**Graffiti Removal Day 2013**

**Media Briefing**

**Background** The New South Wales Government is committed to reducing graffiti vandalism by encouraging local communities to get involved in the removal and prevention of graffiti. To support this goal the Government has established a state-wide graffiti removal and prevention day known as “**Graffiti Removal Day**”.

The aimof Graffiti Removal Day is to highlight the problem of graffiti and encourage people to volunteer their time and get involved in the removal and prevention of graffiti. The Day will compliment and not replace existing volunteer graffiti removal programs.

To deliver and promote Graffiti Removal Day the NSW Government has partnered with Rotary Down Under. This year Graffiti Removal Day will take place on **Sunday 20 October 2013,** across 65 local government areas. This year the State wide graffiti removal and prevention day will run with the support of a wide range of community organisations, including Australian Men’s Shed Association (NSW Branch), Scouts Australia and Girl Guides NSW & ACT.

The Day is sponsored by the NSW Government, Rotary Down Under, Dulux and Selleys.

**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, remove and prevent graffiti.

**Getting involved**

People can get involved in Graffiti Removal Day by:

* Volunteering to help at a clean-up site
* Promoting Graffiti Removal Day
* Nominating a site

*Volunteering*

People can volunteer to help at a clean-up site by completing the online volunteer registration form which is available on the website [www.graffitiremovalday.org.au](http://www.graffitiremovalday.org.au).

People can also volunteer to participate on the Day.

*Promoting the Day*

To help promote Graffiti Removal Day 2013 templates for brochures and posters are available on the website [www.graffitiremovalday.org.au](http://www.graffitiremovalday.org.au).

*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](http://www.graffitiremovalday.org.au)). Nominated sites will be assessed by a local representative from Rotary in consultation with the local council and property owner to determine if a site is suitable and safe.

**Social media**

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

**The website**

The website [www.graffitiremovalday.org.au](http://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
* Promotional material
* Regular updates through Twitter and Facebook.

**Rotary media contacts**

**Bob Aitken – Project Manager**

Phone: 1300 665 310

Mobile: 0417 722190

Email: bob@grafffitiremovalday.org.au

Mail: PO Box 779, Parramatta, NSW, 2124

**Meredith Laverty – Media Manager**

Phone: 1300 665 310

Mobile: 0414 523 060

Email: meredith@grafffitiremovalday.org.au

Mail: PO Box 779, Parramatta, NSW, 2124