



MEDIA RELEASE

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GRAFFITI CENSUS DAY: THE BIG PICTURE OF AN UGLY PROBLEM

Sunday, 15 September 2013 is Graffiti Census Day and Australians from all walks of life are encouraged to use their mobile phone to snap and track graffiti vandalism.

Graffiti is an under-reported crime. It's everywhere, but few people use 'hotlines' to report it. Important information isn't gathered or gets lost in silos. Penalties for offenders are light and re-offending is high. People become disillusioned and don't bother reporting graffiti.

Without an accurate baseline to measure graffiti, state and local governments don't know whether their strategies are working or not.

It's a downward spiral.

The time has come to get the big picture on graffiti and VandalTrak's Graffiti Census Day is the way to do it.

"VandalTrak is the game-changer. Ever since our system went live, we've recorded graffiti incidents in excess of the official crime statistics. Our technology lets people report tags in seconds, 24/7", said the chairman of VandalTrak Limited, Anthony Krkac.

VandalTrak's website and free smartphone apps are an integrated community crime management system, which enables citizens to report graffiti using a digital camera or a mobile phone. The GPS coordinates embedded in the images are used to fix the precise location of each tag.

The information is then distributed free of charge to councils, utility companies and law enforcement agencies. During trials conducted with the NSW Police, VandalTrak proved its effectiveness as a source of intelligence in the identification of graffiti vandals in Sydney's northwestern suburbs.

Participants must register with VandalTrak. **Registration is free. Prizes will be awarded to the individual, the school and the community group who records the most graffiti on the day. For terms and conditions, and to register, visit www.vandaltrak.com.au**

VandalTrak Ltd is a not-for-profit company, which has grown to become Australia's largest crowd-sourced graffiti reporting system, with thousands of members across the country.

For more information, contact Chris Winslow on 0409 245 369.

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