



Left to right: San (security manager), Mohammed (youth liaison officer), Indika (cleaning manager) and Monica (centre manager) promote the new campaign. 197228

Reinforcing respect

A new public safety initiative aims to reinforce a 'zero tolerance' approach to inappropriate behaviour in one of Dandenong's major shopping precincts.

Armada Dandenong Plaza recently launched the new initiative which is called 'Respect Protect Connect' (RPC).

RPC highlights security and safety operations, some of which are new and some that are long term procedures that Centre Management wanted to reinforce.

Among these operations are Armada's security guards and cleaners being fitted with body cams.

In addition, a dedicated plain clothes security guard is working within the centre as a 'youth liaison officer', encouraging youths going through hardship to redirect their anti-social behaviour into positive activities such as the ongoing, Music Making A Difference

(MMAD) program, offered free of charge at a studio within the centre.

Other initiatives include plaza retail staff taking part in training workshops with Dandenong Police to develop skills in identifying and diffusing potential negative behaviour or security breaches before they arise.

Centre Management also hold monthly meetings with Dandenong Police to discuss proactive opportunities to minimise the chances of incidences occurring within the centre.

It follows Armada's support for other proactive public safety campaigns in the past, like 'Coffee with a Cop', for which the several events over the past few years.

All retail staff, contractors and Centre Management staff are wearing lanyards promoting the RPC message to the shoppers. Retailers are also promoting the campaign by displaying

RPC posters within their stores. The RPC message is also displayed on signage at all the centre's entries, and digital screens within Armada Dandenong Plaza as well as on the centre's Facebook page and website.

"The campaign has been really well received and supported by retail staff, contractors and our management team, in fact it has been a unifying experience for all of us in our stand against inappropriate and anti-social behaviour," says Monica Jenkins, centre manager at Armada Dandenong Plaza.

"This is an ever-evolving initiative and we encourage the whole community to embrace it."

For more information on Armada Dandenong Plaza's Respect Protect Connect initiative visit: www.armadadandenongplaza.com.au