

An introduction to the VandalTrak

GRAFFITI MANAGEMENT PROGRAM



About us

VandalTrak Ltd is a not-for-profit public company. It was set up to bypass the confusing patchwork of 'hotlines' and 'task forces' that frustrate efforts to report graffiti and prosecute the offenders.

VandalTrak was started by Anthony Krkac in 2008. Along with other concerned citizens, he designed a system that helps the public to join forces with local councils, businesses, the police and volunteer clean-up groups.

The result is VandalTrak – a web-based graffiti management program.

An underreported crime

The fight against graffiti is undermined by patchy reporting and poor quality data. Many people find it too difficult and time-consuming to report graffiti. If a bus stop is tagged, whom do you call? Should it be the police, the council, or the bus company?

vandaltrak.com.au cuts through the confusion.

About our site

vandaltrak.com.au is a website designed for one purpose: to fight graffiti vandalism. It's a quick and simple way for citizens to record and report graffiti, using a digital camera or mobile phone.

How does it work?

It uses GPS coordinates to fix the precise location of each tag. Users don't need to install any software, and it doesn't matter whether they use a Mac or a PC.

All that's needed is access to the Internet and a current web browser.

Vandaltrak.com.au is always on duty

Users can report graffiti at any time of the day or night. As soon as they do, the information becomes actionable intelligence for law enforcement, participating local councils, public utilities and community clean up groups.

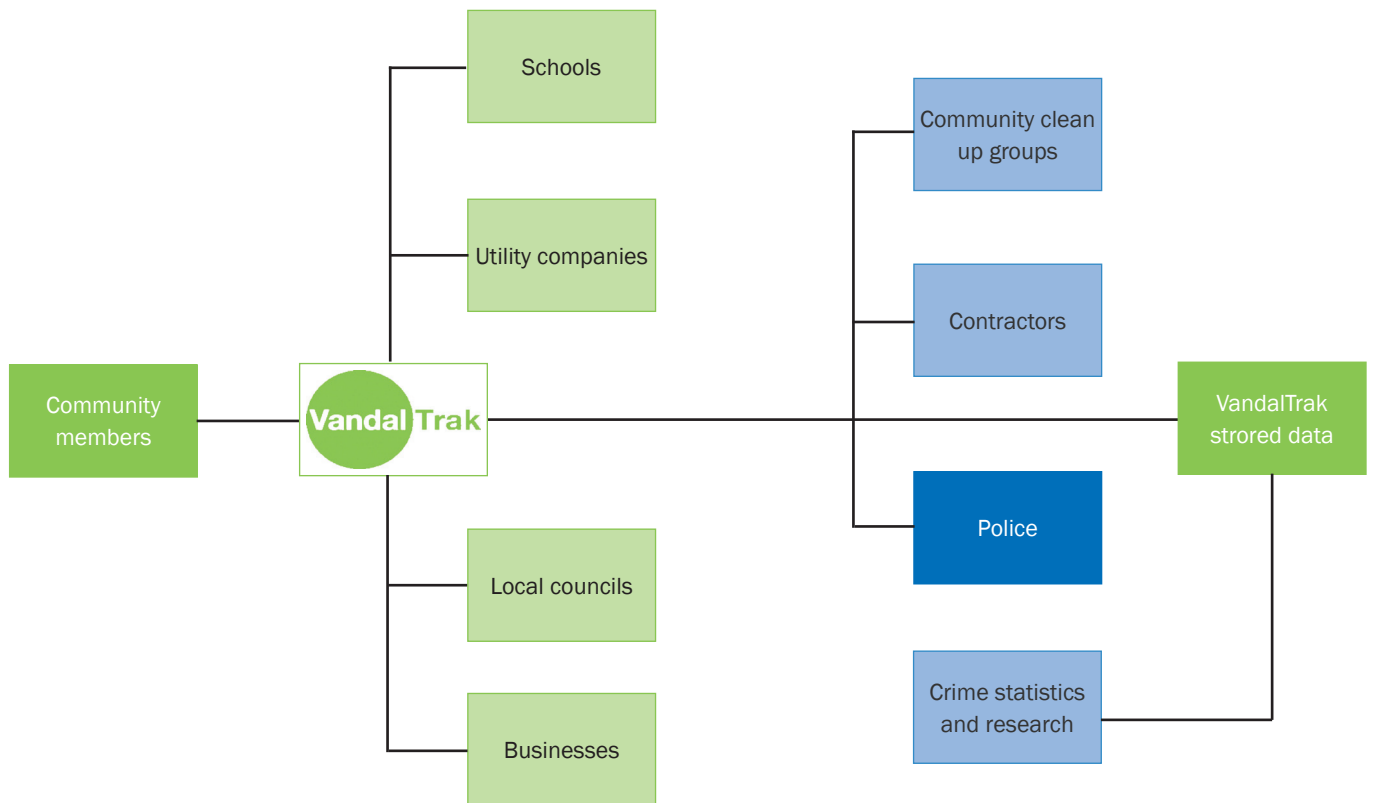
vandaltrak.com.au never clocks off.

Community partnerships

We believe that partnerships between citizens, businesses, local councils, the police and community groups will win the fight to reclaim our streets.

VandalTrak will help community groups to plan their clean up campaigns. We can do this by analysing the size and locations of tags, the materials required to remove them, and the order in which locations should be cleaned.

vandaltrak.com.au records proof of the clean up work, using 'before' and 'after' pictures.



All of this information will be vital when community groups need to raise funds from local councils and business donors.

Commercial partnerships

Big or small, public or private: too many organisations have to spend time and money removing graffiti from their property.

The VandalTrak Graffiti Management Program lets commercial partners tap into a community network, which can report damage done to company assets, wherever it occurs. Electricity and water utilities, local councils, bus, rail and telecommunications companies, can each receive reports of graffiti vandalism direct from the public.

VandalTrak can actively manage the recording, reporting and removal of graffiti. We monitor the collection of images, record relevant data, deploy contractors or volunteer groups and verify that the job is done.

Together we can put a stop to hundreds of millions of dollars worth of malicious property damage.

Law enforcement partnerships

vandaltrak.com.au is designed to collect evidence of multiple offences by matching and cataloguing offenders' tags. Such information can assist police with their investigations by enabling them to identify the worst offenders and track their activities. Further, if magistrates want to impose fines and community clean up orders equal to the amount of damage done, then they need access to more and better data.

Together, VandalTrak and its partners can reclaim our neighbourhoods from mindless vandalism.

Getting started

Users must be registered. This helps to keep the vandals out of VandalTrak. Also, our website does not allow members to view any graffiti incidents other than those which they themselves have registered (however, local councils can view reports of damage to their property).

Registration is *free* and users can start reporting incidents within minutes.

vandaltrak.com.au is better than a hotline. Users can follow the progress of their report.

For more information on how you or your organisation can join the VandalTrak program, please visit our web site: www.vandaltrak.com.au

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