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MEDIA RELEASE

SCCA WELCOMES EXPANSION OF OPERATION PULSE TO GEELONG CBD

The Shopping Centre Council of Australia (SCCA) has welcomed the expansion of Victoria Police's highly successful *Operation Pulse* to the Geelong CBD, with additional police and Protective Services Officer (PSO) patrols to be deployed across key CBD retail locations including Westfield Geelong and Market Square Shopping Centre.

The expansion follows the success of *Operation Pulse* across metropolitan shopping centres, where a targeted and intelligence-led approach to retail crime has delivered significant reductions in theft, violence and anti-social behaviour.

Since commencing in late 2025, *Operation Pulse* has resulted in more than 1,200 arrests and over 2,400 charges.

Angus Nardi, Chief Executive of the SCCA said: "We welcome the expansion of *Operation Pulse* to the Geelong CBD, and to new retail locations of Westfield Geelong and Market Square Shopping Centre."

"This expansion represents a significant evolution of *Operation Pulse* following demonstrated success in reducing retail crime and anti-social behaviour.

"Our members have consistently reported that the visible presence of police and PSOs acts as both a deterrent to criminal behaviour and a reassurance to the millions of people who visit shopping centres every week."

The SCCA said surveys conducted at centres participating in *Operation Pulse* have demonstrated strong community support for the initiative. Data gathered by the industry found that 84 per cent of customers felt safer while shopping due to the increased police presence, while 94 per cent of retail tenants supported the continuation of the program.

Participating centres also reported a 73 per cent reduction in retail theft stock loss and a 50 per cent reduction in serious incidents involving violence, aggression and weapons.

"The feedback we have received from retailers, centre management teams and the broader community has been overwhelmingly positive."

"We thank Victoria Police, the PSOs involved in the operation, Premier Jacinta Allan, Minister Anthony Carabine and the Victorian Government for their continued investment in practical measures that improve safety outcomes for Victorian communities. *We look forward to continuing our partnership to support safer shopping centres across Victoria.*"

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

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