



No illegal guns.

Say something before it's too late.

1800 333 000 [crimestoppers.com.au](https://www.crimestoppers.com.au)



Australian Government



CAMPAIGN CASE STUDY

Situation

In 2021, more than 260,000 unregistered firearms were estimated to be in Australia. In the wrong hands, these firearms pose a clear and present danger to community, and are used in tens of thousands of gun-related offences every year across the nation.

In early 2021, Crime Stoppers partnered with the Australian Government to promote the nation's first ever permanent firearms amnesty, with the ambition to keep Australians safe by removing unregistered, unwanted and illegal guns from the community.

Objective

The National Illicit Firearms Campaign was a national initiative, which aimed to:

- raise community understanding of the dangers of an unregistered/illicit firearm;
- educate on the consequences of having of an unregistered/illicit firearm;
- encourage people with an unregistered/illicit firearm to surrender it;
- empower the community to share information with Crime Stoppers about the use, possession and trade of illicit firearms ;
- bolster national information holdings to assist police better understand the nature and extent of the illicit firearms market in Australia.

Elements

- The campaign developed a simple and visually engaging creative approach, which saw the most commonly seized firearms disintegrating through animation, as a powerful metaphor to reflect the campaign message of 'no illegal guns, that's our aim'.
- **Phase One** launched in July 2021, urged anyone with an unregistered, illegal or unwanted firearm to hand it in under amnesty conditions. The target audience were gun owners who did not have any criminal intent.
- **Phase Two**, launched in February 2022, switched emphasis to encouraging people with information about an unregistered or illegal firearm to anonymously contact Crime Stoppers before it's too late. This phase reinforced the danger that guns pose to the community—instilling a sense of urgency to speak up.
- The media strategy across both phases was led by TV along with press, social media, out of home, digital display, as well as traditional and digital radio.
- Phase Two also included more targeted mediums to reach the audience in more private one-on-one moments, such as through Spotify, washroom signage and streaming services.
- Crime Stoppers jurisdictions conducted on-the-ground community engagement, delivering 128 activations across metro, regional and rural parts of the country. This included shopping precincts, local service and sports clubs, police stations and local council events, generating further media exposure.

Results

- **899 news mentions** across TV, print, radio and other media from PR efforts, reaching an estimated 4.86 million people and representing more than **\$965,000 in earned media** value.
- **415,061 users** visited the Crime Stoppers Australia website campaign page, recording **539,293 sessions**.
- **128 community engagement events were delivered** across metropolitan, regional and remote Australian communities.
- **More than 17,500 firearms**, firearm parts and ammunition surrendered or seized by police.
- **Independent audit tick of approval achieved**, with the report finding "the Activities and Outcomes delivered by CSA were achieved in a challenging and unique operating environment."
- Estimated advertising reach of 18.7m people in Phase One and 16.6m in Phase Two – representing **a total estimated reach of more than 35.3m** across social media, large & small Out of Home, washrooms, billboards, print, TV and radio
- Development of a **suite of innovative and engaging creative assets** which have continued to be utilised by Crime Stoppers jurisdictions well beyond the project.