Local government and complex social issues
Law enforcement and public health
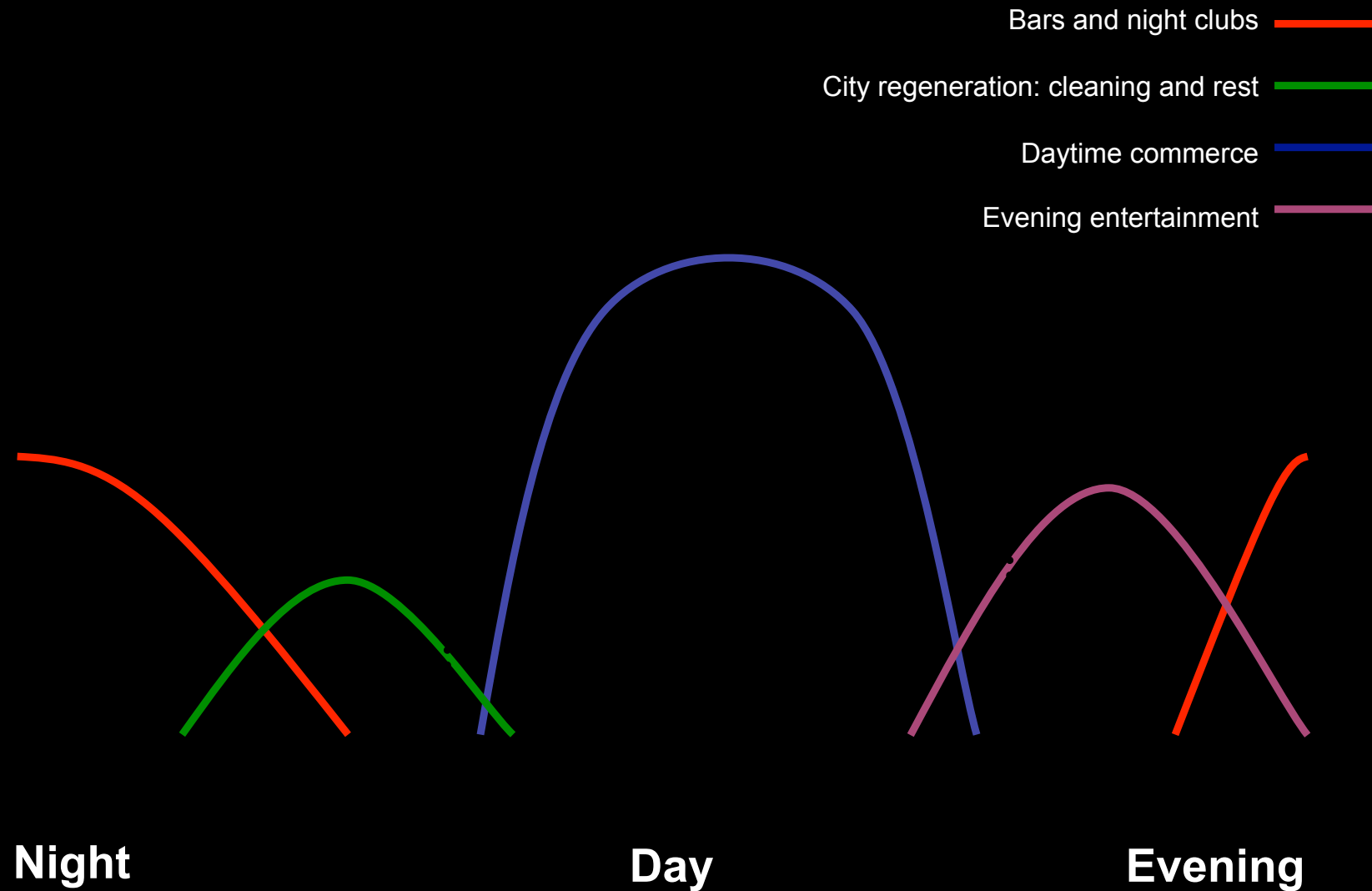12 November 2012
Anne Malloch Team Leader City Issues

Strategy for a Safer City
City of Melbourne
2011-13

CITY OF MELBOURNE

City of Melbourne's
Policy for the 24 Hour City
A framework for action
Activation
Infrastructure
Regulation
Partnership

We have a strategy and a policy to guide us

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