

DOB IN A DEALER

Call Crime Stoppers 1800 333 000
report online @ www.crimestoppers.com.au

All information is anonymous.
**If you know something,
say something.**



An Australian Government Initiative



CAMPAIGN CASE STUDY

Situation

The Dob in a Dealer national initiative encouraged the Australian community to share information about dealing, manufacture and trafficking of illicit drugs – particularly methylamphetamine. The initiative had been originally trialled in Warrnambool in 2014 before being expanded across regional and rural Victoria in 2015 - resulting in a 167% increase in drug-related contacts in locations where the initiative had been held.

On the back of that success, in February 2016 **Dob in a Dealer** was announced as a national initiative in response to the growing use of methylamphetamine in Australia. The intent was to encourage the community to share information that would help police disrupt the manufacturing and supply of illicit drugs, particularly in remote rural and regional locations.

The \$1m funding from the Australian Government allowed Crime Stoppers to conduct a national community engagement program which included 86 grass-roots local events across Australia in metropolitan and regional locations.

Objectives

The aim of the initiative was to encourage people to share information about suspected dealing, manufacture and trafficking in illicit drugs - particularly methylamphetamine – in their local community.

Elements

- A national launch event was held at the AFP Headquarters in Sydney on 22 February 2016;
- An additional media release was distributed to national multilingual media outlets in April 2016, announcing translated campaign assets for CALD communities available in Arabic, Hindi, Mandarin, Spanish and Vietnamese;
- Digital Dob in a Dealer assets included posters, postcards, web banners and social media content;
- 86 Dob in a Dealer local community events were held across Australia from February to October 2016;
- Radio advertising was conducted on Southern Cross Austereo and affiliated networks and supported by video production as part of the campaign's close-out activity.

Results

- 3,269 Information Reports were received in the 86 locations where engagement activities were held – with 1,781 of the total Information Reports specifically related to amphetamines;
- On average, a 95% increase in drug-related contacts occurred in locations where local engagement activities had been held.
- On average, 51% of all drug-related contacts contained information about dealing, manufacturing and trafficking of amphetamines in locations where community engagement occurred – representing a 143% increase;
- More than 3.6kgs of illicit substances, including methylamphetamine, were seized by police – equating to a street value of more than \$860,000;
- Significant media interest, with national, State and local coverage achieved across television, radio, print and digital channels with a total value of almost \$7.5million;
- 163 media releases were distributed to print, broadcast and digital media outlets across Australia, resulting in 126 media interviews conducted;
- Estimated social media reach was more than >2m;
- Community Service Announcements broadcast on SEN, Channel 7 and 9, Southern Cross, hit104.7, and WIN news, as well as community radio stations in targeted locations. The estimated commercial value of CSA's nationally was more than \$250,000.

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