

EMBARGOED UNTIL 6AM, 1 MARCH 2026

MEDIA RELEASE

SHOPPING CENTRE INDUSTRY WELCOMES VICTORIAN GOVERNMENT'S EXTENSION OF POLICE OPERATION UNTIL END OF 2026

The Shopping Centre Council of Australia (SCCA) has welcomed the announcement by the Premier of Victoria, the Hon Jacinta Allan MP, to extend *Operation Pulse* until the end of 2026, continuing the targeted high-visibility Victoria Police operation at shopping centres.

Operation Pulse has seen Victoria Police and Protective Services Officers (PSOs) deployed to shopping centres to deter and respond to crime, provide community reassurance and strengthen public safety. Across the current 8 shopping centres, there is an average daily customer visitation of 300,000, with some centres experiencing daily peaks of 100,000+ visitors (e.g. on Boxing Day).

The SCCA and its members have worked in close partnership with Victoria Police, including regular meetings. The SCCA and its members have undertaken a structured and evidence-based approach to monitoring key issues, including analysing safety and security incident data, and undertaking surveys of customers, retail tenants and shopping centre management teams.

SCCA Chief Executive Angus Nardi said: "Operation Pulse has been a major success, and we strongly welcome Victorian Premier Jacinta Allan's announcement to extend it to the end of 2026, which sends a strong and clear message on community safety".

"Operation Pulse has been a genuine and effective partnership between our industry, Victoria Police and the Victorian Government, and we commend Premier Jacinta Allan, Police Minister Anthony Carabine and the Chief Commissioner of Police, Mike Bush CNZM, for the Government's engagement", Mr Nardi said.

"Across our shopping centres, we've seen a 73% reduction in retail theft, and a 50% reduction in aggressive and violent incidents".

"Our community surveys have identified strong and consistent feedback, with 84% of customers at one centre highlighting that Victoria Police's presence makes the centre feel safer, and 94% of retail tenants wanting *Operation Pulse* to be extended", Mr Nardi said.

"Other community members have commented that Victoria Police officers have been approachable and engaging. As one customer said: "*I feel much safer with police around*", and another saying; "*Great having them here, very reassuring!*".

"The experience of our centre-management teams is that Victoria Police have undertaken proactive and effective early interventions, including identifying suspicious behaviour, de-escalating incidents and intercepting offenders."

"Our industry supports a well-resourced and visible Police presence, and we thank Victoria Police for the incredibly important and challenging work that they do in keeping the community safe and helping to protect law and order", Mr Nardi said.

"The community is at the heart of our shopping centres, and the extension of *Operation Pulse* is a welcome measure to help ensure community safety. We look forward to continuing to work closely with the Victorian Government and Victoria Police", Mr Nardi said.

The SCCA is the national industry group for major shopping centre owner and operators.

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