

**CRIME  
STOPPERS**  
.com.au  
1800 333 000

**VICTORIA**  
A not-for-profit organisation

**BECOME A**  
**SUPERHERO**  
*Report Crime*

If you see something, say something.

**FUTURE FOCUS REPORT**

## CONTENTS

CEO Report	02
Five Pillars of Delivery	03
Lifetime Stats	04
Pillar 1: Enhanced Reporting Capacity	05
Pillar 2: High-Volume Crime Reduction	06
Pillar 3: Rural and Regional Victoria Campaign	07
Pillar 4: 'I'm a Superhero' Children's Program	08
Pillar 5: 'Say Something' Youth Crime Prevention Program	09
Victoria Police Alignment	10
Budget	11

## CHIEF EXECUTIVE OFFICER REPORT

### **Crime Stoppers Victoria is a not-for-profit organisation working in close partnership with Victoria Police and the community.**

We provide the community with a confidential reporting service, through the Crime Stoppers 1800 333 000 hotline, an online reporting portal and a smartphone app for reporting on the go.

Crime Stoppers Victoria receives over 80,000 community contacts and produces more than 42,000 crime intelligence reports annually. We are an important and significant contributor to crime detection, reduction and prevention in Victoria, generating in excess of \$89 million in online pro bono media and public relations and crime content coverage annually. By delivering almost 40% of police intelligence holdings we assist in effectively reducing police investigative time. This intelligence leads to an average of five arrests per day.

Crime Stoppers Victoria works collaboratively with emergency service and public safety agencies including Victoria Police, Emergency Management Victoria, Australian Federal Police, Country Fire Authority, DELWP, Parks Victoria and various local councils across the state. Our close connection to both Victoria Police and the broader community enables us to adapt and respond to the key drivers of crime and priority issues as identified by Victoria Police.

Crime Stoppers Victoria has developed core competencies in communication, media and marketing, community engagement and intelligence collection over 30 years.

This has led to the growth of an agile and flexible organisation specialising in the development and delivery of community safety and crime prevention campaigns.

Our ability to provide high quality community intelligence and our capacity to deliver community education enable Crime Stoppers to deliver a vital service to both the community and law enforcement agencies. In addition to this, Crime Stoppers leverages its expertise and its substantial media and community partnerships to drive positive and cost effective outcomes for the benefit of the Victorian community.

As Crime Stoppers Victoria celebrates its 30th year in 2017, our development will focus on five pillars of delivery which support Victoria Police's Capability Plan<sup>1</sup> and complement and support the Core Capabilities of prevention, offence management, communication and intelligence.

Crime Stoppers is proud to outline our fundamental pillars to success that will engage the Victorian community and enhance public safety over the coming five years.



**Samantha Hunter**  
*Chief Executive Officer*  
 Crime Stoppers Victoria

<sup>1</sup>Victoria Police (2016). *Victoria Police Capability Plan 2016-2025: Capability Framework*.

## FIVE PILLARS OF DELIVERY

Crime Stoppers Victoria strives to make Victoria safer and more secure over the next five years by focussing on five pillars of delivery. These pillars consist of multiple strategies and interventions to reduce the level of crime in our community.



**Pillar 1:** Enhanced Reporting Capacity

**Pillar 2:** High-Volume Crime Reduction

**Pillar 3:** Rural and Regional Victoria Campaign

**Pillar 4:** 'I'm a Superhero' Children's Program

**Pillar 5:** 'Say Something' Youth Crime Prevention Program

Crime Stoppers' five pillars of delivery complement multiple core and enabling capabilities of Victoria Police's Capability Plan for 2016-2025.

Our five pillars ensure Crime Stoppers continues to be an effective, agile, people-focussed and connected organisation.

Specifically, Crime Stoppers' pillars complement the following Victoria Police core and enabling capabilities:

Core Capabilities	Enabling Capabilities
Prevention	Target Hardening Early Intervention
Offence Management	Offence Detection
Communication	External Communication Community Engagement
Intelligence	Collection

### OUR VISION

**OUR VISION IS TO MAKE VICTORIA SAFER AND MORE SECURE AND TO REDUCE THE LEVEL OF CRIME IN THE COMMUNITY.**

### OUR MISSION

**OUR PURPOSE IS TO ENGAGE WITH AND BUILD TRUST IN THE COMMUNITY SO THAT ALL VICTORIANS CAN CONFIDENTLY CONTACT CRIME STOPPERS WITH INFORMATION ABOUT CRIMINAL ACTIVITY THAT WILL HELP MAKE THEIR COMMUNITY SAFER AND MORE SECURE.**

## LIFETIME STATS

Since taking our first call in 1987:



870,669 contacts through our call centre and website



80,854 charges laid



20,284 arrests made



In excess of \$212 million worth of drugs, property and cash recovered

## CONFIDENTIAL AND TRUSTWORTHY

**Crime Stoppers Victoria averages 222 confidential community contacts each day.**

The high volume of community intelligence provided via Crime Stoppers is a strong endorsement of the trust Victorians place in the organisation - an organisation which has built 98% brand recognition and a reputation for confidentiality, trust and integrity. We serve as the eyes and the ears of Victorians, providing crucial crime intelligence that would otherwise go unrecorded.

## CHARITY STATUS

Crime Stoppers Victoria holds both Deductible Gift Recipient and TCCC Status granted by the Australian Taxation Office. We are governed by a voluntary Board of Directors and managed by a team equating to 10 x EFT staff specialising in community engagement, media and marketing.

## A PARTNERSHIP IN CRIME DETECTION

Crime Stoppers Victoria provides a conduit for approximately 40% of all Victoria Police intelligence.

In 2015, PricewaterhouseCoopers (PwC) estimated that information provided to Crime Stoppers reduced Victoria Police investigative time significantly<sup>2</sup>, equating to a saving of \$22.2 million<sup>3</sup> in 2015/2016.

<sup>2</sup>PricewaterhouseCoopers (2015). *The Economic Value of Crime Stoppers in Australia*.

<sup>3</sup>Figure calculated through data provided by PwC assumptions (PwC, p. 20, 2015).



Annual savings of \$22.2 million in police investigative time



98% brand recognition



Average of 222 community contacts each day



Average of 29 arrests each week

## PILLAR 1: ENHANCED REPORTING CAPABILITY



Community support is pivotal to the effective collection of crime intelligence. As the eyes and ears of the community, Crime Stoppers generates information from across the state through our three reporting channels.

Expanding Crime Stoppers' services within Victoria is crucial to ensuring the safety of our community and responding effectively to their needs and expectations. Our enhanced reporting capability will allow us to:

- Extend Crime Stoppers call centre hours from 7am-11pm to a 24/7 service delivery
- Continue to advance online reporting technology and user friendly website (including video upload via our website and phone app)
- Provide increased website and app accessibility for Culturally and Linguistically Diverse Communities (CALD)
- Create website and app accessibility for people with disabilities
- Develop ongoing functionality and security upgrades, ensuring the highest level of security is applied to intelligence collection

An enhancement of our reporting capability will enable Crime Stoppers to increase the current average of 40% of Victoria Police's crime intelligence reports each month and support criminal investigations and arrests by providing high quality intelligence to Victoria Police.



24/7 Call Centre Capacity



Leading-edge website and app technology



Increased community intelligent reports



Over \$22.2 million in annual government savings in police costs

## PILLAR 2: HIGH-VOLUME CRIME REDUCTION



High-volume crimes such as burglary, aggravated burglaries, theft from and theft of motor vehicles have significant impacts on victims lives. With a relatively small number of offenders driving many of these crime categories, Crime Stoppers Victoria worked with Victoria Police in 2016 to trial a high-volume crime campaign to identify recidivist offenders.

Our recent successful high-volume campaign trial conducted in Ballarat resulted in 20 of 23 offenders arrested, with an accompanying reduction of between 20-40% in high-volume crime over the resulting trial period. Our high-volume crime campaigns have resulted in greater intelligence from regional communities to Victoria Police, reducing high-volume crime and recidivist offending.

With over 29 years of experience in intelligence collection and community crime prevention, Crime Stoppers Victoria has a strong track record in delivering programs that emphasise community engagement and positive public relations.

**These campaigns deliver tangible community and policing results**

Over the next five years, Crime Stoppers Victoria will drive arrests for outstanding warrants by deploying a flexible specialist crime content team to identify high volume crime areas and leveraging media partnerships (currently providing over \$89 million in online editorial and media mentions per annum).

<sup>4</sup>Retrieved from the Crime Statistics Agency website, December 2016, <https://www.crimestatistics.vic.gov.au>

There's a great need for reducing high-volume crimes, as they've been trending upwards over the last two years<sup>4</sup>



Theft up  
**19.2%**



Robbery up  
**14.2%**



Burglary / Break and  
Enter up **12.6%**



Assault and related  
offences up **11.1%**

## PILLAR 3: RURAL AND REGIONAL VICTORIA CAMPAIGN



Farm and rural-based crime is an emerging crime category significantly impacting the livelihood, safety and resilience of rural and regional communities. Livestock, farm equipment and firearms are often easy targets in remote and rural settings.

Working closely with Victoria Police's Agricultural Liaison Officers, Crime Stoppers Victoria has tailored our online reporting capability to accept rural crime reports.

Crime Stoppers will support this community crime prevention initiative by implementing a proactive community engagement and media campaign throughout regional and rural Victoria.

This high visibility campaign will support current and emerging crime trends and issues requiring community safety activities, including:

- Livestock theft
- Farm theft
- Firearm security

**LIVESTOCK THEFT IS ON THE RISE**  
 MAKE SURE YOUR LIVESTOCK IS  
 TAGGED MICROCHIPPED STOCK CHECKED

IF YOU HAVE ANY INFORMATION ABOUT SUSPICIOUS ACTIVITY  
**REPORT IT CONFIDENTIALLY**  
 WWW.CRIMESTOPPERSVIC.COM.AU

CRIME STOPPERS  
 1800 333 000  
 VICTORIA

**LOCK THE GATE ON CRIME**  
 SECURE YOUR HOME & ASSETS

IF YOU HAVE ANY INFORMATION ABOUT SUSPICIOUS ACTIVITY  
**REPORT IT CONFIDENTIALLY**  
 WWW.CRIMESTOPPERSVIC.COM.AU

CRIME STOPPERS  
 1800 333 000  
 VICTORIA

**FIREARM THEFT IS ON THE RISE**  
 MAKE SURE YOUR FIREARMS ARE SAFELY SECURED

IF YOU HAVE ANY INFORMATION ABOUT SUSPICIOUS ACTIVITY  
**REPORT IT CONFIDENTIALLY**  
 WWW.CRIMESTOPPERSVIC.COM.AU

CRIME STOPPERS  
 1800 333 000  
 VICTORIA

## PILLAR 4: 'I'M A SUPERHERO' CHILDREN'S PROGRAM



Establishing positive behavioural and attitudinal norms takes time, commitment and investment. Crime Stoppers Victoria is committed to building confident and resilient communities by engaging with Victorians from a young age. Crime Stoppers 'I'm a Superhero' children's education program will utilise cutting edge technology to provide students with educational tools and strategies that grow compassionate community connectedness based on moral responsibility and consequences.

'I'm a Superhero' will be specifically tailored to primary school children, promoting positive action and engagement to ensure long-term impact on the Victorian community. This program will be rolled out across Victoria over the next five years and will help build the next generation of proactive community members.

'I'm a Superhero' will be a highly interactive program utilising leading-edge Virtual Reality (VR) technology. Provided with 360-degree VR goggles, students will watch an age-appropriate narration of a situation from a bystander point of view. Our young Superheroes will be encouraged to engage with the story by moving through the scene with the VR technology, collect bystander information and make informed choices. After collecting crucial information, they'll learn positive and safe ways to share their learnings.

All content will be developed in line with the Victorian Education Curriculum and specialist programs, such as STEM, Critical Thinking, Civic Participation and Personal & Social Capability.

**VR is the latest innovation in technology and is an exciting way to foster positive civics associations. Delivered through schools, community organisations and children's festivals, 'I'm a Superhero' will bring learning and community connectedness to life.**



## PILLAR 5: 'SAY SOMETHING' YOUTH CRIME PREVENTION PROGRAM



Statistically the number of young offenders has gone down over the past ten years in Victoria, however the average number of offences per unique offender has increased by 40%<sup>5</sup>.

Last year, male youth offenders were 33%<sup>6</sup> more likely to be involved in multiple incidents than any other group, and repeat offending is on the rise. Responding to community concern around youth offending, Crime Stoppers Victoria aims to elevate and extend our successful Say Something program from a youth crime prevention marketing campaign to an evidence-informed, co-designed youth engagement and crime prevention program.

Crime Stoppers Victoria research demonstrates that young people are concerned about crime, with 73%<sup>7</sup> willing to report information if they believe their family or friends wellbeing or safety is at risk. The first acts of anti-social behaviour typically occur during middle to late adolescence<sup>8</sup>. Educating young people about crime and its consequences before and approaching middle adolescence is vitally important for youth crime intervention, prevention and detection.

'Say Something' program will be developed to intervene prior to a youth's first involvement in crime, and be tailored to early adolescents in Years 7 to 10.

'Say Something' will integrate interactive school visits and positive safety messaging with an online youth platform that supports confidential bystander reporting, provides information on common risk factors and provides referral services to other support networks and community programs.

By addressing risk factors as well as supporting the development of protective factors that buffer young people against risks across several domains (individual, social, educational) our program will help reduce the likelihood of criminal offending by engaging young people.

<sup>5</sup>Sutherland, P., & Millstead, M. (2016). Downward trend in the number of young offenders, 2006 to 2015. Crime Statistics Agency.

<sup>6</sup>Retrieved from the Crime Statistics Agency website, December 2016, <https://www.crimestatistics.vic.gov.au>

<sup>7</sup>Research commissioned by CSV and conducted by Empirica in 2012.

<sup>8</sup>Sweeten, G., Piquero, A., & Steinberg, L. (2013). Age and the explanation of crime, revisited. *Journal of Youth and Adolescence*, 42, 921-938.

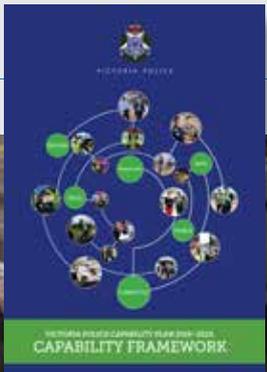


### 'Say Something'

- is theory-driven and evidence-informed
- intervenes early to divert youth from crime
- decreases risk factors and increases protective factors

'Say Something' amplifies whole of government savings across the Education, Corrections, Justice and Health portfolios, providing better community outcomes.

# VICTORIA POLICE ALIGNMENT



Crime Stoppers Victoria’s five pillars of delivery reflect and complement important core capabilities of Victoria Police. The strong partnership and synergies established between Crime Stoppers and Victoria Police allow Crime Stoppers to play an important role in enabling the successful delivery of Victorian Police Capability Plan for 2016-2025.

Victoria Police Enabling Capabilities	Victoria Police Core Capabilities	Crime Stoppers Victoria’s Development Programs
<p><b>Target Hardening</b> – Educating the public on crime prevention strategies.</p> <p><b>Early Intervention</b> – Crime prevention among youth.</p>	 <p><b>PREVENTION</b></p>	<p><b>Pillar 2:</b> High-Volume Crime Campaign.</p> <p><b>Pillar 3:</b> Rural and Regional Victoria Campaign.</p> <p><b>Pillar 4:</b> ‘I’m a Superhero’.</p> <p><b>Pillar 5:</b> Say Something.</p>
<p><b>Offence Detection</b> – Promoting confidence in communities reporting crime information and neighbourhood security issues to police.</p>	 <p><b>OFFENCE MANAGEMENT</b></p>	<p><b>Pillar 2:</b> High-Volume Crime Campaign.</p> <p><b>Pillar 3:</b> Rural and Regional Victoria Campaign.</p>
<p><b>External Communication</b> - Effective and meaningful communication, particularly focussing on CALD communities.</p> <p><b>Community Engagement</b> - Strengthen Victoria’s social cohesion.</p>	 <p><b>COMMUNICATION</b></p>	<p><b>Pillar 1:</b> Enhanced Reporting Capability.</p> <p><b>Pillar 2:</b> High-Volume Crime Campaign.</p> <p><b>Pillar 3:</b> Rural and Regional Victoria Campaign</p> <p><b>Pillar 4:</b> ‘I’m a Superhero’.</p> <p><b>Pillar 5:</b> Say Something.</p>
<p><b>Collection</b> - Provide the community with a channel to easily and securely provide information to police.</p>	 <p><b>INTELLIGENCE</b></p>	<p><b>Pillar 1:</b> Enhanced Reporting Capability.</p> <p><b>Pillar 2:</b> High-Volume Crime Campaign.</p> <p><b>Pillar 3:</b> Rural and Regional Victoria Campaign</p>

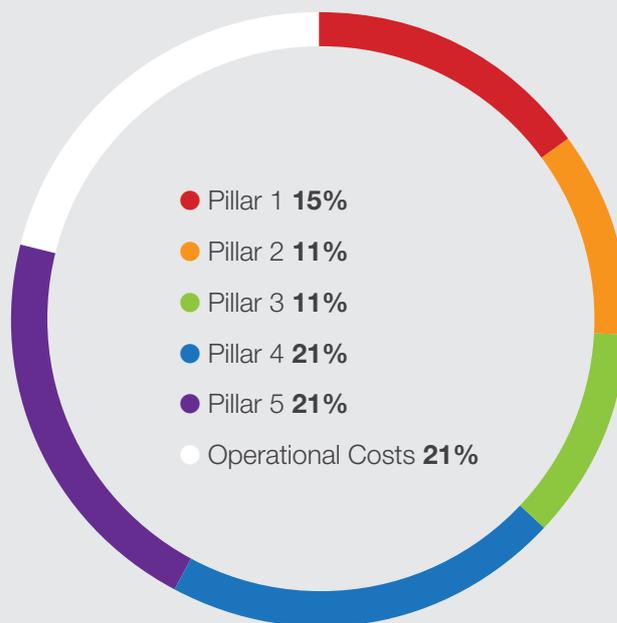
# BUDGET



## Annual Expenses

<b>Pillar 1:</b> Enhanced Reporting Capability	\$350,000
<b>Pillar 2:</b> High-Volume Crime Campaign	\$250,000
<b>Pillar 3:</b> Rural and Regional Victoria Campaign	\$250,000
<b>Pillar 4:</b> Superhero – Primary Schools Project	\$500,000
<b>Pillar 5:</b> Say Something - Youth Crime Prevention Program	\$500,000
<b>Operational Costs</b> (excluding project delivery)	\$500,000
<b>Total Expense</b>	<b>\$2,350,000</b>

## Annual Expense Percentage Break Down



Increased safety for Victorians



Increased community confidence



Cost effective crime prevention

# OUR VALUED PARTNERS

---

## PREMIUM PARTNER



**MOTOROLA**  
SOLUTIONS

---

## MEDIA PARTNERS



**Herald Sun**



## GOVERNMENT PARTNERS



VICTORIA POLICE



## CRIME STOPPERS AUSTRALIA PARTNERS



Australian Government



**VICTORIA**  
A not-for-profit organisation

Level 1, Tower 1, 637 Flinders St,  
Docklands VIC 3008  
E: [admin@crimestoppersvic.com.au](mailto:admin@crimestoppersvic.com.au)  
[www.crimestoppersvic.com.au](http://www.crimestoppersvic.com.au)

@CrimeStopperVic [www.facebook.com/CrimeStoppersVic](http://www.facebook.com/CrimeStoppersVic)