

NEWSLETTER - APRIL 2022

SYDNEY EST. 1992
Brunswick ROAD
ASSOCIATION

THE BIG GRAFFITI ISSUE!

IF WE EACH DO A LITTLE, TOGETHER WE CAN DO A LOT

Since the pandemic, graffiti has really dominated Sydney Road Brunswick, most notably the attacks on level 1, above the awnings.

We know that as a whole, the situation seems dire and your contributions to reporting or removing graffiti can seem pointless – but that’s simply not the case. With each report, with each removal, Sydney Road Brunswick is one step closer to a more inviting environment for your customers, for our neighbours and for the prosperity of our great community.

Next meeting: 10th May 6pm, Location TBC

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A NOTE FROM COM PRESIDENT: Mary Gurry

Graffiti – it's personal!

As shop owners we all spend a lot of time and money to get the best appearance we can for our businesses. So when someone deliberately defaces your building, it really is personal, and very deflating.

I'm one of the very lucky ones – we have a heritage building and the landlord watches out for any graffiti and usually it disappears in a few short days which seems to put the vandals off – as they can't advertise their tags for very long. So in 5 years in Sydney Road we've only been hit about half a dozen times.

What I've found by talking to police is that it's understandably very low on their radar. There are a couple of reasons for this – 1. We don't find/see it till well after the fact, & 2. Violence, burglary etc are naturally much higher on their list of priorities.

The community counts the cost of vandalism in personal pain, dollars & loss of aesthetic in our street. Millions of dollars are spent by councils around Melbourne trying to defeat the taggers, and we end up paying via our taxes.

So if we make a concerted effort between us we will get a very positive return – our shops won't be defaced, the council will have more money to spend on useful things & the taggers will either give up or move their work to what might be greener fields for them sadly.

AND we will have an ever beautiful Sydney Road Brunswick to admire and cherish.

How:

1. If we report every new tag/graffiti we have on our buildings, the problem will have a much higher priority in the eyes of the police. A database of tags is being compiled and the more they have the closer to arresting taggers they get.
2. If you see a new tag or graffiti in Sydney Road but it's not your building, you are unable to make a direct report to police due to their protocols. But if you let SRBA know, we can file a report for you.
3. If you're able to remove desecrations on your own building ASAP it gives the taggers way less satisfaction (my building is an example)

As a community we can defeat this problem, but it will take all of us being vigilant!

Here's to a beautiful & prosperous Sydney Road.

...report, report, report!



SNAP SEND SOLVE!

Have you downloaded the Snap Send Solve app yet?

This is an easy and efficient way to notify local councils, utilities or other authorities of issues that need addressing in our community.

The issues are then forwarded to the responsible body and followed up, with a confirmation to your email or phone.

You can report items like illegal parking, dumped rubbish, trip hazards, abandoned trolleys and so on.

Information recorded is:

- Report number
- Incident type
- Time
- Location
- Geocode
- Notes
- Photos
- Then, add your information

It's quick, easy, free, on both phone platforms and aids us in getting smaller issues sorted.



Reporting local issues just got easier

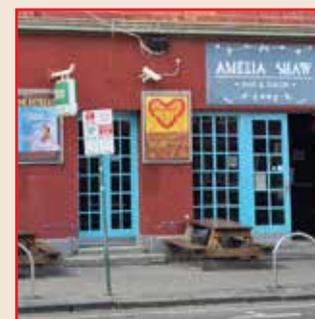
The easy and efficient way to notify local councils, utilities or other authorities of issues that need addressing in your community.



CCTV

Following the meeting that we had with the Brunswick Police Station, they believed it would be helpful if the Association created a CCTV map for Sydney Road Brunswick, which would list business-owned (privately owned) cameras, and their locations.

Brunswick Police believe this would be an invaluable asset for their Officers, combating future instances of crime along the strip. Rest assured, this information will only be shared with Brunswick Police and in the strictest confidence.



ADDITIONAL CCTV CAMERAS

Following the creation of the CCTV Camera map, we will also be looking to have additional privately owned cameras installed, to cover any surveillance gaps that may exist along Sydney Road Brunswick.

A NOTE FROM SRBA MANAGER: TROY STUCHBREE

Last month SRBA met with the Brunswick Police to discuss the issue of graffiti, and they too know it is within our reach to change the situation, but it won't be something that will change straight away. We need to be committed and continue to report and remove as soon as it happens.

Over the past 12 months, Brunswick Police have only received around 60 reports of graffiti – which when you look at Sydney Road Brunswick alone, doesn't translate to the current situation. Because of this lack in reporting, Police aren't seeing the issue of graffiti as something that needs addressing – so we need to make it an issue. To quote the SRBA President, "the squeaky wheel gets attention". Together, we need to report it, report it, and report it.



OUTDOOR ACTIVATION FUND

Council are currently working to remove graffiti from ground floors between Brunswick Rd and Albion St, with a large number of addresses to clean up. This once off-initiative is a result of the Outdoor Activation Fund that was provided by State Government.

MEETING WITH BRUNSWICK POLICE STATION

Early in March, SRBA met with the Brunswick Police to discuss in detail the overall graffiti situation on Sydney Road Brunswick, with intent being that the Association and Police work together to try and combat this issue.

It was a hugely productive meeting and while we are aware that there isn't a cost effective immediate solution to the overall state of Sydney Road Brunswick, we are committed to the long term efforts to clean up the street and provide a welcoming precinct for everyone.

Some of the takeaways that came from the meeting, and currently being developed:

- Creation of a CCTV map for Sydney Road Brunswick that will be used by Brunswick Police to locate potential business-owned CCTV camera footage that may assist in their enquiries.
- Creation and distribution of CCTV warning signs for all businesses, regardless of whether you have existing CCTV. This will act more as a deterrent for graffiti and other illegal activities.
- Creation and distribution of a Graffiti and Reporting flyer to each business, outlining what resources you have available to you.
- SRBA to collaborate with strategically located businesses for a co-funded CCTV setup to be installed, which will benefit the business and Brunswick Police.



COST EFFECTIVE DETERRENTS

Along with reporting graffiti and managing instances with free resources from Council, there are also cost-effective preventative options that you can use to create obstacles, and make it harder for potential offenders. Here are some potential preventative measures that you may like to explore for your business:

Anti-bird Spikes

Available from Bunnings and other hardware stores, Anti-bird Spikes create a barrier that can be applied to the top edge of your awnings. Costs of the Spikes start at around \$50.



Lighting

If you have lighting that faces out onto Sydney Road Brunswick, or that lights up your level 1 façade, it may be beneficial for you to leave it on during the night, which would act as a hindrance for offenders and work to establish a safer night-time environment on Sydney Road Brunswick.



Planter Boxes and Physical Barriers

If you have large blank exterior walls, this is a great opportunity to install a planter box or something of the like, that creates a physical barrier between the offender and the wall.

Please note that this option may require a permit from Council, so please enquire with Moreland City Council if you'd like to explore this option for your business.

CCTV WARNING STICKERS FOR YOUR WINDOW

As previously mentioned, this was a suggestion by the Police as a cost effective deterrent. Even if you don't have CCTV, we recommend putting one of these stickers in your window (included in this newsletter).

WARNING



**SURVEILLANCE
CAMERAS IN USE**

WHAT YOU CAN DO ABOUT GRAFFITI

FREE SERVICES PROVIDED BY MORELAND CITY COUNCIL

Moreland City Council offer FREE graffiti cleaning solutions to businesses and property owners, with Graffiti Removal Kits and Paint Vouchers.

FREE GRAFFITI REMOVAL KITS

Council will provide you, by request, with a free Graffiti Removal Kit to remove graffiti from your property. There are different kits available for different surface types, such as brick, stone or concrete.

EzyClean Kit # 1 (blue)

Used for removing graffiti from sensitive surfaces, felt pen markings, graffiti tags, also metal surfaces, wheelie bins and some painted surfaces.

Kit contains:

EzyClean Blue Graffiti Remover, 1x Nylon Bristle Brush, Cloth, Safety Glasses, Safety Gloves, 1x Saline Eye Wash, Instructions.



EzyClean Kit # 2 (red)

Used for the removal of graffiti from bare brick, stone and concrete surfaces affected by spray can paint.

Kit contains:

EzyClean Red Graffiti Remover, 1x Scrub Brush, 1x Nylon Bristle Brush, Cloth, Safety Glasses, Safety Gloves, 1x Saline Eye Wash, Instructions.



FREE PAINT VOUCHERS

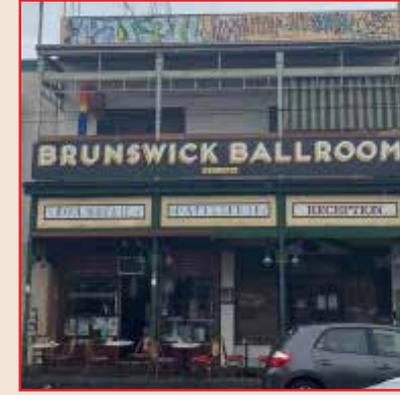
Council offer free paint vouchers to paint over graffiti affected areas, to the value of \$40 or \$80 – which you can request from Council and redeem at participating Moreland stores.

You can request your Kit or Voucher by calling Moreland City Council on 9240 1111.

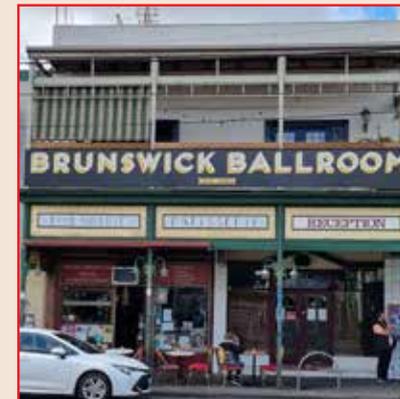
PAINT VOUCHERS USED ON SYDNEY ROAD

The Brunswick Ballroom was tagged early March and the owners contacted MCC to arrange for free paint vouchers to be delivered to their business.

As you can see, the vouchers allowed the Ballroom to restore the building to it's former tag-free status to great affect, and has not been tagged since.



BEFORE (tagged)



AFTER (utilising free paint vouchers)

REPORTING GRAFFITI

The best way to report graffiti is through the Police Assistance Line Online Reporting, done through your phone so you can easily upload images.

Scan this QR code to view the online form.

If you are witnessing an offender in the act, please call 000 as this requires immediate police assistance.

