

Graffiti Removal Day 2017

Brief for Community Organisations

Background

Graffiti vandalism costs New South Wales over **\$100 million per year**.

The aim of Graffiti Removal Day is to highlight the problem of graffiti and encourage people to volunteer their time to remove and prevent graffiti. The Day will complement and not replace existing volunteer graffiti removal programs.

To deliver and promote Graffiti Removal Day the NSW Government has partnered with Graffiti Removal Australia Inc, a not-for-profit community association, supported by Rotary.

Last year volunteers removed nearly **21,000m²** from about **460 sites** across NSW, saving the government and private property owners an estimated \$1.4 million.

This year Graffiti Removal Day will take place on **Sunday 29 October 2017**.

About **2300 volunteers** are expected to remove graffiti from **over 500 clean-up** sites throughout NSW.

The Day will run with support from a wide range of organisations including: Rotary, Scouts Australia, Girl Guides NSW & ACT, Air Force Cadets, Surf Life Saving NSW, Police Citizens and Youth Clubs, NSW Police, Sydney Trains, Roads and Maritime Service as well as various high schools and local councils.

Graffiti Removal Day is sponsored by NSW Government, Rotary, Dulux, Selleys and Smart Graffiti.

How it will work

Rotary will work with local councils, property owners, government agencies, community groups, businesses and other members of the public to: identify clean-up sites and remove graffiti.

Getting involved

People can get involved in Graffiti Removal Day by:

- volunteering to help at a clean-up site
- nominating a site and/or
- promoting Graffiti Removal Day.

Volunteering

People can volunteer to help at a clean-up site by completing the online registration form which is available on our website.

Nominating a clean-up site

People can nominate clean-up sites which have been vandalised by graffiti through the Graffiti Removal Day website (www.graffitiremovalday.org.au). Nominated sites will be assessed by a trained volunteer to determine if they are suitable and safe.

Promoting the Day

Facebook, Instagram and Twitter accounts have been set up to keep people informed and encourage feedback.

Our website

Our website www.graffitiremovalday.org.au contains useful information about Graffiti Removal Day including:

- an overview of Graffiti Removal Day;
- how to get involved;
- how to nominate a site;
- sponsorship information; and
- promotional material.

Media and promotion

Promotional material such as; media releases, posters, banners, social media artwork and videos are available to help you promote this great community event. We can also add your organisation's logo to this material.

Media opportunities will be available at all major clean-up sites throughout NSW on Sunday 29 October 2017.

Media Contact

For further information please contact us on either 1300 665 310 or info@graffitiremovalday.org.au