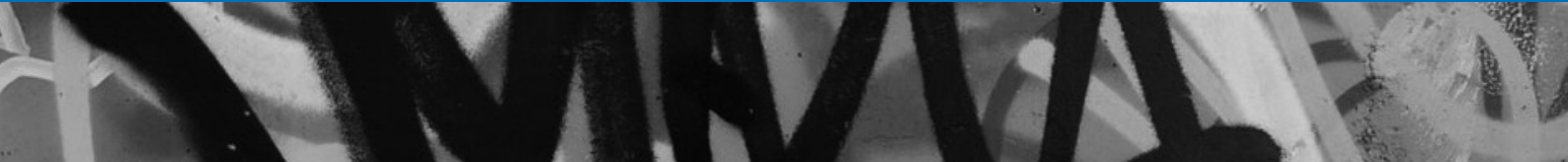


GRAFFITI CENSUS DAY 2013

The big picture of an ugly problem

August 2013



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 smart phone 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.**

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.

TERMS AND CONDITIONS

By taking part in the Graffiti Census Day 2013 you agree to the following terms and conditions.

WHO CAN TAKE PART?

Graffiti Census Day is limited to the states and territories of Australia. Any resident of Australia may take part, except directors of VandalTrak Limited and their families.

At all times VandalTrak's use of personal information is governed by the VandalTrak Statement Regarding Privacy.

HOW TO TAKE PART

To take part, you must be a registered user of VandalTrak on or before Graffiti Census Day 2013.

Graffiti Census Day will begin on Sunday, 15 September 2013 at 06:00 Australian Eastern Standard Time (AEST) and concludes on Sunday, 15 September 2013 at 23:00 (AEST). All graffiti incidents will be logged using AEST.

Your participation in Graffiti Census Day begins at the time your first incident is logged on the VandalTrak system.

Graffiti incidents may be logged by means of the VandalTrak application on a portable device (smart phone or tablet computer) or by a digital camera and uploaded through our web site, www.vandaltrak.com.au

Duplicate entries will not count towards your personal or group total on Graffiti Census Day. You will be advised if the graffiti you are reporting has already been logged on the VandalTrak system. You may 'Vote' for the incident, but it will not be counted.

PRIZES

There will be three winners, one in each of three categories:

1. Most incidents logged by an individual
2. Most incidents logged by a community group
3. Most incidents logged by a school

Each winner will win a gift voucher to the value of \$250. In the case of winners in categories 2 and 3, the prizes shall be group prizes and awarded to the group and not any one individual.

Winners will be announced within 28 days of the completion of Graffiti Census Day. Winners have 28 days from the date of the announcement to claim their prize. Any prizes not claimed by this time will be forfeited.

VandalTrak Limited's decisions are final and not subject to appeal or review.

NO LIABILITY

Should any event or outside intervention significantly hinder VandalTrak's ability to proceed with Graffiti Census Day, then VandalTrak may at its absolute discretion cancel Graffiti Census Day and recommence it from the start on the same conditions.

Events or outside interventions include, but are not limited to, power failures, telecommunications network failures, natural disasters, acts of God, civil unrest, strike, war, act of terrorism.

VandalTrak will not be liable for:

- any misadventure, accident, injury, loss (including but not limited to consequential loss) or claim that may occur during your participation in Graffiti Census Day; or
- failure of a report to be logged by VandalTrak on account of technical problems or congestion on the telecommunications network.

VandalTrak Limited assumes no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or alteration of entries, and reserves the right to take any action that may be available, subject to state government legislation.

VandalTrak reserves the right in its sole discretion to disqualify any individual who disrupts, subverts or tampers with Graffiti Census Day.

USE OF THE VANDALTRAK SYSTEM

Your sensible use of the VandalTrak System on Graffiti Census Day 2013 and your collection of content are subject to the existing Terms and Conditions governing use of the VandalTrak system.

These terms and conditions may be obtained from www.vandaltrak.com.au

VANDALTRAK'S DETAILS

PO Box 3245
Rouse Hill NSW 2155
support@vandaltrak.com.au
www.vandaltrak.com.au