

## COMPANY PROFILE

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**URBAN SMART PROJECTS** are professional project managers and administrators of urban art projects and anti-graffiti initiatives. We act on behalf of corporate and government organisations to beautify and enliven public spaces with artwork that engages the community as artists and is also highly effective in deterring graffiti and vandalism.

Consisting primarily of Traffic Signal Boxes (TSBs) painted by local community members, our work has transformed thousands of public surfaces in urban areas across Australia and internationally. A Brisbane City Council study has projected potential savings into the millions of dollars, based on reductions in the ongoing costs associated with graffiti removal on Brisbane's signal boxes alone.

### **Project outcomes**

Urban Smart Projects offer a low-cost, high-return model of engaging community with projects that provide a creative interaction with the urban environment and provide a tangible, lasting result. The focus of any community project is to maximise improvements in social and environmental well-being. To this end, our approach is to provide the tools, resources and direction to enable the people of the community to collaborate for the good of the community.

The USP proposition:

- Significantly reduces graffiti and vandalism removal costs for local authorities
- Utilises, transforms and helps to maintain existing infrastructure
- Sources all workers from the local community
- Enlivens and beautifies the local landscape
- Fosters community enterprise
- Promotes social cohesion and collaboration
- Encourages community connection and interaction with urban spaces
- Provides a socially responsible community business model

### **How we work**

Our role is to act as bridge between the community and government/corporate organisations. We remove the often prohibitive administrative and logistical burdens of working with the community. We handle the time-consuming promotional, networking and relationship-building phases of the project. Our goal is to provide a simple, effective means of supporting social cohesion and enterprise that also makes a significant contribution towards minimising the costs of maintaining urban infrastructure.

The Urban Smart Projects framework is designed to be as straightforward as possible. We work from a project template which can be customised to your requirements and we undertake all fact-finding and auditing of the local area and community demographics. USP also manage all local promotion and selection of artists through social media and print media campaigns, and we utilise our website as the main touch-point for project information.

Costing and project delivery time are discussed and settled at the outset. We provide regular, periodic reporting as well as a photographic record, and on completion all projects are displayed and searchable on the USP website.

## **Project Partners**

- Brisbane City Council, QLD
- Wyndham City Council, VIC
- NBN CO, North Sydney, NSW
- City of Boroondara, VIC
- Moreland City Council, VIC
- City of Ballarat, VIC
- EC1 New Deal for Communities, Islington, London, UK
- Hobart City Council, TAS
- Manningham City Council, VIC
- Queensland Urban Utilities, QLD
- Lendlease, Goodna, QLD
- Newcastle City Council and Roads & Maritime Services, NSW
- Knox City Council, VIC
- Department of Transport & Main Roads, Brisbane Metropolitan, QLD
- Department of Transport & Main Roads, Gold Coast, QLD
- Department of Transport & Main Roads, Sunshine Coast, QLD
- Gold Coast City Council, QLD
- Redlands City Council, QLD

Please see the gallery page of our website to view completed artworks.

## **Personnel**

Co-Director Catherine Ovenden

BA Grad Dip

Catherine has a tertiary background in Arts, Business Management & Marketing. She has eighteen year's experience as an administrator in community development and social enterprise.

Co-Director Nicole Gaunt

Cert IV in Assessment and Workplace Training

Nicole has a background in leadership and project co-ordination. Nicole manages business operations, project administration, IT and communications.

## **Awards**

2010 - Certificate of Merit The Australian Crime and Violence Prevention Awards for the Urban Smart Projects Painted Traffic Signal Box Initiative

## **Public Liability Insurance**

Insurer: Liberty International Underwriters

Policy Number: P600507844/16

Limit: \$20,000,000