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

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

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

**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
**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

**Bayfair underpass**

Waitaha Reserve, Welcome Bay 2009
Beyond Tauranga City's borders
- Working with Western Bay District Council on tagging issues
- Engaging local youth
- Support from council

Engaging local youth
- Buildings were constantly tagged
- 1 year on with no tagging
- Support for more in the area
- Cultural markers in the area

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.

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

Thank you.

Questions?