

OUR STORY	We are leaders >	We advance the Crime Stoppers brand and affirm our position as the preeminent community policing collective in Australia.				
	We are innovators >	We nurture a dynamic environment to encourage innovation in our programs and services.				
	We are collaborators >	We operate in a shared economy for our information, capabilities and services to secure partnerships that sustain our future.				
OUR BUSINESS	Our purpose >	To enhance law enforcement initiatives by creating awareness of criminal issues and engagement of the Crime Stoppers information reporting services.				
	Our customers >	People living, working and visiting Australia	Law enforcement agencies	Media content creators and distributors	Organisations affected by crime	Policy makers and regulators
	Our pathway >	A common language and position pertaining to governance, advocacy, strategy, branding, service delivery, campaigns, communication and business administration.				
	Our services >	Brand licensing and management	Peak advocacy authority	Lead for national coordination and international collaboration	Community campaigns and information	ICT programs and solutions
OUR ACTIONS	Our beliefs >		We have integrity	We are enterprising	We are inclusive	
	Our pillars >	Our brand is never compromised	Our presence represents the national and international alliance	Our initiatives are relevant and contemporary	Our activities are financially sustainable	Our culture and team are inspiring
OUR DESTINATION	Our impact >	The most trusted channel for the provision of anonymous information to help solve and prevent crime and criminal activity.				
OUR PROPOSITION	Our vision >	A SAFER AUSTRALIA				