



IMPACT

REPORT 2023

CRIME STOPPERS TASMANIA

LOCAL IMPACT

Crime Stoppers exists to enable and encourage people to provide crime related information safely and anonymously. We give people the chance to play their part in helping to keep Tasmania safe, without having to get involved.

Crime Stoppers Tasmania is a conduit between the community and law enforcement. Our impact is the communities' impact against crime.

In 2023, community information to Crime Stoppers contributed to 30% of intelligence holdings of Tasmania Police. We are very proud of this achievement, which demonstrates the communities engagement in suppressing crime.

Our major activities this year delivered a national illicit drugs campaign through Crime Stoppers Australia; local threat-based initiatives including motor vehicle theft, shoplifting and antisocial behaviour; and introduced ongoing awareness activities for missing Tasmanians and cold cases.

Our media profile and social media presence has increased our reach and impact into local communities. Our principle social media platform, Facebook has increased in followers by 30% in 2023.

Education and awareness has been instilled into our campaign messaging and calls to action. It is driving our results.

CONTACTS & REPORTS

Crime Stoppers Tasmania in 2023 has received on average twenty community contacts a day. The increase in contacts can be attributed to the enhanced media and social media presence, alongside the increase in crime being reported by Tasmania Police.

The Crime Stoppers Tasmania online portal, developed by Motorola Solutions, now attracts over 85% of our community reports. The increasing shift over recent years can be attributed to the engagement of younger Tasmanians; through our more contemporary branding, and adoption of technology.

2023

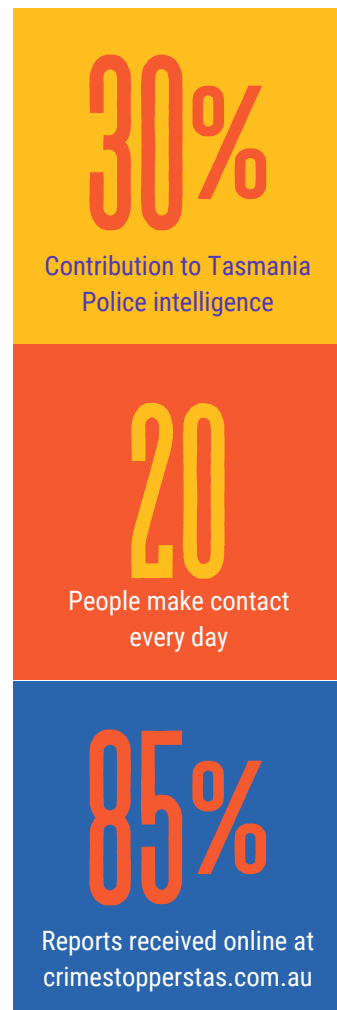


2022



2023 compared to 2022

- ↑ 11% increase in number of contacts to Crime Stoppers
- ↑ 52% increase in number of Police Information Reports
- ↑ 64% of contacts converted to Police Information Reports, up from 47%



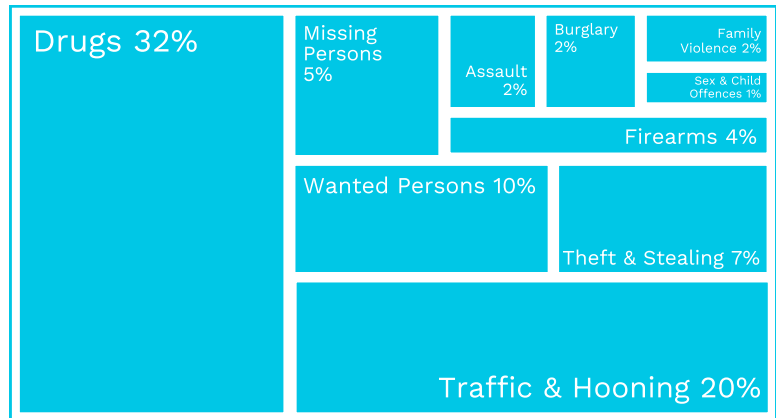
CRIME CATEGORIES

85% of the tips we received in 2023 fell into these featured crime categories.

We get tips about a wide range of crimes and community safety concerns. While the majority of tips related to illicit drugs, 2023 saw the breadth of reports continue to expand.

During 2023, Crime Stoppers Tasmania has been consciously promoting the utilisation of our service for the broader community crime issues such as theft, burglary, wanted persons, breach of orders/warrants and more.

We have seen an increase in Crime Stoppers reporting for wanted persons and people in breach of court or police orders. These often lead to tangible outcomes as reports generally identify a person in breach and provide their location.



Some reports are extremely valuable, often containing supporting images or video, while there is opportunity for the quality of others to improve.

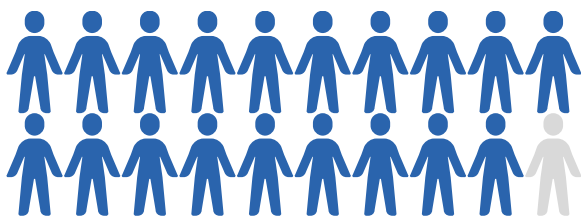
Enhanced report quality from the community, focusing on the who, what, when, where, how and why, will have greater impact in addressing crime and offences.

COMMUNITY AWARENESS

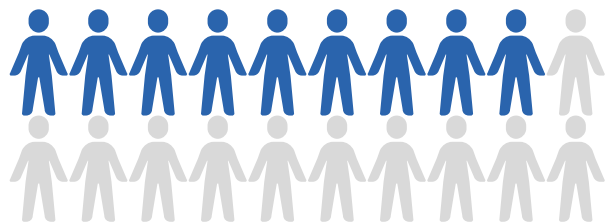
In late 2023, Crime Stoppers Tasmania engaged EMRS to undertake a survey to gauge community awareness of Crime Stoppers and our service.

When prompted, almost all Tasmanians recognise Crime Stoppers Tasmania as an organisation to contact in order to report information on crimes.

95% AIDED AWARENESS OF CRIME STOPPERS TASMANIA



43% UNAIDED AWARENESS OF CRIME STOPPERS TASMANIA



When it comes to reporting information about crimes, without prompting, unaided awareness of Crime Stoppers Tasmania is at 43%, second to Tasmania Police.

This survey provides a picture of the current brand awareness status of Crime Stoppers Tasmania, and a local benchmark for us to build on in the future.

SUCCESSES

We work closely with police, media and the community to help solve, reduce and prevent crime, by collecting information and passing on those details to police and other law enforcement agencies.

Crime Stoppers reports have helped to identify drug dealers, catch wanted fugitives, solve thefts and robberies, seize illegal firearms and apprehend criminals wanted for violent assaults and murders.

Crime Stoppers Tasmania is committed to achieving a safe, empowered and engaged community. We work hard to provide people with the opportunity to share information about unsolved crimes and suspicious activity.

People don't have to leave personal details and can remain anonymous if they wish. Calls are not traced, and IP addresses are not recorded.

Sometimes the smallest piece of information can make all the difference to an investigation.

Here's just some of the ways community members played their part and supported a safer Tasmania by contacting Crime Stoppers Tasmania during 2023.

A violent offender wanted on warrant, located and arrested.

A tip provided the address that the offender was hiding and an arrest was safely made.

Seizure of over 100 cannabis plants ready for distribution.

This large crop of cannabis was prevented from distribution to communities.



Offender identified and charged for home burglary.

A tip helped locate the offender and stolen property, which was returned to the rightful owner.

Video of violent home invasion identifies offenders.

Police were able to identify the victim and perpetrators, resulting in arrests and charges.

An unlicensed driver was intercepted while driving.

Our roads were made safer after a planned intercept caught the unlicensed person while driving.

A provided address located unsafe firearms and cannabis.

Seven firearms were seized due to unsafe storage and cannabis dealing identified.

A licenced premise was found to be serving underaged patrons.

A video showed staff serving an underage customer resulted in a Liquor Infringement Notice.

A family violence offender was found at a provided address.

The offender was charged with a range of crimes and arrested.

ACKNOWLEDGEMENTS

Crime Stoppers Tasmania acknowledges the contributions of those who assist us to support Tasmanian communities.

Our Partners



Federal Group



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An Australian Government Initiative

THANK YOU TO ALL WHO SUPPORT A SAFER TASMANIA



Our vision is to create a safer Tasmania. Our mission is to enable and encourage Tasmanians to provide crime related information safely and anonymously.

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