

Now's the time to hand it in.



For a safer Australia

NATIONAL FIREARMS AMNESTY

JULY - SEPT 2017

CAMPAIGN CASE STUDY

Situation

On 16 June 2017 the Minister for Justice, Michael Keenan, announced that the first national firearms amnesty since the one after the Port Arthur massacre in April 1996 would be held for a period of three months. This followed in-principle agreement from all Australian states and territories and support from police and justice ministers to a national firearms amnesty, with the aim of reducing the number of unregistered firearms in Australia.

Using a range of intelligence sources, including firearm importation figures and seizure trends, the Australian Criminal Intelligence Commission conservatively estimated 260,000 illegal firearms were in the community. The amnesty came at a time when Australia had seen a spate of significant incidents involving illegal firearms, such as a terrorism-related siege in Melbourne and the fatal shooting of a Queensland police officer.

Objective

The aim of the National Firearms Amnesty was to reduce the number of unregistered firearms in Australia. The amnesty ran from 01 July 2017 to 30 September 2017.

Elements

Crime Stoppers supported the amnesty nationally through community engagement events and digital communications.

Grassroots engagement activities included:

- Local shows and festivals (Alice Springs show, Darwin show, Morningside, Nundah Village)
- Forums (Creating safe and liveable communities)
- Community days (Emergency services day Rockhampton, Logan Seniors Expo, Runcorn fun day)
- School activities (St Eugene College Feast and Fair, Parklands Christian College fete, Tivoli State Primary, Wynnum State School fete)
- Displays (Police headquarters, Bunnings, LINC, Livestock sale days)
- Presentations (Neighbourhood Watch meetings, Coffee with a cop)
- Distribution of materials (newsletters, letterbox drops in rural areas, digital, DL brochures to police stations, crime crack down events, WA local government personnel)
- Public relations activity (televised advertisements or alerts, radio station interviews).

All jurisdictions leveraged their digital communications channels, including significant social media reach, to promote the campaign and raise awareness.

Results

- 57,324 firearms were handed in between July and September across Australia to be registered or destroyed, including automatic rifles, handguns and a rocket launcher.
- Almost a third of the weapons were destroyed, with the remainder registered and handed back or passed on to a licensed dealer for resale.
- Authorities received around 2,500 fully-automatic or semi-automatic guns that were previously unaccounted for, as well as 2,900 handguns.
- 79 grassroots community engagement events were conducted by Crime Stoppers, achieving 255,990 direct engagements over 506 hours by 162 personnel
- Digital communications across 35 channels reached 1,368,689 followers, achieving 17,487 reactions and 15,160 likes