



COMMUNITY SAFETY CASE STUDY

Situation

On 31 January 2022, Crime Stoppers South Australia, in partnership with the City of Whyalla and SA Police, launched a 3-month campaign to encourage the local community to share information about unsolved crime, suspicious activity and nuisance or anti-social behaviour in the local area.

Objectives

The primary objectives of this campaign were to:

- Promote the Crime Stoppers partnership with the City of Whyalla and SA Police to demonstrate positive civic leadership.
- Encourage the local community to speak up about crime incidents of concern by contacting Crime Stoppers, without saying who they are or getting involved.
- Bolster information holdings of police about localised crime incidents and those responsible.

Elements

- Pop-up community events, with two activations successfully conducted at the Westland shopping centre in March and April 2022.
- Campaign poster and DL flyers were circulated throughout Council buildings, police stations and other community locations.
- Digital assets used across social media by campaign partners and media.
- A mix of organic and geo-fenced paid advertising on Meta platforms expanded the initiative's community reach and engagement.
- Media release to promote the initial launch event and then a mid-campaign media release was developed to provide an update to local media.
- Monthly 1/2 page ad in the printed edition of the Whyalla News.
- A 15-second radio ad ran on local radio station, Magic FM.
- Development and installation of prominent signage on 2 x vacant local schools to deter theft, vandalism and arson activity, especially during the holiday period.
- Leveraging Crime Stoppers SA's social media platforms to engage the community through Facebook, Instagram, Twitter and LinkedIn. A series of engaging social media posts delivered the campaign's key messages to educate the community and encourage sharing of information with Crime Stoppers.
- Meetings with and support from kindred organisations, including Neighborhood Watch.

Results:

- Positive media coverage in the Spencer Gulf Nightly News, ABC Radio, Whyalla News and Magic FM.
- 240 radio advertising spots aired.
- Strong support from SA Police, City of Whyalla and the local community.

Social media results included:

- 41,640 people reached
- 1,403 engagements (likes, comments and shares)
- 946 clicks to CSSA website from ad activity
- 24,662 website users and 64,506 pageviews

Contacts received:

- A total of 40 phone and website tips provided information on a range of offence types.
- More than a third of those contacts remain active investigations beyond the campaign.

Key operational results included:

- Arrest of a male and female for drug trafficking.
- Arrest of a male for drug trafficking.
- Multiple contacts about a well-known local person of interest.
- Partners say the initiative produced positive outcomes for the community.
- Information holdings about local crime activity have been boosted for police.

Our anonymity proposition means **total contact numbers are indicative only** and do not capture examples where someone living in Whyalla shares information about crime activity that falls outside of the immediate region.