VICTORIAN POLICING ENFORCEMENT STRATEGY
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INTRODUCTION
The Victorian Government’s arrive alive II [1] strategy aims to ensure that there are no more than 237 deaths on Victorian roads by 2017. This equates to a 30% reduction in deaths and a similar reduction in serious injury. The strategy is based around the ‘Safe System’ approach which focuses on three activities, safer drivers, safer roads and safer vehicles. There is a common understanding amongst our road safety partners that in the early part of this strategy the enforcement focus will be critical in reducing levels of trauma, the expected benefits of road and vehicle engineering will be seen at a later stage in the strategy’s cycle.

METHODS
Victoria Police understood that to achieve these difficult targets, it must develop new approaches and continue to innovate to build on the previous gains that had been achieved. The approach was to package the Victoria Police road policing strategy under the one banner of Vision 237 – achieving results, saving lives (in reference to the 2017 target). A suite of enforcement strategies are designed to ensure a continued strong enforcement focus. Importantly, the concept is intelligence based and targets the high risk areas of the state. Almost 40% of the state’s trauma occurs in 10 of the 77 local government areas. In conjunction with police, the road safety partners are focusing efforts on these 10 areas in an effort to achieve the greatest gains.

The road safety partnership continues to be integral to the enforcement approach, evidence of this strong support over the previous 12 months includes:

The Transport Accident Commission
- Increased enhanced enforcement investment into the high risk local government areas
- Increased enhanced enforcement investment during the high risk periods including Christmas-New Year and Easter
- Strong support through targeted media campaigns through entire year
- Interchange of staff between agencies to better understand each other’s organisation and to identify opportunities

Vic Roads
- Provide support for legislative change
- Provide support for trialing difference ways of measuring effectiveness of police
- Joint research

Government
- Increased capacity to randomly test for drugs
- Capacity to test injured drivers blood for drugs
- Increased mobile speed camera hours
- Additional fixed dual red light/speed cameras
- Strong impoundment legislation
- Dual moving mode radar on all rural police vehicles (not CIU)

The support from the partners is in addition to the following strategies developed by Victoria Police which include:-

- The Mean speed project to measure the effectiveness of Traffic Management Units
- Enhancing the skills of road policing professionals through
  - Development of an enhanced crash investigators’ course.
  - Development of the Fields Investigators’ course for all police members.
  - Focus on charging drivers with serious criminal offences where relevant.
  - Exposing road policing members to world’s best practice through the Vision 237 Conference
- The development of high impact police operations underpinned by TAC advertising
  - Operation Aegis (Christmas, Queen’s birthday and Easter)
  - Operation Ardent (focus on high risk local government areas)
  - Operation RAID (Nation Wide Drink Driving Campaign)

RESULTS AND DISCUSSION
In 2008 Victoria achieved its lowest ever road toll since accurate records commenced in 1952. The number of fatalities reduced from 332 in 2007 to 303 in 2008, a 9% reduction. Similarly, serious injuries reduced by nearly eight hundred which equates to a 9.5% reduction. This trend is presently continuing in 2009. Aside from the obvious social benefits to the community with respect to the number of lives saved and serious injuries prevented, the overall economic impact on Victoria as a result of this outcome was also clearly extremely positive.

CONCLUSIONS
The outcomes achieved were as a result of a number of key factors, namely,
- Highly visible, rigorous and sustained enforcement, coupled with intense publicity
- Enhanced intelligence and analysis
- Interagency cooperation
- Vision and commitment
This process has established a model for Victoria that has proven successful and provides a pathway forward towards achieving the targets set in arrive alive II.

REFERENCES