

STREET ART

ARTIST TOOLKIT

PREPARED: OCTOBER 2017

PREPARED BY:
STREET ART ACTIVATION WORKING GROUP



IMAGES

Cover (L-R):

- Artwork by **The RUN Collective** (detail) created for City Lane graffiti wall. Commissioned by Lancini Property and Development;
- **Baby Guerrilla *Perpetual Motion*** (detail) 2016, street art mural painted in Ogden Street, Townsville;
- **Leans *Mother Earth*** (detail) 2017, street art mural painted in Ogden Street, Townsville;
- **Tellas *The Barrier*** (detail) 2017, street art mural painted in Sturt Street, Townsville.
- **Kennie Deaner** painting his street art mural on the rear facade of Agora House in Denham Lane, Townsville;
- **The RUN Collective *Space Trails*** (detail) 2017, street art mural painted in Ogden Street, Townsville.

Inside Cover:

- **The RUN Collective's** street art mural in Denham Lane. Painted with the assistance of La Luna Youth Arts and Townsville City Council.

Overleaf:

- **Beastman *Converge*** (detail) 2016, street art mural painted in Ogden Street, Townsville.





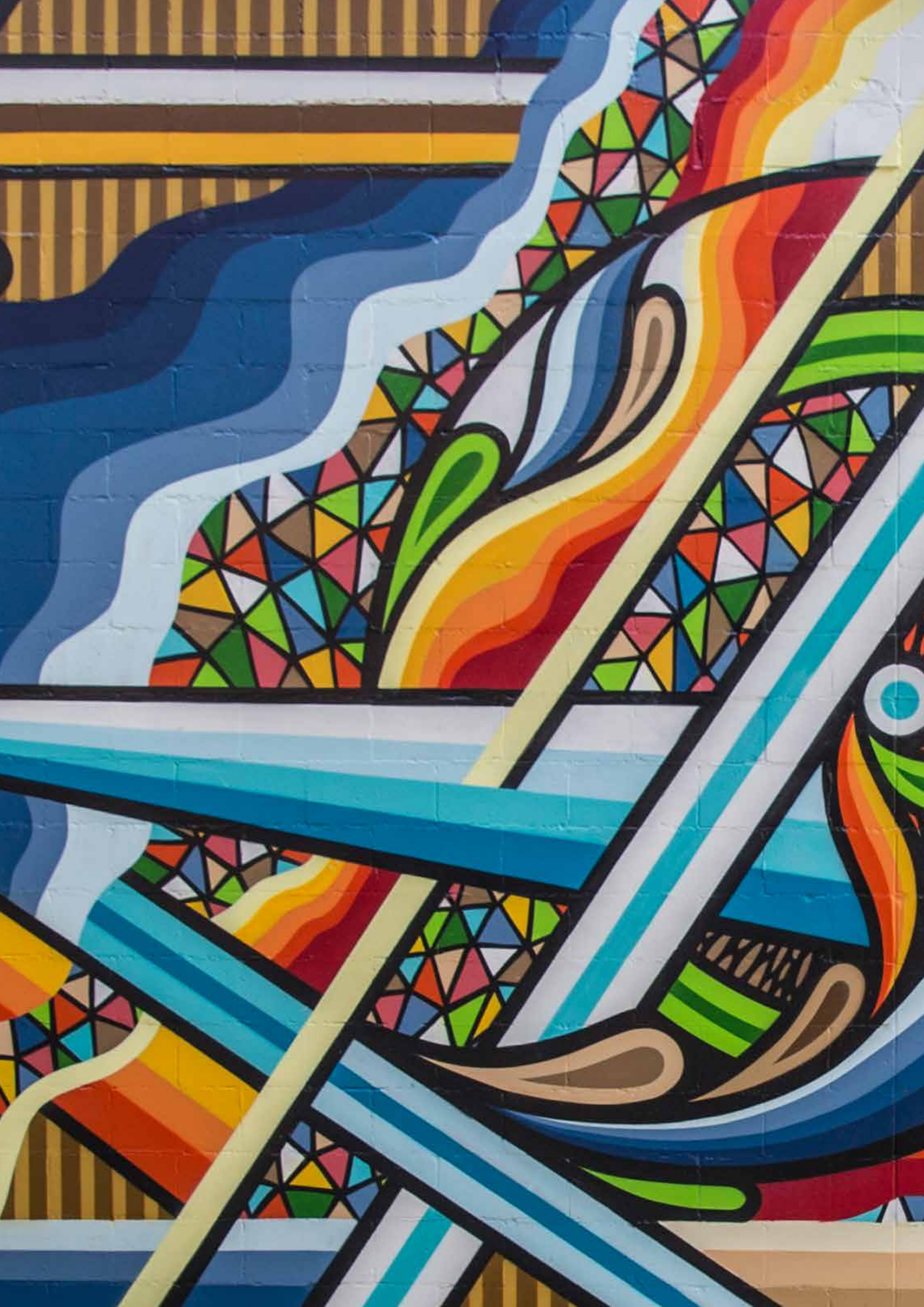
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1. INTRODUCTION

In 2015, Townsville City Council endorsed a **Street Art Activation Framework** with a clear objective to encourage and manage the development of Street Art in the city.

In Townsville, Street Art is considered to include traditional Graffiti-style artwork, murals, sculpture, stencils, sticker art, wheat pasting and poster art, video projection, art intervention, guerrilla art, and street installations.

Territorial graffiti (tags), vandalism (destruction and damage), and corporate art are not considered Street Art in the context of the **Street Art Activation Framework**.

Street Art is a massive worldwide movement, and when done properly can result in a number of **Cultural, Economic, Recreational, Social,** and **Urban Planning** benefits for a city, its residents, and its artists.

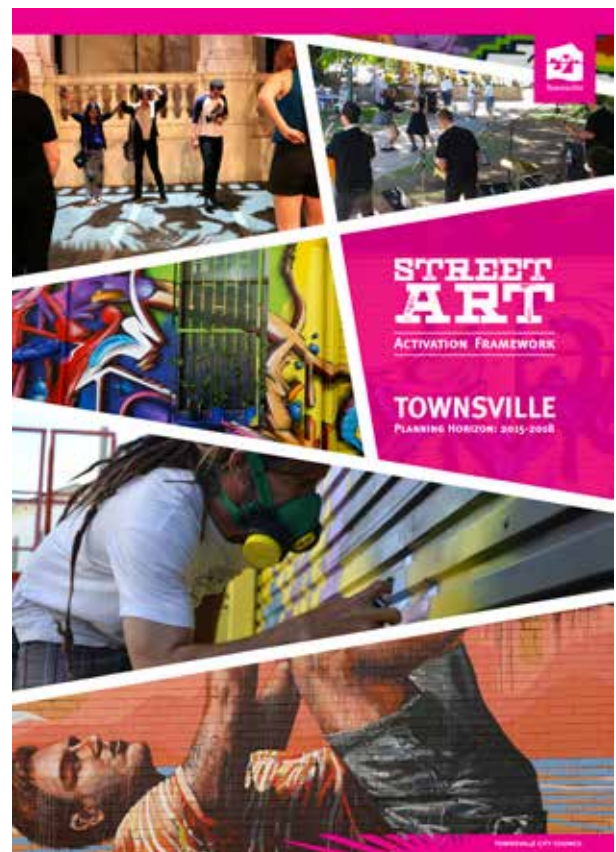
Through the **Street Art Activation Framework**, a number of avenues for the development of the local Street Art scene have been identified and continue to be explored. These include commissioned artworks by Townsville City Council; informing building owners as to how they can go about properly commissioning a new Street Art work on their building; and arming local artists with all the necessary information to complete their own legal Street Art project.

This **Artist Toolkit** is an extension of an earlier project undertaken by Townsville City Council, The Youth Network NQ Inc, and the Queensland Government to produce the zine entitled, **Legal Street Art in the Ville**. This **Toolkit** is designed to make the process of gaining building owner permission and completing a legal Street Art project as simple as possible for Townsville's artists.

The Toolkit also outlines the negative impacts of participating in illegal Graffiti activity, and the potential legal risks associated with making this choice.

If you are a young artist interested in Street Art, make the smart choice. By reading through this **Artist Toolkit** and understanding the process of gaining permission to create your work legally, you will also be enabling yourself to spend more time creating a work that you, your family and friends, and your community will be proud of.

Be an artist, not a vandal.





ROA *Untitled [Goanna]* 2015, street art mural painted in Ogden Street, Townsville.

2. REPORTING GRAFFITI

Townsville City Council will ensure a managed response for the removal and reporting of Graffiti on council assets and other places where Graffiti can be readily seen from a public place, and will promote preventative strategies to minimise Graffiti throughout Townsville City.

Townsville City Council encourages the public to report illegal and unsightly Graffiti, including tags, and removal will be undertaken in accordance with legislative requirements.

When reporting illegal Graffiti, members of the public should provide their contact details, along with the relevant address and a description of both the location and the Graffiti. If possible, it is also advisable to provide a photograph.

Members of the public can report illegal Graffiti via a number of means, including:

Online

Visit <http://townsville.qld.gov.au/council/contact/Pages/reportproblem.aspx>

Phone

Call the Customer Service Centre on 1300 878 001 during business hours

Using Your Smart Phone

iCouncil for iPhone



iCouncil lets you interact with your Council any time, easily. Install the app and you'll be able to quickly report problems,

including Graffiti and damaged infrastructure.

[Download from iTunes.](#)

Snap Send Solve for Android and iPhone



Interact with council and report your problems, including Graffiti and damaged infrastructure, utilising your

Android device.

[Download from iTunes.](#)

[Download from the Google Play Store.](#)



GraffitiSTOP

.com.au

1300 Graffiti (1300 472 334)

Alternatively, residents can report illegal Graffiti via the GraffitiSTOP program.

GraffitiSTOP Hotline

GraffitiSTOP is a hotline previously funded by the Queensland Government that was set up to take calls from the public about graffiti in their local area.

Information provided through the hotline and on the GraffitiSTOP website, mobile app or via the mobile enabled site, will be provided to the local government (council) where the Graffiti is located.

Information may also be passed on to government owned corporations (GOC's) who have a requirement to clean up Graffiti within days of application.

GraffitiSTOP was launched on 4 November 2012 and funding ceased under the Labor Government on 30 June 2015. Crime Stoppers Queensland Limited has continued to deliver the service within its community funded activities.

You can report illegal Graffiti by calling, or sending an SMS to 1300 Graffiti (1300 472 334).

Online

Visit <http://www.graffitistop.com.au> to upload images and report Graffiti offences 24 hours per day, 365 days per year.

Phone

Illegal Graffiti can be reported by calling Crime Stoppers in Queensland on: 1800 333 000. The hotline service is operated 24 hours per day.

Graffiti Trends in Townsville

	2015	2016	2017
Cost of removal	\$92,629.83	\$68,082.63	\$48,225.34
Cost %	100%	73.50%	52.10%
Recorded Offences	511	600	376
Recorded Offense %	100%	117.40%	73.60%
Tags	362	221	96
Tags %	100%	61%	26.50%

Data supplied by Townsville City Council. For the purpose of this table Tags were only included where 5 or more instances of the same tag were recorded within the calendar year.

3. THE IMPACT OF GRAFFITI ON SOCIETY

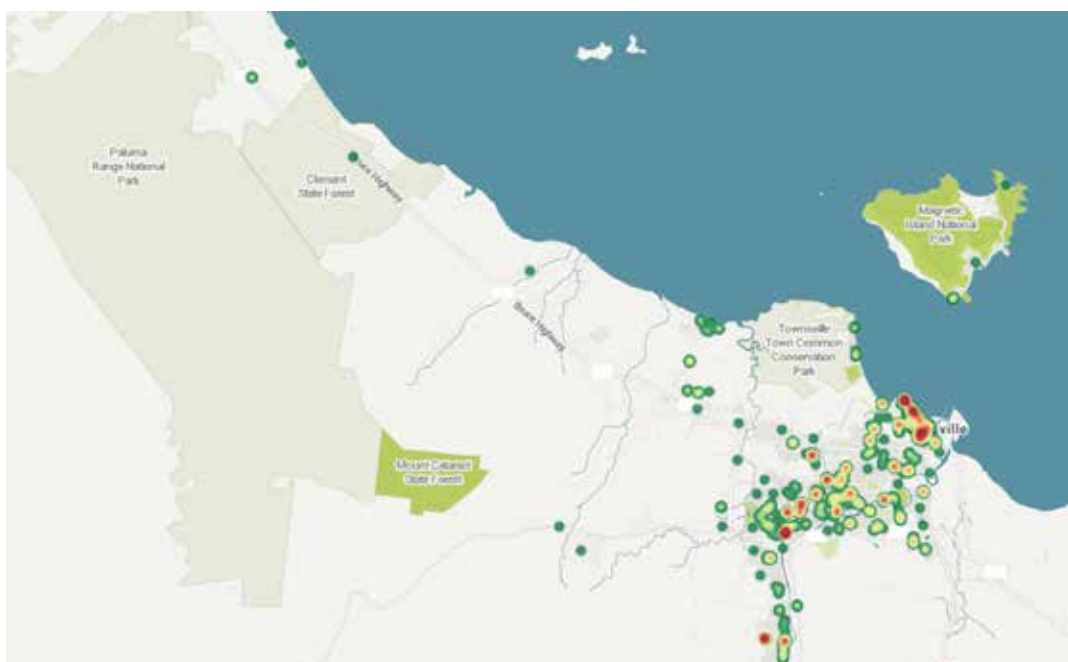
You may not realise it, but by participating in illegal Graffiti, you are hurting your community and property owners – ordinary people, just like you, your family and friends.

Illegal Graffiti can cause personal distress and emotional harm, as well as become a financial strain on those who have to have their property repaired or repainted. In the case of local businesses, Graffiti has the potential to impact on the long term viability of the business in heavily affected areas, hampering or even putting at risk families' livelihoods.

Illegal Graffiti, particularly tags, are also considered by many sections of the community to be unsightly, negatively affecting their experience of the city's public spaces. In some cases, illegal Graffiti can also have a negative impact on community perceptions of safety.

Indicative of the economic impact of illegal Graffiti for the city, \$150,000 has been budgeted by Townsville City Council for the removal of such tags and acts of vandalism for the 2017/2018 financial year.

Of course, there are also serious ramifications for those caught participating in illegal Graffiti and vandalism, which will be discussed in the following section of this Artist Toolkit.



Map of the Townsville region depicting the reported graffiti incidents from October 2013 - September 2014. The heat map gives a visual overview of the areas with higher rates of vandalism.

4. CONSEQUENCES OF ILLEGAL GRAFFITI FOR INDIVIDUALS

Graffiti or 'tagging' is a form of vandalism. Defacing property with graffiti is anti-social behaviour and punishable by law.

Graffiti is the damage to property caused by:

spraying, writing, drawing, marking or applying paint or another marking substance to a person's property without their consent

or

scratching or etching a person's property without their consent

If you deface property with graffiti you can be charged with willful damage which is punishable with 5 years in prison.

It is also an offence to possess an aerosol spray, marker or other instrument which:

- is being used for illegal graffiti
- is suspected of having been used for illegal graffiti
- may be about to be used for illegal graffiti.

This carries a maximum penalty of a **\$2523 fine or one year in prison.**

Offenders are liable to imprisonment for five years. Police may elect the more serious offence of wilful damage where an offender has previously been charged on a number of occasions with the lesser Graffiti offence.

The personal toll of imprisonment can stretch beyond the punishment itself. For instance, having a criminal conviction on your record can seriously hamper your chances of securing employment in the industry of your choice, and also affect your application for a Visa to allow you to travel overseas and see the world.

Don't believe how damaging a Graffiti or Wilful Damage conviction can be? We've assembled a personal account from an artist who has personally experienced the huge impact that participating in illegal Graffiti can have on your life.

i. PERSONAL ACCOUNT: SHANE KEEN

I got charged for painting Graffiti around 2007. It was the beginning of something I had no idea about. That is why this is being written for this publication, so young people are aware of the cost, time and restrictions that get put on your life when you get involved with the authorities.

It started with the place I was living in getting raided. It made living with my housemates hard after they went through all our stuff, so I ended up moving out pretty soon after. I had trouble finding a place to live so I had to move around for a while. One day I went to a place where I had lived in the past and the next morning the police were on the doorstep; another raid.

I got charged again with a few hundred more offences. At this point I was looking at around \$30,000 remuneration, some serious community service or even time in prison.

This was terrible! I had to sign in twice a week as part of my bail, tell my employer about what was going on, but luckily got to keep my job. I stressed out a lot of people in my life. I took a lot of time to manage all the fallout and stuff going on in my life.

My court case took several years. All this time I had to sign in to the police, wasn't allowed to leave the state, had to go and meet with my lawyer and the cost of paying for my lawyer and court fees.

All of my charges were from 2-4 years before I got charged, so everything you do can come back on you, just like any crime you participate in.

Finally I had my last court appearance and it was a pretty daunting build up to the proceedings. I managed to not get any prison time but I received a criminal charge, 200 hours community service and a long probation period. Without a lawyer I would have definitely been in a worse situation. If you do get into trouble, make sure you seek legal advice.

So eventually I made it through the entire process a little bit broker and a bit wiser as to the implications of participating in illegal Graffiti.

Source: Arts Inc. *'Legal Street Art in the Ville'* – a project made possible through the collaboration of The Youth Network NQ, Cre8ive Sk8, and In-Step.

5. HOW TO CREATE LEGAL STREET ART WORK

i. Overview

Whilst there are consequences for the community and yourself if you become involved in creating illegal Graffiti, there are ways to ensure your Street Art is created legally. This will not only protect you from penalties, but also allow you the time to create work that you can be truly proud of.

Townsville City Council, and other businesses and developers, periodically commission Street Artists to create works on their properties. Ultimately though, Townsville City Council cannot resource the commissioning of every artwork it supports, and so encourages artists to initiate their own projects.

This section of the **Artist Toolkit** will assist you – the artist – in approaching building and property owners to initiate and gain approval to create your own legal work of Street Art in the Townsville region.



The RUN Collective *Keep Running* (Cathy Freeman) 2016, street art mural painted in Ogden Street, Townsville.

ii. Checklist

- ▶ **Identify a space**
 - ▶ Why is this space important to your practice?
 - ▶ How would the building owner benefit from your work?
 - ▶ Is there good lighting for a work to be viewed at night, as well as in the day?
 - ▶ Are there restrictions for creating work (outside of business hours, ventilation, access, etc.)?
 - ▶ Is the size appropriate for your design?
- ▶ **Find out who owns the property and prepare a letter of introduction**
 - ▶ If unclear, find out who owns the property by asking the occupants of the property
 - ▶ An example of a letter of introduction will feature later in this document, but should generally cover:
 - ▷ Who you are, and who you are working with
 - ▷ What you are trying to do
 - ▷ How this benefits the community
 - ▷ Why you have identified their property as a potential site for this activity
 - ▷ How the work could be created
 - ▷ How it benefits their business/property directly
 - ▷ Your contact details to develop your idea further
- ▶ **Prepare a proposal**
 - ▶ A proposal should include:
 - ▷ Examples of previous works (with locations and images)
 - ▷ Proposed concept for the new work
 - ▷ Preferred timeline
 - ▷ Materials and technique for the new work
 - ▷ Budget allowance (breakdown of costs involved)
 - ▷ Funding source (how will the costs be covered, by who)
- ▶ **Meet with the property owner**
 - ▶ Note that in some circumstances you may end up liaising with the Manager of the Property on behalf of the owner. For instance, this will likely occur if the property owner resides in another city.
 - ▶ Ask permission to submit a proposal for street art to be created on their property
 - ▶ Ask if there is any way they could assist with the project through:
 - ▷ Local promotion of the work through their channels
 - ▷ Consultation with the building occupants
 - ▷ Notification to their residents
 - ▷ Safety signage or barricading

- ▷ Assistance with storage of equipment and materials during the creation of the work
- ▷ Cleaning the area prior to creation of the work
- ▷ Access outside of hours or for areas with restricted access
- ▷ Water, amenities and electricity access
- ▶ **Submitting your Proposal**
 - ▷ Modify your initial proposal to accommodate and include any allowances or restrictions discussed initially with the property owner
 - ▷ Allow for open and robust discussion of the expectations of both parties
 - ▷ Ensure thorough explanation of
 - ▷ How the work will be completed
 - ▷ The final outcome
 - ▷ Access requirements
 - ▷ Safety requirements
 - ▷ The final agreed proposal should then be submitted to Gallery Services, Townsville City Council for comment
- ▶ **Prepare a contract in consultation with the property owner**
- ▶ **There is an example together with this document, but all contracts should include:**
 - ▷ Scope of work:
 - ▷ Where: address and specific property feature
 - ▷ How: materials, technique, equipment required
 - ▷ Who: who has what responsibilities in relation to completion of the work, access, equipment hire, clean up, etc.
 - ▷ Contact details of both parties
 - ▷ Date/s the work will be carried out
 - ▷ Maintenance requirements and responsibilities (who will maintain the work)
 - ▷ Time period that it should be maintained for (generally 2 years)
 - ▷ After the maintenance period, what will happen to the work (who will monitor it and how will you both decide when to remove the work, or to replace with a new work)
- ▶ **Ensure safety requirements are adhered to**
 - ▷ If the work will be installed/created in an elevated area not easily reached by standard ladders, you may need to hire scaffolding or an Elevated Work Platform (EWP).
 - ▷ To operate an EWP, you may need to obtain an EWP ticket. Check with the hiring body for clarification on the legal operating requirements for their machine.
 - ▷ The installation of scaffolding may require a licensed scaffolding assembler. Check with the hiring body for clarification on the legal installation requirements of their scaffolding
 - ▷ If you are elevated in any way (ladder, scaffolding, EWP), you will need to ensure correct barricading is installed to determine your work zone and prevent public access

5. HOW TO CREATE LEGAL STREET ART WORK

- ▶ If you intend to use hazardous substances or materials (aerosols, chemicals, etc.) you will need to ensure correct barricading is installed to prevent public exposure, and adequate safety gear is worn by all members of your team
- ▶ Barricading your workspace regardless of materials and equipment is advised to prevent trip hazards and/or public entry onto your worksite
- ▶ If your work is on or adjacent to a vehicular access area, you will need to submit your plans to Townsville City Council to determine the need for a Traffic Management Plan.
- ▶ <https://www.worksafe.qld.gov.au/> is the Queensland Government's Workplace Health and Safety website, with a wealth of information about licensing, training and regulations.
- ▶ **Prior to works commencement**
 - ▶ Confirm arrival time with property owner and determine location of water, electricity and amenities
 - ▶ Confirm hire of equipment
 - ▶ Ensure you have sourced adequate supplies of required materials and equipment
 - ▶ Notify surrounding residents of the work that will take place via a letter
- ▶ **During works**
 - ▶ Respond politely to any enquiries
 - ▶ Encourage dialogue about legal Street Art with interested members of the public
 - ▶ Discourage illegal Street Art, and make clear the definitions between legal and illegal Street Art to interested members of the public
 - ▶ Maintain a tidy workspace
 - ▶ Clean up the area at the end of each work day
 - ▶ Adhere to required safety measures
- ▶ **Upon completion of works**
 - ▶ Ensure the area is left clean and tidy
 - ▶ Do not leave any potential hazards in the work (sharp edges, trip hazards, etc.)
 - ▶ Document the work (full colour photos)
- ▶ **Prepare a Maintenance Manual to be given to the new owners. This should include:**
 - ▶ Advice for cleaning – how, what products, frequency
 - ▶ All materials used including paint colours and brands and any sealant used (this can alter the way Graffiti is removed)
 - ▶ Supplier for materials used
 - ▶ Yours or a nominated person's contact details for future maintenance advice
 - ▶ Full colour photo of the completed work
 - ▶ Dimensions of the work

iii. RESOURCES: LETTER OF INTRODUCTION

A letter of introduction is your first contact with the owner of the property on which you will potentially create your work. For this reason, it is recommended that the letter be professional, concise and informative in its approach as this will strengthen your chances of gaining approval to undertake your project.

This letter is not intended to include detailed proposals, rather it is a general overview of what you would like to achieve.

An example **Letter of Introduction** template is provided alongside this **Artist Toolkit** as a separate editable document to give a clearer idea of the type of content to be included. This has example text and an explanation of content to guide you.

iv. RESOURCES: ARTIST CONTRACT

Following your Letter of Introduction, meeting with the property owner and in-principle acceptance of your Street Art proposal, an Artist Contract should be developed in close consultation with the property owner to ensure all information from both parties is captured in regards to expectations and responsibilities.

An example **Commissioning Contract** template is provided alongside this **Artist Toolkit** as a separate editable document to give a clearer idea of the type of content to be included. This has example text and an explanation of content to guide you in formalising your project agreement.

Townsville City Council recommends seeking legal advice before signing any contract. Free legal services are available through *Townsville Community Legal Service*.

v. REQUIRED INSURANCES

Public Liability insurance is recommended for all artists creating artwork in the public space.

Public Liability insurance is available to NAVA and Flying Arts Members in Queensland.

Artists should contact these or their preferred insurance broker for more information.

vi. HEALTH AND SAFETY REQUIREMENTS

All artists working in public spaces should adhere to strict safety measures when delivering their works. The nature of the works and the site in which they are undertaken can vary enormously from project to project and each individual situation should be considered carefully when identifying risks involved in the activity of all artists in a public space. Artists should include considerations for:

► **Potential hazards**

- Toxic substances
- Trip
- Fire
- Containment
- Elevation
- Machinery (moving parts), etc

- All risks associated with the identified hazards of the specific site and activities therein

- Artists should develop a risk assessment and risk management plan for all activities to be undertaken during the course of works

- Any artist unfamiliar with Health and Safety requirements are encouraged to seek further information from the Work Health and Safety Act 2011

- Artists requiring assistance with risk management plans or other health and safety concerns are encouraged to contact Townsville City Council for advice

<https://www.worksafe.qld.gov.au/> is the Queensland Government's Workplace Health and Safety website, with a wealth of information about licensing, training and regulations.

vii. PROFESSIONAL DEVELOPMENT AND TRAINING

Periodically, Gallery Services, Townsville City Council will engage professional Street Artists to deliver short workshops or artist guest lectures. Other independent arts organisations also develop opportunities for Townsville artists to engage with professional Street Artists to further their skills. Artists are encouraged to take advantage of these opportunities, to recognise other avenues for development and to strive to continually develop their talents in this field.

At the time of publication, The Youth Network NQ delivers free, regular Street Art workshops for artists in Townsville to practice their craft on a legal free wall at Murray Skate Park in Annandale, and Riverway Skate Park in Condon. Artists are encouraged to attend these sessions wherever possible to assist with the development of their skills, to enrich the diverse nature of the artwork produced, and, in time, to help guide those less experienced than themselves. This collaborative nature will foster a sense of community amongst Street Artists in Townsville, where ideas and problems can be shared.

TAFE Queensland North also provides a number of courses for artists wishing to further their skills, both in the creative arts and in business and project management skills.

Their current course catalogue and contact details can be found on their website: <http://tafenorth.edu.au/>

Additionally, formal training may be required when using Elevated Work Platforms (EWPs), and this can be checked with the company from which the EWP is hired. Should formal training be necessary, a training provider for construction and building tickets should be approached to discuss delivery of the appropriate training. Usually courses are cheaper to do in a group than as a one-on-one session. Planning ahead for this eventuality may lead to reduced costs overall and a greater number of artists with specialist training.

A list of required licenses can be found on the Queensland Government's Workplace Health and Safety website: <https://www.worksafe.qld.gov.au/> or specific machinery ticket requirements can be ascertained through any machinery provider.

Further formal training may be required specific to the site circumstances and artists are encouraged to discuss any necessary requirements with the site supervisors.

6. LEGAL STREET ART IN TOWNSVILLE

Want some inspiration for your legal Street Art project? Discover some of the amazing works that exist throughout Townsville, whether they were commissioned by Townsville City Council, a business, developer, or building owner, or produced by an artist using their own funding or a grant program.



Garth Jankovic and Nicky Bidju-Pryor *Girroogul and the Soap Tree* 2016, street art mural painted on the side of Umbrella Studio contemporary arts on Flinders Street, Townsville.



The RUN Collective *Space Trails* 2017, street art mural painted in Ogden Street, Townsville.



Leans *Mother Earth* 2017, street art mural painted in Ogden Street, Townsville.



Street art outdoor free wall at Riverway Skate Park



Adnate *Wulgurukaba and Bindal* 2016, street art mural painted in Melton Terrace, Townsville.

1. CONTACT

If you are interested in creating your own legal work of Street Art in Townsville and would like more information, we encourage you to make an appointment with an appropriate member of staff from Gallery Services, Townsville City Council for advice and consultation in the first instance.

This Artist Toolkit is intended to be a holistic overview of the process to initiate your own legal project; however such a meeting may assist you in clarifying some points of the document and scoping your project.

For all enquiries, please contact:



8.30am - 5pm, Monday to Friday
103 Walker Street, Townsville



PO Box 1268
Townsville QLD 4810



8am - 5pm, Monday to Friday
(Closed Public Holidays)
1300 878 001 - Business hours



enquiries@townsville.qld.gov.au



Townsville