

6 Reports from management

6.1 Melbourne Cleaning and Graffiti Management outcomes and next steps

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Executive Summary

1. This report provides an update on the Clean City contracts, including street cleaning, graffiti management, and pressure washing, since the commencement of the new contracts on 1 April 2024. The report outlines key outcomes, such as increased graffiti removal, improved customer service resolution times, and enhanced amenity across the City of Melbourne.
2. Additionally, it highlights the success of private and public partnerships that have enabled the delivery of cost-neutral services, particularly in the removal of graffiti from privately owned commercial properties.
3. The report also addresses the growing need to manage major assets not owned by the City of Melbourne in alignment with city standards, particularly in terms of graffiti management. Moving forward, it is necessary to explore new agreements with private asset owners and extend these partnerships to ensure a consistent and cost-effective approach to graffiti removal.
4. A renewed focus from the City of Yarra on graffiti management offers an opportunity for Melbourne to collaborate further, including the potential of leading a M9 working group to create a unified approach to city presentation.

Recommendation from management

5. That the Future Melbourne Committee:
 - 5.1. Notes the success of the new Clean City contracts in improving the overall amenity of the municipality.
 - 5.2. Acknowledges the success of the City of Melbourne in collaborating with the major asset owners to remove graffiti and aligning service levels.
 - 5.3. Requests management explore:
 - 5.3.1. Opportunities to partner with the City of Yarra and other M9 councils around establishing consistent standards and approach for graffiti management and explore shared procurement options.
 - 5.3.2. Bolster efforts and explore additional opportunities to establish new partnerships with major asset holders, leading to aligned service levels for cleaning and graffiti removal, or the establishment of a council service memorandum of understanding (MOU).
 - 5.3.3. Seeking support from the M9 Group to lead a working group to explore a consistent approach to graffiti management including opportunities to work with the Victorian Government.

Purpose

- 6. The purpose of this report is to provide an update on the Cleaning and Graffiti Management contracts since the commencement of the new contracts in April 2024, including key outcomes. This report covers the amount of graffiti removed, the types of assets and properties cleaned, and outlines the next steps to ensure the ongoing cleanliness of the city.
- 7. The report seeks feedback and endorsement from councillors to explore opportunities to enter into new agreements and establish a more collaborative approach with key stakeholders and the M9 councils. The partnership being explored will focus on maintaining the city's cleanliness, enhancing the presentation of surrounding areas.

Background

- 8. On 1 April 2024, the new Clean City contracts commenced inclusive of Street Cleaning, Graffiti Management and Pressure Washing Services.
- 9. The new contracts set out to further enhance the service levels and improve the customer experience. The new Clean City contracts deliver new efficiencies and improvements between the current contracts and the new contracts. (See table 1 Below)

Table 1 Rapid Response Service Requests

Contract	Street Cleaning and Ancillary Services		Graffiti Management and Pressure Cleaning Services		
	Area	Previous Service Level	New Service Level	Previous Service Level	New Service Level
	Offensive	NA	NA	8 Hours	1 Hour
	Bodily fluids	3 Hours	1 Hour	NA	1 Hour
	Dead animal	3 Hours	1 hour	NA	NA
	Paint/Oil spill	1 Hour	1 Hour	1 Hour	1 Hour
	Syringe removal	1 Hour	1 Hour	NA	NA
	Dumped rubbish	2 Days	3 hours	NA	NA
	Spillage on street	3 hours	3 hours	NA	3 hours

- 10. Since the commencement of the new Clean City contracts, the presentation of the City has significantly improved. These improvements in amenity, driven by the new service model, are detailed in Table 2 below.

Table 2. Amenity Improvements

Metric	Current Performance (since April 2024)
	Comparison to Previous Period
Graffiti Removed	38% increase
Waste Tonnage Removed	18% increase
Proactive Graffiti Removal	26% increase

Proactive Waste Removal	21% increase
Customer Service Request Resolution (Graffiti)	35% improvement
Customer Service Request Resolution (Street Cleaning)	23% improvement
Pressure Washing (Area Cleaned)	63% increase

Key considerations

- Following the successful implementation of the new service levels under the Clean City contract, a clear need has emerged to manage major assets not owned by the City of Melbourne in a way that aligns with the city's standards.

Private / Public Partnerships

- Most graffiti removed is from privately owned commercial properties (49 per cent), and third party owned utilities in the public realm (25 per cent). Approximately 10 per cent of graffiti removed related to City of Melbourne owned assets.
- Council has successfully established partnerships and collaborations with Metro Trains, Victrack, VicRoads, and privately managed buildings through their owners' corporations. These partnerships have enabled the Council to deliver services, including pressure cleaning and graffiti removal, in a cost-neutral manner.
- New ways of working with various stakeholders, asset owners and businesses are required, to ensure Council has the required approval to remove graffiti from privately owned assets and that the costs for managing graffiti are shared.

M9 Councils Collaboration and Partnerships

- Council officers identified the need to support our neighbours. Graffiti occurring on neighbouring municipality borders, and on main arterial roads leading to the City of Melbourne affects the amenity of our city.
- The M9 group consists of nine local councils in Melbourne, of which the City of Melbourne are lead for Circular Economy, inclusive of waste management. The councils in the M9 group work together to address shared challenges and opportunities for the greater Melbourne region.
- Recently, the City of Yarra, which is part of the M9, announced a renewed focus on their approach to graffiti management, aiming for closer alignment with the City of Melbourne. This presents an opportunity to explore the possibility of combining services in areas along the boundaries of both municipalities.
- The broader opportunity identified is for Melbourne to lead an M9 working group that explores a consistent approach to graffiti management. In addition to collectively advocating to the Victorian Government to enhance graffiti and tagging prevention and increase funding.

Legal

Council powers

- Council has powers under the *Graffiti Prevention Act 2007* (Graffiti Act) to remove graffiti that is visible from a public place and to authorise persons to remove that graffiti. Council also has power to remove graffiti from private property where there is either consent from a property owner or no objection from a property owner. Council's power to enforce the Graffiti Act are limited to issuing infringement notices in relation to the sale of aerosol paint contains to minors.

Police and Court powers

20. Graffiti is classified as a criminal offense involving damage to property. The police are responsible for enforcing graffiti offences and penalties under the Graffiti Act. The courts can make orders that include imprisonment for up to 10 years (depending on the extent of the damage), community corrections orders (CCO's), restitution or the recovery of costs associated with the crime (compensation order).
21. Courts have the option to order CCOs as part of a prosecution, which allow offenders to serve their sentence within the community. CCOs may include obligations such as unpaid community work, treatment and rehabilitation programs, curfews, and restrictions on entering certain areas.
22. Offenders assigned unpaid community work through a CCO are required to check in at their local justice centre and will be assigned tasks by that centre, rather than the municipality where the offence and damages occurred.

Finance

23. The financial implications of the recommendations from management will be included, as required, in the Annual Plan and Budget submission for FY2025. The financial impact of partnerships and collaborations will depend on external funding.

Conflict of interest

24. No member of Council staff, or other person engaged under a contract, involved in advising on or preparing this report has declared a material or general conflict of interest in relation to the matter of the report.

Charter of Human Rights and Responsibilities

25. The recommendation contained in this report is compatible with the *Charter of Human Rights and Responsibilities 2006* as it does not raise any human rights issues.

Health and Safety

26. In developing this proposal, no Occupational Health and Safety issues or opportunities have been identified.

Consultation

27. Key external stakeholders:
 - 27.1. M9 Councils
 - 27.2. City of Yarra
 - 27.3. Victoria Police
 - 27.4. Major Asset Owners in the City
 - 27.5. State Government and State Government Contractors
28. The commencement of consultation will be in line with Council's decision.

Relevance to Council Plan and Council Policies

29. This report relates to Councils Graffiti Management Policy 2021.

Social and environmental impacts**30. Social impacts**

The social impacts of a poorly presented environment, with high volumes of graffiti can contribute to a perception of neglect and insecurity. This relates to residents and visitors feeling unsafe.

Graffiti in Melbourne has risen in line with broader social issues, inclusive of protests which involves offensive or political messages.

In the City of Melbourne Graffiti also provide a positive social impact in the form of art that contributes to Melbourne's vibrant urban culture. Street art has gained recognition in the city, with specific areas like Hosier Lane becoming iconic for their artistic value.

Both the negative and positive social impacts of graffiti are taken into consideration when delivering councils graffiti management services.

31. Environmental impacts

The recommended service providers are maximising the use of Electric Vehicle fleet where the technology is suitable and available to deliver the service requirements. Doubling the quantity of existing fleet based on the current service contracts and reducing carbon emissions.

The service providers have ISO 14001:2004 for Environmental Management Systems and certification.

New technology presented by the service provider delivering the pressure washing service will reduce annual fuel consumption by more than 100,000 litres. This is the estimated equivalent of over 250 tonnes of greenhouse emissions saved per annum.

The service provider has commissioned rainwater tanks and a water treatment plant to enable the use of B grade water for the pressure washing and graffiti removal services.

Evaluation and review

32. With the endorsement of Council, officers will develop an evaluation plan to measure the impacts of:

32.1. Collaborative graffiti removal in square meters removed

32.2. Costs recouped or shared

33. New agreements / MOU's

34. Formation of a M9 working group

Attachment List

1. Melbourne Cleaning and Management Graffiti Outcomes and Next St [6.1.1 - 8 pages]



Melbourne Cleaning and Graffiti Management Outcomes and Next Steps

Street Cleaning, Graffiti Management and Pressure Washing Commenced 01 April 2024

- 103,000 square meters of graffiti removed
(38 percent increase)
- 4,405 tonnes of litter, street sweepings and dumped rubbish removed
(18 percent increase)
- 266,400 square meters of footpaths pressure washed and special cleaned.
(63 percent increase)
- Street cleaning service request resolution times reduced from an average of 7.5-hours to 5.8 hours.
(23 percent improvement)
- Graffiti removal service request resolution times reduced from an average of 3.2 days to 2.1 days.
(35 percent improvement)



New Fleet



Current Partnerships



Current Partnerships

- ✓ Service agreement with Metro to improve Flinders street façade.
- ✓ Vic Track to uplift Banana Alley Vaults.
- ✓ Vic Roads to remove graffiti from Traffic Signal Boxes (TSBs).
- ✓ Yarra Trams to install anti-graffiti vinyl to Tram stops
- ✓ 555 Flinders Street, council biggest private partnership to remove graffiti.



M9 Council Collaboration and Partnerships

Opportunity to establish collaborative agreements and agreed approach and standards with the City of Yarra and other M9 councils.



Next Steps

Management to:

- Seek opportunities to partner with the City of Yarra and other M9 councils around establishing consistent standards and approach for graffiti management and explore shared procurement options.
- Bolster efforts and explore additional opportunities to establish new partnerships with major asset holders, leading to aligned service levels for cleaning and graffiti removal, or the establishment of a council service memorandum of understanding (MOU).
- Seeking support from the M9 Group to lead a working group to explore a consistent approach to graffiti management including opportunities to work with the Victorian Government.



