

# CRIME STOPPERS

The community's instrument  
to disrupt crime.

**IMPACT REPORT  
HIGHLIGHTS**

2018



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*Crime Stoppers (is about) changing individual behaviour to effect community safety but is also about overcoming the bystander effect and building civic responsibility... I think the community sees Crime Stoppers just as a reporting vehicle. What they don't see in Crime Stoppers is that it has the ability to promote the taking of responsible action and provides an avenue for people to take responsibility.*

Education benefactor stakeholder comment.

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## Australians trust and recognise Crime Stoppers

Crime Stoppers is Australia's most recognised and pre-eminent information reporting service.

It is a program designed to create awareness of unlawful activity and motivate individuals to provide information to help stop, solve or prevent crime.

It is a highly successful program that has been operating in Australia for 30 years and exists in 25 countries worldwide, where more than 800 programs form the international network.

Crime Stoppers Australia Limited, and its national membership, is Australia's leading not-for-profit, crime prevention and community safety organisation with the responsibility of administering the Crime Stoppers program, in partnership with police agencies, for the purposes of meeting national safety priorities.

As a community service, Crime Stoppers can be called upon at any stage of an investigation or community safety issue to garner support.

The assurance of anonymity and confidentiality removes the fear of retaliation and empowers individuals to participate in all stages of the crime prevention spectrum, ultimately generating greater civic pride and enhanced sense of safety.

Crime Stoppers is inclusive, accessible and non-discriminatory.

The brand is synonymous with 'positive social behaviour' and it provides an avenue for people to take responsibility.

Understanding this driver was critical to the commissioning of a study by Cube Group into the *Economic and Social Impact of Crime Stoppers in Australia*.

The 2018 Impact Report confirmed that Crime Stoppers is people power in motion; raising issues, creating awareness, speaking up and engaging, with the knowledge that their contribution is valued and welcomed.

### Powerful community instrument

**82%** feel safer knowing the program is in place

**62%** said Crime Stoppers made it more likely they would report information

**83%** satisfaction with the service amongst those who have used Crime Stoppers in the past

*2018 Impact Report*

In Australia today, more than one-fifth (21 per cent) of Australians speak a language other than English at home (more than 300 separately identified languages).

To remain relevant, our focus is to stay abreast of the changing face of the community, the changing pace of crime, and the changing space of information technology.

This is the story of the benefit and value of Crime Stoppers as a powerful community instrument for disrupting crime.

## Crime awareness and reporting

As an *engagement agent*, Crime Stoppers is a natural partner for community safety and crime prevention strategies, with a demonstrated ability to deliver outstanding and cost-effective initiatives that deliver results.

In 2017, the eight state and territory Crime Stoppers programs once again worked closely with their law enforcement partners to target specific crime types relative to their regions and promote issues that impact them on a recurring basis.

This ability to tap into local knowledge, networks and resources is a key criteria of Crime Stoppers, highlighting

its capability to be flexible and responsive to local needs, local audiences and local issues.

Each Crime Stoppers program also works collaboratively to create a powerful response to cross-border crimes such as illicit drug manufacture, importation and distribution, wanted fugitives, illicit firearms and missing persons.

The 2018 Impact Report demonstrates the power of these collaborative efforts to engage citizens living, working and visiting Australia to “*Tell us what you know, not who you are!*”

### CONTACTS RECEIVED IN 2017

**314,000**

contacts (split 70/30 between telephone calls and web-based reports)

**137,000**

of these became information reports filed with police agencies



### RESULTING IN

**28,500**

Crime Stoppers reported charges across Australia in 2017 (representing a broad array of crime types)

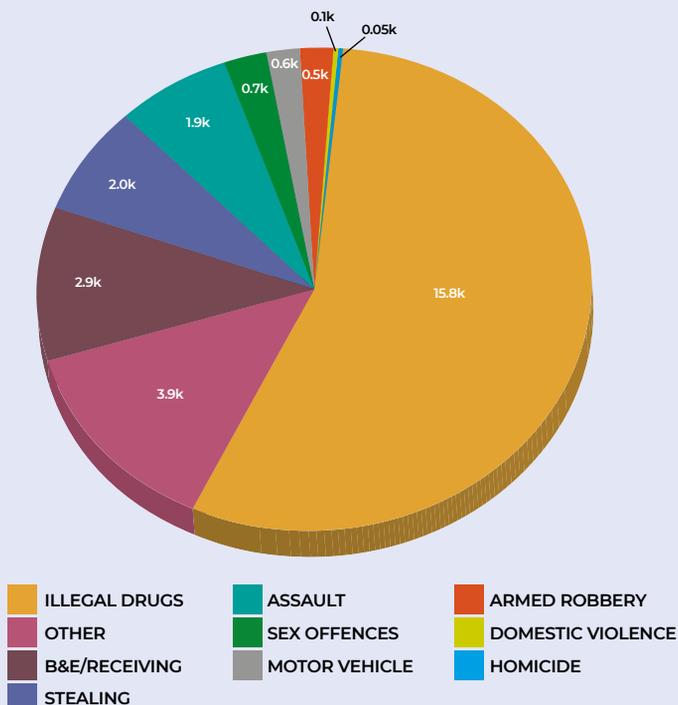
**\$30.7m**

of property recovered

**\$104.2m**

illegal drugs seized

Number of charges in 2017 for crimes where Crime Stoppers provided key intelligence



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*Good people will contact the police anyway... people in the criminal community may call out of revenge, competition or because it is the right thing to do... Crime Stoppers provides a mechanism for these people.*

Police stakeholder comment.

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## Economic value of Crime Stoppers

The 2018 Impact Report into the Economic and Social Impact of Crime Stoppers in Australia by Cube Group based on the 2017 results, confirmed that contacting Crime Stoppers delivers benefits by reducing harm in the community and reducing costs to government. The following values were calculated based on 28,500 charges, the value of harm caused by drugs seized and property recovered:

**\$170m**

the total value of benefits of Crime Stoppers to Australia in 2017

**\$66m**

added value of benefits (includes value of social harm prevented by drugs seized, property returned, crimes prevented, volunteering and efficiencies at processing)\*

**\$164m**

the economic total value of Crime Stoppers in 2017

**\$60m**

economic added value (the added value of Crime Stoppers compared to a business as usual case where Crime Stoppers does not exist)\*

**\$6m**

combined cost of Crime Stoppers and Police intelligence analysts (that filter information reports)

**\$11.15**

additional value delivered for every dollar invested\*

\*Note: Economic added values are based on the assumption (calculated from the survey on community perceptions conducted as part of the 2018 Impact Report) that 30% of people who contacted Crime Stoppers would contact no one in the absence of Crime Stoppers.

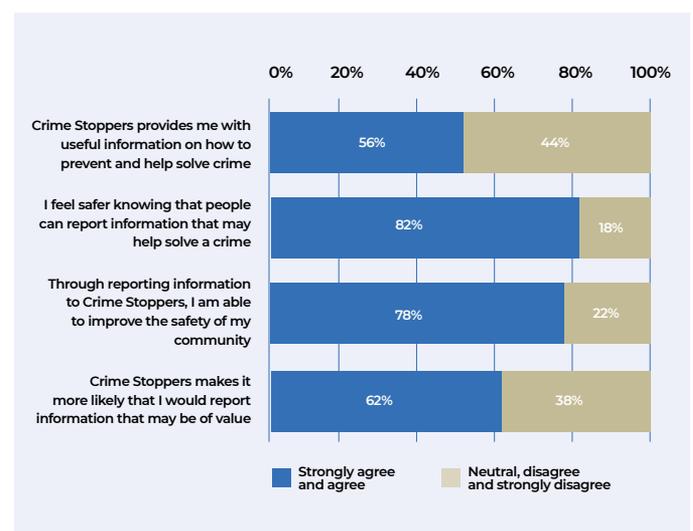
## Intangible social benefits of Crime Stoppers

Through a survey of the Australian community and consultation with key stakeholders, the 2018 Impact Report found that Crime Stoppers:

- Empowers the community to participate in solving and preventing crime
- Contributes to people feeling safer
- Provides useful information on how to solve and prevent crime
- Builds civic responsibility by enabling people to be active and informed citizens
- Empowers citizens to participate through its provision of anonymity and independence from police
- Raises awareness of crime and crime prevention, therefore creating safer communities
- Provides a valuable service for communities and individuals who are reluctant to interact with police
- Creates a valuable source of information and enables a more efficient use of police resources
- Advances brand awareness of Crime Stoppers through outreach programs like volunteering, engagement and education.

The community survey captured the voices of Australians in articulating the social benefit of Crime Stoppers. These are outlined below:

**Community survey question: *How strongly do you agree or disagree with the following statements?***



## Characteristics that encourage reporting of crime

The 2018 Impact Report analysed the community's desire for reporting suspicious and criminal information. It found that Australians wish to participate in preventing and responding to crime:

- Community members feel responsible for keeping their communities safe from crime (76% of survey respondents agreed or strongly agreed)
- Community members are willing to help prevent crimes happening in the future (77%).

It affirmed that Crime Stoppers is designed in a way that encourages, enables and supports community participation.

### The following features were found to encourage a large majority of people to make a report:

- The option to remain anonymous (81%)
- Individualised reporting options (83%)
- Having personal details kept confidential from Police (84%)
- Accepting information that is not critical, but still relevant (81%).



### The following features were found to discourage people from making reports:

- Thinking they may become a witness (48%)
- Possibly wasting police time (51%)
- Not knowing what happens to their personal details (71%)
- Fearing others may find out (50%)
- Not knowing what happens to the information reported (54%).

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*There is a high level of distrust because of the nature of policing in some countries.*

*For people who fear police, Crime Stoppers provides a fantastic separate arm for them to deal with crime.*

Ethnic community benefactor stakeholder comment on newly arrived and migrant communities.

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## Opportunities to increase performance

The Crime Stoppers success is built on the practice of working with and giving back to communities; working around silos and across jurisdictions to create awareness of issues, share information and raise funds for campaigns and initiatives that promote a safer Australia.

The 2018 Impact Report offers insights to increase benefit and value that will underpin our considerations for the future:

- Position Crime Stoppers as a key resource for police and law enforcement
- Increase the use of Crime Stoppers resources to support education and increase community awareness
- Increase awareness of Crime Stoppers within the culturally and linguistically diverse and Aboriginal and Torres Strait Islander communities
- Continue to develop more interesting and engaging media content

- Provide a national service and explore opportunities to expand partnerships with federal law enforcement agencies
- Better leverage international connections, e.g. with INTERPOL and the United Nations Office of Drugs and Crime, and explore opportunities to expand Crime Stoppers beyond Australia
- Expand the online reporting capability
- Explore more high-value crime prevention programs
- Broaden the community mindset to be more proactive than reactive through broader community engagement
- Expand the volunteer workforce
- Preserve the anonymity of callers
- Differentiate the Crime Stoppers brand from police and government.

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*Information from the public is as important as DNA and fingerprints.  
Crime Stoppers is a vital avenue for the public to provide information  
to authorities safely and anonymously.*

*This information can significantly reduce resources  
police need to spend on investigations.*

Police stakeholder comment on the value and usefulness  
of information provided by Crime Stoppers.

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**For further information contact:  
[www.crimestoppers.com.au](http://www.crimestoppers.com.au)**

The information in this publication is an extract of the 2018 study into the Impact of  
Crime Stoppers in Australia by Cube Group and produced with the support of



**Australian Government**