



## **Warner Awareness Education Graffiti Education Awareness Program**

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***Please respect that this document is confidential***

## Who is Warner Group?



We work in **people & business development** tailored to meet the needs of our clients

- Warner Group has been operating as a consultancy organisation since 1994
- It is based in Melbourne
- Over the years we have expanded our expertise, we now have 4 business divisions:
  - › Warner Awareness Education – development & delivery of creative, effective education programs to address local youth issues
  - › Warner Business Improvement – consulting & projects
  - › Warner Institute Of Business – accredited study and short programs
  - › Warner Workforce alignment – fusion of individual & organisational goals
- We work in Private Industry, Government & Local Government
- Working in Australia – metropolitan and regional locations

*We listen, we create & integrate, we care*

# Warner Awareness Education

## OUR VISION



- ➔ Through strategic partnerships, make a positive difference to communities through the delivery of creative, innovative education programs that contribute to the:
  - Prevention of anti-social behaviour
  - Healthy development of youth
  - Creation of safe and clean communities
  - Improvement of quality of life

*Working with you to achieve the outcome  
– less social and economic costs to your community*

## Warner Awareness Education (WAE) Programs



Specialising in the development and delivery of highly effective end-to-end programs to address selected youth issues that impact the whole of community.

- **Graffiti Education™ (GE)**  
making a difference in 3 states, over 500 schools
- **Litter Education**  
effective, interactive programs for difficult teen market
- **Underage Binge Drinking (UBD)**  
building resilience with responsible drinking education

***Warner Awareness Education – committed to making a difference to communities***

# Graffiti Education™ Program Success



## Measurements of the program's success::

- ✓ In 2008 it will be delivered in over 500 schools across 3 states
- ✓ An average of 98% of all schools participate within a municipalities
- ✓ Schools continually request the program each year; some have included it as a permanent part of their curriculum
- ✓ Student feedback undertaken as part of the program indicates strong “take-up” of the program content
- ✓ Teacher feedback has been positive; they believe that the program provides a “very effective way to communicate information & messages” to the students
- ✓ Some councils have measured & recorded a significant decrease in the incidence of new graffiti across their municipality



***Positive feedback and results***

# Overview of Graffiti Education™ Programs



- **We get to the grass roots!**  
Getting to children prior to them making a decision to participate in graffiti & on the cusp of experimentation
- **Aim of the program is**  
“to decrease the incidence of new graffiti within a defined area, through the on-going education of school children”
- **Is delivered in schools to Years 5 & 8**  
using the school community to reach the key influencers of youth – teachers, peers & parents
- **WAE staff deliver EVERY PART of the program**  
orchestrating a community approach & message by liaising with schools, students, parents, associations, youth workers, the police & other



*It is more effective to encourage behaviour rather than change it!*

## Benefits of the Graffiti Education™ Program



- **Effectively targets** – gets to all potential vandals
- **Effectively communicates** with students using interactive techniques to encourage their participation and ultimately understandings
- **Continually Reviewed** – program is refined to ensure relevance to the target market
- Encourages peers not to condone illegal graffiti being undertaken by others - **'it affects us if others are doing it'**
- Generic Program **can be tailored** to individual needs of your organisation
- **Links with localised stakeholders** in the community
- Delivered as a program that **compliments existing school curriculum**

*The GE Program must be relevant and realistic to the target market*



## Who do we target & why?



- ➔ The program is designed to be delivered to primary AND secondary school children.
  - The program is best served by aiming to influence behavior of children over time and therefore reinforcement of the program is necessary
  
- ➔ The program is most successful with children at an age when they are more likely to be influenced
  - to get those `would-be' vandals to think first!
  - As students grow older others behind them will also be educated, so that ultimately all potential offenders will have undertaken the program

***Peer group influence starts early in life!***

# What is the Graffiti Education™ Program?



## Core Program:

- Delivered by experienced actors
- Uses a mix of acting & guided facilitation
- Interactive & fun
- Delivered in a school lesson

## The program content:

- Educates, informs & deters
- Creates awareness of the criminal, physical & emotional consequences
- Offers alternative legal pursuits
- Encourages an adoption of a sense of responsibility for own actions
- Builds on Life Skills Curriculum already delivered in schools
- Firmly drives home that vandalism is not accepted by the community!
- Explains how the individual is affected by others vandalising

***Aims to maximise the students comprehension of the consequences  
– leading them all the way!***

# Graffiti Education™ Program Evaluation



- Focus group testing
- Regular student surveys – qualitative & quantitative
- Regular teacher questionnaire survey
- Student internet independent survey
  - Pre & Post Program
- Statistical & anecdotal measures
  - Schools, Council, Local Police, other stakeholders

*Enabling program evaluation, refinement & tailoring*

## Whole of Community Benefits



- Targeted early intervention program that links with other programs in the community
  - Consistent delivery (content, delivery approach & ongoing)
- Reduce the incidence of “vandalism” – less social and economic damage to the community
- Instill a sense of civic pride & social responsibility within youth arena
- Positive PR to support the community in its drive against vandalism by school aged children
- Working with a professional organisation that is experienced in the complete management of programs:
  - Development and delivery of the program
  - Liaison with stakeholders of the program
  - Formal & informal reporting as agreed

***The generic “community” will benefit from even a partial success of this program***



**Illegal graffiti & tagging is a major problem  
in our community**

**It has significant immediate & long term  
costs to the community**

**The Warner Awareness Education  
Graffiti Education™ Program  
focuses on  
*early intervention, prevention & minimisation***

***We need to join forces to combat illegal graffiti***



# **Warner Group Pty Ltd**

## **Awareness Education Division**

Diana Cook,

Manager

Awareness Education Division

Mobile: 0422 529 744

Office: 9555 9100

*COMPLETE Awareness Education Programs*