

Australian Vehicle Crime Conference

**Burglaries to Access Keys –
The New Permanent State**



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Theft Reduction Council

Vehicle Theft by Access to Keys



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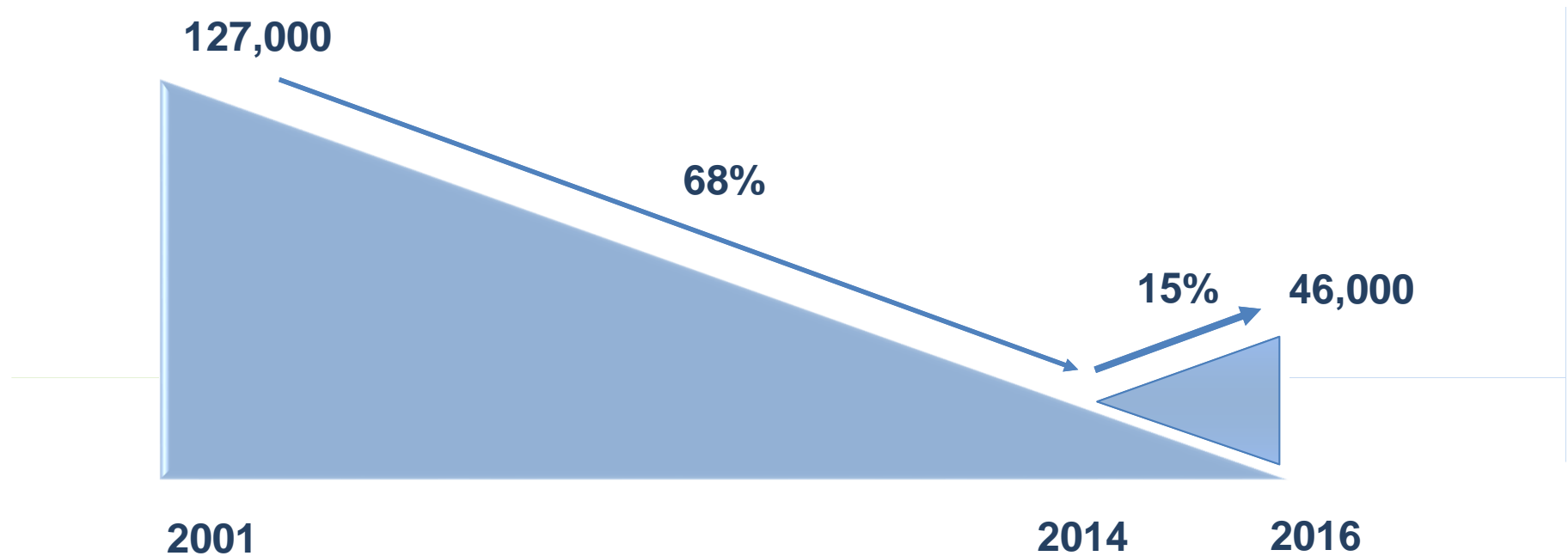
- ❑ The new permanent state of vehicle theft
- ❑ Communications focus of past decades
- ❑ Motorists' perceptions of crime
- ❑ Focusing our future communications efforts

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Total Car Theft in Australia



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❑ **2001**- 23% of PLC fleet ASE immobilised

➤ 8,600 stolen (6.8% of all thefts)

❑ **2016** – 86% of PLC fleet ASE immobilised

➤ 33,400 stolen (73% of all thefts)

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- ❑ **2001**- est. 25% of theft associated with a residence.
 - ❑ **2016** - est. 55% of theft associated with a residence.
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- ❑ As immobilisation rates have increased so has theft of keys
- ❑ Homes are the most obvious target
- ❑ Short term use is still the predominate motivation for home related theft
- ❑ Most offenders try to avoid confrontation but are increasingly prepared to take more risks
- ❑ Offenders trending to occupied premises
- ❑ Potential consequences for victims are far more severe

Communication focus of past decades

Look Lock Leave Themes –



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- Emerged in the pre-immobilisation period (80's onward)
- Sought to address theft of and from unsecured cars parked in public places
- Aimed at overcoming motorists' complacency and carelessness
- Based on car theft being a non-confrontational crime
- Assumed that risk of losing your car or property was motivation to act

Motorists' Perceptions of Car Crime



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**Carjack
rampage
terrorises
motorists**

**Thugs on
brazen
rampage**

Innocent driver rammed, car set alight

**Blazing terror
stalks streets**

Crime battle 'lost'

- motorists' perceptions driven by the media
- media sensationalism
- is there a disconnect between community perception and the reality of crime?

Motorists' Perceptions of Car Crime



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- ❑ The NMVTRC's November 2016 National Survey on Awareness and Perceptions of Car Theft was weighted to:
 - represent 12.3 million motorists
 - reflect views across all states and territories

- deliver a 95% confidence level

Motorists' Perceptions of Car Crime



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❑ Levels of Concern

- 73% - moderate to high levels of concern about having their car stolen
- Melbourne had the highest level (78%)
- Darwin had the lowest level (58%)

Motorists' Perceptions of Car Crime



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❑ Why cars are most commonly stolen

- 55% - stolen by juveniles for transport and to commit other crime
 - 25% - stolen for resale or spare parts
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- stolen by juveniles was strongest in Darwin and Perth

Motorists' Perceptions of Car Crime



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- ❑ Types of cars most commonly stolen
 - 42% - recent model mainstream cars
 - Melbourne (38%) and Sydney (34%) had the highest % of motorists who believe luxury, expensive cars are most often stolen
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Motorists' Perceptions of Car Crime



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□ Where theft most often occurs

- 50% - from street

- 22% - car park

- 18% - homes

- homes significantly higher in Darwin (33%) and Perth (32%)

- homes were identified by just 6% in 2010

Motorists' Perceptions of Car Crime



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□ How are cars most often stolen

- 31% - hot wiring
 - 26% - key theft
 - 14% - electronic hacking
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- key theft was low in Sydney (17%) and Adelaide (19%)
 - key theft was highest in Darwin (53%) and Perth (41%)
 - hot wiring was highest in Hobart (53%)

Motorists' Perceptions of Car Crime



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❑ Prevalence of car theft in the media

- 53% - can recall specific media in the past 12 months
- highest in Darwin (83%) Melbourne (74%)
- Lowest in Sydney (40%) Brisbane 43% and Perth (44%)

Motorists' Perceptions of Car Crime



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□ How close are motorist perceptions to reality?

➤ Levels of concern



➤ Why cars are stolen



➤ Types of cars stolen



➤ Where theft occurs



➤ How cars are stolen



What Does this Mean for Messaging?



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- Awareness and concern levels are generally in line with current levels of vehicle crime in individual jurisdictions
 - Motivations of offenders and vehicle targets are generally well understood
 - Vulnerability of the home is not yet understood
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- Lack of appreciation of the level and significance of key theft
 - Although media focus is on worst cases it is not leading to misconceptions

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