

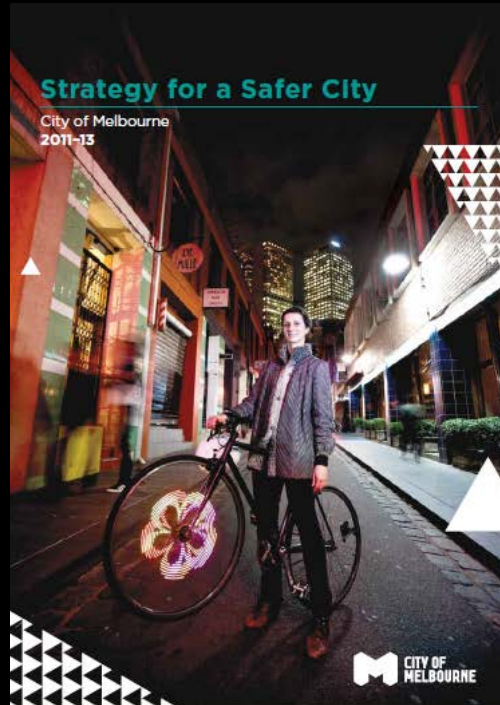


Local government and complex social issues

Law enforcement and public health

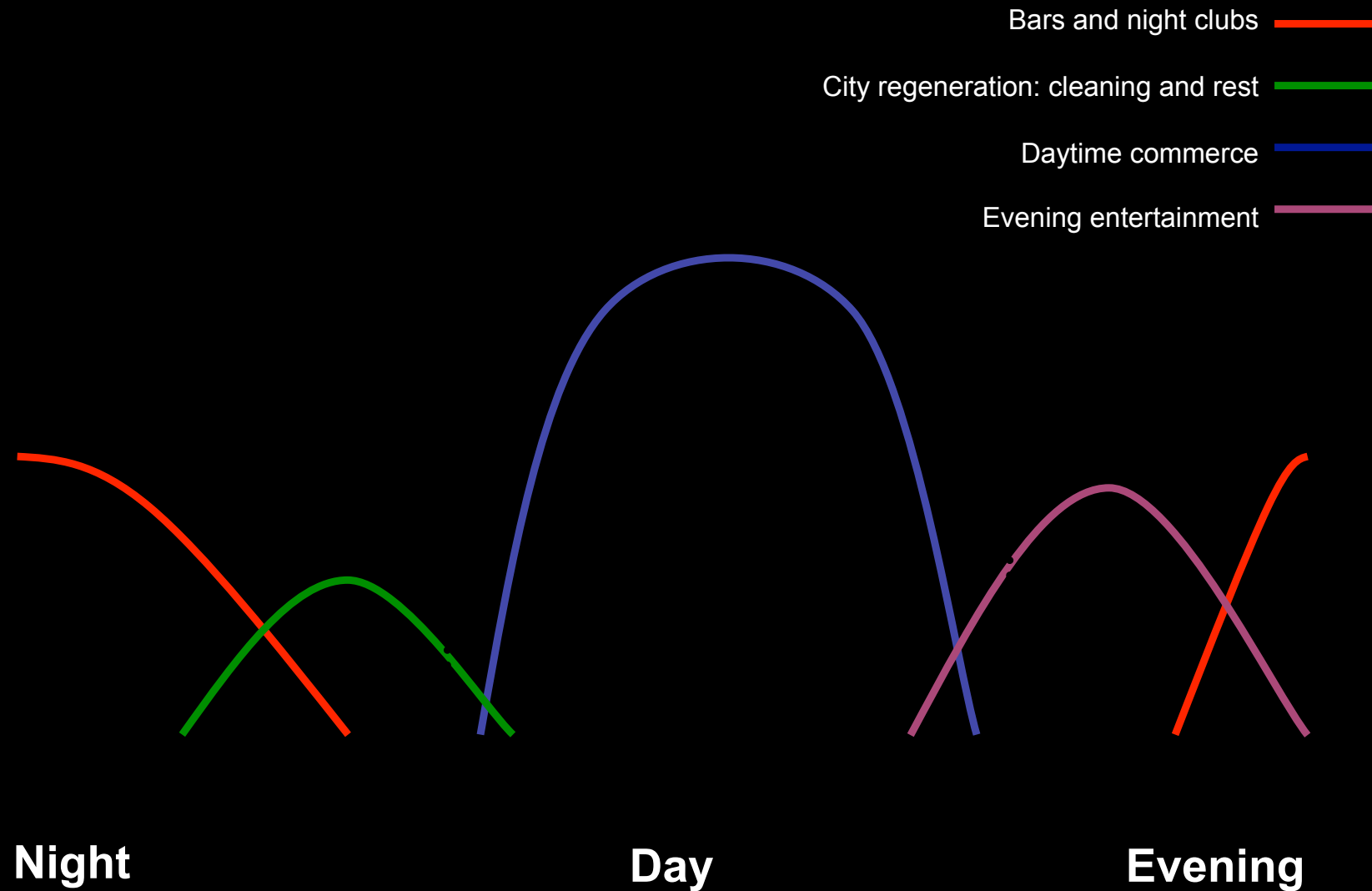
12 November 2012

Anne Malloch Team Leader City Issues



We have a strategy and a policy to guide us

The 24 hour city



Drivers of crime and anti-social behaviour

- Lack of transport options out of the city late at night
- Clusters of fast food businesses
- Extreme hot weather
- Public holidays



contributing factors

- Unintended policy consequences
- Growth of the city – visitors and residents
- The imbalance of activities and offer
- Cultural factors
Parenting styles
Increase in individualism
- Outlet Density
- Patron capacity



Influencing culture & behaviour

- **Activation & Cultural Context**

- **Diversity of activities**
- **Norms and tolerated behaviour**
- **Innovative use of public space**
- **Participation from diverse communities**
- **Existing council strategies**

- **Regulation & Operational Context**

- **Licensing systems**
- **MSS**
- **Land use and planning**
- **Management and use of CCTV**
- **Social support services**

- **Infrastructure & Physical Context**

- **Infrastructure develops with the 24 hour city**
- **Development of public space**
- **CPTED principals applied**

Partnerships include

Victoria Police
State government
Service providers
Tertiary institutions
Residents
Businesses and traders
Hospitality
Quick Service Restaurants
Working across council
branches





The **Engineering Services Branch and City Design** are working towards:

- Improving lighting levels through veranda skylights & canopy lights
- Footpath pavement upgrades
- Supporting existing tram terminus & pedestrian accessibility and movement
- Improving Traffic access & parking
- Increased street cleansing
- New Public Realm Open Space including updated tram terminus (requires road closure with limited / no parking)
- New street furniture
- New street lighting & tram wires
- New landscape & trees
- Improving Pedestrian amenity and safety
- Creating space for cafes & other activation



With branches including Arts & Culture, Melbourne Business & International and Events

- Build better links with hospitality
- Explore late night retail opportunities
- Continue late night arts & culture
- Build better links with music
- Build sense of community
- Change the mix and influences on crime
- Work with fast food franchisees
- Nurture the city's laneways
- Ensure quiet spaces are supported



\$100K

2012-13

It is also important that programs are sustainable.

CRIME & VIOLENCE PREVENTION

- Community Safety Audit program – CPTED*
- Safe City Cameras
- Safe City Taxi Rank Scheme
- Safe City Car Park Accreditation
- Graffiti management
- Initiatives in late night activation
- Youth Street Teams
- Crime Stoppers Say Something campaign – preventing violence amongst young men
- White Ribbon activities / promotion



DRUG AND ALCOHOL MANAGEMENT

- Melbourne Licensees Forum & Steering Committee
- Venue Compliance Essentials resource for licensed premises
- Patron Code of Conduct
- Drugs in Focus Film Festival
- Daily Syringe Clean Up Service
- Syringe Bin Maintenance Service
- Safety for vulnerable road users
- Youth Street Teams

*Through introducing more non alcohol based activities, the city becomes more accessible to a **wider cross section of the community, enhancing the city's cultural diversity.***



*This approach contributes to the **safety**
of the city by increasing **social**
behaviour and negating the normalising
of anti-social behaviour.*



We can't arrest our way out of this.

Superintendent Rod Wilson

Victoria Police

2010

In summary, this involves a paradigm shift, to include a significant focus on enhancing the experience & broadening the offer in the city

1. Safety
2. Public Amenities
3. Streetscape
4. Street Activity
5. City Business
6. Image









CITY OF MELBOURNE