



Leaders at the Core of Better Communities

**2015 Local Government Excellence Awards Program
Program Excellence Awards Nomination Form**
(All programs nominated must have been fully operational for a minimum of 12 months, prior to January 31, 2015)

Deadline for Nominations Extended to March 30, 2015

Complete this form (sections 1 and 2) and submit with your descriptive narrative.

SECTION 1: Information About the Nominated Program

Program Excellence Award Category (*select only one*):

- Community Health and Safety**
- Community Partnership
- Community Sustainability
- Strategic Leadership and Governance

Name of program being nominated: Manly Council Crime Prevention Plan 2011-13

Jurisdiction(s) where program originated: Manly Local Government Area, New South Wales, Australia

Jurisdiction population(s): 43,331

Please indicate the month and year in which the program you are nominating was fully implemented. (Note: All Program Excellence Award nominations must have been fully implemented for at least 12 months prior to January 31, 2015, to be eligible. The start date [on or before January 31, 2014] should not include the initial planning phase.)

Month: January Year: 2014

Name(s) and title(s) of individual(s) who should receive recognition for this award at the ICMA Annual Conference in Seattle, Washington, September 2015. (Each individual listed MUST be an ICMA member to be recognized.):

Name: Henry Wong

Title: CEO Jurisdiction: Manly Council

SECTION 2: Information About the Nominator/Primary Contact

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2015 Local Government Excellence Awards Nomination- Manly Crime Prevention Plan

Introduction: Alcohol related violence and anti-social behavior in public spaces is a complex issue for Australian governments and has been referred to as a ‘Wicked Problem’, that is, one that spans a number of policy arenas, is difficult to resolve, and the responsibility for which stretches across several stakeholders with different perspectives on how such a problem should be addressed.

This nomination relates to a highly successful community safety and crime prevention initiative undertaken over a period of three years from 2011 to 2014. The Manly Council Crime Prevention Plan directly tackled alcohol related violence and anti-social behaviour in Manly CBD. The results were a reduction in the target crime categories as well as a striking improvement in public perception. These positive outcomes have been evaluated using official crime statistics and community satisfaction surveys.

Background: Manly is a highly visited tourist destination with more than eight million visitors per year. Manly CBD comprises of a mix of retail, residential and other commercial properties. There is a dense concentration of licensed venues with more than 120 restaurants, bars and hotels located within a 500 metre radius. This late night entertainment precinct attracts large numbers of young patrons from surrounding areas and is crowded with revelers late into the night on weekends. For many years Manly CBD was identified by Police as a hotspot for alcohol related assaults and offensive conduct, with young people dominating the late night environment, drinking and partying in late night licensed venues prior to ending up in the public space on their way home. There was a heavy social, environmental and economic cost to this situation.

Offences occurred primarily on the weekends between midnight and 6am. It mostly involved young, intoxicated males as both victim and offender. Manly also ranked 4th (out of 141

LGAs) in NSW for the crime of 'Offensive conduct' - most of which relates to urinating in public in the Manly CBD. In addition Manly LGA rated 3rd in the State for 'Steal from Person' offences of which the majority occur inside Manly licensed premises. (source: NSW Bureau of Crime Statistics).

The scale of this entrenched drinking and anti-social culture, impacted significantly on the wider community perceptions of 'safety', as evidenced in 2011's Manly Council's 'Community Strategic Plan Beyond 2021'. Extensive community consultation revealed high levels of fear about the situation and specifically identified the top priority social issue as 'Binge Drinking' and 'The Culture of Alcohol in Public Spaces'. Comments from this consultation including *"drinking" was seen as a leisure/recreation activity for people in Manly and "people come to Manly to get wasted"*. As a result of community consultation the Council's priority social objective was to 'Reduce Alcohol Culture and Binge Drinking'.

Solution – The Manly Crime Prevention Plan: Council committed to improving the situation and adopted the 3 year Manly Crime Prevention Plan, which commenced implementation in 2011. The plan was multi-faceted with strategies to improve infrastructure, education, community engagement and place activation in 3 overlapping yet distinct stages. This holistic approach has produced significant measurable results by decreasing the level of crime and anti-social behavior, changing community safety perceptions and improving relations with stakeholders.

The Manly Council Community Safety and Place Management Committee over-sighted and directed much of the work. Broad and high level representation has been key to this committee's success. It includes the Mayor as Chair plus five other Councillors, Police Commander and a range of key stakeholders. Collaboration on the Committee has reduced

the 'blame game' because all the key players are represented at this forum and have an opportunity to air their views.

Stage One of the plan "Get Home Safe" component improved late night transport options in Manly CBD. Reducing the number of patrons congregating in public space after leaving venues, encouraging safe and efficient dispersal of patrons out of the CBD was aimed at reducing incidence of alcohol related offences at the transport hubs. Council worked collaboratively with late night transport stakeholders, reviewing and developing a late night transport plan, active promotion and marketing of transport options to patrons and improving infrastructure at the two secure late night transport hubs. Practical changes included new eye catching timetable posters for the night bus stands; linking of campaign advertising to council and licensed premises websites; distribution of over 3,000 'Get Home Safe' wallet cards and posters in licensed premises, community centres, English Language Schools, high Schools and backpackers hostels; design and distribution of 2,000 'Get Home Safe' lollipops to late night stakeholders; taxi customer charter and information display board for secure late night taxi ranks.

The second stage of the plan focused on community engagement and education. Education resources including orientation wallet cards and film clips (DVD and online format) for English Language Schools, students and backpackers including road, beach and surf safety, tips for a safe night out and drink spiking.

Year 12 High school briefings - Police, Council and a member of Manly Liquor Accord discuss important issues such as Alcohol Prohibited areas, late night guardians. Late night transport, liquor laws and responsible service of alcohol etc. to help forewarn them when out partying.

'Market Lane Saturdays' was an activation of an under-utilised space in the centre of Manly. Council ran a range of interesting events that included food, music, market stalls every

Saturday night. Introducing a different demographic to the public space created a distraction from the anti-social outcomes of the late night drinking venues.

Stop the Supply Campaign – A marketing educational strategy to heighten awareness of the laws around supply of alcohol to under age. Elements included messages on state government bus backs, 10,000 bottle shop bags, website, film clips and parental workshops – evaluated as highly successful in raising awareness.

Stage three involved engaging and supporting important stakeholders including Street Pastors and Manly Liquor Accord and reinforcing essential infrastructure. Projects included development of a Late Night radio network to improve communications between late night stakeholders and Council CCTV operators; Street Pastors – supply of high visibility jackets to these important late night guardians; CCTV coverage of both secure late night taxi ranks; installation of new taxi rank shelter.

Tangible results and measurable outcomes: The wide ranging number of projects and strategies implemented over the three years have now been evaluated. Late night transport results were almost immediate with a significant decrease in alcohol related offences at the previous crime hotspots of the transport hubs. Once implemented there were NO recorded incidents at the bus stops and a 75% reduction at the secure taxi ranks.

Stage two – Market Lane Saturdays project had promising results with no recorded Police incidents; the rates of alcohol related incidents in Manly on a Saturday night were down to 311 from 382 the corresponding period in the previous year 2012; the average number of alcohol related incidents were significantly lower on Market Lane Saturday nights compared with a normal Saturday night (9.125 compared with 19.4).

According to the NSW State Bureau of Crime Statistics and Research, from the start of the project in 2011 to its completion in January 2014 crime has been measurably reduced in each category of concern:

- Alcohol related assaults are reduced from the rate of 610/100,000 to 528. In real terms this means that approximately 34 less people are being assaulted in the Manly CBD per year.
- Offensive conduct reduced by 46.2% (304 incidents per annum to 164)
- Stealing in Licensed Premises is down 16.6%

Equally as important, the poor perception of safety by the community has also shown positive and dramatic improvements. Following the community feedback in 2011 it was decided to include this category in the annual Council Community Satisfaction Survey. Amongst seven other Council activities 'Community Safety' was measured for the first time in 2012. All other categories on average rate regularly around 7. Remarkably the Community Safety category is the only category by the end of 2014 that had risen to a staggering 9.81/10 score rising from an initial 7.29 in 2012.

Whilst the plan and its strategies are now officially completed, many of the projects will continue to operate. The Community Safety and Place Management Committee continue to meet monthly to ensure sustainability of the project outcomes. Crime data and maintenance of the social capital will be actively monitored.

It has been estimated that late night crime and disorder was costing Council at least \$1M per annum. The projects detailed over a three year period totalled \$68,000 (not including staff costs). The overall outcome is a safer Manly at night, which is a great benefit for the wider community but particularly for Council's residents, ratepayers and the many visitors to Manly.