a desire for visible results and a balanced, common-sense approach to graffiti management.

Policy Context

This graffiti management program operates within a strong legislative and strategic framework at both state and local levels.

Legislative Framework

Graffiti Prevention Act 2007 (Vic)

This Act provides police and councils with powers to address graffiti vandalism, including search and seizure of graffiti implements, and sets out offences and penalties. Graffiti is only legal where the property owner has given consent, and the content is not offensive. The Act also authorises councils to remove graffiti from private property with prior notice.

City of Casey Community Local Law

Our Community Local Law reinforces gaps in state legislation by creating additional offences, such as failing to secure spray paint in retail settings or allowing graffiti vandalism to remain on property causing it to become unsightly. It empowers Council officers to issue fines for breaches related to graffiti vandalism.

Strategic Alignment

Strategic Intent

This Graffiti Management Program continues to position Casey as a leader in graffiti management - keeping the city clean and safe while embracing innovative strategies that transform a persistent social challenge into opportunities for artistic expression and urban enhancement.

This graffiti management program aligns with the **Council Plan 2025 - 2029** objective of building a **“connected, innovative, and resilient community”** by celebrating diversity and fostering safer public spaces, encouraging creative solutions to complex challenges, and promoting new ways of thinking and living. Through collaboration and evidence-based planning, the city strengthens its ability to adapt and thrive, ensuring a sustainable future while enhancing community pride and cohesion.

Specifically, this program delivers on:

Priority 1.1 *Partner with community to enhance safety outcomes and feelings of safety.*

Other strategic alignments inspiring this graffiti management program:

Community Safety Strategic Services Plan 2023-2027

- | | |
|---------------|---|
| Goal 1 | Community Safety services delivered by the City of Casey improve community safety outcomes. |
| Goal 2 | Casey residents feel connected to their community. |
| Goal 3 | Approach community safety through partnerships with external organisations. |
| Goal 4 | Where possible take an education rather than enforcement approach. |

Arts and Culture Services Strategic Services Plan 2023-2027

- | | |
|---------------|--|
| Goal 1 | Provide accessible and sustainable pathways so artists and culture in Casey grows to become established and renowned by increasing Casey residents participating and attending arts, cultural and creative activities. |
| Goal 6 | Establish meaningful partnerships to amplify the impact of our service and maximise its reach. |

Customer Service Strategic Service Plan 2023 – 2027

Goal 1	Resolve more requests the first time a customer makes a request.
Goal 5	Deliver consistent experiences, through clear processes, connected systems and accurate data

Graffiti in Context

Defining Graffiti

Under the Graffiti Prevention Act 2007 (Victoria), graffiti is defined as the act of marking property in a way that is visible from a public place without the express consent of the property owner or their agent. This includes marking, scratching, writing, or defacing property such that the mark cannot be easily removed by wiping.

Graffiti can take many forms, ranging from simple tags (stylised signatures) to large, multi-coloured pieces or murals, as well as intermediate styles such as throw-ups, bombs, and stencils.

Graffiti Styles

Mural	A graffiti mural is a large, colourful artwork painted on a wall, often detailed and expressive, showcasing artistic skill and creativity.	
Poster Art	Poster art in graffiti is pre-made artwork pasted onto public surfaces, often used for quick, bold visual statements or social commentary.	
Scratching	Scratching in graffiti is a technique where artists carve their tags or designs into surfaces like glass or metal using sharp tools. It's permanent and often seen as vandalism due to its damaging nature.	
Stencil	Stencil graffiti is made by spraying paint over a cut-out template to quickly create clean, repeatable images or messages on surfaces.	

Sticker	Sticker graffiti involves placing pre-made stickers, often featuring tags, logos, or artwork, on public surfaces like signs, poles, or walls. It's a fast, low-risk way for artists to spread their work and messages in urban spaces.	
Tag	A tag in graffiti is a stylised signature or nickname that represents the artist. It's usually the simplest and most common form of graffiti, often done quickly with spray paint or markers. Tags are used to mark territory, gain recognition, or show presence in a specific area.	
Throw-up	A graffiti throw-up is a quick, bold tag using bubble letters and two colours, made for speed and visibility. It's a step up from a tag but simpler than a full piece.	

Graffiti: Art or Vandalism? Understanding the Duality

The debate over whether graffiti constitutes art or criminal behaviour has persisted for decades. In Victoria, the Graffiti Prevention Act 2007 defines graffiti very broadly and this definition encompasses a range of materials and methods, including spray paint, markers, stickers, posters, engraving, and etching tools.

Crucially, the Act criminalises graffiti when it is done without the property owner's consent, regardless of its artistic merit. This legal distinction is central to how graffiti is managed in public policy.

The line between graffiti and street art is often drawn based on intent, audience, and legality. Graffiti typically involves text-based markings created for subcultural recognition, while street art is more visual and designed to engage the broader public. This distinction has influenced both public and academic attitudes, with street art increasingly recognised as a legitimate and beautifying element of urban environments.

The City of Casey acknowledges the subjectivity in how graffiti is perceived. While some view it as vandalism, others see it as a form of artistic or political expression. From a management perspective, Council focuses on unauthorised graffiti, particularly where it negatively impacts public amenity or perceptions of safety. Conversely, Council actively supports legal street art, commissioning murals and public artworks that contribute positively to the urban landscape.

Unauthorised graffiti is treated as a criminal offence due to its harmful effects, including property damage, costly clean-up efforts, and community concern. Even when not offensive, graffiti placed without consent can contribute to a sense of disorder and neglect. Council does not consider illegal graffiti to be a harmless or "victimless" act, it is viewed as a serious issue that affects the entire community.

Examples of Murals

Kendall Drive (Narre Warren)	
Autumn Place (Doveton)	
Webb Street (Narre Warren)	
Malcolm Court (Narre Warren)	
Webb Street (Narre Warren)	

**Stuart
Avenue
(Hampton
Park)**



**Agonis
Street
(Doveton)**



**Acer
Street
(Doveton)**



Graffiti and Public Perception: Impacts on Community Safety

Graffiti and community safety are closely linked, particularly in how graffiti influences perceptions of order and social control. Graffiti vandalism significantly affects how safe people feel in their communities. Unauthorised graffiti often signals neglect and disorder, increasing fear of crime and reducing public confidence in local authorities. This aligns with the broken windows theory which suggests visible signs of disorder, such as graffiti, can weaken informal social controls and encourage further antisocial behaviour. In this context, graffiti is more than a property offence; it can act as a catalyst for broader social harm, undermining community cohesion and increasing feelings of vulnerability in public spaces.

Youth Graffiti: Cultural Expression or Criminality?

Graffiti has deep roots in youth subculture. In Australia, it emerged in the late 1960s and 1970s as a form of rebellious expression within underground youth movements, influenced by international hip-hop and street art scenes. For many young people, graffiti is a powerful form of self-expression, identity formation, and social connection, particularly for those who feel marginalised or excluded from mainstream culture.

This duality presents a challenge for public policy. While graffiti can undermine perceptions of safety, it also serves as a meaningful cultural practice. Treating graffiti purely as a maintenance issue overlooks its social and psychological dimensions. Persistent graffiti can escalate into more serious offences by signalling a lack of guardianship and councils that delay graffiti removal often experience clustering of vandalism and related crimes, reinforcing the broken windows effect.

Conversely, proactive strategies, such as rapid removal programs, anti-graffiti coatings, and designated legal art spaces have been shown to reduce recurrence and improve perceptions of safety. These approaches are most effective when they also engage young people constructively, offering legal avenues for creative expression and fostering a sense of ownership over public space.

The ambivalence surrounding graffiti and street art often associated with urban decline and criminality also functions as a form of placemaking and cultural expression. Youth-driven graffiti can challenge dominant narratives about public space and community safety. Graffiti's transformation into street art reflects a broader cultural shift, where youth creativity is increasingly recognised, even commodified, within urban regeneration strategies.

Positioning Youth Graffiti Within Casey's Urban Story

Graffiti in Australia is predominantly youth-driven, with individuals aged 12 to 25 most involved. The Australian Institute of Criminology (AIC) identifies tagging as the most frequent form, often motivated by peer recognition and visibility. Typically done in groups, tagging involves stylised signatures repeated across locations to maximise exposure.

Youth graffiti practices range from tagging for notoriety to mural creation linked to hip-hop culture, underscoring the need for locally informed, non-punitive prevention strategies. Recent research critiques media portrayals that fuel moral panic and frame young people, especially from marginalised backgrounds, as threats. These narratives shape policy and public perception, often overlooking graffiti's role in youth identity, cultural resistance, and spatial expression.

With the highest youth population (12-25) of any Victorian Local Government (around 20% of all Casey residents) the City of Casey is uniquely positioned to lead innovative graffiti management. This program acknowledges Casey's youth demographics and aims to deliver positive community outcomes by designing strategies that resonate with young people. By funnelling creative expression into legal street art opportunities, the program seeks to reduce the prevalence of graffiti vandalism while promoting youth engagement and pride in public spaces.

Why is Graffiti a Problem?

Graffiti vandalism presents a complex challenge for communities, with wide-ranging impacts on public amenity, perceptions of safety, and social cohesion. One of the most immediate concerns is the economic burden it places on local councils, businesses, and residents. The cost of graffiti removal is substantial, with national estimates reaching into the millions of dollars annually. Beyond financial implications, graffiti defaces public and private assets, diminishes the visual appeal of neighbourhoods, and can contribute to a decline in property values. When left unaddressed, it creates an impression of neglect, eroding community pride and deterring investment.

The perception of public safety is also significantly affected, particularly when graffiti involves gang-style tags or offensive slogans. Such markings can signal disorder and lawlessness, undermining residents' confidence in the safety of their surroundings. Older adults and vulnerable community members often feel intimidated by graffiti in public spaces, which can limit their use of these areas and reduce social participation.

Graffiti is frequently linked to broader patterns of antisocial behaviour. Persistent offenders, often operating in groups or "crews", may also engage in vandalism, trespassing, and substance abuse. This reinforces the view of graffiti as a gateway offence, potentially escalating into more serious misconduct if not addressed early.

Another serious concern is the offensive nature of some graffiti content. Tags or murals containing racial, sexual, or hateful language can cause significant distress to individuals and communities. In the City of Casey, data indicates a year-on-year increase in incidents involving offensive graffiti since 2020. These incidents require urgent removal due to their potential to cause psychological harm and social division.

Graffiti vandalism also poses physical risks to the offenders themselves. In pursuit of high-visibility or hard-to-reach locations, individuals often climb bridges, rail infrastructure, or enter busy road underpasses. These actions expose them to serious dangers, including falls, electrocution, or confrontations with law enforcement.

Benchmarking & Best Practice

In preparing this program, Casey benchmarked its approach against 24 Victorian municipalities and reviewed successful programs across Australia. Findings confirm that Casey's program is among the most robust - particularly regarding removal turnaround times, removal volumes, and frequency of community reporting.

Key insights/benchmarking of Victorian Council's informing this update include:

Local Government Area Insights

City of Melbourne Graffiti Management Policy 2021	• Reduce illegal graffiti through a four-pronged approach: prevention, rapid removal, enforcement, and collaboration with Victoria Police. • Differentiate between illegal tagging and Melbourne's celebrated street art culture, supporting legal and sanctioned art initiatives. • Promote community engagement and education to foster respect for public spaces.
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	• Aim to balance urban amenity with cultural vibrancy, ensuring clean, safe, and expressive environments.
City of Yarra Graffiti Management Framework 2024-2030	• Recognises graffiti as both a social issue and a form of artistic expression. • Aims to reduce illegal graffiti while supporting legal street art. • Rapid removal of graffiti, especially offensive content. • Education and community engagement to shift attitudes and behaviours. • Use of CPTED design principles to deter graffiti. • Promotes partnerships with property owners and Victoria Police. • Monitors graffiti trends to support continuous improvement and responsive strategies.
City of Kingston Graffiti Action Plan 2020-2025	• Aims to reduce graffiti and improve perceptions of safety through a combination of CPTED, rapid removal, and community partnerships. • Offensive graffiti is removed within 24 hours • Council works with property owners to manage graffiti on private property, promoting shared responsibility. • Combines education, enforcement, and beautification, including murals in hotspot areas to deter tagging and enhance local character.
Bayside City Council Graffiti Management Policy 2024-2028	• Aims to reduce graffiti and improve perceptions of safety through a combination of environmental design, rapid removal, and community partnerships. • Offensive graffiti is removed within 24 hours, reinforcing a commitment to clean and respectful public spaces. • Council works with property owners to manage graffiti on private property, promoting shared responsibility. • Combines education, enforcement, and beautification, including murals in hotspot areas to deter tagging and enhance local character. • Aligns with Kingston's Public Health and Wellbeing Plan, supporting safer, more inclusive, and visually appealing environments.
Surf Coast Shire Graffiti Management Policy 2023	• Provides a framework for timely removal, community education, and stakeholder engagement. • Offensive graffiti is removed within 24 hours; standard removal within 20 business days. • Encourages reporting, youth education, and partnerships with infrastructure owners.
Brimbank City Council Graffiti Management Policy 2024	• Provides a framework for timely removal, community education, and stakeholder engagement. • Offensive graffiti is removed within 24 hours; standard removal within 20 business days. • Encourages reporting, youth education, and partnerships with infrastructure owners.
City of Darebin Graffiti Management	• Provides a framework for timely removal, community education, and stakeholder engagement.

Strategy 2019-2023	- Offensive graffiti is removed within 24 hours; standard removal within 20 business days. - Encourages reporting, youth education, and partnerships with infrastructure owners.
City of Maribyrnong Public Art Strategy 2019-2029	- Encourages reporting, youth education, and partnerships with infrastructure owners. - Operates the StreetWORKS program, commissioning large-scale murals in hotspot areas to deter illegal tagging and enhance public spaces.
City of Port Phillip Graffiti Management Plan 2019-2024	- Provides rapid removal, prevention, enforcement, and community engagement, while distinguishing illegal graffiti from street art. - Graffiti on Council assets removed within 10 business days, with offensive graffiti prioritised for immediate removal. - Mitigation strategies include CPTED principles, partnerships with Victoria Police, community correctional programs, and public art initiatives like Urban Canvas. - Developed through community consultation and aligned with the Graffiti Prevention Act 2007 to improve safety and amenity.
City of Banyule Graffiti Strategy 2020-2024	- Focuses on reducing the impact of illegal graffiti through a coordinated and strategic approach. - Built on four key commitments: understanding the problem through data and insights, ensuring collaborative responses with stakeholders, reducing environmental impacts through sustainable practices, and advocating for continuous improvement in graffiti management approaches. - Promotes rapid graffiti removal, especially in high-visibility and offensive cases. - Supports community education and diversion programs to prevent reoffending and build resilience. - Incorporates CPTED principles to deter graffiti through smart urban design. - Encourages legal street art initiatives as a positive alternative to illegal tagging. - Relies on strong partnerships with Victoria Police, local businesses, and community groups.

Specific insights and benchmarking relating to the provision of legal graffiti “hit up” walls:

Local Government Area Insights

Wyndham City Council (VIC)	Wyndham City Council’s “Hit Up” walls initiative provides legal graffiti spaces in Wyndham Vale and Werribee, as part of a broader strategy involving education, community engagement, anti-graffiti murals, and enforcement with Victoria Police. The program promotes creative expression while reducing illegal graffiti.
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<i>Inner West Council (NSW)</i>	Inner West Council offers three legal graffiti walls providing a safe space for temporary street art. The initiative promotes creative expression within clear guidelines.
<i>Brisbane City Council (QLD)</i>	Brisbane City Council includes designated graffiti walls to support local talent and reduce illegal graffiti. Artists are encouraged to create responsibly, aligning with community standards, as part of a balanced strategy of engagement and enforcement.
<i>Canberra (ACT)</i>	Canberra's program features around 30 designated sites on government assets. Clearly signposted and regulated for content, the initiative has reduced illegal graffiti and fostered a vibrant street art culture.
<i>Northern Beaches Council (NSW)</i>	Established in the late 1990s and formalised in 2010 it is one of the longest-running legal graffiti programs. Offers five free public walls promoting creative expression and respect for public spaces, with guidelines on content, tagging, and responsible material disposal. The program is supported by initiatives that help artists build skills and contribute to the urban environment.
<i>Liverpool City Council (NSW)</i>	Transformed 17 public walls into legal street art zones. Developed with community input, these spaces offer young artists a safe environment to express themselves and build skills. The program is part of a broader graffiti management strategy that includes education, outreach, and a focus on cultural development, aiming to reduce vandalism and foster pride in public spaces.

Graffiti remains a challenge in Casey, but Council's robust systems for rapid removal and enforcement have delivered measurable results. While the city is not graffiti-free, the strategic focus for 2026-2030 is on prevention. Strengthening community engagement, youth education, environmental design, and expanding access to legal art opportunities this program outlines the guiding principles and actions that combine proven approaches with new, evidence-based initiatives to reduce graffiti and enhance public spaces.

Program Achievements

The past five years confirm that rapid removal works: graffiti is promptly cleaned, and Casey has avoided prolonged exposure to residual tagging seen elsewhere. However, the persistent rate of re-offending - thousands of tags annually - signals the need to strengthen prevention alongside high-performance eradication and enforcement.

Casey's program remains among the most comprehensive in Victoria. Council removes graffiti free of charge from any property (public or private) visible from a public space, a service level matched by few councils. In 2024, more than 1,000 m² of anti-graffiti coating was applied to Council murals and artworks to protect them from vandalism.

Customer satisfaction

Community satisfaction with the City of Casey's graffiti management service is consistently high, with over 90% of surveyed residents in 2024 expressing positive feedback. This strong endorsement reflects the council's rapid and visible action in removing graffiti, often within hours or a day of reporting. Residents appreciate the ease of reporting through the Snap Send Solve app and value the prompt communication and personalised follow-up provided by council staff.

Many comments highlight that regular, fast removal improves neighbourhood safety and appearance and acts as a deterrent for further graffiti. While satisfaction is overwhelmingly positive, some suggestions for improvement include better coordination with external agencies, more thorough cleaning, and clearer communication, such as providing photos of completed work or more detailed app instructions.

Service transparency

In 2025, the City of Casey launched a publicly accessible online data portal that provides near real-time insights into graffiti removal activity across the municipality. Drawing on historical data dating back to 2016, the portal is updated weekly and allows users to view the location, volume (in square metres), and categorisation of graffiti incidents (whether offensive or non-offensive).

Interactive heatmaps enable residents to identify localised hotspots down to the street level, offering a granular view of graffiti trends. By making this data openly available, Council strengthens transparency and builds community trust in its graffiti removal service. The portal also serves as a valuable tool for understanding the spatial and seasonal dynamics of graffiti vandalism, supporting evidence-based planning and targeted interventions.

The dashboard is accessibly by scanning the QR code or link below:

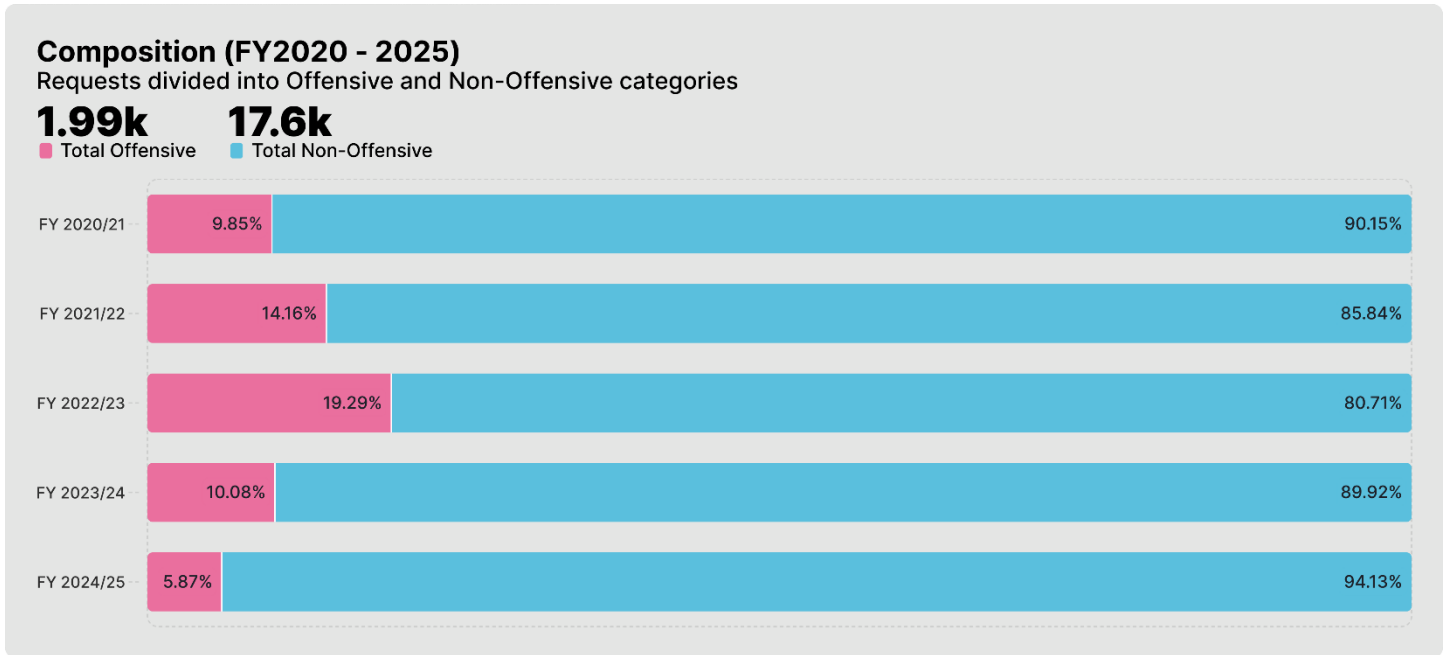
<https://data.casey.vic.gov.au/page/graffiti/>



Graffiti in Numbers: 2020/2021 - 2024/25 reporting period

A review of the past five years provides critical context for the 2026-2030 program. Council data from 2020-2025 shows shift in graffiti incidence, the composition of offending, and the performance of Casey's removal program.

Graffiti Composition Type (FY2020-2025)



Between FY 2020/21 and FY 2024/25, the City of Casey saw a steady rise in graffiti removal jobs, with a notable shift in the balance between offensive and non-offensive incidents.

Total jobs increased from 2,102 in 2020/21 to 7,712 in 2024/25, driven largely by a surge in non-offensive graffiti, which grew from 1,895 to 7,259 jobs. In contrast, offensive graffiti peaked at 522 jobs in 2022/23, then declined to 453 in 2024/25.

The proportion of offensive graffiti dropped significantly—from 19.3% in 2022/23 to just 5.9% in 2024/25, indicating a positive shift in graffiti content and possibly reflecting the impact of community engagement, education, and proactive monitoring.

Graffiti Source of Reporting (FY2020-2025)

Source of Reporting (FY2020 - 2025)

Requests divided into reporting source: Community vs. Proactive

9.1k

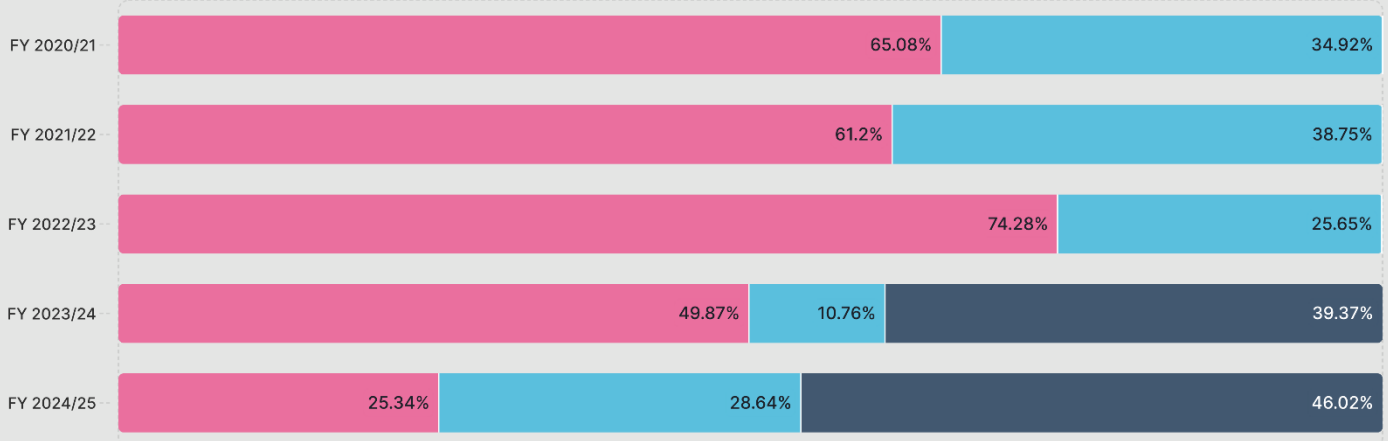
■ Total Community

5.04k

■ Total Proactive - Contractor

5.4k

■ Total Proactive - Council Officer



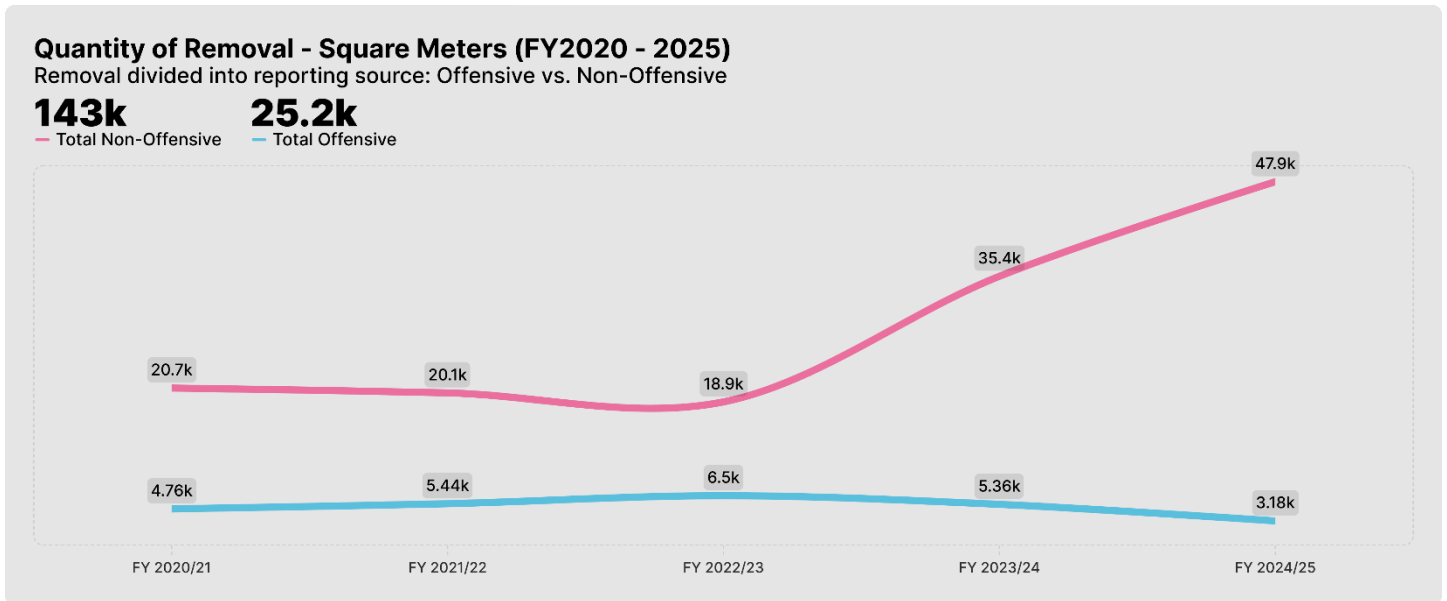
Between FY 2020/21 and FY 2024/25, graffiti removal job sources in the City of Casey shifted significantly, reflecting changes in service delivery and reporting practices

Community-reported jobs remained relatively stable, peaking at 2,345 in 2023/24 before slightly declining to 1,954 in 2024/25. This suggests consistent public engagement in reporting graffiti.

Proactive contractor-led jobs fluctuated, dropping from 734 in 2020/21 to 506 in 2023/24, before surging to 2,209 in 2024/25, likely due to changes in contractor scope or performance targets.

The most notable shift was in Council officer-led proactive jobs, which rose dramatically from just 2 jobs in 2022/23 to 1,851 in 2023/24, and further to 3,549 in 2024/25. This reflects a strategic pivot toward internal proactive monitoring and intervention, significantly boosting Council's direct role in graffiti management.

Number of Graffiti Removed in Meters Squared – (FY2020-2025)



Between FY 2020/21 and FY 2024/25, the City of Casey recorded a significant increase in graffiti removal activity, particularly in non-offensive jobs and square meters removed. Non-offensive graffiti jobs rose from 20,697 to 47,898, more than doubling over the five-year period. This growth was mirrored in the area removed, which followed the same upward trajectory, indicating a substantial rise in overall graffiti volume or improved reporting and service coverage.

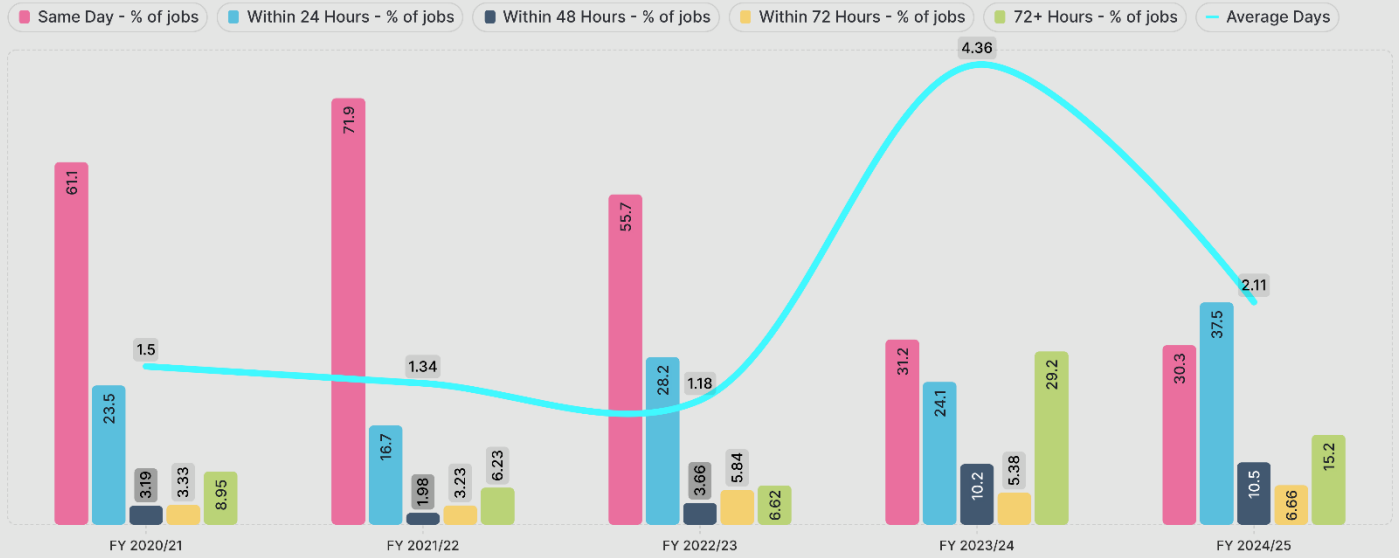
In contrast, offensive graffiti peaked in FY 2022/23 with 503 jobs and 6,503 m² removed, before declining sharply to 453 jobs and 3,175 m² in FY 2024/25. The proportion of offensive graffiti relative to total removals dropped from 25.6% in 2022/23 to just 6.2% in 2024/25. This suggests a positive shift in graffiti content, potentially due to enhanced community engagement, targeted prevention strategies, or changes in classification and reporting practices.

Overall, the data reflects a growing demand for graffiti removal services, with a notable reduction in offensive content, supporting the effectiveness of Council's strategic approach to graffiti management.

Removal Performance – Time to Remove – (FY2020-2025)

Removal Performance - Time to Remove - (FY2020 - 2025)

Time taken to remove graffiti



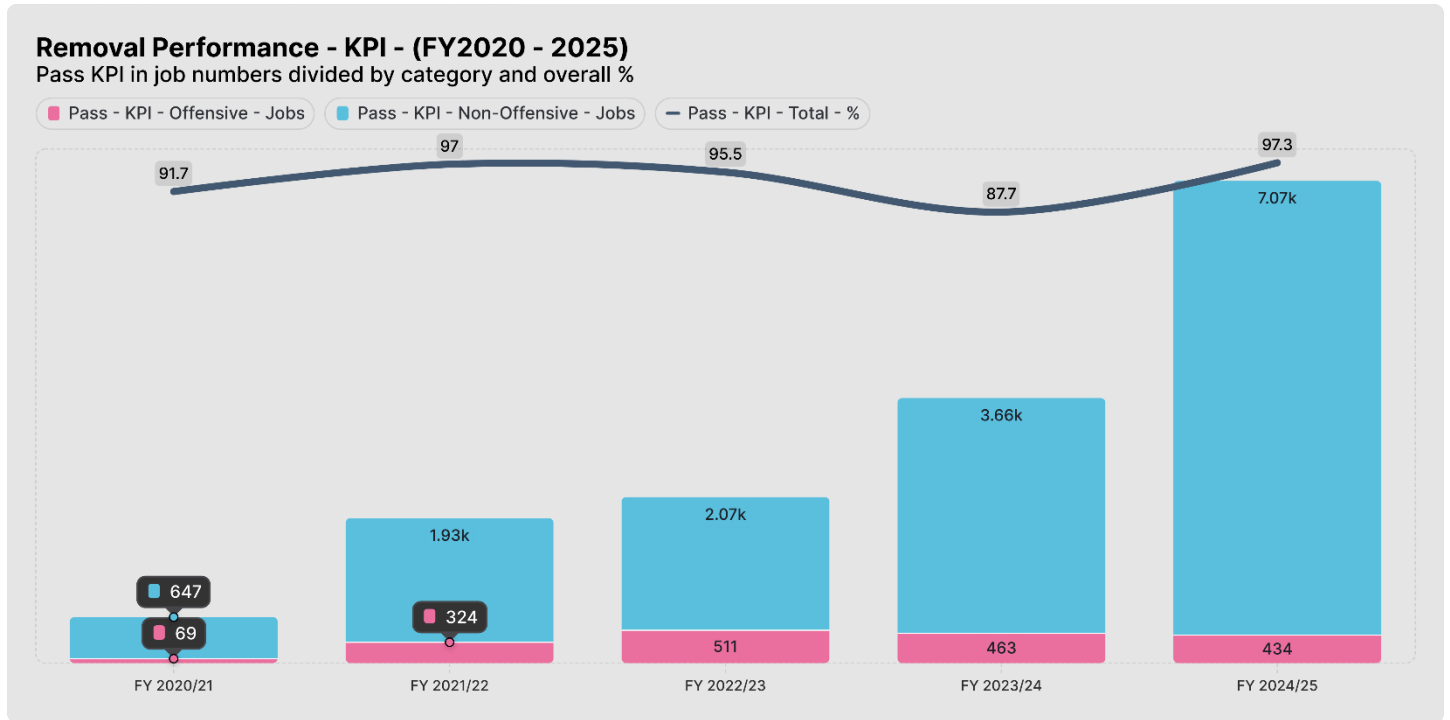
In FY 2024/25, the City of Casey transitioned to a new graffiti removal contractor and updated its KPI to a 3-day turnaround. This change directly impacted response time metrics.

Same-day completions dropped to 30.25%, down from 61.08% in 2020/21, while 24-hour completions rose to 37.45%, reflecting a shift in service delivery expectations.

Notably, 2-3 day completions (48-72 hours) increased, aligning with the new KPI.

Although average response time rose to 2.11 days, it remained well within the revised target, indicating successful adaptation to the new service model.

Removal Performance – KPI – (FY2020-2025)



Between FY 2020/21 and FY 2024/25, the City of Casey's graffiti removal program demonstrated strong and consistent performance against its key performance indicators (KPIs), particularly in the timely removal of both offensive and non-offensive graffiti.

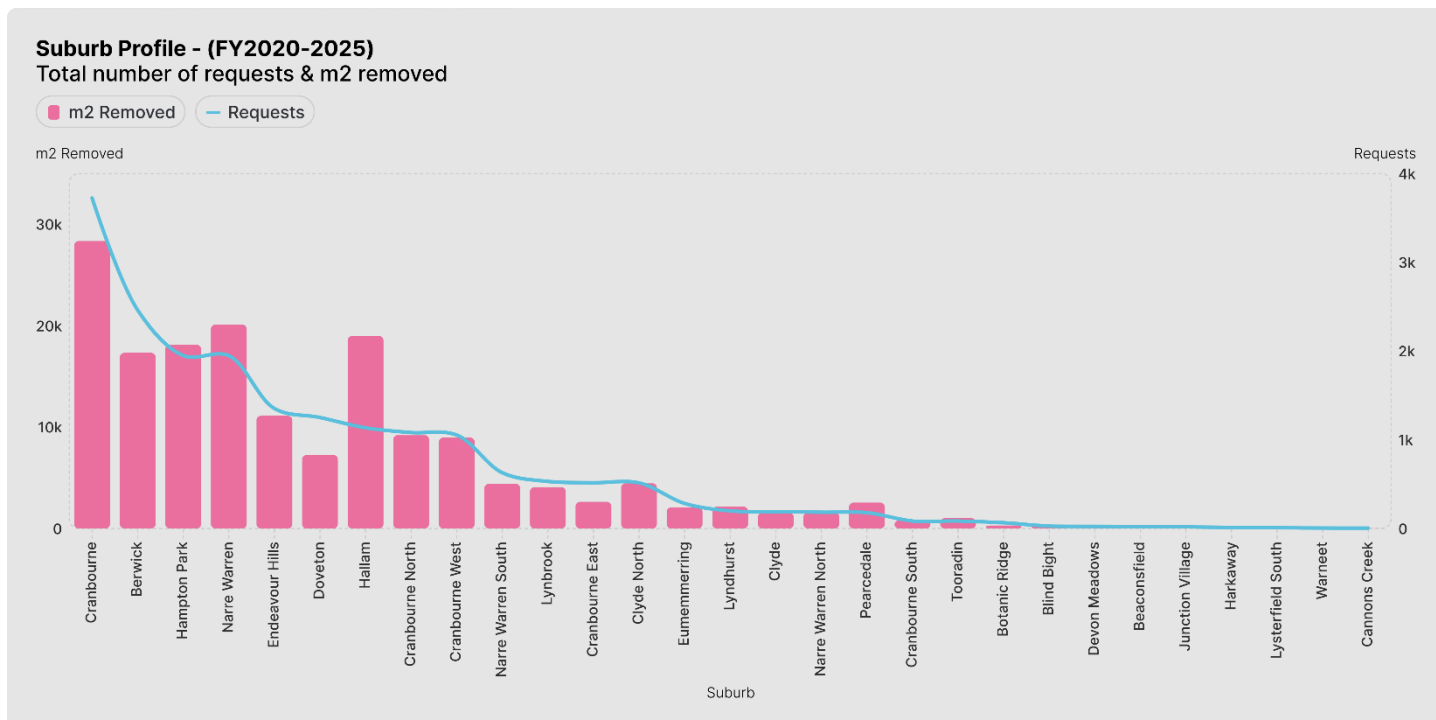
Over the five-year period, the number of offensive graffiti jobs completed within KPI timeframes rose from 69 in 2020/21 to a peak of 511 in 2022/23, before slightly declining to 434 in 2024/25. Meanwhile, non-offensive graffiti removals increased significantly, from 647 in 2020/21 to 7,071 in 2024/25, reflecting both a rise in reported incidents and improved operational capacity.

The overall KPI pass rate remained high throughout, averaging above 90% each year. The lowest performance was recorded in 2023/24, with a pass rate of 87.73%, due to contractor incapacity. However, performance rebounded in 2024/25, reaching a strong 97.32%, indicating effective service recovery because of contractor change and sustained commitment to timely graffiti removal.

The proportion of offensive jobs relative to total removals fluctuated, peaking at nearly 20% in 2022/23, before dropping to 5.8% in 2024/25, suggesting a shift in graffiti incidents or improved deterrence strategies.

Overall, the data reflects a responsive and scalable graffiti management system, capable of adapting to increased demand while maintaining high service standards.

Suburb Profile – Total Number of Requests & m2 Removed - (FY2020-2025)

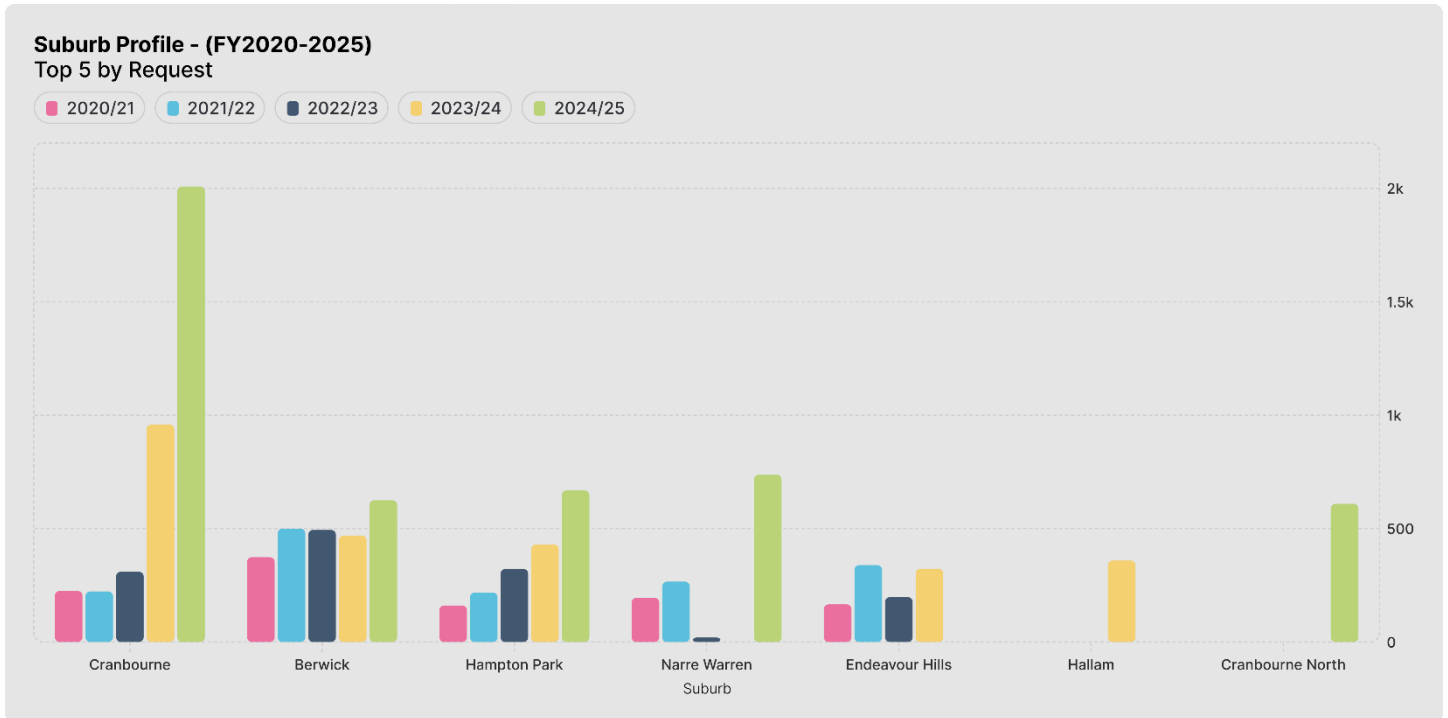


Across the 29 suburbs analysed, a total of 28,352 m² of graffiti was removed in Cranbourne, the highest among all suburbs, with 3,725 requests received. Other high-activity areas included Berwick, Hampton Park, Narre Warren, and Hallam, each recording over 17,000 m² removed and more than 1,000 requests.

When comparing the ratio of square meters removed per request, most suburbs fell within a consistent range. However, Hallam stood out as a statistical outlier, with 16.7 m² removed per request, significantly above the average of 8.45 m². This suggests that graffiti incidents in Hallam may be larger in scale or more concentrated per report.

Smaller suburbs such as Cannons Creek, Warneet, and Lysterfield South had minimal graffiti activity, with fewer than 10 requests and less than 100 m² removed, indicating either low incidence or underreporting.

Suburb Profile – Top 5 by Request – (FY2020-2025)



Graffiti removal requests across the City of Casey have steadily increased over the past five years, indicating rising community concern and improved reporting.

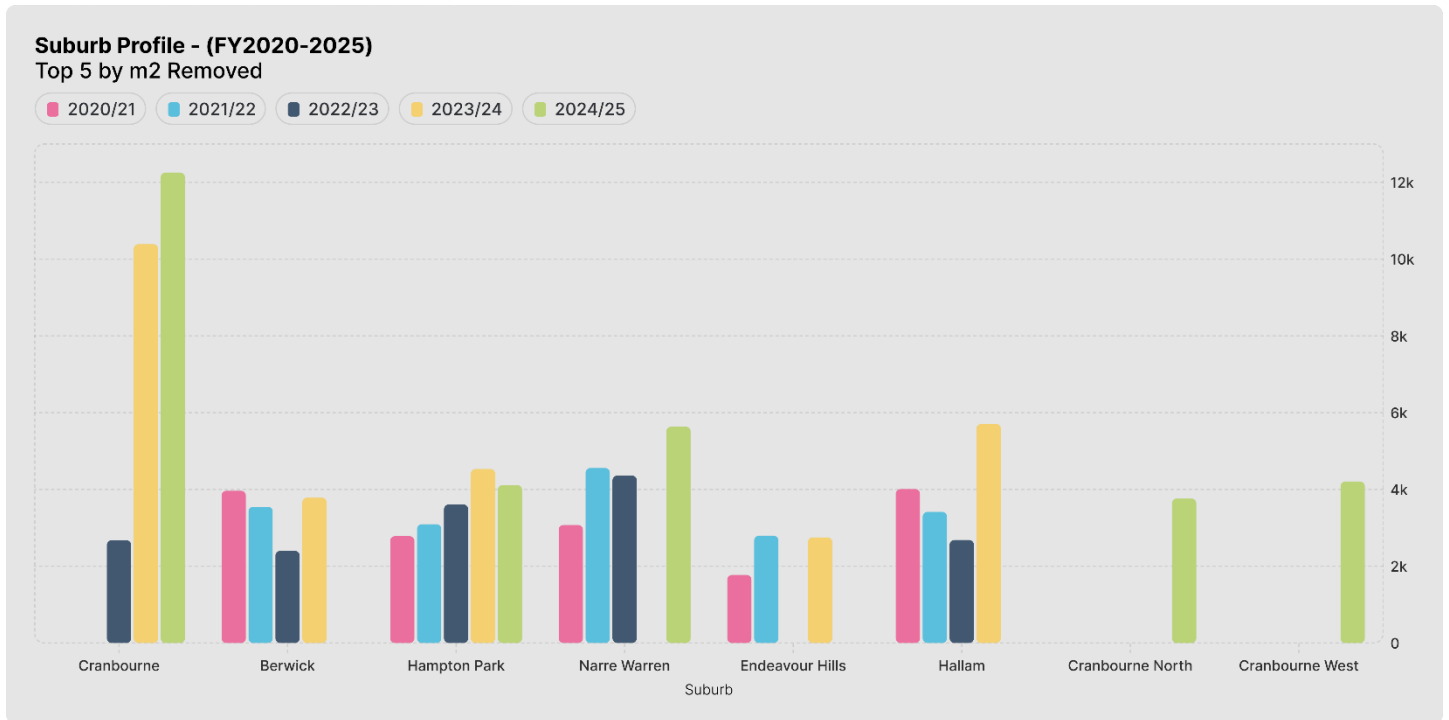
In the top 5 reporting suburbs across all years Cranbourne saw the most dramatic growth, from 225 requests in 2020/21 to 2,008 in 2024/25.

Hampton Park, Narre Warren, and Berwick also recorded strong upward trends, while Endeavour Hills showed moderate growth.

Cranbourne North emerged in 2024/25 with 609 requests, suggesting new or expanding graffiti issues.

These patterns highlight the need for sustained investment in prevention, rapid response, and community engagement.

Suburb Profile – Top 5 by m2 Removed – (FY2020-2025)



Over the past five years, graffiti removal in the City of Casey has generally increased, reflecting both rising incidents and improved service coverage.

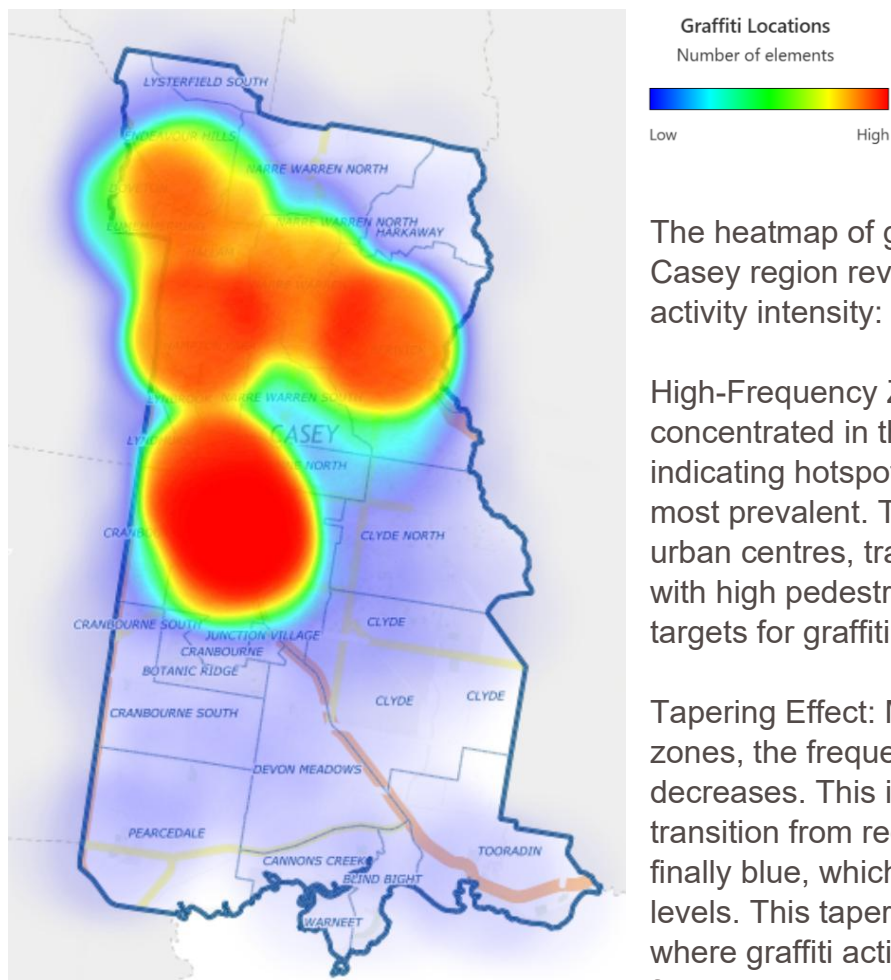
Cranbourne and Narre Warren saw the most significant growth, with Cranbourne jumping from 2,678 m² in 2022/23 to 12,254 m² in 2024/25.

Hampton Park, Hallam, and Endeavour Hills also recorded steady increases, while Berwick showed a slight decline.

New data from Cranbourne North and Cranbourne West in 2024/25 indicates emerging graffiti concerns in those areas.

Overall, the trend highlights the need for continued investment in proactive graffiti management across Casey.

Graffiti Frequency – Heatmap – (FY2020-2025)



The heatmap of graffiti job frequency in the Casey region reveals a clear spatial pattern of activity intensity:

High-Frequency Zones (Red Areas): These are concentrated in the northern part of Casey, indicating hotspots where graffiti incidents are most prevalent. These areas likely correspond to urban centres, transport corridors, or locations with high pedestrian traffic and visibility, common targets for graffiti.

Tapering Effect: Moving outward from these red zones, the frequency of graffiti jobs gradually decreases. This is visually represented by a transition from red to yellow, then green, and finally blue, which marks the lowest activity levels. This tapering suggests a diffusion pattern, where graffiti activity diminishes with distance from core hotspots.

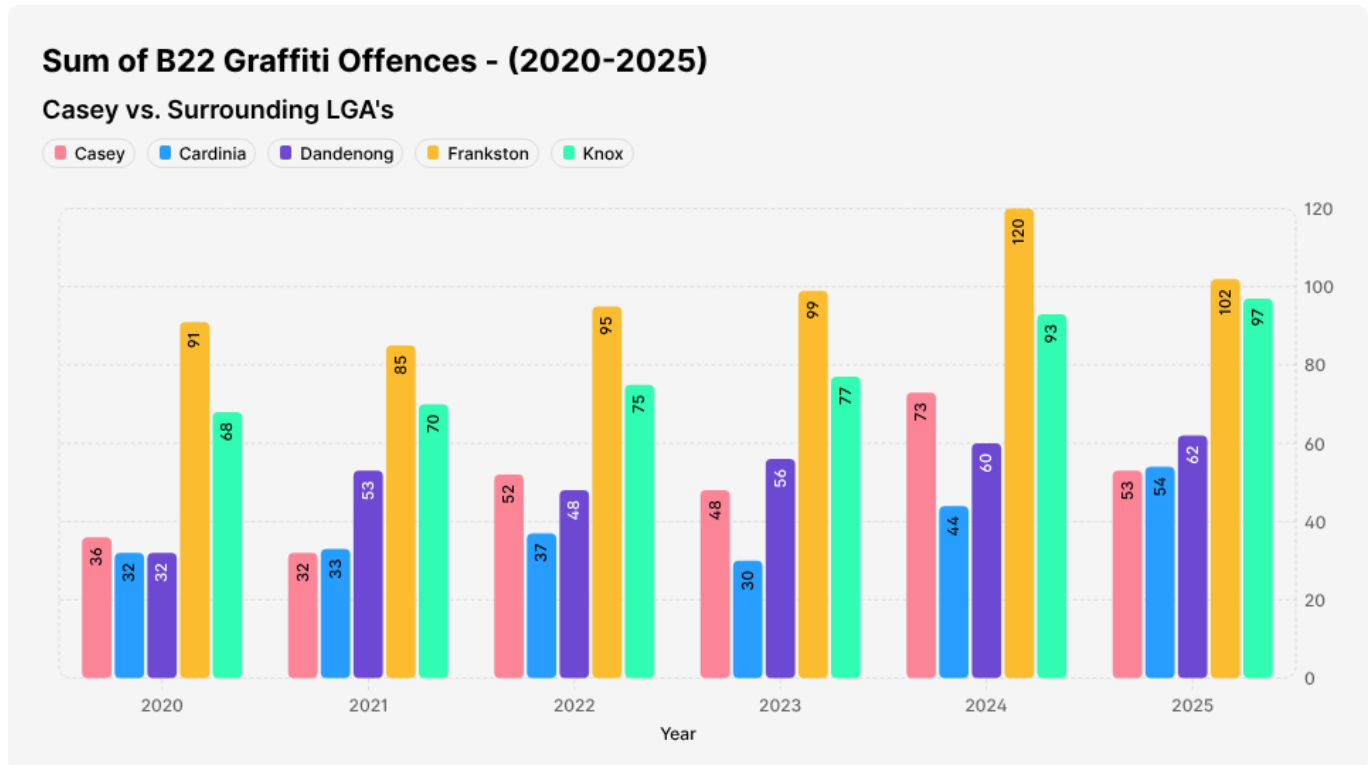
Implications: The tapering may reflect a combination of factors such as:

- Reduced accessibility or visibility in outer areas.
- More effective surveillance or community engagement in lower-frequency zones.
- Socioeconomic or demographic differences influencing graffiti prevalence.

Graffiti Offences – Crime Statistics Agency Victoria

B22 Graffiti - Offences (2020-2025)

Cardinia, Casey, Dandenong, Frankston, Knox.



From 2020 to 2025, Casey's B22 graffiti offences increased from 36 to 53 incidents, with a short-term peak of 73 incidents in 2024. This occurred alongside rapid population growth, with Casey increasing from approximately 365,000 residents in 2021 to around 405,000 by 2024, meaning higher raw counts would be expected in Victoria's most populous LGA.

When population is considered, Casey's graffiti levels remain proportionate compared to surrounding LGAs. Frankston, with a population of approximately 139,000, consistently records the highest offence counts, peaking at 120 incidents in 2024, indicating a much higher per-capita concentration of graffiti than Casey.

Knox, with around 159,000 residents, increased from 68 incidents in 2020 to 97 in 2025, approaching Casey's volumes despite having less than half the population. Greater Dandenong, with a similar population size, rose steadily from 32 to 62 incidents, reflecting persistent background activity. Cardinia, the smallest LGA at approximately 118,000 residents, recorded the lowest volumes but still increased from 32 to 54 incidents, suggesting emerging pressures.

Overall, the data shows that graffiti levels are not driven by population size alone. Smaller LGAs such as Frankston and Knox experience disproportionately high graffiti activity, while Casey's increases align with population growth and broader regional trends. This indicates graffiti is a regional, place-based issue, influenced by land use, transport corridors, and activity centres rather than population growth alone.



Information provided by the Crime Statistics Agency based on the dataset Year Ending December 2025.

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