

# The Glenorchy Operation Bounce Back Project

## Tackling Motor Vehicle Theft Through Community Partnerships and Engagement

Operation Bounce Back is an initiative of the National Motor Vehicle Theft Reduction Council and Glenorchy City Council





# The Glenorchy Operation Bounce Back Project Presentation Overview

- Snapshot of Glenorchy
- Glenorchy City Council and Community Safety: A Brief History
- What is Operation Bounce Back
- Vehicle Theft in Glenorchy
- The Glenorchy Operation Bounce Back Project
- Outcomes
- Key Success Factors
- Where to From Here



# Snapshot of Glenorchy

- The Local Government area (LGA) of Glenorchy is situated on the west bank of the Derwent river, north of the city's capital Hobart.
- Covering 12,000 hectares, the Glenorchy LGA has both urban and semi rural settings but is classified by the ABS as “urban”.
- Glenorchy is the fourth largest LGA in Tasmania with a population of approximately 44,615 (2005).
- The Glenorchy LGA has a higher level of socio economic disadvantage than neighbouring urban LGAs.



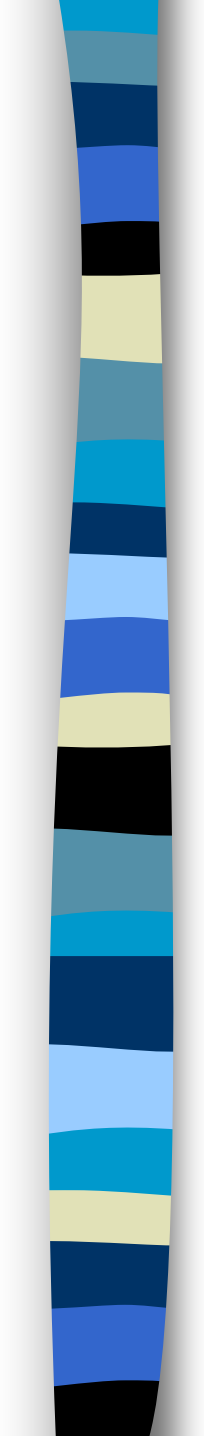
## Indicators include:-

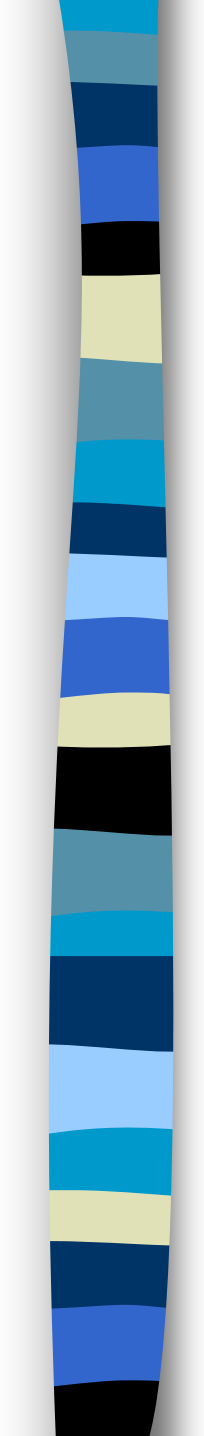
- the highest level of public housing stock of any LGA in the state.
- the second highest LGA within the state in terms of young people in receipt of Youth Homeless Allowance.
- In 2001, 72.8% of the adult population did not have a formal education qualification.
- A school retention rate which is below the state average.
- An unemployment rate which is higher than for Tasmania as a whole.



# Glenorchy City Council and Community Safety: A Brief History

- 1992 – Community concern with crime and safety in Council’s annual resident survey.
- 1993 – Council sponsors “Safe City Conference” – a first in Tasmania.
  - Attended by 130 people.
  - Examined the causes of crime.
  - Identified individual and community actions to prevent crime.
  - Proposed future strategies.

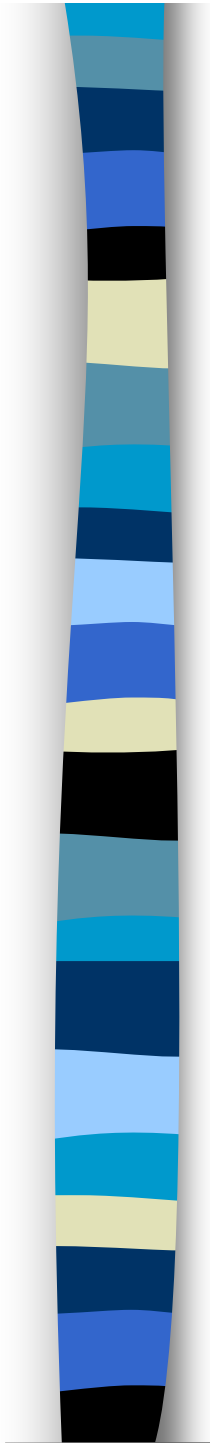
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- 1994 – Development of Glenorchy City Council Crime Prevention Strategy.
  - Strategy focused on addressing situational aspects of crime prevention and on longer term social prevention strategies.
  - Specific initiatives implemented included:
    - Development of safety audit kit and conduct of safety audits throughout the city.
    - Development of a Youth Resource Centre in the Glenorchy CBD.
    - Inclusion of crime prevention guidelines in the planning scheme.
    - Conduct of an urban design conference for builders, developers and design professionals focusing on design for crime prevention.

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- 1995 – Development of a broadly based Safer Communities Committee as a special committee of Council.
  - 2000 – Young People and Crime: “Breaking Cycle Conference” jointly sponsored by Council and the State Government.
  - 2001 – Development of Safe and Sound Community Safety Strategy:  
Strategy has four goals:
    - To support and strengthen all members of the community.
    - To reduce violence and crime.
    - Build confidence in public space.
    - Address offending in ways which are effective for both victims and offenders.



## Initiatives implemented include:

- Infrastructure changes to the Glenorchy Bus Interchange.
- Development of the PULSE Youth Health Centre.
- Chance on Main early intervention program for young offenders and young people at risk.
- Targeted initiatives focusing on crime prevention for business.
- A police column in our monthly Glenorchy Gazette providing information on police initiatives and community safety.
- Conduct of an annual “Safety in Action” forum to identify community safety issues and proposed strategies.



Glenorchy City Council's community safety initiatives are based on the underpinning philosophy that crime is a whole of community, whole of government issue which requires a total community response to address cause, prevention and education.



# What is Operation Bounce Back?

- Operation Bounce Back is a funding initiative of the National Motor Vehicle Theft Reduction Council.
- Through Operation Bounce Back, Councils and community organisations across Australia have received funding to implement innovative projects aimed at reducing the incidence of motor vehicle theft.



# Motor Vehicle Theft in Glenorchy

## The Vital Statistics

The City of Glenorchy recorded the following statistics in relation to Motor Vehicle theft:

- 431 thefts between July 2002 and June 2003.
- 373 thefts between July 2003 and June 2004.  
(82% of these stolen vehicles were manufactured prior to 1990)
- 528 thefts between July 2004 and June 2005.  
(86% of these vehicles were manufactured prior to 1992)
- 528 thefts between July 2005 and June 2006.  
(87% of these vehicles were manufactured prior to 1992).





# The Glenorchy Operation Bounce Back Project

- Glenorchy City Council has developed and implemented 2 Operation Bounce Back projects with funding from the National Motor Vehicle Theft Reduction Council.
  - 2004/05 - \$35,000.
  - 2005/06 - \$25,000.
- A further project will be implemented in 2007 as a result of an additional grant of \$35,000.



# What Did We Do In The Glenorchy Operation Bounce Back Projects?



# 1. Project Bonnet

- Tasmania Police Motor Vehicle Crime Prevention initiative.
- Implemented in partnership with Glenorchy City Council.
- Aim of Project Bonnet is to reduce the opportunity for motor vehicle crime.
- The objective of Project Bonnet is to encourage motor vehicle operators to make a conscious decision to secure their car and remove valuable property and demonstrate that fact by the display of the “Empty Car” note on the dashboard.



- **Activities Included:**

- Police and Glenorchy City Council staff (trained Parking Officers) noted details of any vehicles where property was clearly visible inside the vehicle.
- Notification and provision to the owners of those vehicles of a motor vehicle ‘crime prevention toolkit’ containing advice on the best and most practical methods to ‘reduce the risk’ of being a victim of vehicle crime.
- Motor vehicle crime prevention toolkits made available to the community.

# PROJECT BONNET



Reduce the Opportunity  
for Motor Vehicle Crime

## PROTECT YOUR CAR

- \* REMOVE YOUR VALUABLES
- \* LOCK & SECURE YOUR CAR
- \* PROTECT YOUR CAR KEYS
- \* IMMOBILISE YOUR CAR NOW!

WHY MAKE  
IT EASY?



PROJECT BONNET is a Terranville Police Crime Prevention Initiative in partnership with Operation Bounce Back: an Initiative of the National Motor Vehicle Theft Reduction Council and Glenorchy City Council.





## 2. Community Education and Awareness Campaign.

- Provision and Installation of free engine immobilisers to victims of motor vehicle theft.
- Identification of victims of vehicle theft in Glenorchy.
- Operation Bounce Back stolen vehicle questionnaire.
- Impact of vehicle theft on the victim & family.
- Presentation of engine immobiliser vouchers.



# Shopping Centre Displays

- Conducted at the 4 major shopping centres in the Glenorchy LGA.





# Information Sessions with Community Organisations

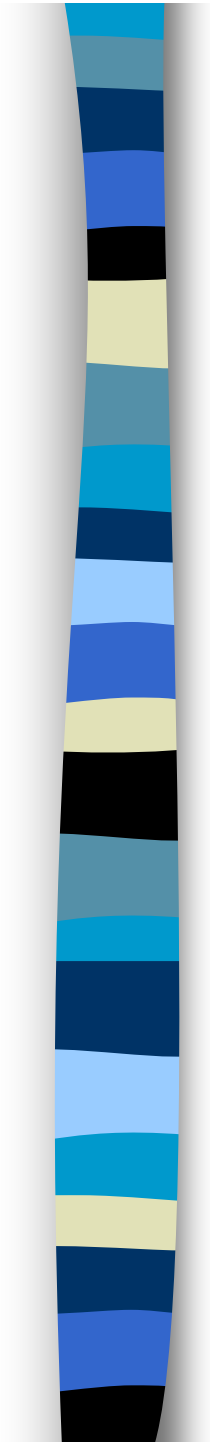
- Glenorchy Local Government area  
Community Precinct Groups (10 committees).
- Neighbourhood Watch groups.
- Neighbourhood/Community Houses.
- Glenorchy City Council staff.
- Interagency Network groups.
- State and N.G.O. agencies (Library, Service Tasmania etc.).



# Glenorchy Safety Day

- Very public high profile location.
- Display of burnt out and damaged cars providing passers-by with a dramatic reminder of the fate of too many stolen cars.
- Displays and information tents.
  - AAMI Insurance.
  - RACT immobilisers and vehicle security equipment.
  - Glenorchy Police.
  - Victims Support Unit.
  - Quiz – to win engine immobilisers.
  - Project Bonnet information toolkits.
  - Free sausage sizzle.
  - Media coverage – TV, print and radio.









### 3. Design, Production and Installation of Carpark Signage.

**WHY  
MAKE IT  
EASY?**



**STOP  
VEHICLE  
THEFT!**



# PROTECT YOUR CAR

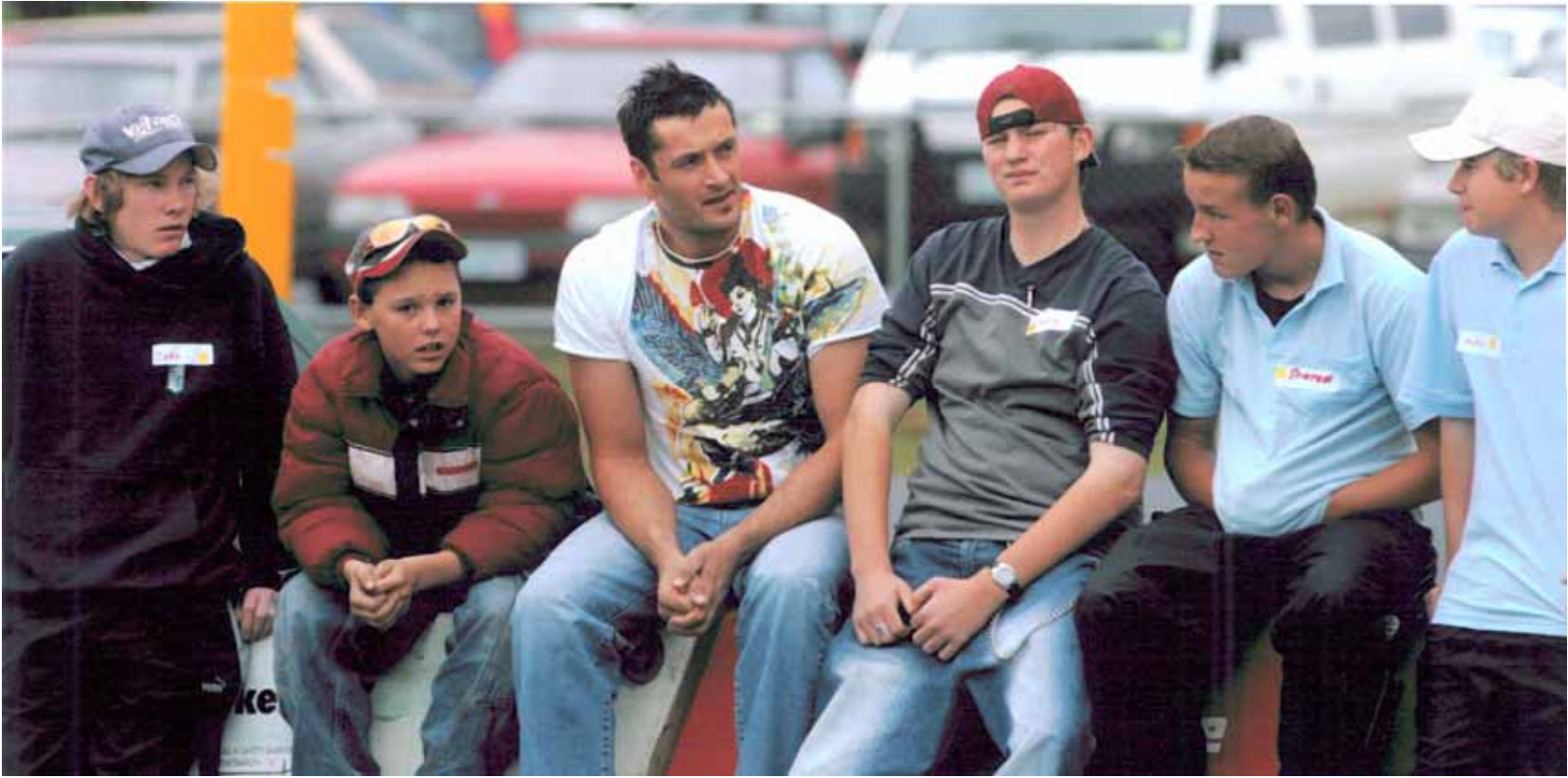
- \* REMOVE YOUR VALUABLES
- \* LOCK & SECURE YOUR CAR
- \* PROTECT YOUR CAR KEYS
- \* IMMOBILISE YOUR CAR NOW!





## 4. Stealing for Kicks Youth Seminar

- Seminar attended by over 60 young people identified as at risk of offending.
- Participation of 20 agency representatives in developing and facilitating the seminar.
- The key issues explored through the seminar were:
  - The impact of motor vehicle theft on individuals.
  - The consequences of risk taking.
- A high profile sport and media personality was engaged as the key note speaker.

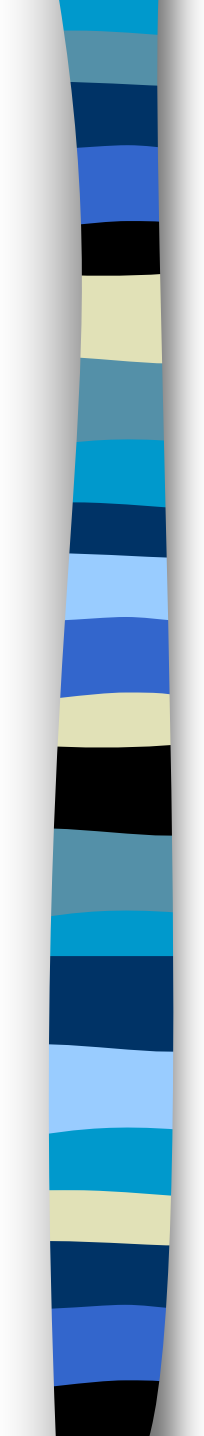


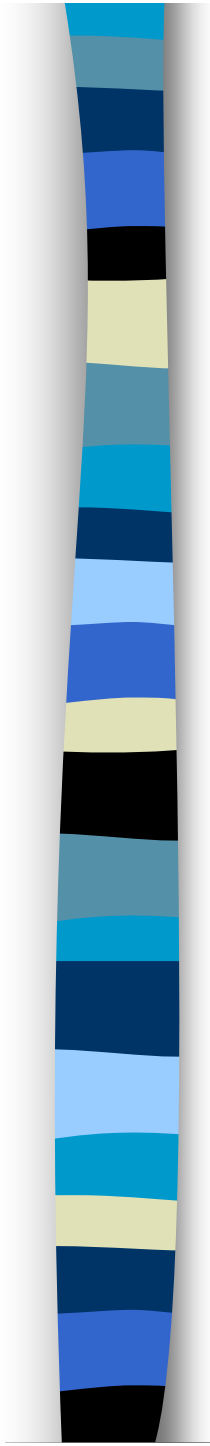


## 5. Production of 3 x 30 second television advertisements.

- Importance of TV as a medium to get the message of vehicle theft across was identified by the young people who attended the “Stealing for Kicks” seminar.
- The design, content and messages contained in the TV advertisements were based on feedback from the “Stealing for Kicks” participants:

“Use REAL people in REAL life situations and show the REAL impact of motor vehicle theft on REAL people’s lives.” REALITY TV

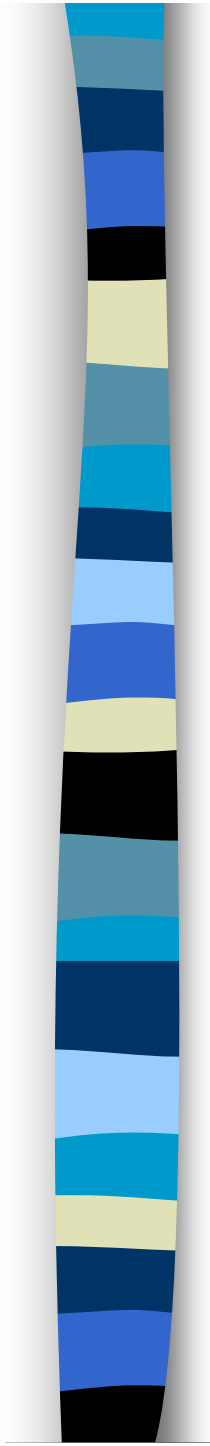
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- At risk young people were involved in the production of the advertisement.
  - The advertisements targeted owners of older cars and victims of motor vehicle theft.
  - Key messages:
    - Remove your valuables.
    - Lock and secure your car.
    - Protect your car keys.
    - Immobilise your car.

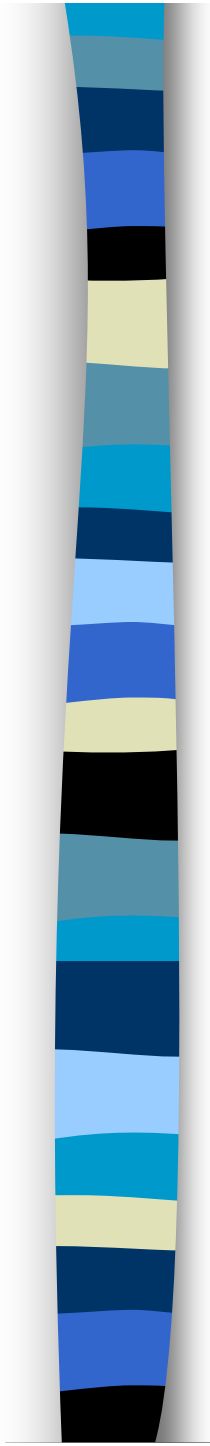
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- Advertisements screened on WIN TV Hobart from June – December 2006 during day and night time prime and regular viewing, on 92 occasions per month.



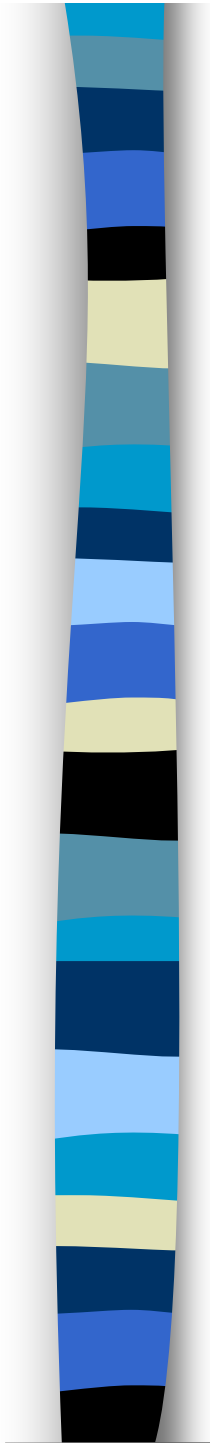
# Outcomes

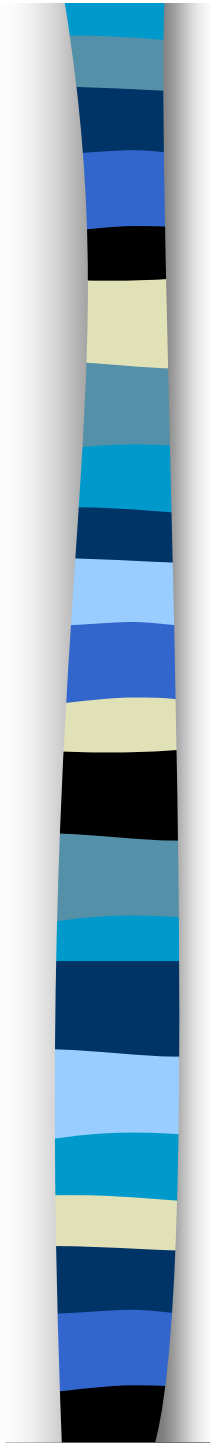
- 300 residents of the Glenorchy LGA who have been victims of motor vehicle will have received a free, fully installed engine immobiliser by the completion of the 2007 Glenorchy Operation Bounce Back project.
- Over 2500 information kits on reducing the risk of vehicle theft were distributed to community members.

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- Information displays were conducted in all major shopping precincts in the Glenorchy LGA.
  - Highly visible theft reduction signage was installed in all car parks and 'hot spot' areas.
  - Theft reduction television advertisements were screened to a cumulative average audience of 436,800 per month across Southern Tasmania.

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- The Glenorchy LGA performed particularly well in relation to vehicle theft c/f to Tasmania as a whole in the 12 months to June 2006 c/f to the 12 month period to June 2005.
    - The state as a whole experienced an increase in motor vehicle theft of 19% while the Glenorchy LGA experienced a decrease of 3%.

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- An independent market research study on the television ads showed good levels of recognition of the ads by those surveyed.
  - Those who showed highest recognition of the ads were:
    - Drivers aged 65 years and over.
    - Drivers of cars over 10 years old.
    - Drivers who had previously had a vehicle stolen.

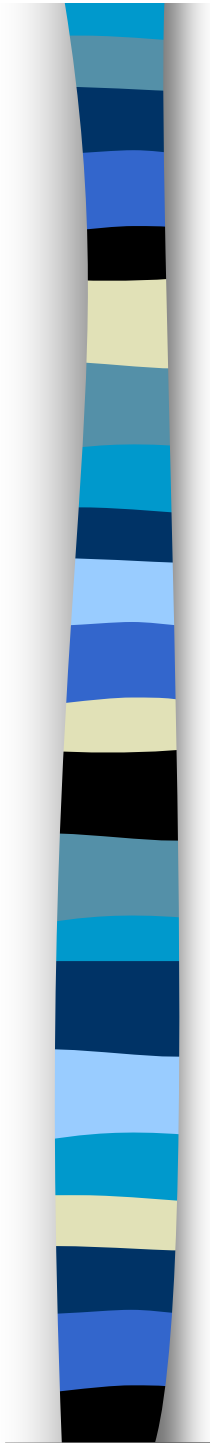
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- The messages which received highest recognition levels were:
    - Lock your car.
    - Don't leave your keys in the car.
    - Remove your valuables from the car.
    - Secure your vehicle.
  - Other messages: specifically insure your vehicle; fit an immobiliser; were less recognised.

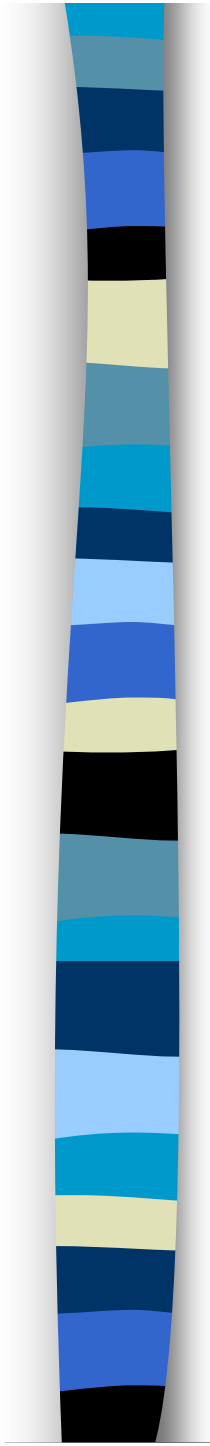
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- The level of perceived effectiveness of the ads amongst those surveyed was very high with  $\frac{3}{4}$  considering that the ads highlight the risk of car theft for them and 84% considering the ads provide useful advice to car owners.
  - 83% believe the ads should continue to be shown on TV.

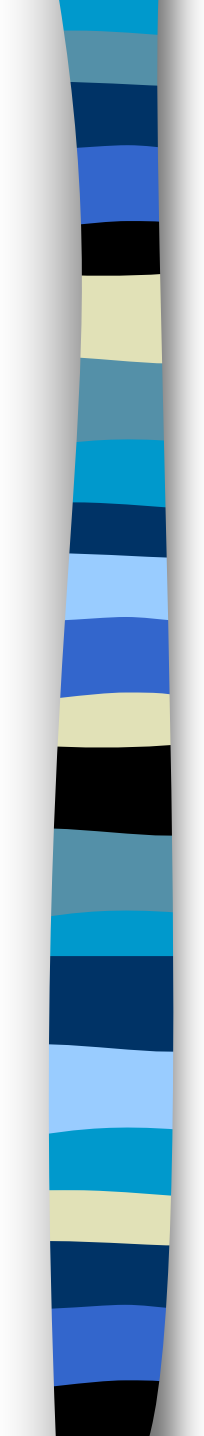


# Key Success Factors

- The Glenorchy Operation Bounce Back project was based on a whole of Government, whole of community approach towards crime prevention and community safety.

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- The agencies and groups actively involved as partners in the development and implementation of the project included:
    - National Motor Vehicle Theft Reduction Council.
    - Young people.
    - Victims and perpetrators of motor vehicle theft.
    - Tasmania Police.
    - Victim Support Services.
    - Government youth services include Youth Justice, Pulse Youth Health Centre.

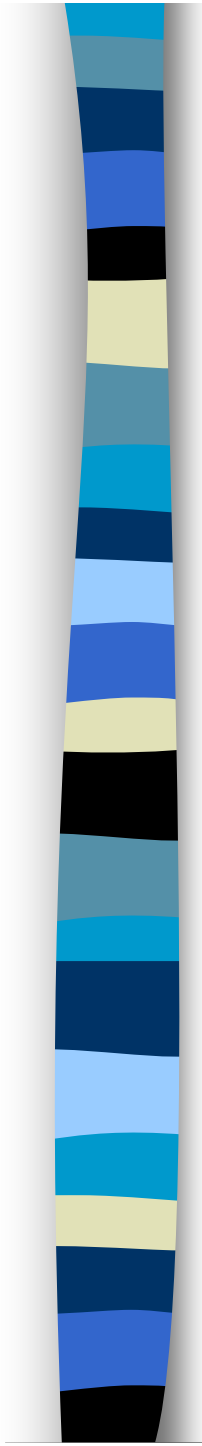
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- Non Government youth services include Chance on Main, Project U Turn.
  - Tasmania Department of Education.
  - AAMI and RACT Insurance.
  - Hobart and Clarence City Councils.
  - Tasmania Fire Service.
  - WIN TV.
  - Community groups.

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- Specific working groups consisting of community and organisational representatives were established to design and implement the individual project initiatives.
  - The Glenorchy Safer Communities Committee was established as the overall program management group for the Glenorchy Operation Bounce Back project, thereby ensuring community ownership and engagement from the inception of the project.



# Where to From Here

- Implement Glenorchy Operation Bounce Back 2007.
- Re-run of TV ads.
- Continue with public education and awareness information days.
- Continue to work collaboratively with partners.
- Work with NMVTRC to respond to Nexus Survey Results.

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- Thank you
  - Questions

Operation Bounce Back is an initiative of the National Motor Vehicle Theft Reduction Council and Glenorchy City Council

