

Draft Graffiti Management Policy 2026

Contents

1. Purpose
2. Scope
3. Definitions
4. Application
5. Responsibilities
6. Graffiti Management Service Standards
7. Policy
 - 7.1. Graffiti Management
 - 7.2. Reporting
 - 7.3. Prevention
 - 7.4. Removal
 - 7.5. Offensive Graffiti
 - 7.6. Complex Works
 - 7.7. Enhanced Service Levels
 - 7.8. Enforcement
 - 7.9. Collaboration
 - 7.10. Legal Street Art
 - 7.11. Street Art Locations

1. PURPOSE

The purpose of this Policy is to establish City of Melbourne's approach to graffiti prevention, management and removal, while supporting legal street art and commissioned murals that contribute positively to the city's cultural identity and public realm.

This Policy outlines Council's commitment to:

- Maintaining a clean, safe and welcoming public environment;
- Reducing the impacts of illegal graffiti;
- Supporting legal street art and creative expression; and
- Providing a consistent framework for graffiti management activities.

The City of Melbourne is committed to ensuring public spaces are safe, welcoming and accessible, while continuing to support and invest in artists and the broader creative community. Council's approach to graffiti management is to remove graffiti promptly while recognising and embracing legitimate street art and creative expression.

The Graffiti Management Policy 2026 reinforces this commitment by embedding proactive, municipality-wide graffiti-prevention and management measures within a long-term policy framework.

The Policy acknowledges Melbourne's unique position as Australia's cultural capital and its rich history of street art and creative expression. The Graffiti Management Policy 2026 replaces the Graffiti Management Policy 2021.

2. SCOPE

This Policy applies to:

- Council-owned buildings, infrastructure, public spaces, parks and public art;
- Eligible privately owned property within the municipality;
- Graffiti prevention, reporting and removal activities undertaken by City of Melbourne;
- Legal street art and commissioned murals within the municipality; and
- Interactions with property owners, artists, developers, businesses, community members and other asset managers in relation to graffiti management.

3. DEFINITIONS

Graffiti

Graffiti is defined, for the purposes of this Policy, as unauthorised marking, writing, painting, etching, scratching, posters, stickers or similar material applied to a surface without the property owner's consent and, where required, the relevant planning or heritage approvals.

Street Art

Street art may be created both legally and illegally. While street art can include murals, the term is used in this Policy to encompass a range of urban art forms undertaken in the public realm, including murals (commissioned or otherwise), stylised lettering-based artwork, stencils, paste-ups and sticker art.

Street art has no guaranteed longevity and may remain in place for days, weeks, months or years.

Legal street art requires the permission of the property owner and, where required, the relevant planning or heritage approvals.

Commissioned Murals

In the context of this Policy, a commissioned mural is artwork created legally in the public realm with prior authorisation, generally involving the formal commissioning of an artist for an agreed fee.

Murals can add character and visual amenity to public spaces, tell community stories, communicate social messages and, in some circumstances, assist in reducing graffiti.

Requests for commissioned murals may be initiated by local government, property owners, tenants, independent organisations or artists.

4. APPLICATION

This Policy applies to City of Melbourne employees, contractors, property owners, occupiers, developers, artists and other stakeholders involved in graffiti management, graffiti removal, legal street art and commissioned mural activities within the municipality.

City of Melbourne recognises several long-standing street art locations where street art occurs organically. Street art may be undertaken in these locations in accordance with the conditions outlined in Section 7.11: Street Art Locations.

The process for creating legal street art and commissioning murals is outlined in Section 7.10: Legal Street Art.

Where required, persons proposing legal street art or commissioned murals must obtain property owner consent and comply with relevant planning, heritage and local law requirements.

5. RESPONSIBILITIES

The responsibilities of key stakeholders are outlined below.

City of Melbourne

City of Melbourne is responsible for:

- implementing this Policy;
- delivering graffiti prevention, reporting and removal programs in accordance with adopted service standards;
- supporting legal street art and commissioned mural initiatives;
- engaging with stakeholders and partner agencies on graffiti management matters; and
- monitoring, reviewing and continuously improving graffiti management practices.

Property Owners and Occupiers

Property owners and occupiers are responsible for:

- maintaining their property in a safe and presentable condition;
- obtaining any required approvals for legal street art and commissioned murals;
- facilitating reasonable access where graffiti removal is to be undertaken by City of Melbourne; and
- managing graffiti where responsibility for removal rests with the property owner.

Developers and Permit Holders

Developers and permit holders are responsible for:

- managing graffiti on construction sites, hoardings and scaffolding;
- maintaining assets in accordance with applicable service standards and permit requirements; and
- implementing appropriate graffiti prevention measures where practicable.

Artists

Artists are responsible for:

- obtaining property owner consent;
- complying with relevant planning, heritage and local law requirements; and
- ensuring their activities comply with this Policy and any applicable guidelines.

Community Members

Community members are encouraged to report graffiti through approved reporting channels and support initiatives that contribute to a clean, safe and welcoming public realm.

6. GRAFFITI MANAGEMENT SERVICE STANDARDS

City of Melbourne is committed to removing graffiti from:

- a) Council-owned buildings, infrastructure, parks and public artwork; and
- b) privately owned buildings and structures where the graffiti is visible from a public space, road, laneway.

The following table outlines the service standards for City of Melbourne graffiti management:

Graffiti Management Service	Scope	Further Details
Operating Hours	24-Hours per day, 365 days per year	
Graffiti reports	Graffiti can be reported online, via Snap Send Solve or by contacting Customer Service.	Reports assessed and allocated upon receipt.
Offensive graffiti, posters and sticker Removal	Remove, cover or make safe offensive material that is visible from a public place and can be safely accessed.	Removed within 1 hour from report for all City of Melbourne managed assets and areas within municipality
Graffiti located on eligible private property	Remove graffiti visible and accessible from a public place in accordance with the Graffiti Prevention Act 2007 and Council's opt-out consent process.	Removed in accordance with established service schedules.
Graffiti on properties that have opted out of Council's graffiti removal program	Not removed unless separately authorised by the owner.	Refer permission to remove section 6.6
Graffiti located on Privately managed assets	Council will not remove graffiti located on an asset that is managed privately.	Council will report the graffiti to the managing body. Who are expected to remove it.
Graffiti located within Building Sites	Council will not remove graffiti located within the boundary of a construction site.	Council will report the graffiti to the managing body. Who are expected to remove it.
Graffiti on construction hoardings, scaffolding and building sites	City of Melbourne will not remove graffiti on these assets.	Responsibility of the permit holder, developer or property owner. Who are expected to remove it.
Graffiti located on Unsightly Property	Council will engage with the property owner to resolve the unsightly appearance, including enforcement under <i>Activities Local Law 2024</i> if necessary.	Responsibility of the property owner.
Complex Works		
Complex Works	Graffiti removal requiring specialist equipment, approvals, traffic management, heritage approvals, high access works or third-party coordination.	Target completion within 90 days where approvals and access arrangements permit.
High-access graffiti	Graffiti located more than 3 metres above ground level.	Managed as Complex Works.

Heritage assets	Graffiti removal from heritage-listed assets requiring specialist methods or approvals.	Managed as Complex Works and subject to statutory approvals.
Graffiti located above or adjacent to a waterway	Council coordinate quarterly graffiti removal from bridges and riverside walls along the Yarra River between Morell Bridge and Queens Bridge.	Council will not remove graffiti above or adjacent to a waterway if removal works will result in discharge into the waterways. Council will refer and expect the matter be resolved by the relevant authority.
Service Schedules by Location		
Central City	Remove graffiti visible from the public realm that is within Council's service scope.	Within 3 days of notification or identification.
Outside Central City	Remove graffiti visible from the public realm that is within Council's service scope.	Within 12 days of notification or identification.

Graffiti will be removed where it is visible from a public place and can be safely accessed from ground level up to 3 metres in height. Graffiti above 3 metres will be assessed as Complex Works.

For one-way laneways that do not provide through access, graffiti will be removed up to 10 metres from the laneway entrance.

6.1. Non-street-facing areas

City of Melbourne does not routinely remove graffiti from non-street-facing façades or locations that are not visible from the public realm. Requests for removal in these locations may be assessed on a case-by-case basis and undertaken at the discretion of City of Melbourne.

6.2. Property access and safety

City of Melbourne will only undertake graffiti removal where access can be obtained safely and works can be completed without unreasonable risk to people, property or the environment. Where removal cannot be completed, the applicant will be advised of the reason.

6.3. Assets outside City of Melbourne's responsibility

City of Melbourne does not remove graffiti from assets owned or managed by other organisations, agencies or authorities.

This includes, but is not limited to:

- a) utility poles, service cabinets, substations and telecommunications infrastructure;
- b) post boxes and postal infrastructure;
- c) tram stops, bus stops, train stations and other public transport infrastructure;
- d) roads, bridges and freeway infrastructure managed by other authorities;
- e) State and Federal Government buildings and assets;
- f) hospitals, schools, universities and places of worship.

An example of areas and assets not managed by City of Melbourne is provided:

(Refer to Schedule A: Areas and Assets not managed by City of Melbourne)

The owner or managing authority is responsible for the removal of graffiti from these assets.

Where a graffiti report relates to an asset outside City of Melbourne's responsibility, City of Melbourne will refer the report to the relevant asset owner or managing authority for assessment and action.

6.4. Construction Sites and Construction Hoardings

Building and construction developers, permit holders and property owners are expected to remove graffiti from construction sites, hoardings and scaffolding, and achieve the same service levels applied by City of Melbourne, being within one hour for offensive graffiti and within three days for all other graffiti within the central city. Where a builder does not maintain cleanliness and remove graffiti, our compliance officers can issue infringements in line with Local Laws and permit conditions.

Reports of graffiti on construction sites, hoardings and scaffolding received by the City of Melbourne will be referred to the responsible person for action.

Building and construction developers, permit holders should incorporate anti-graffiti coatings, wraps or other approved graffiti prevention measures into the design and management of street-facing hoardings wherever feasible.

Prompt removal helps reduce repeat graffiti, improves the presentation of construction sites and contributes to a cleaner and more welcoming public realm.

To reduce the impacts and costs associated with graffiti, City of Melbourne encourages permit holders, developers and property owners to apply anti-graffiti coatings or install anti-graffiti wraps on street-facing hoardings.

The City of Melbourne also encourages the incorporation of creative, artistic and visually engaging treatments, such as public art, curated murals, community artwork and professionally designed graphics. This will enhance site presentation and help deter graffiti and vandalism.

Well-maintained artistic hoardings and curated public art treatments are generally less susceptible to repeat graffiti than blank or inactive surfaces and can contribute to reduced maintenance costs and improved streetscape presentation.

Permit holders are encouraged to work with artists, designers and community groups to deliver high-quality hoarding treatments that enhance the streetscape while supporting effective graffiti prevention. A property maybe deemed unsightly if not maintained to the standards set out in this policy.

Where building and construction developers or property owners would prefer City of Melbourne to manage graffiti removal on their site, or require further information, they can contact the City of Melbourne for a quote for service at enquiries@melbourne.vic.gov.au or on (03) 9658 9658.

6.5. Unsightly Premises

City of Melbourne will work collaboratively with owners of dilapidated and unsightly premises before commencing formal compliance action, unless there is an immediate risk to public safety or amenity.

Property owners are primarily responsible for the maintenance of their premises, including the management and removal of graffiti from private property. City of Melbourne's role is to support and encourage owners to address graffiti impacts in a timely manner and maintain the presentation of their buildings.

While City of Melbourne has the authority to enforce compliance and coordinate graffiti removal in certain circumstances where permitted and appropriate, it prioritises supporting property owners through early communication, practical guidance, and partnership-based solutions.

Where City of Melbourne is unable to undertake graffiti removal due to lack of access, owner consent, or where responsibility for removal rests with the property owner, the matter will be referred to Local Laws for assessment under unsightly or dilapidated property provisions and for initiation of the appropriate compliance process.

This collaborative approach encourages owners to actively maintain their buildings, address underlying issues contributing to repeated graffiti, and invest in preventative measures, while ensuring streetscapes remain clean, safe and visually appealing.

6.6. Permission to Remove Graffiti

Under the *Graffiti Prevention Act 2007*, Council is authorised to remove graffiti from private property that is visible and accessible from the street. In accordance with Section 18 of the Act, City of Melbourne will continue to remove illegal graffiti from eligible private property boundaries as part of its commitment to maintaining a clean, safe, and welcoming public environment.

This approach follows an opt-out model. Property owners and managers who agree to Council removing illegal graffiti do not need to take any action. Those who do not wish to participate can formally opt out in accordance with the provisions of the Act.

Property owners who do not grant permission for graffiti removal can contact City of Melbourne's Customer Service Centre via email enquiries@melbourne.vic.gov.au or phone (03) 9658 9658.

Property owners who do not provide consent for Council to remove graffiti from their property are responsible for maintaining their property free from graffiti and to the service standards outlined in this Policy.

Where a property owner fails to adequately manage graffiti, Council will assess the property under its Unsightly Premises provisions and take appropriate compliance action in accordance with relevant legislation and Council policy. Consent will be considered current until the property owner contacts City of Melbourne requesting to opt out.

This notification is included within all annual rates notices sent to City of Melbourne property owners.

For full terms and conditions please visit our website at melbourne.vic.gov.au/graffiti

While City of Melbourne is committed to maintain best possible cleanliness, City of Melbourne is not legally required to remove or obliterate graffiti from private property. This means that, while City of Melbourne may assist in several circumstances, responsibility for graffiti removal on privately owned or managed assets ultimately rests with the property owner. Any involvement by City of Melbourne to remove graffiti from private property is discretionary rather than an obligation. City of Melbourne will make every effort to remove graffiti; however, City of Melbourne is not liable for any permanent property damage sustained as a result of graffiti.

7. POLICY

7.1. Graffiti Management

City of Melbourne employs various strategies and interventions to manage graffiti in the municipality.

In October 2022, City of Melbourne commenced the Enhanced Graffiti Prevention Management Plan. The Enhanced Graffiti Management Plan implements a municipality-wide programmed and responsive approach, prioritising reporting, graffiti prevention, proactive graffiti removal, along with improved response times to customer service requests.

The Enhanced Graffiti Management Plan focuses on proactive inspections, rapid graffiti removal, hotspot monitoring, prevention initiatives and improved customer service response times.

7.2. Reporting

City of Melbourne is committed to the removal of graffiti from private property, parks and gardens, and areas surrounding public artworks to ensure a safe, clean and welcoming environment for all residents and visitors.

Timely graffiti removal is supported by efficient and accessible reporting mechanisms. To facilitate faster response times, City of Melbourne has implemented multiple channels for reporting illegal or unwanted graffiti:

- Scan the following QR code or visit the below website:



<https://services.melbourne.vic.gov.au/Report/Graffiti>

- Phone our Customer Service Team on (03) 9658 9658
- Report via the Snap Send Solve app, which may be downloaded at <https://www.snapendsolve.com/>

7.3. Prevention

Prevention and rapid removal of illegal graffiti are the most effective strategies for reducing repeat incidents and maintaining the amenity of the municipality.

City of Melbourne recognises the value of authorised street art and supports a range of prevention, activation and removal initiatives to manage graffiti across the municipality.

City of Melbourne supports prevention in the following ways:

- 7.3.1. Considers graffiti management when planning and designing buildings and public place infrastructure. For example, large blank external walls are minimised, surface materials are chosen that are most receptive to effective graffiti removal, and anti-graffiti coating is used where possible. Anti-graffiti coating should not be considered a first line preventative measure over better base material choices.
- 7.3.2. Consulting prior to finalising building material choices will ensure that the property can be best supported by City of Melbourne Graffiti Management Team.
- 7.3.3. City of Melbourne will identify graffiti hotspots through service request data, inspections and trend analysis and implement prevention measures based on risk, frequency and available funding.
- 7.3.4. Graffiti hotspots identified through service request data, operational intelligence and trend analysis will be prioritised for proactive inspection, surveillance and removal activities to deter repeat graffiti and improve public amenity.
- 7.3.5. Public space activation of identified 'hot spots', such as CBD laneways, can help prevent illegal graffiti and street art through natural prevention and surveillance. Activation can include outdoor dining, coffee shops, bars, hospitality gardens, busking, street performers, events, lighting and pedestrianised zones.
- 7.3.6. City of Melbourne supports community and youth education initiatives that promote legal artistic expression and raise awareness of the social and economic impacts of illegal graffiti.
- 7.3.7. City of Melbourne supports legal street art opportunities through approved programs, partnerships and property owner initiatives that comply with planning and heritage requirements. This includes connecting property owners and street artists, supporting existing artistic spaces, and providing new public street art spaces such as facilitation of legal street art murals.
- 7.3.8. Rapid removal of graffiti reduces the likelihood of it returning in the same location.
- 7.3.9. City of Melbourne maintains proactive inspection and surveillance programs to identify and remove unreported graffiti where resources permit.

7.4. Removal

City of Melbourne provides a graffiti removal service to residents and businesses to help manage illegal graffiti and maintain the amenity, appearance and safety of the city. The following are taken into consideration when removing graffiti:

- 7.4.1. The preferred approach to graffiti removal is a regular surveillance and proactive removal. Where practical, this method is utilised in high profile locations, and in hotspot areas where graffiti regularly occurs.
- 7.4.2. City of Melbourne records graffiti removal data such as location of jobs, volume of graffiti, method of graffiti removal, including before and after photos.
- 7.4.3. This data can be used to identify hotspot locations and identify trends of illegal graffiti activity. It is also used to plan graffiti removal resources, surveillance and proactive removal areas and graffiti prevention opportunities.
- 7.4.4. Graffiti removal will seek to restore the appearance of the affected surface using the most appropriate removal method available, having regard to the surface type, condition and available resources. Using techniques to ensure the graffiti is completely removed, shadowing is not visible, paint is accurately colour-matched to the existing surface colour, and the affected area is painted to the nearest architectural feature.
- 7.4.5. Graffiti removal is prioritised on building frontages, high pedestrianised streets and laneways, suburban shopping strips, parks, and areas within proximity to major transport hubs.
- 7.4.6. Graffiti will be removed in accordance with the service levels established under this Policy to reduce the likelihood of future occurrences.
- 7.4.7. Removal timeframes do not apply where access, consent, safety requirements, weather conditions or specialist approvals prevent works from proceeding.
- 7.4.8. Graffiti that has been applied to difficult to access surfaces such as elevated building walls and external surfaces of bridges may require specialised equipment such as elevated work platforms and water vessels. As such, this graffiti removal is considered Complex Works and prioritised according to Council resources and funding availability.
- 7.4.9. Graffiti removal techniques can include colour-matched paint, high pressure washing, and chemical removal using environmentally friendly and sustainable products.
- 7.4.10. Where graffiti has permanently damaged a surface through scratching, etching or similar means, remediation or replacement of the surface may be required and remains the responsibility of the property owner.
- 7.4.11. Risk assessments and measures are incorporated into the graffiti removal process to ensure no damage is incurred to the property or surrounding areas.
- 7.4.12. Where practical, anti-graffiti coating is applied to protect surfaces and enable quick removal from locations that have complex surfaces, such as legal street art murals or areas of repeated illegal graffiti.

- 7.4.13. City of Melbourne continuously improves processes to ensure community can report graffiti quickly, easily and accurately. Processes which enable property owners and occupiers to provide consent for graffiti removal are also continuously reviewed to allow for graffiti to be removed without delay.
- 7.4.14. Graffiti removal activities will be undertaken in accordance with applicable safety requirements and utilise environmentally responsible methods wherever practicable.

Heritage Buildings and Assets

City of Melbourne manages a range of heritage-listed assets, including buildings, artworks, statues and fountains that are listed on the Victorian Heritage Register (VHR). Where required, approval from Heritage Victoria must be obtained prior to undertaking graffiti removal or other works on a heritage-listed asset.

When managing graffiti on heritage-listed assets, City of Melbourne utilises specialist methods and techniques undertaken by suitably qualified and experienced service providers to minimise the risk of damage to the asset and preserve its heritage significance.

Environmental Sustainability

City of Melbourne is committed to delivering graffiti management services in a manner that supports environmental sustainability and contributes to the achievement of Council's climate and waste reduction objectives.

Where practical and operationally appropriate, graffiti removal activities will utilise recycled and reprocessed paint products to reduce waste and support circular economy outcomes.

Water used for pressure washing and surface cleaning will, where feasible, be sourced from recycled water supplies, including captured rainwater.

City of Melbourne will continue transitioning graffiti management services towards low-emission and electric vehicle (EV) fleets to reduce greenhouse gas emissions, improve air quality and support Council's commitment to achieving net zero emissions.

Through the adoption of sustainable materials, alternative water sources and cleaner transport technologies, City of Melbourne seeks to minimise the environmental impact of graffiti management while maintaining a clean, safe and welcoming public realm.

7.5. Offensive Graffiti

Offensive material is defined as graffiti, posters, or stickers that contain racist, discriminatory, threatening, hateful or abusive content, incite violence, contain explicit language or imagery, or would reasonably be expected to cause significant offence, fear or distress.

Reports of offensive material will be responded to within one hour of receipt of the report, subject to operational and safety requirements.

7.6. Complex Works

Complex Works refers to graffiti removal activities that require specialist equipment, external approvals, additional resources, access arrangements, or coordination with third parties, and cannot be undertaken through City of Melbourne's standard graffiti removal program.

These types of requirements are classified as 'Complex Works'.

Examples of Complex Works include but are not limited to:

- a) Graffiti located above 3 metres in height. This is referred to as 'High Access Graffiti'.
- b) Graffiti located on buildings and assets where graffiti is not managed by City of Melbourne
- c) Graffiti located on a building or structure that is Heritage listed or has Heritage overlay
- d) Graffiti located over or adjacent to a body of water
- e) Graffiti located on a private property where the property owner has requested that City of Melbourne do not perform graffiti removal

If any reported graffiti is classified as Complex Works, the customer will be notified directly and updated on next steps.

Complex Works will be prioritised based on public safety, visibility, asset ownership, access requirements and available funding. Council will seek to complete Complex Works within 90 days wherever approvals and access arrangements permit.

If there are any expected delays, the customer will be contacted and notified of the works status.

7.7. Enhanced Service Levels

City of Melbourne adopts a data-driven approach to graffiti management, combining proactive surveillance with reactive response services

The Central City and surrounding neighbourhoods are serviced through a combination of programmed inspections and reactive service requests.

Service levels and inspection frequencies are determined by historical graffiti trends, volumes, hotspot analysis, community impact and strategic importance of locations across the municipality.

To deliver enhanced service levels, City of Melbourne invests in additional staffing, vehicles, surveillance activities and targeted removal programs.

7.8. Enforcement

The *Victorian Graffiti Prevention Act 2007* defines illegal graffiti as a criminal offence. The Act stipulates that;

'a person must not mark graffiti on property if the graffiti is visible from a public place unless the person has first obtained the express consent of the owner, or an agent of the owner, of the property to do so'.

Victoria Police enforce The Graffiti Prevention Act 2007 and can serve an infringement notice on a person who the police officer has reason to believe has committed an offence.

The City of Melbourne collaborates with Victoria Police by sharing graffiti management data, including hotspot locations, tagger identification information, removal costs and photographic evidence.

You Spray, You Pay Approach

The City of Melbourne adopts a "You Spray, You Pay" approach to graffiti management that seeks to hold offenders accountable for the impacts and costs associated with illegal graffiti. The approach is founded on the principle that responsibility for graffiti offences should, ~~where possible~~, rest with those who commit the offence rather than the broader community and ratepayers.

The City of Melbourne will support the investigation and prosecution of graffiti offences by:

- a) Working collaboratively with Victoria Police and other agencies to identify graffiti offenders and provide relevant evidence where appropriate.
- b) Preparing and submitting Victim Impact Statements, where appropriate, to assist courts in understanding the financial, operational and community impacts of graffiti offences.
- c) Supporting applications for compensation orders to recover costs incurred as a result of graffiti damage and removal.
- d) Civil proceedings may be considered where an offender has been identified, sufficient evidence exists, reasonable prospects of recovery are present, and the anticipated public benefit outweighs the cost of legal action.
- e) Facilitating offender restitution initiatives, including partnerships with the Department of Justice and Community Safety that enable graffiti offenders to undertake community correction work within the municipality were directed by the courts.
- f) Monitoring graffiti activity and sharing intelligence, trends and information with enforcement agencies to support prevention and prosecution activities.

Recognising that successful cost recovery is dependent upon offenders being identified, prosecuted and subject to relevant court orders. Accordingly, the City of Melbourne will prioritise practical and cost-effective mechanisms that support enforcement, restitution and recovery of costs while continuing to remove graffiti promptly to maintain public amenity.

Through this approach, we aim to deter graffiti vandalism, reduce the financial burden on ratepayers, improve urban amenity and promote accountability for those responsible for graffiti-related offences.

7.9. Collaboration

The Policy recognises collaboration as a cornerstone of effective graffiti management. By strengthening partnerships with private property owners, government agencies, asset managers, businesses, community organisations and Victoria Police, The City of Melbourne aims to deliver coordinated and sustainable graffiti management outcomes across the municipality.

Melbourne contains a diverse mix of privately and publicly owned buildings, infrastructure and assets. Achieving effective graffiti management outcomes requires a shared commitment between asset owners, occupiers, government agencies and the community.

Through collaboration, City of Melbourne seeks to improve amenity, support rapid graffiti removal and reduce the incidence of repeat graffiti.

City of Melbourne supports collaborative graffiti management through initiatives including:

- a) Working with private property owners, occupiers and asset managers to facilitate timely graffiti removal and improve the presentation of buildings and public-facing assets.
- b) Removing graffiti from eligible non-Council assets, either proactively through scheduled surveillance and inspection programs or reactively following reports from property owners, stakeholders and members of the public.
- c) Providing advice and practical guidance on graffiti prevention measures, including anti-graffiti coatings, building design considerations and site management practices.
- d) Supporting property owners and developers to incorporate high-quality public art, murals and creative hoarding treatments that enhance the streetscape and help deter illegal graffiti.
- e) Facilitating opportunities for legal street art and connecting property owners with artists and community groups where appropriate.
- f) Sharing graffiti trend data, hotspot information and intelligence with Victoria Police and other relevant agencies to support enforcement and prevention activities.
- g) Working collaboratively with transport providers, utility companies, State Government agencies and other asset owners to coordinate responses to graffiti affecting shared public spaces.
- h) Supporting community reporting programs that enable residents, businesses and visitors to quickly identify and report graffiti for action.

City of Melbourne will seek establish formal agreements with partner organisations to define service standards, responsibilities, reporting arrangements and cost-sharing obligations.

The City of Melbourne will pursue opportunities to recover or share graffiti management costs through partnerships, service agreements and memoranda of understanding with government agencies, utilities, transport operators and other major asset owners whose assets contribute to the overall presentation of the municipality.

For further information regarding partnership opportunities and collaborative graffiti management initiatives, please visit <https://www.melbourne.vic.gov.au/contact-us>.

7.10. Legal Street Art

City of Melbourne supports legal street art that has the consent of the property owner and complies with all relevant planning, heritage and local law requirements. Street art can enhance the appearance and amenity of public spaces that people can visit and enjoy.

Legal street art requires the permission of the property owner and must comply with City of Melbourne planning regulations and heritage overlays. Artists are required to gain written approval from the property owner, and contact City of Melbourne to ensure the proposed artwork complies with all relevant planning, heritage and local law requirements including images of the proposed design and location.

7.11. Street Art Locations

There are several recognised street art locations within City of Melbourne where street art is recognised and accessible to the public. Street art that happens within these areas is organic and not controlled or preserved by City of Melbourne.

These street art precincts are provided in Schedule B: City of Melbourne Street Art Locations.

Within designated street art locations, City of Melbourne retains the discretion to proactively manage and, where necessary, intervene in matters relating to the structural integrity of building walls, associated assets, and architectural features to ensure public safety and asset longevity.

This includes assessing, maintaining and managing access to structures to mitigate risks arising from deterioration, structural failure, or other impacts and ensuring that all property doorways and emergency exits remain unobstructed.

Any such actions are undertaken in a balanced manner that recognises the cultural value of street art within the precinct, while prioritising the safety of artists, visitors, and the broader community.

Hosier Lane

Hosier Lane is a long-standing de-facto free-to-paint area that receives significant visitation of approximately 1.5 million people per annum.

City of Melbourne supports this area for the benefit of street artists, businesses and residents.

Hosier Lane is the only recognised 'free to paint' area within City of Melbourne.

City of Melbourne generally does not remove street art or graffiti from Hosier Lane, unless the material is offensive, presents a public safety risk, contains advertising, or requires intervention under this Policy or applicable legislation.

Advertising, such as murals and bill posters that include logos and promotional branding, in the form of street art is subject to separate planning regulations governing advertising. The installation of advertising, including logos and branding will be considered a breach of City of Melbourne *Activities Local Law 2024*. A copy of the Local Law and guidelines can be accessed at the following address:

<https://www.melbourne.vic.gov.au/local-laws>

Further information on street art is provided in the City of Melbourne's Street Art Guidelines.

<https://www.melbourne.vic.gov.au/street-art>.