

MEDIA RELEASE



DATE EMBARGOED:
Friday 24th June

COMMUNITY ART VERSUS GRAFFITI

Toll road operator CityLink has joined forces with the neighbouring municipalities of Moonee Valley and Yarra in a novel approach to tackling graffiti.

CityLink is funding two major urban art projects, in a move designed to both reduce incidents of 'tagging' on its infrastructure while, at the same time, providing young artists with an opportunity to positively contribute to their local community.

Murals will be created on two prominent CityLink sites, a concrete wall running alongside Moonee Ponds Creek, and the rear of a 'noisewall' overlooking the Yarra River in Burnley.

'Research has indicated the incidence of graffiti and tagging is significantly reduced on outdoor walls and surfaces that feature murals or artistic design,' said CityLink CEO, Brendan Bourke.

'And the experience of a number of councils which have adopted graffiti management policies has reinforced this research.'

The first of these projects began in Moonee Ponds this week, where public artist Amanda King is working with students from the nearby Strathmore Secondary College. Using predominantly stencil art, the artists will create a mural featuring the Moonee Ponds Creek, including flora and fauna indigenous to the area.

'The design had to be consistent with the Moonee Ponds Creek Public Art Strategy and was approved by the Moonee Ponds Creek Coordination Committee,' said Mr Bourke.

'Amanda has worked with the children in the classroom teaching them how to make the stencils, before working with them on-site to create the mural,' he said.

'This is a real example of a positive community project where businesses, local councils, community groups and local schools have come together to achieve shared outcomes,' said Moonee Valley Mayor Lydia Kauzlaric.

'And CityLink has been able to strengthen its relationship with its neighbouring communities through developing this collaborative approach to tackling the ongoing issue of graffiti,' added Mr Bourke.

Strathmore Secondary College Art Teacher Helen Kostiuk said the project has provided her students with a wonderful learning experience.

'The school has been able to incorporate the work into its curriculum and provide students with a unique opportunity to make a lasting contribution to their community.'

The City of Yarra's Youth Arts Program will also engage a coordinating artist in the coming weeks to work with young people and possibly local schools to implement their project.

The projects have also been made possible by the generous donation of Dulux paint from local company, The Mattioli Brothers, whose recent projects include the painting of CityLink's 'Gateway to Melbourne' (otherwise known as the red and yellow 'sticks') on the Tullamarine Freeway.

PTO for Picture Opportunity Details

Media Contact: Jane Calvert
T: 03 9920 8788 M: 0417 306 575

CityLink Melbourne Limited
ABN 65 070 810 678
Locked Bag 28, South Melbourne

Telephone 9920 8788
Facsimile 9920 8585
www.transurban.com.au

MEDIA RELEASE



DATE EMBARGOED:
Friday 24th June

PICTURE OPPORTUNITY

What: Amanda King and Strathmore Secondary College

Students at work on an urban art mural

Where: Meet in Red Rooster Car Park, crn of Pascoe Vale Road
and Gaffney Street, Moonee Ponds

Melways Ref: 16, J9

When: 10.15 for 10.30am, Friday 24th June

Please call Jane Calvert on 0417 306 575 on arrival at Red Rooster so as she can walk you to the site.

Media Contact: Jane Calvert
T: 03 9920 8788 M: 0417 306 575

CityLink Melbourne Limited
ABN 65 070 810 678
Locked Bag 28, South Melbourne

Telephone 9920 8788
Facsimile 9920 8585
www.transurban.com.au
