

## TAURANGA CITY



### Graffiti control under a Graffiti Action Plan



## Overview

- Tauranga – general information
- Graffiti related issues facing Tauranga
- How these issues are being addressed
- Results of the action taken
- Future plans



## Tauranga and Western Bay



## Tauranga City

- Population 116,000, expected to reach 141,000 by 2021
- 22% of people are over 60 years – higher than national average
- More 30-45 yrs olds moving to Tauranga with families
- Significant new development areas, both residential and commercial



- One of the largest natural harbours in NZ
- The country's biggest export
- Many cruise ship visits every summer



## Graffiti vandalism issues

Prior to the adoption of the Graffiti Action Plan in 2009:

- Increasing levels of tagging
- Increasing costs for removal
- Very few offenders were apprehended
- No involvement with 'at risk' youth
- Public frustrated with tagging issues





**Graffiti Action Plan**

The results 5 years on:

- An overall reduction in graffiti vandalism
- An overall reduction in costs for removal
- An increase in reparations from offenders
- Establishment of legal street art locations
- Inclusion of street art in public places
- Greater involvement of youth and support from the community



**How we achieve results**

- ERADICATION
- ENFORCEMENT
- EDUCATION

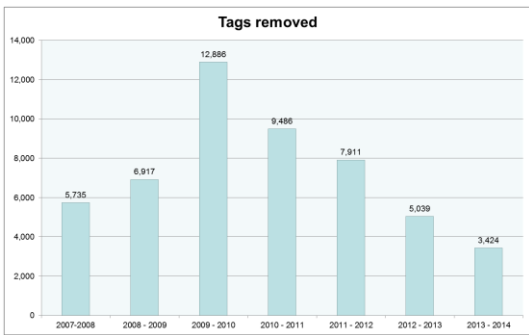


### Eradication

- Proactive monitoring by Contractor
- Rapid removal of tags
- Community Volunteers
- Community Service workers



### Community Service



### Enforcement

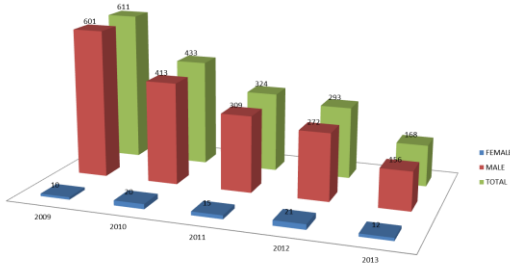
Strong working relationship with:

- NZ Police
- CYFS (Child, Youth & Family Services)
- Restorative Justice
- Private Investigators (case by case)

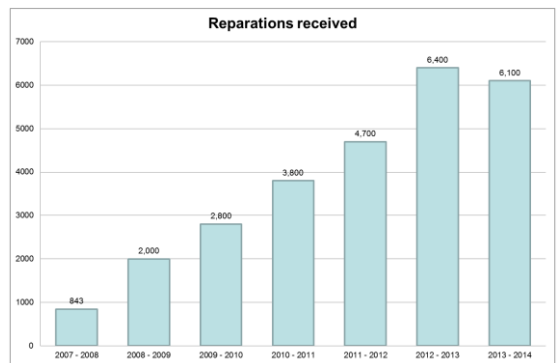
Sharing of information on tags, associates and use of social media



### Wilful damage apprehensions in the Western Bay area 2009 - 2013



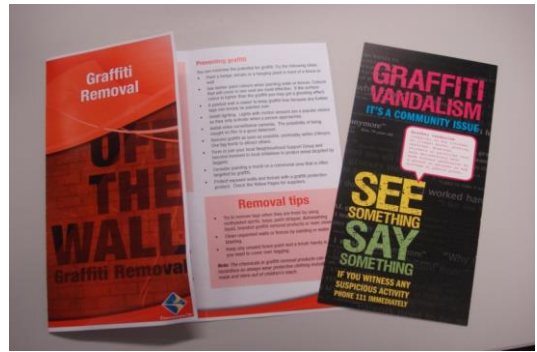
	2009	2010	2011	2012	2013
FEMALE	10	20	15	21	12
MALE	601	413	309	272	156
TOTAL	611	433	324	293	168



### Education

Largest component of the Action Plan

- Council's role and responsibilities
- Advising residents of the difference between vandalism and art
- Offender rehabilitation through restorative justice
- Opportunities for graffiti artist involvement in positive community projects



Waitaha Reserve, Welcome Bay 2009

### Bayfair underpass



### Bayfair underpass



### Beyond Tauranga City's borders

- Working with Western Bay District Council on tagging issues
- Engaging local youth
- Support from council



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### Engaging local youth



- Buildings were constantly tagged
- 1 year on with no tagging



- Support for more in the area
- Cultural markers in the area

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### Graffiti survey results

- 62% noticed a reduction in tagging
- 79% said lower than other NZ cities
- 75% satisfied with removal service
- 83% like street art in public places
- 90% want more murals in the CBD
- 80% want artwork on utility boxes
- Majority of people believe art helps reduce the tagging issue.

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### Future Plans

- Review Action Plan
- Collaboration with Western Bay District Council
- Include more aspects into the Plan
  - Engagement: greater youth involvement
  - Encouragement: community support
  - Enhancement: best fit design of spaces

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Thank you.

Questions?

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