



Crime stoppers Tasmania

Planning for a safer Tasmania

2023-2026



Helping Tasmanians to call out crime safely and privately

Crime Stoppers Tasmania is an independent not-for-profit community organisation and registered charity which has been operating in Tasmania for three decades. We are affiliated with Crime Stoppers Australia and Crime Stoppers International.

Crime Stoppers provides safe ways for people to anonymously provide information about crime when they do not wish to speak with police.

crimestopperstas.com.au



Foreword from the Chair

I am proud to say that I have been a part of the Crime Stoppers' journey since inception.

Crime Stoppers Tasmania has, over the years, been recognised both nationally and internationally for our leadership, collaborative partnership with Tasmania Police and for our community engagement. This is evidenced by our long history with our partners, sponsors and supporters.

Enabling people to anonymously provide information relating to crime and suspicious behaviour has and will always be at the core of everything we do.

It has been my great pleasure to serve the community through Crime Stoppers Tasmania!

David Daniels OAM
Board Chair and Founding Member

**“IT’S NOT ABOUT WHO YOU ARE
IT’S ABOUT WHAT YOU KNOW”**



Our vision is to create a safer Tasmania.

Our mission is to enable and encourage Tasmanians to provide crime-related information safely and anonymously.

Our Values

Integrity

We uphold unwavering honesty and moral principles in everything we do.

Respect

We treat every individual with equality, kindness and compassion.

Collaboration

We actively involve ourselves in the community, working collaboratively with the people we serve.

Resourcefulness

We adapt, innovate and make the most of every opportunity to ensure we use our resources efficiently.

Confidentiality

We commit to maintaining confidentiality to assure those reporting crime remain anonymous.

Our Strategic Framework

Strategic Focus

Organisational Sustainability



Ensuring the long-term financial stability and strength of Crime Stoppers Tasmania.

We are dedicated to forging strategic alliances and partnerships that will bolster our ability to continue serving our community effectively.

Reporting Systems & Information



Optimising our crime reporting systems and the valuable information they provide.

We aim to enhance the quality and quantity of crime-related data reported year on year. This includes improving the quality of tip information and ensuring a user-friendly experience for all.

Public Engagement



Collaborative engagement and trust with the Tasmanian public.

We believe that together we can create safer communities. We actively seek to connect with and involve the public in our efforts to foster a sense of shared responsibility for addressing crime.

Theme

Goal

Theme	Goal
Theme 1: Enhance financial sustainability by the end of the strategic period, 2026.	Goal 1: Build Crime Stoppers Tasmania's fundraising capability.
	Goal 2: Secure additional funding partners.
Theme 2: Enhance and strengthen collaboration with Tasmania Police.	Goal 3: Improve engagement and collaboration with Tasmania Police in the development and delivery of our programs.
	Goal 4: Enhance media alignment with Tasmania Police.
Theme 3: Improve the quality of tip information.	Goal 5: Grow public understanding of how their information can assist in combating criminal activity.
	Goal 6: Share the successes and contribution of Crime Stoppers reports with the public to raise service awareness.
Theme 4: Improve our data analysis and reporting capabilities.	Goal 7: Improve the data management capabilities of the Crime Stoppers Tasmania portal.
	Goal 8: Support Tasmania Police to improve its ability to measure the value of tip information provided by Crime Stoppers Tasmania.
Theme 5: Build strong brand awareness across Tasmania.	Goal 9: Capture the current brand awareness status of Crime Stoppers Tasmania.
	Goal 10: Increase Crime Stoppers Tasmania brand awareness.
Theme 6: Enhance our media presence and community reach.	Goal 11: Engage and support media outlets to communicate the availability and benefits of our service and our projects to crime and prevention.
	Goal 12: Develop a diverse portfolio of strategic partnerships with community and industry groups.



Our Strategic Framework

Our Strategic Plan is a compass that guides us toward a safer and more secure community. It encapsulates who we are, what we do, our objectives, and the goals that drive us. Developed in collaboration with Tasmanian consulting company 2PM, Directors and staff, this plan is

the result of collaborative sessions focused on redefining our mission, vision and values, reminding us of our core identity, and igniting our strategic outcomes and goals, crafting a roadmap that merges our purpose with action.

Our strategic framework is not just a plan - it's our commitment to making our communities safer and stronger.

Our Success

Local Success

Crime Stoppers Tasmania provides a conduit for sharing of information relating to crime, between the community and law enforcement. Our impact is the communities' impact against crime.



**20 contacts
per day**

More Tasmanians are playing their part through Crime Stoppers



**30% police
intelligence**

Contribute to 30% of Tasmania Police's community intelligence holdings



**85% online
submissions**

More than 85% of our reports are submitted online via our website

National Success

Nationally Crime Stoppers is Australia's most trusted information-receiving service, providing an opportunity for people to anonymously share information about unsolved crimes and suspicious activity.

We play a crucial role in connecting the community with law enforcement.



**1 contact
per minute**

One contact is made to Crime Stoppers every minute across Australia



**81% brand
recognition**

81% of the community recognise Crime Stoppers as a trusted brand



**82% peace
of mind**

82% of Australians say they feel safer because of Crime Stoppers



Our Partners



Our Sponsors & Supporters



An Australian Government Initiative

crimestopperstas.com.au

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