

CRIME STOPPERS SOUTH AUSTRALIA

Community Impact Report

2021



About us

As one of South Australia's most successful and trusted not-for-profit charities, Crime Stoppers SA makes a real difference when it comes to solving crime and delivering awareness campaigns.

In the 25 years we have been in South Australia, information provided by people wanting to make a difference has helped police to catch almost 23,000 criminals and solve more than 35,000 crimes.

Our results are now among the nation's best, with an average of 25 crimes solved each and every week.

Operating under a formal MOU with SA Police, our unique proposition is the ability to pass information to the police for investigation, while protecting a tipster's need to remain anonymous. In doing so, we remove fears that may come with needing to make a formal statement to police, appearing in court, and potential risk of harm against someone or their family.

We remain the preferred partner for private sector organisations and government departments for tailored crime awareness and education initiatives that impact on their operations, consumers and stakeholders.

Our volunteer Board represents all walks of life and each Director brings significant experience to this critical strategic role, along with two senior ranking nominees on behalf of the Police Commissioner.

As a member of Crime Stoppers Australia (CSA), we have two representatives on the national Board. In turn, two CSA Board members are active on the Crime Stoppers International Board, 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 - 2021 calendar year



27,429
hotline calls
received



5,102
online tips
submitted



11,435
actions for
investigation



40
firearms
located



265
apprehensions
made



578
charges laid



2,561
amphetamine
street deals seized



30,390
cannabis street
deals stopped

Our local impact

Since Crime Stoppers first began in South Australia in 1996, we have been the trusted link between the community and police. We are not a government agency, department or division within SA Police.

An average of 25 crimes are solved in SA every week.

We also develop and deliver crime education, community safety and brand awareness initiatives in partnership with a range of government and other organisations.

In addition, Crime Stoppers has developed a 'national teachers' resource' as part of our youth engagement efforts, with learning modules explaining the justice system, crime laws, law enforcement and the role of citizens in relation to crime, including cybercrime.

Ongoing expansion of this Year 7 – 10 teaching resource will focus on wildlife crime and the illegal trading of our endangered and rare native animals.

Online reach

Crime Stoppers South Australia's social media platforms provide direct engagement with more than 25,000 people every month across Facebook, Twitter, LinkedIn, Instagram and YouTube.

National market research conducted in early 2020 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 platforms of choice.

As a trusted brand, we achieve steady follower growth and strong engagement through a dynamic content management strategy that delivers crime solving and awareness messages.

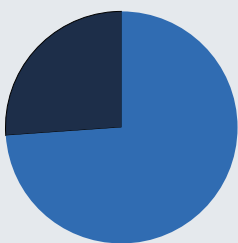
Our website also remains a vital source of information, logging 122,659 users and 370,707 pageviews during the 2021 calendar year.

Our quarterly eNewsletter is distributed to other Crime Stoppers jurisdictions, relevant Ministers and government departments and our broad range of stakeholders and partners.

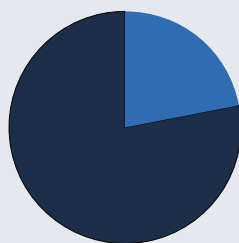
Our global links provide direct access to the Crime Stoppers International online learning platform, which offers training courses developed by Crime Stoppers experts and industry-leading partners around the world. The courses have a global reputation for boosting knowledge and credentials of people 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)*

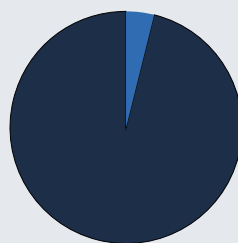
Web traffic



74%
Mobile



22%
Desktop



4%
Tablet

121,725
new visitors

370,707
page views

“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**



*Cube Consulting, Community Impact Report 2018

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Crime prevention spectrum

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

Information



One contact every minute across Australia

Investigation



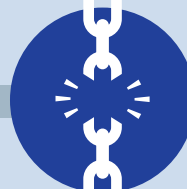
Informs inquiries and investigations

Detection



An average of 100 apprehensions by police every week

Disruption



Disrupts criminal activity

Prevention



Leads to crime prevention

Safety



Creates a safer community

Initiatives

National Illicit Firearms

Our delivery of Phase One of a national firearm amnesty campaign in 2021 saw more than 15,000 firearms surrendered across the country for registration or destruction in a 3-month period. Phase Two of the National Illicit Firearms campaign, delivered in 2022 again in partnership with the Department of Home Affairs, supported 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

Following highly-successful national Dob in a Dealer campaigns in 2016 and 2018, the Federal Government announced funding for a third Dob in a Dealer campaign to be launched in 2023. The national campaign in 2018, disrupted the illicit drug trade in Australia, with 47,277 drug-related Information Reports received and 81 Local Area Campaigns conducted across metropolitan and regional locations.

An estimated 93,395,339 people were reached nationally through media impressions and more than 1800 media features, while social media reached 1,939,072 people.

Make The Call



In response to methamphetamine use in South Australia tripling over a 5-year period, a series of regional roadshows encouraged people to share information about local drug dealing and manufacturing. Materials were produced in Mandarin, Vietnamese and Arabic, while print radio, TV and social media advertising reached an estimated 1 million people. A total of 59 people were apprehended for a range of offences, 5 clandestine laboratories were shut down, firearms located and cash/stolen property seized.

Operation Persist



With about 100 unsolved cold case murders in South Australia, this ongoing campaign calls for information on the whereabouts of victims' remains and to identify those responsible. Our efforts include direct engagement of criminals and their associates for information that might solve a case – through rewards, immunity and reduction in time served opportunities promoted through distribution of flyers and letters.

Prohibited water weeds



In late 2021, Crime Stoppers South Australia partnered with Green Adelaide and PIRSA to raise awareness about the illegal trade of Water Hyacinth and Salvinia – which choke wetlands and waterways, kill native wildlife and reduce opportunities for boating, fishing and swimming. Strong community engagement was achieved through traditional and online platforms and media coverage. Social media achieved an estimated reach of more than 144,579 people, 2,337 reactions, comments or shares and 12,274 clicks to the Crime Stoppers SA website for more information.



Crime Stoppers South Australia

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Supporting Better Communities