



# *Community Safety and Crime Prevention Plan 2014–2018: Towards Zero Crime*







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# Message from the Mayor



The City of Joondalup prides itself on being the home of a highly liveable and active community with strong interests in the

ongoing safety and security of its residents and visitors.

Community safety and crime prevention activities have a long history at the City, with many initiatives existing prior to the introduction of Community Safety and Crime Prevention Plans to formally guide our programs and services.

With many great successes over the years and a penchant for innovation, the City is now well placed to apply a bold and ambitious “towards zero” philosophy to its future crime prevention initiatives.

Such a philosophy is achievable through increased community involvement and the development of strong external partnerships that encourage shared responsibilities between the community and service providers.

By empowering the community to take an active role in the development of safer environments, our “towards zero” vision can be achieved with more efficient and targeted resources that benefit the community as a whole. We should all play our part to reduce crime by increasing our individual responsibilities and collective contributions to local safety initiatives.

It is my pleasure to drive this bold ambition through the adoption of the City’s new *Community Safety and Crime Prevention Plan 2014-2018: Towards Zero Crime* and to facilitate ongoing engagement and dialogue with the community in achieving our aspirations.







# Introduction

Building a safe and responsible community is a key objective for the City of Joondalup. Achieving this requires effective planning, research and project management in partnership with the community and key stakeholders to encourage active participation and ownership. By facilitating stronger relationships and more effective communication, resources will be well-targeted and reflect the needs and concerns of the local community.

The City's new *Community Safety and Crime Prevention Plan 2014-2018: Towards Zero Crime* aims to identify the key areas for future investment and development in responding to crime and safety issues present within the community. It acknowledges the diversity of programs and services currently delivered or supported by the City, whilst also highlighting the strategies necessary to achieve broader strategic objectives contained within *Joondalup 2022*.

This focussed approach builds direct alignment with higher level strategic documents and leverages existing community knowledge and expertise in the Plan's development. If effectively implemented the Plan will enable the community to demonstrate leadership; develop an awareness and understanding of safety issues; ensure services are delivered in the areas of greatest need; and that emerging trends are identified and responded to effectively.





# Community Safety and Crime Prevention

The terms “community safety” and “crime prevention” have formed part of the local government vernacular for many years. Put simply, they describe the complementary role played by local governments in enabling residents and visitors to pursue their lives without fear or hindrance from crime or anti-social behaviour. As infrastructure builders, land-use planners and community developers, local governments sit at the interface of many key community safety and crime prevention areas. Policy mechanisms to address these areas are predominantly prevention-focussed and often involve partnership arrangements with community and government organisations.

These collaborative programs generally require support and assistance from the City, whilst new initiatives are developed in consultation with the community and stakeholders and can be fully or partially funded by the City. Initiatives such as patrol services and public infrastructure development are examples of major programs delivered and predominantly funded by the City. Education and community programs are often areas that are managed by external organisations and are supported or promoted by the City.

The City has been formally planning for community safety and crime prevention since 2009. This is the first review of the City's current *Community Safety and Crime Prevention Plan 2009-2011*.



# Crime and Safety in the City

The demographic profile of the City indicates a higher proportion of younger age groups (0–17 years) and a lower proportion of older age groups (60+ years) than the Perth Metropolitan average. Its residents are generally well-educated and earn higher than average incomes. Of particular note, over 37% of the City's population were born outside of Australia and of that number, 18.5% were born in the United Kingdom.

Over 4,000 people in the City require assistance for recognised disabilities and 17% of the City's total population engage in volunteering to contribute back to the community.

In addition to demographic data, the City is also experiencing significant growth within its City Centre, due to expanding health and education campuses and retail, commercial office and residential development. With this development come new challenges for the City in ensuring that emerging community safety needs are identified and addressed.

In the past, the City has responded to community safety and crime prevention needs in the following key areas:

- Graffiti removal
- Closed Circuit Television (CCTV) management
- Youth engagement
- Community patrols
- Community education.

It is anticipated that these areas will remain as priorities for the City with a focus on developing existing programs and initiatives further.





# Developing the Plan

## Phase One

The *Community Safety Crime Prevention Plan 2014-2018* was the first matter considered by the City's recently established Strategic Community Reference Group. The Group was formed by Council to provide advice on matters of significant community interest and strategic initiatives as required. Membership consists of up to three Elected Members, one community representative per ward (appointed for a two year tenure, based on an expression of interest process) and up to four temporary positions for qualified professionals or experts.

The first Strategic Community Reference Group meeting was held on 4 February, 2013 in which members considered the review of the *Community Safety and Crime Prevention Plan 2008-2011*. Members were asked to:

- Comment on the continued relevance of current themes in the Plan
- Identify areas of improvement in structure and approach
- Identify potential gaps or issues
- Comment on the alignment of objectives in *Joondalup 2022* as they pertain to community safety and crime prevention
- Draft a compelling message in 25 words or less on a future direction for community safety and crime prevention within the City of Joondalup.

From this meeting, the City received advice on the following key priority areas for community safety and crime prevention going forward:

- Increased focus on the use of CCTV within the City as a tool for deterrence and evidence gathering
- Opportunities to add further value to the City's community safety patrol service (City Watch) in evidence gathering and providing targeted patrols
- Opportunities for better leveraging the community to connect and engage on matters relating to community safety and crime prevention
- Demonstrating leadership in new community participation models
- Utilising social media for enhanced communication methods
- Greater communication with the community on emergency management issues
- Broader focus on vandalism than just graffiti

Based on the advice provided by the Strategic Community Reference Group and the existing direction on community safety and crime prevention outlined by the community in *Joondalup 2022*, the City developed a draft *Community Safety and Crime Prevention Plan 2014-2018: Towards Zero Crime*.

## Phase Two

The public consultation process was conducted over a period of 21 days between September and October 2014. Residents and stakeholders were encouraged to provide comment on the Plan. Advertising of the draft plan was provided in the Joondalup Voice and on the City's website throughout the duration of the consultation period. The City received no submissions as a result of the community consultation process.

# Planning Integration

The *Community Safety and Crime Prevention Plan 2014-2018: Towards Zero Crime* is predominantly informed by the City's *Strategic Community Plan 2012-2022: Joondalup 2022*. The structure and content of the previous version of the Plan was based on direction provided in the Western Australian Preventing Crime: The State *Community Safety and Crime Prevention Strategy 2004-2007*. Given that this Strategy has expired, the City has focussed its new planning direction on feedback from its community and stakeholders and has taken into consideration broader objectives through current State Government funding priorities, namely:

## Crime Prevention Fund

- prevention and early intervention to address the needs of children and families
- youth justice and reducing re-offending
- preventing and responding to antisocial behaviour
- addressing and reducing drug and alcohol related crime

## Community Safety Fund

- Security device programs
- CCTV for hotspot locations and technology supporting CCTV

## State Graffiti Fund

- Encouraging and supporting communities to take responsibility for graffiti clean-up
- Providing sustainable local graffiti clean-up solutions in Western Australian communities
- Improving the use of public spaces by reclaiming areas that have been vandalised with graffiti
- Increasing community awareness on reporting graffiti vandalism
- Supporting projects that decrease the number of juveniles who come in contact with the justice system.

From its own *Strategic Community Plan 2012-2022: Joondalup 2022*, the following objectives and strategic initiatives have provided guidance on the development of a new *Community Safety and Crime Prevention Plan 2014-2018: Towards Zero Crime*.

## Community Safety

### Objective:

For residents to feel safe and confident in their ability to travel and socialise within the community.

### Strategic Initiatives:

- Imbed safety principles into asset management and design.
- Build a community that works in partnership with government and non-government organisations to achieve real and long lasting improvements in safety and wellbeing.
- Build a healthy community that is aware of and responsive to current public health risks.

## Community Spirit

### Objective:

To have proud and active residents who participate in local activities and services for the betterment of the community.

### Strategic Initiatives:

- Support and encourage opportunities for local volunteering.
- Promote the sustainable management of local organisations and community groups.
- Deliver a program of community-based events and education that encourage social interaction within local neighbourhoods.
- Promote and support the needs of disadvantaged communities.
- Support and facilitate the development of community leaders.

The broader *Integrated Planning Framework* from which the *Community Safety and Crime Prevention Plan 2014-2018: Towards Zero Crime* is incorporated in the diagram below.

The diagram illustrates how *Joondalup 2022* provides broad strategic direction for the City's informing strategies (of which the *Community Safety and Crime Prevention Plan 2014-2018: Towards Zero Crime* is one) and how key actions contained within these strategies are then fed into the City's 5-year *Corporate Business Plan*.

The *Corporate Business Plan* provides the basis from which to forecast resources in the *Workforce Plan* and *Asset Management Plan*, which are then modelled in the *20 Year Strategic Financial Plan* in terms of their long-term financial impacts.

The *Annual Plan* details the specific milestones against these actions for the current year, which is accounted for in the City's Annual Budget. Progress against the *Annual Plan* is then reported to the community and stakeholders through the City's *Annual Report*.





# “Towards Zero” Vision

Achieving the objectives of the *Strategic Community Plan 2012-2022*, (as they pertain to community safety and crime prevention initiatives), requires a bold approach by the City.

It will involve new ways of engaging the community in local crime prevention activities to increase participation levels and improve perceptions of safety amongst residents and visitors. This whole-of-community approach will also require greater partnerships to facilitate the ongoing reduction of crime and the creation of safer environments within an affordable range of resources.

To underpin these objectives, a “towards zero” vision has been incorporated into the *Community Safety and Crime Prevention Plan 2014-2018: Towards Zero Crime*, to drive collaborations between the City and its residents and partner service providers.

## Vision

*‘We are a City that values strategic and bold approaches to crime prevention and the safety of our citizens.’*

*We have a zero tolerance approach to crime and provide facilities, partnerships and infrastructure to establish safer environments within our community.*

*We harness the enthusiasm and commitment of our local community to add value to City programs and drive sustainable grass roots changes to behaviour and safety perceptions.’*



# New Structure

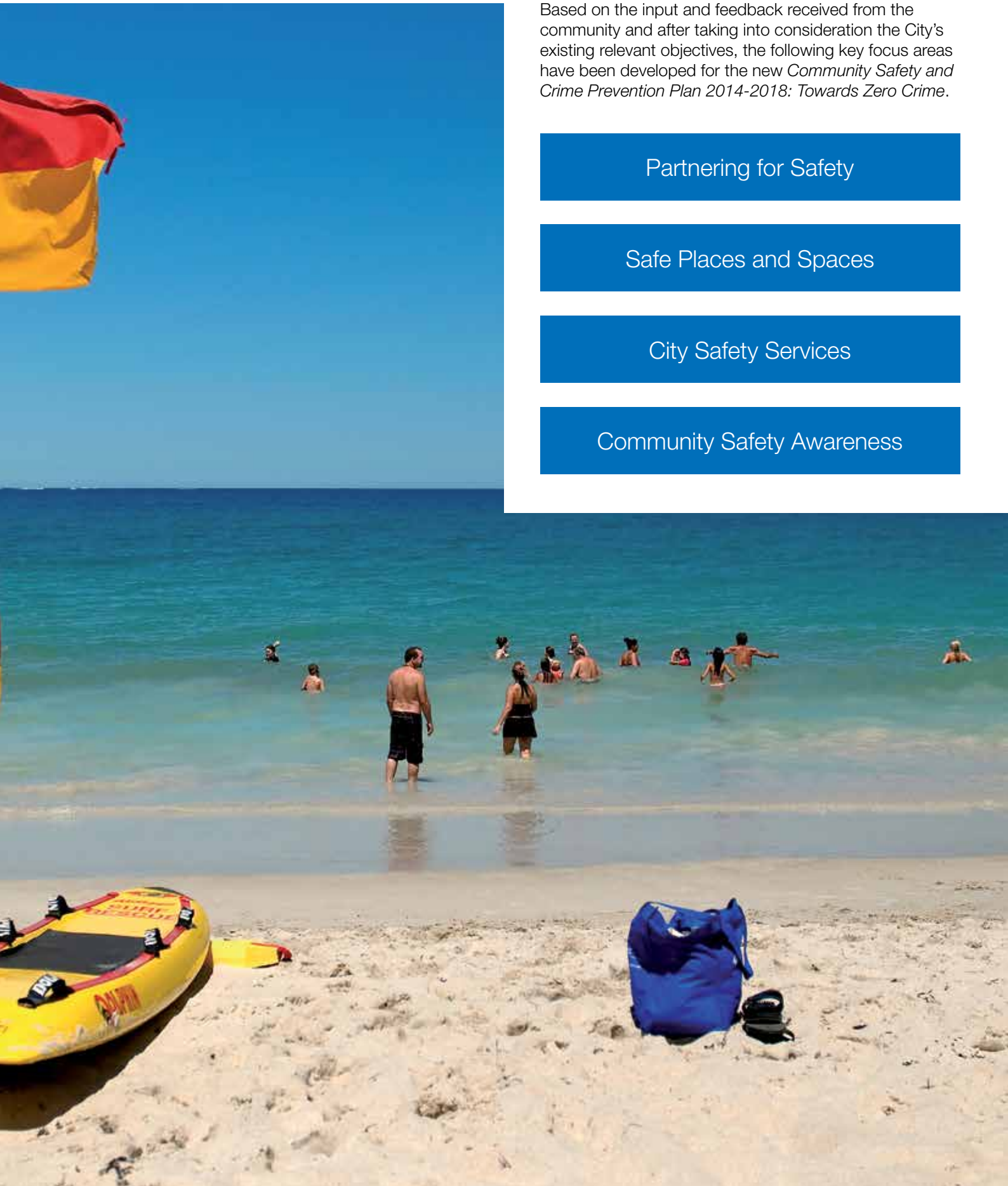
Based on the input and feedback received from the community and after taking into consideration the City's existing relevant objectives, the following key focus areas have been developed for the new *Community Safety and Crime Prevention Plan 2014-2018: Towards Zero Crime*.

Partnering for Safety

Safe Places and Spaces

City Safety Services

Community Safety Awareness



# Key Focus Area – Partnering for Safety

Community safety and crime prevention is an area of policy that attracts resources, services and responsibilities from a diverse number of stakeholders. This can extend to State and Federal Government Departments and Agencies, local community organisations, not-for-profit groups, businesses, health and education institutions and local government.

A key stakeholder for the City with regard to partner organisations is the Western Australian Police (WAPol), who are broadly responsible for law enforcement, data collection and analysis and crime prevention strategies. The City will actively engage with WAPol in its new policing model in joint operations and joint intelligence analysis to further the vision of “Towards Zero”.

By establishing and managing strong relationships with partner stakeholders, the City will be better placed to reduce duplication, improve its supporting role and maximise community safety outcomes for residents and visitors.

## Link to *Joondalup 2022*

Build a community that works in partnership with government and non-government organisations to achieve real and long lasting improvements in safety and wellbeing.





## Objectives and Strategies

Objective	Strategies	Key Projects	Measures
Identify and support current external government programs that promote community safety and crime prevention.	1. Develop and maintain a database of current government programs which promote community safety and crime prevention.	<ul style="list-style-type: none"><li>• Neighbourhood Watch</li><li>• Eyes on the Street</li><li>• Burglar Beware</li><li>• Make Your Mark</li><li>• Independent Security Reviews</li><li>• E-watch Program</li><li>• Joondalup Liquor Accord</li><li>• Graffiti Removal (including Main Roads WA and Western Power)</li><li>• Joondalup and Wanneroo Homelessness Action Group</li><li>• School Watch Program</li><li>• Juvenile Justice Team Graffiti Referral Project (Restorative Justice).</li></ul>	Database developed and maintained by December 2014.
	2. Identify new Government or community based programs to support as a component of the City’s community safety and crime prevention initiatives.		List of programs supported by the City listed each year in the City’s Annual Report.
	3. Develop coordinated approaches and regular reviews with State Government agencies to deliver community safety programs at the local level, taking into consideration the following factors: <ul style="list-style-type: none"><li>• Funding and resourcing arrangements</li><li>• Property access logistics (e.g. for graffiti removal)</li><li>• Enforcement responsibilities</li><li>• Delivery of community education programs</li></ul>		Program successes measured by: <ul style="list-style-type: none"><li>• Graffiti removal targets met</li><li>• Participation numbers in Programs.</li></ul>
	4. Support the WA Police in developing and implementing a multi-agency response model to local anti-social occurrences, where the City can provide relevant support services to assist Police *.		
	5. Utilise memorandums of understanding to guide partnerships with the WA Police regarding information exchanges and project delivery responsibilities.		Current MOUs in place, which are reviewed every 3 years.

\*New strategies aligned to the “Towards Zero” vision.

Key Research Projects	Strategies	Key Engagement Mechanisms	Measures
Engage the community in planning and program development.	6. Consult with community members and specific stakeholders on community safety issues and programs through the Strategic Community Reference Group.	<ul style="list-style-type: none"> <li>• Strategic Community Reference Group</li> <li>• Ratepayer and Resident Associations</li> <li>• City of Joondalup website</li> <li>• Y-Lounge website</li> <li>• Facebook</li> <li>• Twitter</li> <li>• E-watch</li> </ul>	Consultation conducted through the Strategic Community Reference Group during all major planning review processes relating to community safety and crime prevention.
	7. Utilise advisory groups in the development of youth-based programs, services and infrastructure development.		Number of established links with participating school P&C's to engage in safer school environment programs.
	8. Engage with Parent and Citizen Associations in schools to promote safer school environments.		
	9. Develop and promote opportunities for the community to actively participate in community safety and crime prevention activities within their local neighbourhoods by providing a partnered advisory service with WA Police for establishing for local community groups with a community crime prevention focus.*		
Key Research Projects	Strategies	Key Research Projects	Measures
Support opportunities for external research into future technologies and strategies for crime prevention.	10. Participate in relevant research to assess the effectiveness of crime prevention strategies in conjunction with Universities, other research bodies and Government Agencies.	<ul style="list-style-type: none"> <li>• Microdot Property Marking Research Project</li> <li>• Out of Control Parties Research Project with ECU subject to grant funding.</li> </ul>	Participation in Microdot Property Marking Research Project undertaken.
*New strategies aligned to the "Towards Zero" vision.			

Key Research Projects	Strategies	Key Community Projects	Measures
Support the community in delivering local community safety and crime prevention initiatives.	11. Provide ongoing financial support to the Whitfords Sea Rescue Group in conducting boating safety and rescue activities.	<ul style="list-style-type: none"><li>• Surf Lifesaving Services</li><li>• Sea Rescue Services</li><li>• Neighbourhood Watch</li><li>• “Adopt-a-Spot” style Crime Prevention Program</li><li>• Local Graffiti Control Volunteer Program</li><li>• E-watch program</li><li>• Alcohol and drug outreach program (summer).</li></ul>	Sea Rescue Services continue to operate within the City.
	12. Provide financial support to local surf lifesaving clubs to assist in the delivery of volunteer beach safety services and engage Surf Lifesaving WA to provide weekday lifeguard services at popular City beaches.		Surf Life Saving Clubs continue to operate within the City and weekday life guard services are in place during the summer season.
	13. In partnership with Neighbourhood Watch participants, develop and implement a pilot model incorporating the new State Government approach to Neighbourhood Watch that encourages increased local participation and information sharing.*		Pilot Neighbourhood Watch model developed and implemented by July 2018.  Residents registered with Neighbourhood Watch and E-watch
	14. Broaden the promotion and application of the Adopt-a-Spot Program framework to a range of community safety and crime prevention issues such as graffiti, hooning, property theft, vandalism etc to empower residents to become active and engaged in community safety initiatives within their local area.*		Adopt a Spot methodology reviewed by July 2015 and employed if appropriate in one location.
	15. Define internal responsibilities for liaison with community groups in the delivery of community safety and crime prevention initiatives.		Internal responsibility matrix established by December 2014.
*New strategies aligned to the “Towards Zero” vision.			



Key Research Projects	Strategies	Key Stakeholder Databases	Measures
Work collaboratively with stakeholders to collect data and exchange information and ideas.	<p>16. Develop coordinated strategies with key stakeholders through participation in:</p> <ul style="list-style-type: none"> <li>• Bi-monthly information sharing meetings with the City of Wanneroo and WA Police</li> <li>• Metropolitan Community Safety Network between local governments and the WA Police</li> <li>• Attend WA Police Graffiti Networking forums</li> <li>• North Metropolitan Community Boating Group (NMCGB)</li> <li>• Local Emergency Management Committee to plan for and manage emergency and disaster events and support community recovery.</li> <li>• Joondalup Liquor Accord.</li> </ul>	<ul style="list-style-type: none"> <li>• Goodbye Graffiti Database</li> <li>• Graffiti forums</li> <li>• Executive Dashboard</li> <li>• City Watch customer service requests</li> <li>• Graffiti removal customer requests</li> <li>• Public areas CCTV customer requests</li> <li>• Designing out crime review customer requests.</li> </ul>	Participation by City staff at Metropolitan Community Safety Network meetings.
	17. Collect local data to support comprehensive statistical understanding of criminal activities for the WA Police, including City Watch requests, graffiti removal activities, etc.		Access for WA Police to CoJ community safety data is maintained.
	18. Exchange information with the WA Police on relevant incident reporting and the provision of CCTV footage in accordance with the Public Areas Video Surveillance system operation and Management Protocol.		Number of occasions per annum CCTV images are provided to authorised investigative agencies.
	19. Share information with other Agencies operating CCTV in public spaces or on public assets to maximise community safety benefits of these systems.		Networking opportunities undertaken.

# Key Focus Area – Safe Places and Spaces

As a large local government organisation, the City is responsible for significant areas of public open space ranging from parks, urban landscapes, pedestrian accessways and local bushland and coastal reserves. Within these landscaped and natural areas, many infrastructure assets are installed and maintained by the City for the use and enjoyment of the community.

In designing, integrating, installing and maintaining these assets, the City must take into consideration any potential issues that may impact on the safety of users. It is intended that by creating and encouraging the use of safe and open spaces, the community will establish a sense of ownership of these areas and contribute to the overall responsibility for enhancing safety within the community.

## Link to *Joondalup 2022*

Quality open spaces:

*To have urban and green spaces which are attractive, well-utilised and enrich the lives of the community.*

Community Safety:

*For residents to feel safe and confident in their ability to travel and socialise with the community.*



## Objectives and Strategies

Objective	Strategies	Key CPTED Programs	Measures
Embed designing out crime principles into the development and management of public and private spaces.	1. Apply <i>Crime Prevention through Environmental Design</i> (CPTED) principles in the design and construction of existing and new community buildings and park redevelopment projects and works undertaken as part of the City's <i>Beach Management Plan</i> .	<ul style="list-style-type: none"><li>• CPTED Awareness Campaign</li><li>• CPTED and Design Out Crime factors included in City infrastructure projects.</li></ul>	All new community buildings and park development projects incorporate CPTED principles.
	2. Analyse local crime statistics and City community safety indicators to inform the undertaking of targeted CPTED assessments in identified hot-spot areas to improve opportunities for crime prevention in public space.		CPTED Awareness Campaign developed and implemented.
	3. In conjunction with external partners, implement community awareness campaigns that encourage the application of CPTED principles within homes and businesses and the reporting of incidences of crime.		
	4. Conduct a trial to reduce crime within coastal carparks, including targeted patrols, crime deterrent signage and potential CCTV systems through grant funding opportunities.*		
Objective	Strategies	Key CCTV Documents	Measures
Promote and operate CCTV systems in public spaces within the City.	5. In consultation with WA Police and other stakeholders, install, maintain and regularly evaluate the City's CCTV camera surveillance system.	<ul style="list-style-type: none"><li>• Public Areas Video Surveillance system operation and Management Protocol</li><li>• WA Government CCTV Guidelines</li><li>• Australia and New Zealand Police Recommendations for CCTV Systems.</li></ul>	Evaluation of installed CCTV systems within the City conducted annually.
	6. Maintain and operate public areas CCTV systems in the Joondalup City Centre and other locations in accordance with the City's Public Areas Video Surveillance system operation and Management Protocol, including the placement of complementary infrastructure (such as signage and lighting) to maximise its effectiveness.		

\*New strategies aligned to the “Towards Zero” vision.



Objective	Strategies	Key Events and Programs	Measures
Provide a range of recreational and engagement opportunities for the community to encourage responsible and healthy use of public space.	7. Provide areas for recreation in public spaces that increase passive surveillance opportunities within the community.	<ul style="list-style-type: none"> <li>• Battle of the Bands Competition</li> <li>• BMX, Skate and Scooter Competition</li> </ul>	Maintain or improve community satisfaction with public open spaces.
	8. Conduct ongoing events and programs at vulnerable or at-risk public space locations to deter opportunities for crime, (e.g. skate/scooter/BMX competitions).	<ul style="list-style-type: none"> <li>• Youth Festival</li> <li>• Summer Sessions local youth events.</li> </ul>	Minimum of 2 events held annually at vulnerable or at-risk public locations.
	9. Undertake regular safety audits to identify and address perceived safety issues in the public environment.		Safety audits of key passive recreation assets undertaken every three years.



# Key Focus Area – City Safety Services

In addition to supporting externally managed programs and initiatives, the City is also responsible for the delivery of in-house services that contribute to improved safety outcomes for the community.

By providing in-house services, the City has the capacity to better tailor programs which address local issues and needs. Some of the major services delivered by the City (which can be defined as either statutory or discretionary in nature) include Ranger services, City Watch patrols, graffiti management and removal and youth engagement activities.

All of these services and programs contribute to crime prevention and increased community awareness and perceptions of safety within the City's district.

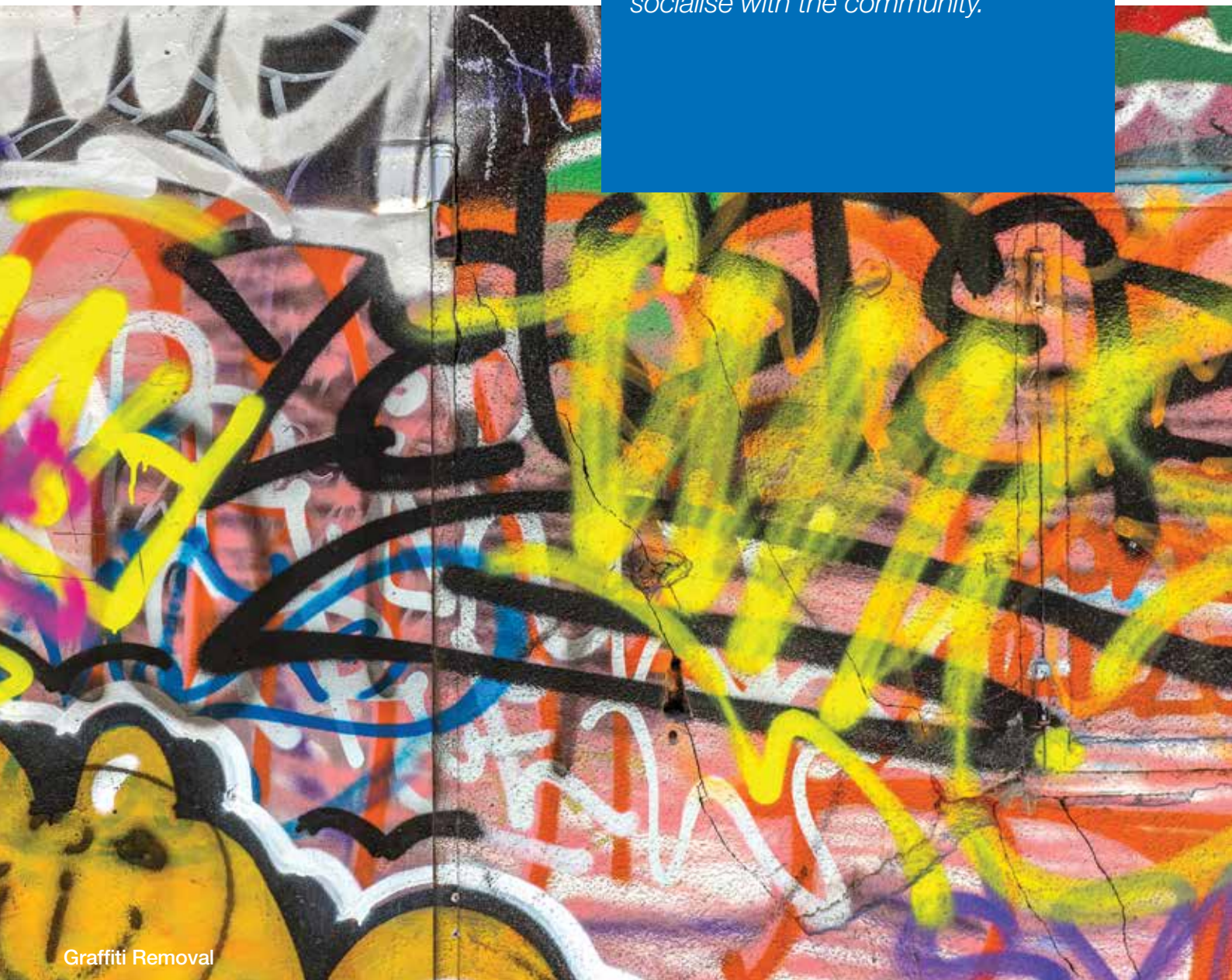
## Link to Joondalup 2022

### Corporate Capacity:

*For the community to have confidence and trust in the City that it can deliver services effectively and transparently.*

### Community Safety:

*For residents to feel safe and confident in their ability to travel and socialise with the community.*



Graffiti Removal

## Objectives and Strategies

Objective	Strategies	Key Patrol and Enforcement Services	Measures
Deliver services for patrolling and reporting suspicious behaviours and enforcing relevant laws.	1. Coordinate the City Watch community patrol service and ensure agreed response targets are met.	<ul style="list-style-type: none"> <li>• General City Watch Patrols</li> <li>• Party Alert Service</li> <li>• Holiday Alert Service</li> <li>• General Ranger Patrols</li> <li>• Beach Ranger Patrols.</li> </ul>	Maintain or improve community satisfaction ratings for City Watch patrol services.
	2. Provide opportunities to review and enhance the City Watch service, including the maintenance of effective relationships between the WA Police and City Watch to inform patrol and response activities.		Contractor performance managed to meet obligations.
	3. Provide a Ranger service to patrol and enforce activities in alignment with relevant laws.		Maintain or improve community satisfaction ratings for Ranger services.
	4. Conduct a review of service delivery hours for Rangers to assist the WA Police in enforcing minor matters.*		Ranger services delivery hours review conducted by December 2014.
Objective	Strategies	Key In-House Programs	Measures
Coordinate the delivery of in-house programs that support community safety and crime prevention outcomes for City residents.	5. Provide a comprehensive program for removing, reporting and preventing graffiti vandalism within the City.	<ul style="list-style-type: none"> <li>• Graffiti Removal Service</li> <li>• Local Graffiti Control Volunteer Program</li> <li>• Mural Arts Program</li> <li>• School Holiday Program</li> <li>• Mobile Youth Service</li> <li>• Youth Outreach Service</li> <li>• Youth Liaison Program</li> <li>• Youth Mentoring</li> <li>• Youth Drop In centres.</li> </ul>	Maintain or improve community satisfaction ratings for graffiti management.
	6. Support the installation of portable CCTV and other suitable security treatments in locations where graffiti is severely affecting public space amenity.*		Graffiti removal contractor performance targets monitored and met.
	7. Provide a comprehensive program for delivering youth-based activities and services in public spaces.		
	8. Engage external stakeholders to assist in the delivery of youth services in public spaces owned by private operators where anti-social behaviour may be present.		Number of client contacts achieved for youth services in public spaces.
Objective	Strategies	Key Grant Programs	Measures
Ensure that in-house programs are well-resourced and funded.	9. Ensure in-house programs align where possible with broader State and Federal Government outcomes to enable greater access to grant opportunities.	<ul style="list-style-type: none"> <li>• WA Community Crime Prevention Fund</li> <li>• Community Safety Fund</li> <li>• State Graffiti Fund</li> <li>• Safer Streets Program</li> <li>• Safer Suburbs Program</li> <li>• Proceeds of <i>Crime Act (2002)</i> grant program.</li> </ul>	Percentage of successful grant applications for community safety and crime prevention programs.
*New strategies aligned to the “Towards Zero” vision.			



# Key Focus Area – Community Safety Awareness

A major component of community safety and crime prevention is the development of public awareness around key safety messages. With awareness comes an increased community understanding of how to prevent and respond to safety issues and become actively involved in programs and activities that improve safety outcomes within the community.

Awareness programs are often diverse and managed by a variety of stakeholders. The City acts mainly as a facilitator for the distribution of information by others, however, specific local issues will also be developed and driven by the City.

Through planned events, activities, networks and engagement forums, the City is provided with many opportunities and mechanisms for communicating messages back into the community. Emerging opportunities, such as social media, will aid in widening the City's current communication network and extend messages and information to more people.

*Link to Joondalup 2022*

**Community Spirit:**  
*Deliver a program of community-based events and education that encourage social interaction within local neighbourhoods.*



## Objectives and Strategies

Objective	Strategies	Key Education Programs	Measures
To increase awareness within the community with regard to community safety and crime prevention initiatives.	1. Support and promote community education and awareness programs developed by external government agencies and organisations, which seek to improve community safety and crime prevention within the community.	<ul style="list-style-type: none"> <li>• Constable Care Puppet Theatre and Interactive School Dramas</li> <li>• Blue Light Disco Events</li> <li>• Art of Ageing Events</li> <li>• Youth Concerts</li> <li>• Youth Competitions</li> <li>• Falls and Injury Prevention</li> <li>• Cyber Safety Awareness</li> <li>• Domestic Violence Prevention.</li> </ul>	Current information on external programs provided on the City's website.
	2. Organise annual events with a community safety focus for targeted groups, such as older persons, women and youth.		Minimum of 2 events conducted annually.
	3. Distribute information and awareness materials relating to community safety and crime prevention at all major City events, City Libraries and other facilities.		Number of events annually where information is distributed.
	4. Provide information to the media on community safety issues with particular emphasis on positive community safety outcomes.		
	5. Establish a greater presence on the City's website and social media platforms to promote internal and external community safety and crime prevention initiatives, programs and partnerships and enable the community to share local safety information and to access online tools and resources.		Review of website and social media opportunities conducted and completed by 31 December each year.
	6. Develop marketing materials to promote the "towards zero crime" philosophy across the City of Joondalup community.		
Objective	Strategies	Key Measurement Programs	Measures
To effectively measure local perceptions of safety within the community.	7. Develop and implement a regular survey to measure community perceptions of safety.*	<ul style="list-style-type: none"> <li>• Community Wellbeing Survey.</li> </ul>	First Community Wellbeing Survey developed and conducted in 2015.
Objective	Strategies	Key Accreditation Program	Measures
Achieve accreditation of the City's approach to community safety.	8. Assess the alignment of City plans and programs in line with the Australian Safe Community Foundation Program and determine eligibility to apply for "safe community" designation by the Foundation.	<ul style="list-style-type: none"> <li>• Australian Safe Community Foundation Program.</li> </ul>	Evaluation of the City's eligibility for Safe Community accreditation achieved by the end of the Plan.
*New strategies aligned to the "Towards Zero" vision.			



# Reporting and Review

In accordance with the City's *Integrated Planning Framework*, the new *Community Safety and Crime Prevention Plan 2014-2018: Towards Zero Crime* has a five-year outlook to align with the *Corporate Business Plan*.

Progress against the Plan will be reported to the Council and community through *Annual Plan Quarterly Progress Reports* and the final *Annual Report*.

A review of the Plan will be scheduled in 2017/18 in accordance with its final year of implementation.









**T:** 08 9400 4000

**F:** 08 9300 1383

Boas Avenue Joondalup WA 6027

PO Box 21 Joondalup WA 6919

Connect with the City



**[joondalup.wa.gov.au](http://joondalup.wa.gov.au)**

*This document is available in alternate formats upon request.*

**Proposed Rangers and Community Patrol Name and Branding**

Logo



Sub Brands





## Vehicle Signage



## Uniform



**Other Branding and Name Considered**

Alternative Logo Layout



Alternative Colour



### Alternative Vehicle Signage



### Alternative Uniform





Other Name Considered

