

CRIME STOPPERS AUSTRALIA

Impact Report

2023



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

About Crime Stoppers

Crime Stoppers is Australia's most trusted information receiving service, providing an opportunity for people to anonymously share information about unsolved crimes and suspicious activity.

Crime Stoppers was first established in Australia in 1987 as an independent not-for-profit registered charity, and today the program operates in every state and territory. For over 35 years, Crime Stoppers has worked with police, media, government, the private sector and the community to solve, reduce, and prevent crime.

Our partnerships

Crime Stoppers Australia is proud to work with and support private sector organisations and

government departments, including the eSafety Commissioner, Australia Federal Police, and the Attorney-General's Department.

We collaborate on specific crime awareness and prevention initiatives that impact their operations, customers, and stakeholders.

Our national Board has representation from each State and Territory, along with a representative of the Australian Police Commissioners.

As a member of Crime Stoppers International, we have two nominees serving as Directors of the Supervisory Board, contributing to a global network of 1200 accredited Crime Stoppers organisations in 30 countries.

Information from the public is regarded by police to be as important as DNA and fingerprints.

Our unique points of difference

Crime Stoppers' impact spans the entire crime prevention spectrum, making us the only not-for-profit organisation with such a comprehensive reach.

Information: Every minute someone contacts Crime Stoppers in Australia, highlighting the trust and reliance placed in our services.

Investigation: The information we receive plays a vital role in informing inquiries and investigations conducted by police and other law enforcement agencies.

Detection: On average, our information leads to 80 apprehensions by police every week, aiding in the detection and apprehension of criminals.

Disruption: By actively gathering and providing information to police, Crime Stoppers contributes significantly to disrupting criminal activities.

Prevention: Our efforts go beyond detection and apprehension; we contribute to crime prevention initiatives by providing valuable insights and intelligence to police.

Safety: Through our collaborative approach with law enforcement, media outlets, government, private industry and the community, we aim to create a safer community, alleviating the fear of crime.

Information



One contact every minute across Australia

Investigation



Informs inquiries and investigations

Detection



An average of >80 apprehensions by police every week

Disruption



Disrupts criminal activity

Prevention



Leads to crime prevention

Safety



Creates a safer community

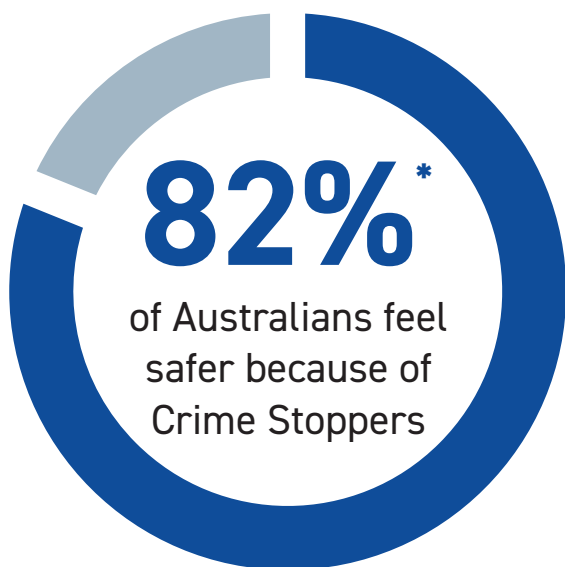
Community reach and impact

We remain highly valued and recognised across regional and metropolitan areas and work with/support government departments and private sector organisations, including the Attorney-General's Department, Australian Criminal Intelligence Commission, Australian Federal Police, and the Australian Centre to Counter Child Exploitation.

Independent research has found that 82% of Australians feel safer knowing that Crime Stoppers operates throughout the nation, while 81% believe

the option to remain anonymous when contacting us is of utmost importance. Our established media relationships and non-profit status allow us to maximise public reach through editorial opportunities and community service announcements.

Independent estimates show that Crime Stoppers contributes an economic value of \$170 million to Australia annually, with an additional \$66 million in added value from drug seizures, property recovery, and crime prevention.



Each dollar invested in Crime Stoppers delivers an outstanding economic return of \$11.15, showcasing the cost-effectiveness and substantial impact of our initiatives.

\$11.15*

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

\$170*
million

total value of benefits of Crime Stoppers to Australia.

\$66* million

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

*Cube Consulting, Impact Report 2018

Education, Prevention, and Anonymous Reporting

Our efforts for a Safer Australia focus on three core areas:

1. Education: We deliver community engagement initiatives and comprehensive educational resources, programs, workshops, and teaching materials. Our goal is to increase awareness, enhance understanding of crime-related issues, and equip people of all backgrounds and ages with the skills to identify potential threats, recognise suspicious and criminal behaviour and take proactive measures to protect themselves and their loved ones.



2. Prevention: We work collaboratively with police and other law enforcement agencies, community organisations, schools, and businesses to develop and implement effective crime prevention strategies. Our initiatives include public awareness campaigns, localised programs, online safety awareness, and targeted youth programs. By fostering partnerships and promoting community engagement, our aim is to significantly reduce crime rates and create safer communities.

3. Anonymous reporting: To overcome barriers in reporting crime information, we offer an anonymous reporting option. People can share information about unsolved crimes and suspicious behaviour through jurisdictional online reporting portals or an anonymous freecall hotline. By ensuring the safety and anonymity of people, we facilitate the flow of vital information to police, aiding in investigations and bringing justice for victims.

2022 results



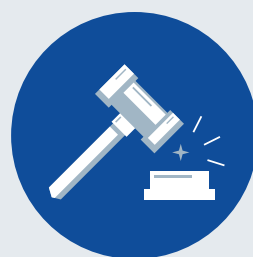
187,401
Online tips



185,271
Hotline calls



4,223
Arrests made



10,087
Charges laid



>80
Apprehensions per week

Other key highlights for 2022 include:

National Illicit Firearms Campaign

Successful completion of Phase Two of a National Illicit Firearms Campaign, with 128 community engagement events delivered, a total advertising reach of 35.3m people and more than 17,500 firearms, firearm parts and ammunition surrendered or seized by police.



Grant Funding

Announcement of a \$3.55m grant application from the Federal Government to develop and deliver a national campaign to tackle the illicit drug trade and organised crime involvement.

CSI Award Win

Winning the Specialised Program Award (for a population over 3 million) in the Crime Stoppers International awards in recognition of our 'not all heroes wear capes' campaign to remind everyday Australians they can help solve or prevent crime.



New Teacher Resource

The launch of our Wildlife Crime and the Law teachers' resource - the seventh themed pack in a suite of nationally available materials for teaching Year 7-10 Civics and Citizenship. This latest theme pack provides flexible content and lesson ideas, resources and assessments so teachers can select lesson ideas in any order to best suit the interest and needs of students.

Make The Right Call

Delivery of the Make the Right Call campaign as part of National Crime Stoppers Day to encourage greater community understanding about the need to dial 000 in an emergency, 131 444 for police assistance and how to contact Crime Stoppers. An estimated 742,000 people were reached through social media and 10,363 clicks were recorded to our website from people wanting more information.



Stakeholder Support

Support of a range of national campaigns and events, including First Responder Day, International Missing Children's Day, National Missing Persons Week, Safer Internet Day, World Wildlife Day and Road Safety Week.

ACCCE Workshop

Participated in a Prevention Stakeholder Workshop coordinated by the Australian Centre to Counter Child Exploitation (ACCCE) to discuss the development of a national strategy, opportunities to reduce online child abuse, and education/prevention initiatives.

USA Conference

Sending an Australian delegation to the Crime Stoppers USA National Training Conference in Orlando, Florida.

CSA Meetings

A return to face-to-face quarterly national Board meetings in response to declining COVID numbers.

Together, we can make a significant impact in reducing crime and build a safer future for our communities.



Crime Stoppers Australia

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