

CRIME STOPPERS AUSTRALIA

# Community Impact Report

## 2022



## About us

**Crime Stoppers is Australia's most trusted information receiving service enabling people to anonymously share what they know about unsolved crimes and suspicious activity.**

Crime Stoppers first began in Australia in 1987 and today, as an independent not-for-profit registered charity, we represent the collective eight Crime Stoppers organisations operating in every state and territory.

Operating under formal MOUs with Australia's policing agencies, our unique proposition is our ability to pass information to the police for investigation, while protecting a tipster's need to remain anonymous. In doing so, we remove fears associated with making a statement to police, having to appear in court, and potential retribution or reprisal against them personally or their family/loved ones.

We remain the preferred partner for private sector organisations and government departments, including the Office for eSafety, Australian Federal Police and the Department of Home Affairs, for specific crime awareness and prevention initiatives that impact on their operations, consumers and stakeholders.

Our national Board is made up of representatives from each state and territory, plus a nominee of the Australian Police Commissioners. As a member of Crime Stoppers International (CSI), Crime Stoppers Australia has two representatives serving as Directors on the Board of CSI, which has a network of 1200 accredited organisations operating in 30 countries across six continents to form a sophisticated global network and provide platforms for communities around the world to report on crime anonymously.

## Information & outcomes



**288,432**  
Hotline calls received



**296,553**  
Online reports submitted



**4,175**  
Arrests made



**14,040**  
Charges laid



**\$38.9M**  
Seized under proceeds of crime



## Our national and global impact

Crime Stoppers Australia works with state and territory-based Crime Stoppers jurisdictions to coordinate national appeals and engagement campaigns to encourage people to share information about unsolved crimes and serious cross-border criminal activities, including drugs and firearms trafficking, cybercrime and fugitives.



***“Someone contacts Crime Stoppers every minute across Australia.”***

We also develop and deliver crime prevention, community safety and brand awareness initiatives in partnership with a range of government and other organisations. In addition, Crime Stoppers recently developed a ‘national teachers’ resource’ as part of our youth engagement efforts, with learning modules exploring the justice system, crime laws, law enforcement and the role of citizens in relation to crime, including cybercrime. An expansion of this national resource is in-train to educate Year 7-10 school students about wildlife crime and the illegal trading of Australia’s endangered and rare native animals.

### Online reach

Crime Stoppers social media platforms provide direct engagement with more than 877,945 people across Facebook, Twitter, LinkedIn, Instagram, TikTok and YouTube.

National market research\* explored what social media platforms people wanted Crime Stoppers to use to connect with them, with Facebook (44%), Instagram (21%) and Twitter (9%) the top three social platforms of choice.

In addition, the Crime Stoppers Australia website remains a vital source of information, logging 423,705 users and 650,220 pageviews during the 2021 calendar year.

The quarterly eNewsletter is distributed across all Crime Stoppers Australia jurisdictions, relevant Ministers and government departments and our broad range of stakeholders and partners.

As a trusted brand with strong community awareness, we achieve strong engagement through a dynamic content management strategy that delivers crime prevention, solving and awareness messages.

Our global links provide direct access to the Crime Stoppers International online learning platform, which offers training courses developed by Crime Stoppers experts and industry-leading partners around the world. The courses have a global reputation as being cost-effective opportunities to boost knowledge and credentials of people who range from university students seeking a career in law enforcement right through to a career police officer, and the professional development of Crime Stoppers boards and management teams.

\* Colmar Brunton research (2020)



*“Crime Stoppers is a highly trusted and well recognised service that reduces harm in the community and reduces costs to government.”*

**Economic Value\***

**\$11.15**

value to the community for every dollar invested in Crime Stoppers.

**\$170 million**

total value of benefits of Crime Stoppers to Australia.

**\$66million**

added value of benefits including the value of social harm prevented, drugs seized, property returned, crimes prevented and efficiencies in processing of reports.

**Trust\*\***

**82%**

of Australians feel safer because of Crime Stoppers

**81%**

brand recognition and trust rate in Crime Stoppers.

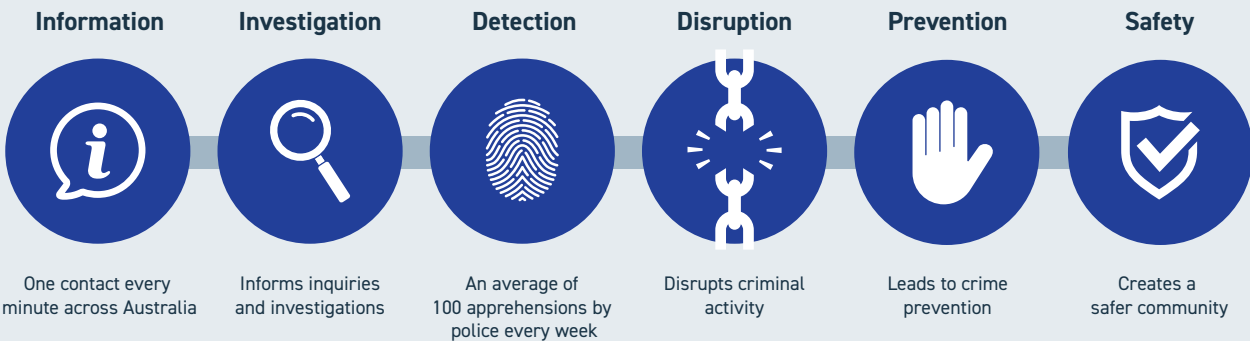
**40%**

of information shared with Crime Stoppers is unlikely to have been reported otherwise

\*Cube Consulting, Community Impact Report 2018  
\*\*Cube Consulting, Community Impact Report 2018

**Crime prevention spectrum**

Crime Stoppers is the only not-for-profit organisation that impacts the entire crime prevention spectrum



# Initiatives

Crime Stoppers in Australia has a long-standing, demonstrated history of delivering highly successful media, industry and community engagement initiatives.

## National Illicit Firearms



Our delivery of Phase One of a national firearm amnesty campaign in 2021 saw more than 11,000 firearms surrendered for registration or destruction in a 3-month period. Phase Two of the National Illicit Firearms campaign, being delivered in 2022 again in partnership with the Department of Home Affairs, supports policing efforts focussed on gun safety, as well as the possession, use and trade of illegal firearms by criminal gangs and individuals.

## Dob in a Dealer

A national "Dob in a Dealer" campaign in 2018, developed to disrupt the illicit drug trade in Australia, resulted in 47,277 drug-related Information Reports being received and 81 Local Area Campaigns conducted across metropolitan and regional locations. An estimated 93,395,339 people were reached through media impressions and more than 1800 media features, while social media reached 1,939,072 people.

## Multilingual community engagement

Crime Stoppers has developed a range of engagement materials in some of the nation's most common languages other than English, namely Arabic, Cantonese, Greek, Hindi, Italian, Mandarin, Punjabi and Vietnamese. In support of the initial launch of these materials, strong engagement with targeted CALD communities occurred across Australia, with content shared through traditional media, advertising and online platforms. Social media promotion reached more than 500,000 people, saw more than 200,000 video plays and 5,000 clicks for more information to the website over a 3-month period.

## Crime Stoppers Day

A national, annual engagement initiative celebrated in May, which has a focus on relevant crime types, results and community messages.

## Australian Centre to Counter Child Exploitation (ACCCE)

Crime Stoppers has a formal relationship with the Australian Federal Police led Australian Centre to Counter Child Exploitation (ACCCE). In addition to directly contributing to the ACCCE strategic planning process, Crime Stoppers is proud to provide ongoing support of campaigns designed to counter the exploitation of children, including the highly successful Trace an Object and Stop the Stigma initiatives.

***"Crime Stoppers offers a 24/7 secure way to provide information about suspicious activity and unsolved crimes via a toll-free hotline and online reporting platforms."***

## eSafety and child protection

Crime Stoppers Australia joined forces with the Office of eSafety to rollout a national Child Protection campaign to combat child sexual abuse and unwanted contact online. More than 50 campaign-specific contacts were received by Crime Stoppers and information provided to police. An estimated social media reach of 2.91million people was achieved.

## National Missing Persons Week

In support of the Australian Federal Police's annual campaign which looks to engage the community and encourage sharing of information about missing persons, particularly the 2,500 long-term missing persons across the nation.





## Crime Stoppers Australia



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