

CRIME STOPPERS WA

Strategic Direction

TOWARDS 2024



Vision

For a safer WA

Focus

Harnessing technology to develop innovative crime reporting and crime reduction services.

Trust

The assurance of anonymity and confidentiality removes the fear of retaliation and empowers individuals to contribute to all stages of the crime prevention spectrum.

Core Values

Social Wellbeing

Accessibility

Future Focused

Ethical

Respect

Our Strategic Approach

While it is imperative to have a system in place to capture crucial community intelligence about crime, we know that prevention is always better than cure. As such Crime Stoppers WA will not only continue to work with local communities across the state to talk about crime prevention and personal safety, we will also provide the tools to assist with this approach.

STRATEGY

Core Strategy

GOALS

Anonymity - to mobilise community members to report criminal activity anonymously.

Emergent Strategies

Sustainability - to provide a trusted integrity reporting platform to allow whistleblowing employees, contractors and other members of the community to report unethical and inappropriate workplace behaviour.

Crime prevention by design - to provide a trusted bike intelligence database.

Continuing Strategies

Relationships & Collaboration - through education, community engagement, partnerships and rewards

SERVICES

Anonymity Connect - the online reporting platform for members of the public to share information with the police.

Gov Connect – the online reporting platform for members of the public to share information with government organisations who have an intelligence collection capacity.

Eyes on the Street – a mobile app for frontline operators who come across suspicious behaviour on a regular basis. It is an extension of Anonymity Connect.

Safe2Say – an integrity reporting platform with a two-way anonymous chat capability for staff to report inappropriate behaviour in a workplace directly to the organisation.

Bikelinc – a platform for bike owners to register their bikes which provides police with a real-time, searchable tool to easily link stolen bikes with their owners.

Civics & Citizenship Online Teacher Resource
Ethical Leadership Program
Community-based presentations and events

OUTCOMES

Increase in quality of reports.

Improved statistics related to reports across all crime types

Safe2Say is commercialised and adopted by private and government organisations.

Safe2Say continues to be enhanced to ensure its relevance in the commercial environment.

Bikelinc is expanded to other jurisdictions.

Bikelinc continues to be enhanced to meet the needs of police and the community.

Improved relationships and increased respect with our community stakeholders

Patron's Overview

As patron of Crime Stoppers WA, I commend the Towards 2024 Strategic Plan. Crime Stoppers WA reached a milestone last year celebrating its 25th anniversary. Over those 25 years, Crime Stoppers WA has become a highly trusted brand among the Western Australia community.

Police and other law enforcement agencies cannot solve all crimes on their own. While forensic science and investigative skills are necessary, information from the public is critical. To that end, Crime Stoppers WA provides a unique reporting system that allows all community members to provide information about criminal activity anonymously, without being directly involved in the investigation process – should they so wish.

To meet the needs of the next 25 years, Crime Stoppers WA will focus on harnessing technology to create innovative crime reduction and reporting services. Having regards to the emergence of new crime types, particularly cyber assisted and related crimes, I am confident that this new focus will ensure that Crime Stoppers WA continues to meet the future needs of the community.

Finally, I would also like to acknowledge the hard work of the voluntary board who give up their time to ensure the success continues.

Chris Dawson APM

Commissioner Western Australia Police Force

Chair/CEO's Overview

In 2017 Crime Stoppers WA developed a strategic plan with a vision of "A Safer WA" and a mission focusing on being the 'Trusted Voice for a Safer WA'.

The impact of that plan indicates that the period 2017 - 2020 proved to be a time of growth and success for Crime Stoppers WA. This success was due to a number of influences. One of the most important influences was the CSWA Board and staff members who, over the three-year period (2017 - 2020) worked collegially and constructively to make our plan a success.

During this time, our team also worked tirelessly to encourage reporting from the community to help the WA Police Force locate wanted persons, solve crimes, bring perpetrators to justice and find missing people.

As we prepare for another four years, we are happy to present to you our new plan and direction for 2021 - 2024. It should be noted that while this plan leans towards a services approach, the values in the previous plan have not changed and they still hold strong. This new plan was once again influenced by enthusiastic board participation.

Associate Professor Pam Henry

Chair, Crime Stoppers WA

Vince Hughes

CEO Crime Stoppers WA



Chief Executive
Crime Stoppers WA Ltd
PO Box 8277
Perth WA 6849



admin@crimestopperswa.com.au

**CRIME
STOPPERS**
com.au
1800 333 000

Western Australia