

OPERATION RAID  
Remove All Impaired Drivers

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### **Abstract**

In its 17 year history, Operation RAID (Remove All Impaired Drivers) has evolved from a locally based enforcement program to a unique example of national best practice in inter-jurisdiction enforcement

RAID, held in the lead up to the festive season, serves to focus public awareness on drink and drug impaired driving at a time of the year where the abuse of these substances contribute to road trauma and anti-social behaviour.

RAID is a first for Australian road policing as it is designed and coordinated entirely at the practitioner level. Managed by a National Planning Committee comprising sworn and unsworn personnel, RAID has developed a holistic enforcement strategy which can be utilised by specialist road policing officers as well as general duties members.

The flexibility of the RAID enforcement matrix has allowed the progressive introduction of Random Drug Testing across the jurisdictions to be incorporated into the national RAID operation orders.

Media and marketing strategies have been developed and reviewed by the National Planning Committee to ensure consistency and relevancy across all jurisdictions. This has included the development of a specific RAID logo to portray cross-jurisdictional unity and best practice.

### **Keywords**

Drink Driving, Drug Driving, Road Trauma, Enforcement, Media.

### **Introduction**

The period leading up to Christmas and the holiday season is particularly significant on Australia's roads and has traditionally been a time of increased levels of road trauma. Two contributing factors to this are the increased number of motorists travelling throughout the various states and territories and the high levels of alcohol consumption that take place during this time. In recent years it has also become a time of increased levels of recreational drug taking, leading to incidences of drug driving.

Operation RAID stands for Remove All Impaired Drivers and is aimed at increasing driver awareness of the risks associated with drink and drug driving, while reducing road collisions and associated trauma. This is done by proactively deterring those motorists who may choose to take a risk on our roads, then by using a co-ordinated approach across all Australian policing jurisdictions to enforce those offences.

Operation RAID began 17 years ago when Albury and Wodonga police had an idea to jointly target the Christmas road toll in their areas by focusing on drink drivers. Operation RAID grew from there and it now involves most of Australia's police forces.

The national operation targets all road users including heavy vehicles, cars and motorcycles. The operation is not limited to any particular type of roadway, with operations taking place in metropolitan and regional locations, on major highways, arterial roads and back streets.

Operation RAID focuses on increasing the profile of random breath testing. To change the public perception of an increased risk of detection, police are tasked to conduct random breath testing (RBT) and random drug testing (RDT) duties at varied times and locations throughout the operation. This operation encourages interstate liaison and where members are appropriately authorised, “cross border” patrols may be conducted with interstate counterparts.

During the three week national period of Operation RAID 2009, some 733,000 random breath tests were conducted by police around Australia as well as a significant number of random drug tests in those states with testing capabilities. This year, the capacity to deter and enforce drink and drug drivers travelling across Australia during this period is greater than ever before. The operation theme ‘Nowhere to Hide’ has never been more apt.

Through significantly increased random breath testing and high visibility policing, the operation’s aim of Removing (All) Impaired Drivers and improving road safety is achieved. This reduces the exposure of the law-abiding public to these abhorrent motorists and lowers the chance of alcohol and drug-related crashes and associated road trauma.

### **National Planning Committee**

The National Planning Committee consists of representatives from each of the participating police jurisdictions. The committee meetings are an opportunity to quality review the previous year’s Operation RAID and to plan the upcoming campaign. Meetings have historically been held in Horsham and Echuca, which are reasonably central to NSW, Vic, SA and ACT police.

At the first meeting of the year, a “debrief” is held, where each state presents and speaks to their results for the previous year. A decision is also made on which state will “host” the National Operation Launch for that year. A representative from the host state is then appointed as committee chair for that year. In addition to staging the launch, the host state becomes the national coordinator and is charged with collating statistical returns and issuing national media releases.

The multi-jurisdictional nature of RAID means that the planning committee at times has to deal with differences in legislation and police practice between the states. For example, as different arrangements in regards to traffic law enforcement exist in each state, the ranks of officers who are involved with planning Operation RAID range from Senior Constable to Superintendent.

Prior to 2007, planning meetings were the sole domain of sworn police officers. This changed when members of state Police Media Units were invited to attend the planning meetings and assist in staging the national launch. However regardless of rank or grade, the views, knowledge and experience of all members are taken into consideration when planning Operation RAID.

From the Media Officer who writes the press release, to the officer on the RBT line, to the Supervisors and Commanders who are in the field for those three weeks, the people who sit around the meeting table to plan RAID are the same members who actually participate in the operation.

The issue of drug impaired drivers is one of increasing concern to those who work in the field of road safety. Many states have introduced or are in the process of introducing “random” drug testing legislation. In light of this, the national RAID planning committee decided in 2005 that the focus of the operation should not be exclusively one of alcohol impaired drivers, but drug impairment should also be targeted. Hence, RAID turned its attention towards drug as well as alcohol impaired drivers.

Operationally, this decision made sense as the types of vehicles used to target drug impairment can also be used for alcohol. It also opened the door for more resources to be deployed on the operation. For example in New South Wales, the participating Southern and Western regions can now draw upon the the resources of the Sydney-based Random Roadside Drug Testing unit to assist with RAID.

Importantly, local, regional and state government road safety agencies from throughout Australia have been involved with Operation RAID over the years. These agencies have provided expertise, promotional materials and even hospitality.

## National Launch

With RAID commencing on the third Friday in November, the national launch of Operation RAID takes place the day before, on the Thursday. The host state had a long list of tasks to complete before the launch. These tasks range from extending invitations to senior police and other dignitaries from throughout Australia to ensuring the safety and aesthetics of the site on the day.

The selection of the site is pivotal. With RAID bringing together police from throughout the country, the campaign message of national police unity is reinforced by a display of police vehicles from as many participating jurisdictions as possible. Highway Patrol sedans, police motorcycles and large RBT trucks and buses are also displayed and form the back-drop for the official speeches and media opportunity.

The launch sites over the years have been picturesque locations carefully chosen to avoid excessive background road noise. For example, launches in Albury/Wodonga, the traditional home of RAID, take place in Australia Park. This location features a large grass amphitheatre and is close, but not too close, to a major road way. As RAID expanded, the Murray River featured prominently with riverside launches in Mildura, Victoria and Renmark, South Australia.

On the day, the chairperson of the national planning committee normally acts as Master of Ceremonies. Each participating jurisdiction is represented by a senior police officer who is called to speak for a few minutes about their state's involvement in RAID and road safety in general. The senior officers include Deputy and Assistant Commissioners or Superintendents.

Although driven at the practitioner level, the presence of these senior officers at the national launch serves as an acknowledgement by Australia's Police executive as to significance of Operation RAID on the traffic law enforcement calendar. Following the official speeches, the senior officers are made available to the media in attendance for one-on-one interviews that will go to air on radio broadcasts, televised news and print media.

Following the formal launch, media outlets will request to take footage of police actually undertaking random breath testing (RBT) work. The "real time" nature of modern news coverage is such that the media always prefer to use current "live" vision of police operations as opposed to file footage. Police do try to accommodate these requests as the road safety message of a pre-Christmas campaign could be somewhat diminished if the news story airing on a hot November night that shows file footage of police performing RBT in winter coats.

For the 2009 launch in Albury, police set up a Random breath and drug testing location adjacent to the launch site which enabled the attending TV media to shoot the launch, interview the senior police, and also take vision of the police operation.

In terms of memorable launches, perhaps the most successful were the 2007 event hosted by ACT Policing in Canberra and the 2008 launch in held by Victoria Police in Melbourne. The Canberra event was held on the shores of Lake Burley Griffin and with the Parliament House featuring in the background, there could be no stronger demonstration that Operation RAID had become Australian policing's largest and longest drink/drug driving campaign. Holding the launch in a city with access to national media also assisted in raising the profile of RAID throughout the country.

The Melbourne launch in 2008 was the most successful launch in terms of national media exposure. With Victoria Police participating in RAID throughout their entire state, another iconic Australian locations was selected as the launch site; The Melbourne Cricket Ground. The day began with Victoria Police Deputy Commissioner Key Lay appearing on Channel Seven's national *Sunrise* program promoting Operation RAID. The launch was attended by the national networks and gave road safety unprecedented access to millions of people on the nightly news.

The 2008 launch also benefited within Victoria by a new series of television commercials by the Transport Accident Commission (TAC). These commercials featured Mr Lay and police RBT operations and could only be seen as a positive for road safety.

Importantly, police in regional areas also do their best to promote RAID by holding media opportunities within their local communities. The 2009 Operation RAID media campaign faced a number of unique challenges – some based on external factors and others relating to NSW being the host jurisdiction.

As only the southern and western policing regions of New South Wales Police Force participate in Operation RAID, the national launch was held in Albury. This presented challenges in terms of regional media deadlines being able to feed their footage through in time for bulletins that night. However the smaller jurisdictional launches the next day could be supplemented by footage from the national launch.

There are other advantages to the staging of local media events. It is the nature of Australian society that people who live in small towns and regional centres tend to respond positively, or at least pay more attention, to comments made by Police from their own area. This can help to reinforce the road safety messages made by senior officers based in the capital city.

### **Execution/Methods**

The national Operation RAID period is three weeks and consists of two parts. These are the day-to-day RAID activities and special phase of the campaign known as “Lockdown”.

#### LOCKDOWN

The Lockdown phase of the operation is a coordinated and concerted effort involving additional resources such as alcohol/drug buses which seeks to “lock down” parts of towns and cities as well as border locations. Lockdown was one of the first strategies developed for Operation RAID with the aim of demonstrating to drink drivers that they could not escape detection in one state by slipping over the border into another. The RBT locations during lockdown are such that a driver cannot get past a border without driving past an RBT site and running the risk of being caught.

Originally, Police were stationed at New South Wales and Victorian border crossings along the Murray River during lockdowns. With South Australia’s involvement, more crossings on the Murray River were targeted. Then, with NSW Police Southern Region and Western Region already involved, ACT Policing took the opportunity to join in and lockdown border crossing into the Territory.

With more states coming on board, the National Planning Committee was able to devise a simple but effective way of adopting the lockdown strategy to towns and cities well away from state borders. The lockdown of a suburb or town involves deploying police on arterial routes into or through the area. As well as not being able to slip across the border to avoid being caught, there was now no way to get through a town without being stopped for a breath test.

The effectiveness of traffic law enforcement is maximised through the use of intelligence, analysis and review. Therefore, lockdown has evolved over the years and the deployments on border locations have also been tweaked. There are literally dozens of border crossings along the Murray River. Some locations have high traffic volumes but others may be used by only a handful of vehicles during a night.

To maximise policing resources, particularly those in remote areas, setting up stationary RBT locations on selected smaller border locations has been replaced by police performing mobile RBT in a vehicle in which a number of smaller locations can be covered. This allowed local police commands to concentrate more resources at the larger crossings whilst still providing coverage of small villages.

During a lockdown, police are generally deployed at a large RBT site from 9pm to 3am. Because of the resources involved and the presence of multiple RBT sites operating simultaneously, Lockdown is the only time during RAID that RBT locations are set up for an extended period. The presence of RBT buses with breath analysis equipment serves to speed up the process of testing drivers who return a positive preliminary breath test reading as police do not have to leave the site and return to a police station unless an offender is violent, wanted, or would otherwise be refused bail and held in custody.

### RAID DAILY TASKINGS

The aim of the operation is to significantly increase the profile of random breath testing. In order to reinforce the message that police are actively breath testing everywhere at all times of the day, it is essential that all police over this period are tasked to perform RBT during each shift. To achieve this marked increase in RBT profile and an increased risk of detection, police are tasked to conduct RBT duties at varied times and locations throughout the operation.

Each state has police officers primarily dedicated to traffic law enforcement and road policing duties. Since the start of RAID, all traffic police (Highway Patrol, Traffic Management Unit etc) have been required to perform more breath testing than they otherwise would.

During Operation RAID, each highway patrol officer is to be tasked to conduct Stationary and Mobile RBT as a part of their shift. For shifts starting in the morning, police are expected to conduct at least one hour of stationary RBT. For shifts commencing in the afternoon or evening, a minimum of one and a half hours stationary RBT is expected.

Although a high number of tests can be expected from these requirements, the focus of this testing is the detection and charging of drink and drug impaired drivers. Unlike Lockdown, the instruction for this testing is that a site should not operate for more than two hours at any location at one time unless at a major RBT site. This is to expand the geographic coverage of RAID enforcement activities and to reduce the likelihood of enforcement becoming predictable.

Inevitably, there are those drivers who will seek to avoid detection at RBT sites. Therefore additional Highway Patrol units are used to support stationary RBT sites by providing mobile patrols nearby to stop those attempting to avoid detection at the RBT site.

Some jurisdictions have road safety programs with partner agencies that provide funding for additional enforcement hours. These include the long standing New South Wales Roads and Traffic Authority Enhanced Enforcement Program (EEP) and the Transport Accident Commission (TAC) funding for Victoria Police. Where funding has been obtained that targets alcohol, police will perform additional breath testing. The use of overtime has been found to be of assistance in targeting "key alcohol times" late at night whilst still allowing police to target after-work drinkers and weekend sporting events.

In addition to traffic police, it is expected that all marked police vehicles are to be involved in conducting RBT during Operation RAID. Whilst the actual participation rate varies from state to state, uniformed (non-traffic) police generally perform between half an hour to one hour of RBT during their shift in support of Operation RAID. Highway patrol police can also be used to support single unit sectors and stations in remote areas to ensure police at those locations can meet requirements set down in this operation.

There is a philosophy behind performing RBT for a set period of time rather than setting a number of charges to be obtained. The setting of a time period serves as a quality assurance tool. It reinforces the need and indeed the requirements (in some states) to sight and check drivers licenses and conduct some basic roadworthiness checks of vehicles. Compared to when RAID started in the 1990's, Highway Patrol officers' vehicles have a far more sophisticated range of equipment at their disposal. Mobile data terminals for example assist Police in finding unauthorised drivers, many of whom have lost their licences because of drink driving.

There are benefits for road safety through the detection of unauthorised drivers and defective motor vehicles. Even if some vehicles managed to drive past the site, those motorists will still see a highly visible police enforcement operation, with red and blue lights flashing. It is highly likely that these motorists will go and tell their family and friends about "seeing the cops doing RBT". That in itself achieves the goal of raising public awareness.

Finally, Operation RAID recognises the negative contribution that speeding and the non-use of occupant restraints makes to the road toll. Breath testing duty is not conducted at the detriment of the detection of these offences. In fact a number of drink driving offenders caught during RAID came under the notice of police because they were speeding, including the example in 2008 of a 24 year old man who was stopped near Dubbo after being detected travelling at 185km/h in a 100km/h area. That driver also returned an alcohol reading of 0.050.

## Marketing

Operation RAID has been successful in developing and producing a range of promotional materials and has pioneered the use of new technologies to market the campaign. In the early years, several posters were produced featuring NSW and Victoria Police decals. Later, South Australia and Australian Federal Police logo's would be added to the posters. These posters were designed to be used at police stations and other government premises to promote Operation RAID. To reduce printing costs, later versions of posters would not feature dates. This allowed left over posters to be carried over into the next year.

The RAID committee also produced small fridge magnets (5 X 5cm) that could be handed out at RBT sites. These magnets featured police vehicles and also the various police crests.

However, some problems were starting to appear. Notably, RAID was a police operation and the primary source of funding for the posters and magnets was coming from individual police agencies. The costs for the magnets alone ran into several thousand dollars a year. Around 2003, the committee was able to obtain some limited funding from the then Australian Transport Safety Bureau however this source could not be secured for the long term.

The other issue was the RAID branding itself and the use of the logo/badge of each police force involved. Operation RAID was in one way a victim of its own success in that every time another state came on board, it rendered any leftover merchandise as obsolete.

In 2007, the National Planning Committee was examining ways of maximising media publicity during the three weeks of the operation. In response, representatives of each jurisdiction's media agencies were invited and members of the NSW, ACT and Victoria Police Media Units began attending planning meetings and went about devising a number of successful strategies that remain in use. Some of these initiatives are explained below.

### The RAID Logo

With each new state came another crest which had to be incorporated onto promotional materials and operation orders. Agencies also make changes to their badge from time to time and official permissions are required to use these crests. To overcome these difficulties, the RAID logo was introduced.



The logo gave RAID a marketable branding that could be used in media releases and other related materials. The logo uses the traditional blue and white police colours and incorporated "Sillitoe's tartan", the internationally recognised police chequered pattern.

The RAID logo features on a large banner that was produced by the National Planning Committee and has been prominently displayed at national launches for a number of years. The banner has already been handed to Western Australia Police for the 2010 National Launch set for November 18.

### See through rear window decals

The most highly visible use of the RAID decal has been on rear-window decals. During the period of the operation, these see through decals are affixed to the rear windscreens of police vehicles taking part in RAID. The decals measure 50cm long by 15 cm high. They visibly link any RBT station and any vehicle stopped by police (for any reason) to Operation RAID. They have proven to be very popular amongst police who inherit some degree of "ownership" of Operation RAID by affixing these decals to their vehicles.

### RAID TV commercial

As a part of the media strategy, the Operation RAID television commercial was produced for the 2007 campaign. The skills of the media units of Australia's police agencies are demonstrated by the fact that the commercial was produced totally "in-house", in this case by the ACT Policing Media and Marketing Team.

The theme of the commercial was that it didn't matter where you were, you could be stopped for a random breath test. The commercial was made available to networks as a community service announcement. In the NSW Police Western Region, all three commercial networks ran the advertisement on a daily basis - predominantly in mid afternoon to early evening timeslots. In the state's south, Prime Albury and the Albury Border Mail ran preview stories on the creation of the advertisement.

In what was a ground breaking move, the commercial was also placed on the internet file sharing site *YouTube*, where it has been viewed over 1,000 times. It would not be until 2009 that the Victoria Police and New South Wales Police Forces would launch official "YouTube channels" (1).

### Media Strategy

The overall media strategy of RAID has also been refined over time. For the operation launch, senior police officers are nominated as spokesperson for each state. This provides an appropriate officer that radio networks in particular can obtain comment from as not all outlets are physically able to attend the national launch.

As it is unlikely that suburban and regional media outlets will be able to attend the launch, it is important that information is provided early to ensure a high level of coverage during the opening week of the operation. Suburban "free" newspapers, arguably an under utilised resource, have Thursday/Friday deadlines before publication on the Tuesday/Wednesday. Other bi/tri weekly papers in country areas have similar deadlines although this may differ between jurisdictions.

To maximise the use of those newspapers, a "media talking points" document is prepared and circulated. This also ensures that a consistent set of messages are delivered. Local police are also encouraged to arrange photo opportunities with regional media.

During the operation, opportunities will present themselves where operational results can be promoted, for example the border lockdowns. Statistics from these can be provided to media to ensure continuing media coverage of the operation. Regional police may also have similar key phases which they can promote the results of locally.

Other potential news items that can be used to promote the operation include detections of an especially high blood alcohol reading, significant drug arrests, impounds for speeding/street racing and the detection of other criminal offences from a traffic stop. All of these can be highlighted in the media to show the overall work of Operation RAID and that while the focus is drink and drug driving, it also works to detect other significant traffic offences.

Members in each jurisdiction are able to email their respective media units with information on these incidents. Senior traffic police in each state are also pro-active in this regard by closely monitoring activities and results.

Once the operation has finished, the host state has the final media opportunity to send out a national press release with the national results of Operation RAID. This includes the number of breath tests, drug tests, positive alcohol and drug detections and other traffic or criminal offences. This release should have comment from the national spokesperson as well as the local spokesperson. As with the launch release, this one should be the same for every jurisdiction.

### ANZPAA

The Australia and New Zealand Policing Advisory Agency (ANZPAA) was established in 2007 and is a joint initiative of Police Ministers and Commissioners from the two countries. ANZPAA provides strategic policy and research advice and secretariat services on cross jurisdictional policing initiatives.

As further evidence of the significance of the enforcement campaign, ANZPAA approved Operation RAID as a national road safety operation in 2008 and agreed to host the weekly and final national results of the operation on the ANZPAA website. The results of the 2008 and 2009 operations were hosted on the ANZPAA site.

As with the YouTube commercial, the use of internet-based technologies is considered vital for the overall success of these campaigns. Without the ANZPAA website to hook onto, RAID would either have gone without a website or would have had to consider developing its own. It also enhances the ability of the various state police media outlets to disseminate RAID statistics as they can simply point interested journalists to the website.

### Other strategies

For Operation RAID 2008, a business card size hand out was produced to promote Operation RAID. The handout is reproduced below. Note the reference at the bottom of the card to the ANZPAA website.



These cards were handed out to motorists to inform them that they had been breath tested as part of Operation RAID, a national road safety campaign. Although there was some reluctance by police to hand the card out, they were generally well received by police and the planning committee may consider using this marketing concept again at some stage.

A number of other marketing ideas have been considered. Perhaps the most promising is the proposal to print drink coasters which could be handed out to licensed premises. The coaster would feature the RAID logo on one side. Funding would be required for such an undertaking.

Internally, the participating jurisdictions also promote RAID amongst their own ranks with information on RAID features within internal publications. For example, extensive coverage on Operation RAID appears in the internal "Police Weekly" NSW Police publication.

### **Results**

RAID signals the start of an ongoing series of holiday-festive season road safety campaigns by police throughout Australia that continues virtually unabated until Australia Day.

Following the three weeks of Operation RAID in 2009, almost  $\frac{3}{4}$  of a million motorists had been breath tested throughout the country. As a result of those tests, some 6,500 people were charged with drink driving offences and more than 100 charged with offences relating to drug-impaired driving.

As with previous years, speeding and seat belt offences were also heavily targeted. More than 26,000 motorists were caught by police for speeding and over 3,600 reported for seat belt/restraint offences. A week-by-week break down of the national RAID 2009 statistics can be found in Table 1.



Although data of previous results is held by individual police, the continued expansion of RAID makes year-on-year comparison difficult. As RAID expands, productivity and arrests increase.


There is evidence to suggest that Operation RAID makes a positive contribution towards lowering the road toll and that there may be fewer fatal crashes (all causes) during the three week period of RAID then during other periods. The increased police profile during RAID would likely be at least partially responsible for this. This police profile has flow-on effects in other policing areas such as impacting on crime and anti-social behaviour, much of which is also alcohol related.

Analysis of fatal crash data over the past three years (2007-2009) showed that there were 0.41 road deaths per day within New South Wales Southern and Western Regions during Operation RAID periods compared to 0.57 deaths per day for the remainder of the years. If extrapolated, this would equal 20 fewer road deaths per year. It is acknowledged however that this is a small sample size and period.

In Victoria, greater coordination, publicity and other factors such as the TAC commercial are believed to have resulted in improved results and fewer road deaths. In 2007, there were 29 people killed on Victoria roads during Operation RAID. In 2008, that figure fell to 16 and remained steady on 17 deaths in 2009.

In addition to the statistical results from almost two decades of RAID, the operation has forged solid road safety partnerships amongst police throughout the country. Through this network, members of the RAID family have been able to exchange information on other areas of road safety and enforcement such as policing methods, legislation and intelligence.

**TABLE : 2009 National Operation RAID results**

								
A Joint operation between all Australian Policing Services								
NATIONAL TOTALS		2009		RAID WEEKLY TOTALS				
DAILY RETURN		TOTAL	TOTAL	TOTAL	TOTAL	TOTAL		
Note: Return information includes items 1a to 6 as well as Positive Test information below - for each day		WEEK 1	WEEK 2	WEEK 3	WEEK 4	ALL		
1	Number of Random Breath Tests (Mobile/Static)	81,506	205,489	234,060	212,390	733,445		
2	No. of Positive Tests (Ex P.C.A. Evidentiary Tests).	675	990	1,697	2,058	5,420		
3	DUI Drugs	22	30	45	35	132		
4	DUI Alcohol	113	360	324	272	1,069		
5	Speed Offences	3,266	7,417	7,658	5,946	24,287		
6	Seat Belt Offences	350	1,281	1,135	914	3,680		
7	Licence (Disqualified, Suspended, Unlicensed)	566	2,297	1,280	1,117	5,260		
8	Other Traffic Offences	4,669	10,291	11,064	8,608	34,632		
9	Other Offences (Crime)	777	1,615	1,485	1,320	5,197		
	Contacts	91,944	229,770	258,748	232,660	813,122		

Note: Week 1 was 3-day period centring on the lockdown phase.

## Conclusion

Police working at the coal face of road safety are continually confronted by impaired drivers and the damage and destruction that result. Operation RAID began when a small group of police decided that enough was enough and they decided to put their on-road knowledge to use. Over the years, their small localised enforcement campaign has grown into Australia's largest and longest drink/driving operation. This has been achieved through the hard work and dedication of many of people.

Those committed to Operation RAID believe it is a model on which other enforcement campaigns could be conducted. RAID is also a nationally known product that is sitting on the shelf ready to be picked up by other enforcement agencies.

If the results of previous years are anything to go by, Operation RAID 2010 will likely see thousands more motorists arrested for drinking and or drug-impaired driving. Those figures however serve only to motivate all of us involved in road safety to re-double our efforts and continue to strive for safer roads.

To draw on the conference theme; If enforcement is its own "*safe system*" then Operation RAID shows how practitioners can take their *knowledge* and turn it into *action* for road safety.

## Acknowledgements

This paper wishes to acknowledge the creators of Operation RAID, Michael White (Albury Highway Patrol) and Paul Burgoyne (Wangaratta TOG). These police have long since moved on from policing but the results of their work in road safety are still being felt.

Appreciation is also extended to Ms Sonia Roberts, NSW Police Media Unit, for providing expertise in the area of media liaison as well as documents in regards to the marketing of RAID upon which contributed to the writing of this paper.

Finally, records on hand allow us to acknowledge those police who have chaired the National RAID Planning Committee since 2001.

<b>YEAR</b>	<b>CHAIR</b>	<b>STATE</b>	<b>LAUNCH</b>
2001	Senior Sergeant Bill Gore	Victoria	Wodonga
2002	Senior Sergeant Ross Rhodes	South Australia	Renmark
2003	Sergeant Michael Timms	New South Wales	Albury
2004	Inspector Tim Peperkamp	Victoria	Mildura
2005	Senior Sergeant John Mossman	South Australia	Renmark
2006	Senior Sergeant Michael Timms	New South Wales	Albury
2007	Superintendent Michael Chew	ACT Policing	Canberra
2008	Inspector Michael Holloway	Victoria	Melbourne
2009	Senior Sergeant Mal Unicomb	New South Wales	Albury
2010	Superintendent Ron Randall	Western Australia	Perth

## References

1. <http://www.youtube.com/TheNSWPolice>  
<http://www.youtube.com/VPBlueTube>