

STRATEGIC ROADMAP 2022 TO 2025

Crime Stoppers South Australia



South Australia



Police
Credit Union
Better Banking

Supporting **Better Communities**





INTRODUCTION

Crime Stoppers has a proud history in South Australia and sees significant opportunity to build on this legacy.



NIGEL SMART

Chief Executive Officer
Crime Stoppers SA

I'm honoured to be leading one of South Australia's most successful and trusted not-for-profit charities, and know that every member of the Crime Stoppers team and Board are proud of the impact our organisation has on the lives of thousands of South Australians every year.

Our trusted and independent approach makes a measurable difference, helping police solve and prevent crime by encouraging people to anonymously share what they know, without having to say who they are or get involved.

It's a winning approach that results in an average of 25 crimes being solved each and every week in South Australia. In fact, we saw a record number of tips to Crime Stoppers in 2021 – equating to about 55 calls and 15 online reports daily.

A key part of our vision is to broaden our engagement with all members and regions of the South Australian community. This three-year strategy roadmap has been developed to build upon the strong foundations achieved over the last two decades by Crime Stoppers South Australia.

OUR PROUD HISTORY

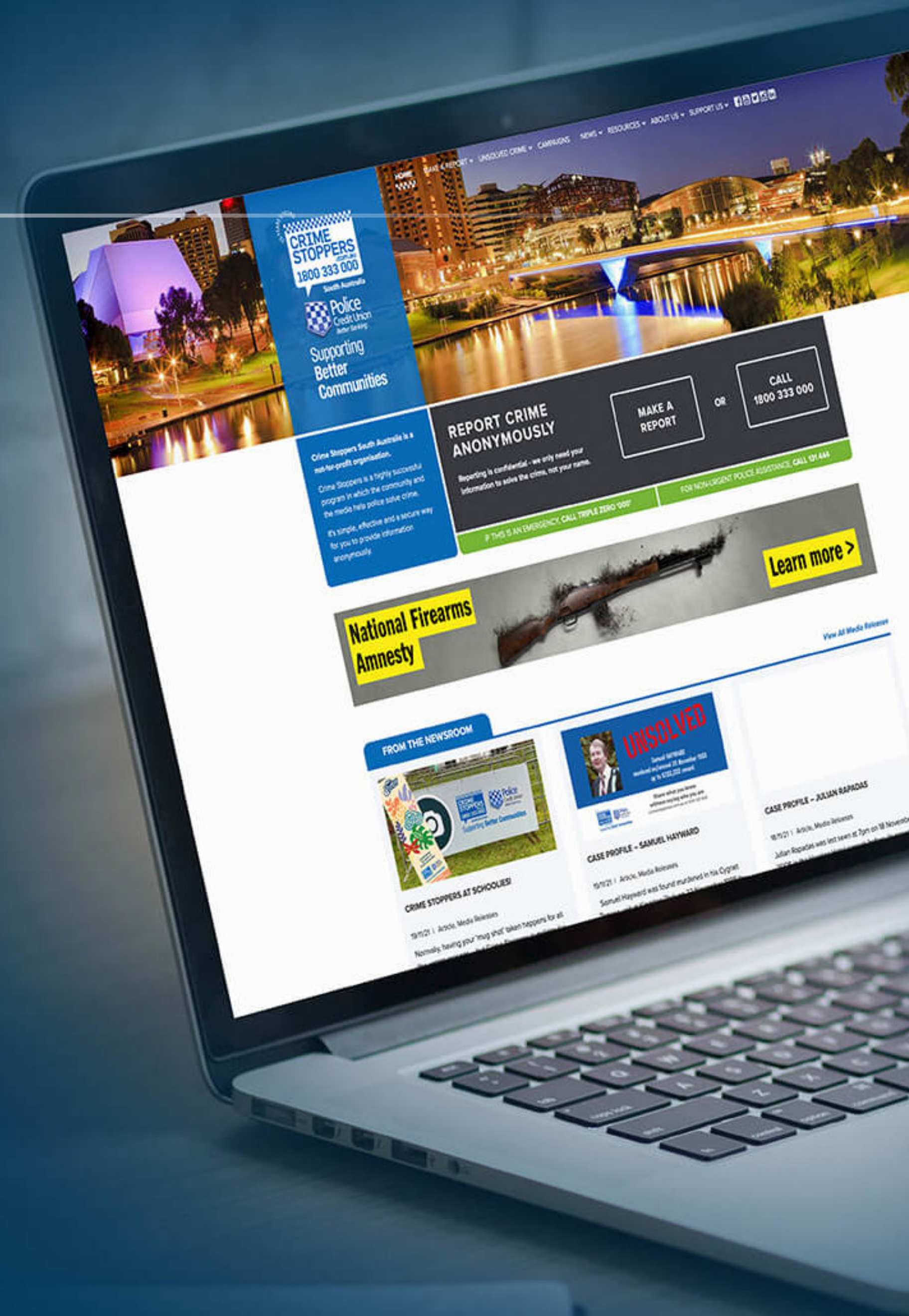
Now is the right time for Crime Stoppers South Australia to prioritise opportunities, grow core activities and pursue new ways to help solve and prevent crime.

For more than 25 years, we have been the trusted link between the community and police, making a real difference when it comes to solving, detecting and preventing crime.

We have grown to become one of South Australia's most successful and trusted not-for-profit charities, and information provided by the public has helped police to catch nearly 23,000 criminals and solve more than 35,000 crimes.

Following our partnership with the Police Credit Union in 2017 and 4 years of funding from the South Australian government in 2020, we have established a level of financial stability that allows us to grow core activities and consider new ways to help solve and prevent crime. 82% of all Australians say they feel safer knowing Crime Stoppers is in place across the country, and we have the support and community to grow.

In the last 12 months we have developed and successfully implemented a number of new and innovative programs that will support and underpin our community deliverables over the next three years and beyond.



CRIME STOPPERS IMPACT

OUR COMMUNITY IMPACT

“The results underline the substantial value Crime Stoppers offers in helping police to solve some of the most horrific and baffling crimes and reinforces how people can make a difference by sharing what they know.”

A safer community is everyone's responsibility



82%

of all Australians feel safer knowing Crime Stoppers is in place across the country

Source: Independently prepared Community Impact Report 2018



81%

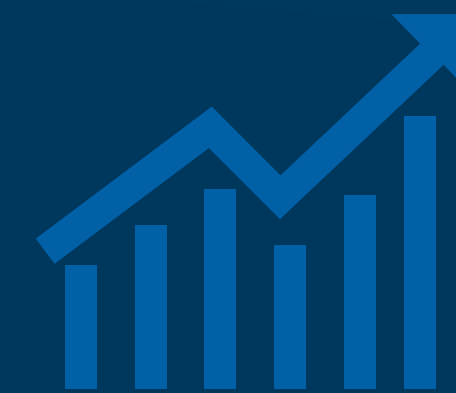
of Australians believe the option not to say who they are when contacting us is incredibly important

Source: Independently prepared Community Impact Report 2018



77%

77% of Australians want to help prevent crimes, reinforcing that Crime Stoppers operates in a way that encourages people to speak up



\$170M+

The economic value of Crime Stoppers to Australia, with an additional \$66m in added value from drugs seized, property returned and crimes being prevented. Every dollar invested in Crime Stoppers delivers an outstanding economic return of \$11.15.



CRIME STOPPERS IMPACT

OUR COMMUNITY IMPACT

Since Crime Stoppers first began in South Australia in 1996, we have continued to be the trusted link between the community and police. We are not a government agency, department or division within SA Police. In fact, Crime Stoppers is a totally independent, non-for-profit organisation that has a volunteer board of management, including two senior police officers.

FOR MORE THAN 20 YEARS WE HAVE....



HELPED CATCH

23^{K+}

CRIMINALS

SOLVED

35^{K+}

CRIMES

ACHIEVED AN AVERAGE OF



25

CRIMES SOLVED EVERY WEEK



PAID OUT OVER

\$250^{K+}

IN REWARDS



SEEN OVER

145^{K+}

ACTIONS ISSUED TO POLICE INVESTIGATORS

SEEN MORE THAN



\$9^{M+}

WORTH OF PROPERTY RECOVERED



AVERAGED

2.5^{K+}

REPORTS PER MONTH

OVER 2.1K BY PHONE & OVER 300 ONLINE

CRIME STOPPERS IMPACT

OUR COMMUNITY IMPACT



SOUTH AUSTRALIA POLICE
KEEPING SA SAFE

Our strategic MOU with South Australia Police enables Crime Stoppers SA to directly work, collaborate and provide valuable crime data and insights from the community.

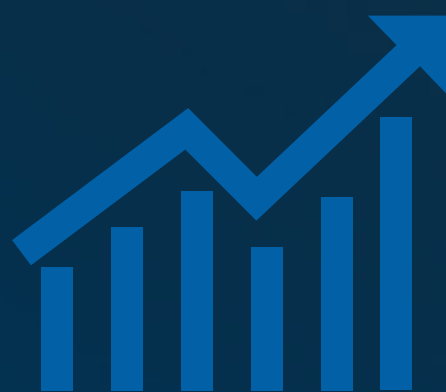


**Government of
South Australia**



Australian Government

Both the State Government of South Australia and the Federal Government support Crime Stoppers SA. From cyber crime to illicit firearms, governments understand the need to support and engage Crime Stoppers to drive community safety and outcomes at the local level.



Every dollar invested in Crime Stoppers delivers an outstanding economic return of...

\$11.15 ROI

Source: Crimestoppers Australia 2018 Impact Report
prepared by Cube Group

CAMPAIGNS ACHIEVING IMPACT

DRUGS



DRUG DEALERS



ILLEGAL FIREARMS



COLD CASES



BUSHFIRES



FUTURE STATE VISION

1. Sustainably funded and resourced

- a)** Mix of core and program funding from multiple highly invested partners.
- b)** Delivery of partner objectives to reinforce return on their investment with Crime Stoppers South Australia.
- c)** Shift to longer term resourcing allowing for more effective and efficient delivery.
- d)** Intelligent reinvestment of surplus funds into valuable infrastructure, systems, tools and capability.

2. Engaging with the entire SA community

- a)** Deepen awareness and trust of the Crime Stoppers brand in communities we can increase engagement:
 - Youth
 - Culturally and linguistically diverse communities
 - Indigenous communities
 - Criminals and associates
- b)** Improved use of engaging and personally relevant platforms and content to build awareness.
- c)** Targeted, relevant and localised campaigns working with all levels of government and commercial partners.

3. Supporting the crime prevention ecosystem

- a)** Intelligent and targeted delivery of activities that support crime prevention and detection, aligned to SA Police and partner priorities.
- b)** Building awareness and supporting relevant members of the broader crime prevention industry.
- c)** Clarity of our role and cross promotion of other members of our eco-system.
- d)** Measurement and communication of our crime prevention/reduction impacts.
- e)** Expansion of our licencing arrangements to a broader range of organisations.

4. Operating in a contemporary and efficient way

- a)** Utilisation of communication and information capture platforms that are the most relevant and effective.
- b)** Delivery of maximum funding value.
- c)** Sharing of best practice processes, tools and systems across Crime Stoppers jurisdictions.
- d)** Establishment and leverage of process and technology partnerships with industry leaders.

5. Innovating and leading change

- a)** Partnering with SA Police to trial and pilot innovative crime solving solutions.
- b)** Cultivating our reputation for safely and responsibly trialling and proving new ideas.
- c)** Playing a leading role in developing federal and state priorities and strategies, and sharing our successes with other Crime Stoppers jurisdictions.
- d)** Challenging our partners to find innovative ways to work with us to increase our community impact while also delivering on their own priorities.
- e)** Early adoption of effective and efficient technology platforms.

OUR ASPIRATIONAL TARGETS

Aspirational Targets by 2025:



Engagement:

- 200 In-field activity days
- 2 Million social media engagements
- 300,000 views for video content



Information Received:

- 30,000 hotline tips
- 15,000 web reports



Support:

- 60,000 followers
- 200,000 unique Website Visitors
- 40 donors



Other:

- \$1 million budget
- 300 licensing locations
- 20 local government community safety initiatives
- \$100,000 non traditional revenue

For a Safer South Australia:

Policing outcomes to be monitored*:

- Apprehensions made
- Rewards paid
- Quantity and types of illicit drugs seized
- Number of illicit firearms recovered
- Economic benefit to the State
- Number of clandestine drug labs detected?

* Policing outcomes reflect our expectation that delivery of our strategic roadmap will result in a safer South Australia, and will be reflected in measures such as those listed above. While these are in many ways out of the control of Crime Stoppers South Australia, they reflect tangible and reportable outcomes that help demonstrate our value to the community and that sharing information with us matters.

DELIVERING ON STATE AND NATIONAL PRIORITIES



Collaborative
partnership with
SAPOL



Regional South
Australian
engagement
strategy



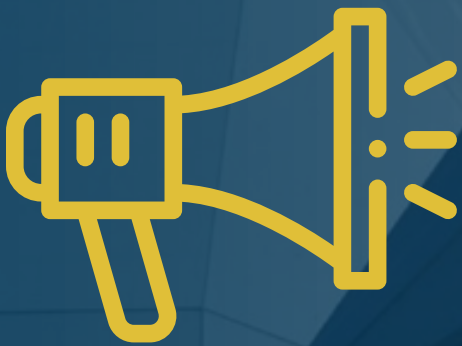
Investment
technology and
innovation



Multicultural
engagement
strategy



Community
brand
awareness



Participate
in national
campaigns

Growth and development of Crime Stoppers SA



Police
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Better Banking

Supporting **Better Communities**



crimestopperssa.com.au



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A safer community is everyone's responsibility