

Economic Impact Report

Crime Stoppers enables
people to safely and
anonymously speak up.

Recognised. Trusted. Ready to act.



Crime Stoppers Australia
2026

**Every minute across Australia,
someone contacts Crime Stoppers
with information.**

**They share what they know, pass on
what they've seen or heard, and take a
step when something doesn't feel right
- for themselves, their family or people
around them.**

**Each contact begins with a decision:
to say something or to stay silent.**

**Crime Stoppers exists to make
that decision possible: safely,
anonymously and with confidence.**

Turning information into impact

- 01 IMPACT**
- 02 TRUST
- 03 PARTICIPATION
- 04 VALUE
- 05 SUPPORT
- 06 STRATEGY

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Crime Stoppers is one of Australia's most recognised and trusted community safety charities, with nearly 90% of Australians aware of the organisation. That unrivalled recognition is matched by strong levels of trust and willingness to act. When people understand how Crime Stoppers works – and that they can share information anonymously – they are more likely to speak up.

More than half of Australians report they are more likely to share information after learning about Crime Stoppers, and more than one in ten have already done so.

This demonstrates the strength of the model: when barriers are removed and people feel confident, they act.

Community awareness and trust:



Enabling people to speak up

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Crime Stoppers gives people a way to act when it matters.

They choose to share what they know – often in moments of concern, uncertainty or when something doesn't feel right. What matters is that they can do so safely and anonymously.

That ability changes behaviour. It enables people to speak up when they might otherwise stay silent, providing forward information that may never have been shared.

Each report is received and passed to police, where it is assessed and used to support investigations. Some provide immediate leads. Others contribute to a broader picture over time. Together, they help law enforcement act earlier, respond more effectively and prevent harm.

This is how impact is created – by enabling people to speak up and ensuring what they share can make a difference.

“People may not always engage publicly with Crime Stoppers - but they do engage meaningfully.”

Delivering real value

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Every report has the potential to make a difference.

When people choose to speak up, the impact extends beyond a single piece of information. It contributes to investigations, helps prevent harm and strengthens the safety of communities across Australia.

Independent analysis shows that Crime Stoppers generates more than \$216 million in total value each year, with over \$80 million in net benefit returned to the community. For every dollar invested, more than \$11 is delivered in social and economic impact.

This value is generated consistently each year, reflecting the ongoing contribution of community-provided information to crime prevention and enforcement outcomes.

These outcomes are based on the contribution of information provided through Crime Stoppers, as assessed through independent economic analysis. Importantly, much of this value is created through preventing crime before it occurs – avoiding costs that would otherwise be borne by victims, communities and the justice system.

This value reflects crimes disrupted, property recovered, illegal activity prevented and pressure reduced on police resources. It also reflects the value of information that would otherwise never be shared, reducing the economic burden of crime and the associated costs across policing and the justice system by enabling earlier and more targeted responses.

Impact at a glance:



Beyond measured value

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The full impact of Crime Stoppers *extends beyond* what can be captured in economic terms.

At its core, Crime Stoppers gives people the confidence to act in situations where they might otherwise remain silent – particularly when they feel concern for their own safety, the safety of others, or a need to take control of a situation.

This is reflected in strong national awareness and engagement. Nearly nine in ten Australians are aware of Crime Stoppers, and more than half are more likely to share information after learning how it works. More than one in ten Australians have already taken that step.

Importantly, a significant proportion of reports – estimated at around 30% – would not have been made without Crime Stoppers. Without Crime Stoppers, this information would be less likely to enter the law enforcement eco-system, limiting the ability to prevent and respond to crime effectively.

Much of this value cannot be fully quantified, but it is central to the role Crime Stoppers plays in keeping communities safe.

Increasingly, this impact is reflected in how people engage. Individuals often choose not to interact publicly, instead seeking information, returning to reporting pathways and engaging at moments of personal relevance.

These patterns indicate a high level of trust and intent – where people are moving closer to action while protecting their anonymity.

9 in 10

Australians are aware of Crime Stoppers

1/2

are likely to share information

30%

of Crime Stoppers reports would not normally be received by police without the option of anonymity

Together, these indicators point to a broader impact: increased willingness to act, stronger community confidence and the flow of information that supports more effective responses to crime.



We are a force multiplier

- > Trusted & Anonymous
- > More targeted investigations

Crime Stoppers plays a distinct role in Australia's law enforcement landscape.

Supporting policing outcomes

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By providing trusted and anonymous ways for people to share information, it enables reporting in circumstances where individuals may not engage directly with police – particularly where fear, uncertainty or personal risk may otherwise prevent action.

Information provided through Crime Stoppers supports more targeted investigations and helps bring forward information that may not otherwise be available. This strengthens visibility, improves lines of enquiry, and enables earlier responses to criminal activity.

This acts as a force multiplier for law enforcement, extending the reach and effectiveness of policing without increasing frontline resources.

Responding to a changing environment

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Across Australia, reporting is increasingly shaped by what people see, hear and experience in real time – from local incidents to national events. Moments of heightened concern often prompt people to act.

This is reflected in the steady volume of information received each year, with hundreds of thousands of contacts from the public. Online reporting now accounts for a growing share of information received, reflecting changing expectations around anonymity and ease of use.

Crime Stoppers continues to adapt to these changes through targeted campaigns, improved digital pathways and a focus on emerging crime types. This ensures people can respond in ways that are safe, accessible and effective – now and into the future.

The way people experience and respond to crime is changing.



Digital engagement and reach:

5 million+

people reached across social platforms annually

200,000+

website pageviews focused on high-intent content every year

Strong engagement

with reporting pathways and anonymity information

Repeat visits + private interactions

indicating sustained consideration

Building on a strong foundation

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Crime Stoppers is guided by a *clear strategic direction* focused on strengthening its impact over time.

At the centre of this is its core promise – protecting anonymity. Maintaining public confidence in the ability to share information safely remains fundamental to our model and continued success.

We're focused on protecting anonymity.

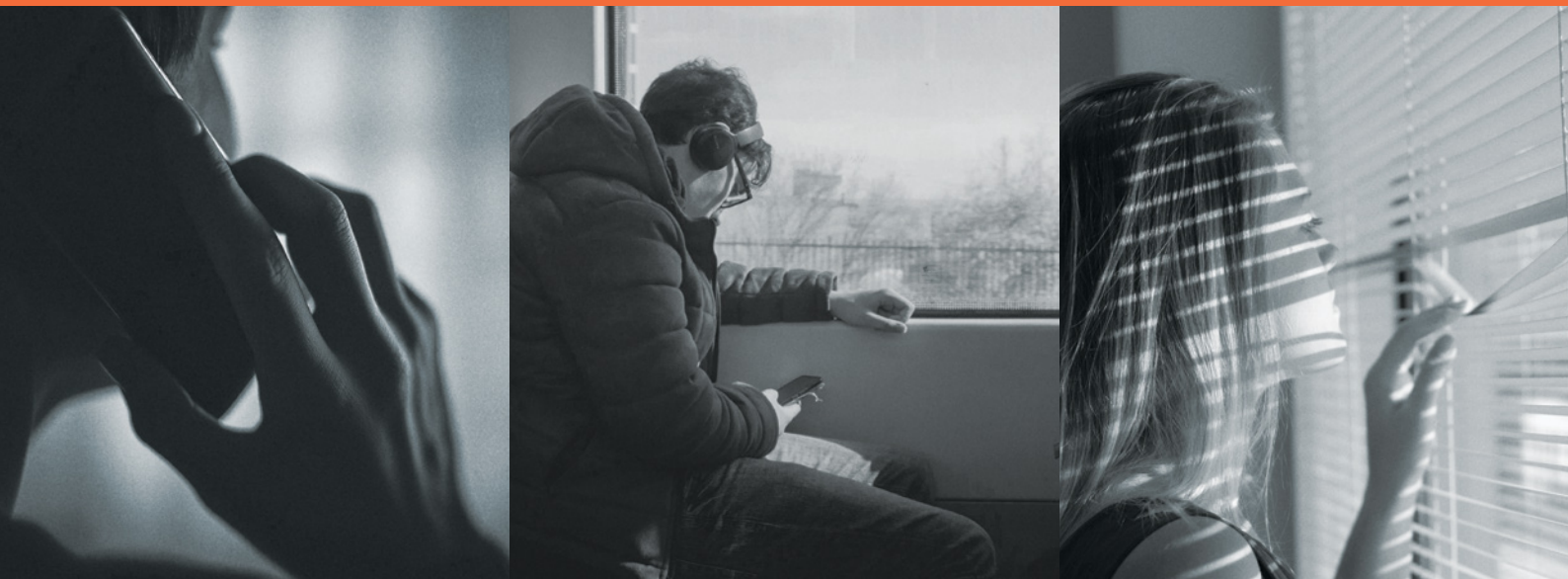
Building awareness and encouraging reporting is also a key priority. As more Australians understand how Crime Stoppers works, they are more likely to act.

Ongoing investment in digital reporting pathways and targeted campaigns will further expand accessibility and participation, ensuring people can respond in ways that are immediate, safe and effective. At the same time, Crime Stoppers continues to strengthen its ability to demonstrate impact – improving how information is collected, analysed and used to support evidence-based outcomes.

This strategic focus ensures that Crime Stoppers remains relevant, trusted and effective in a changing environment.



Every piece of information
begins with a person.
Someone who notices something.
Someone who feels concern.
Someone who decides to act.



Crime Stoppers makes that action possible –
providing safe, anonymous ways to speak up.

That simple act, repeated every day across the
country, creates real impact. It brings forward
information that might otherwise remain hidden,
supports law enforcement, and helps prevent harm.

It is a model built on trust, powered by the community,
and proven over time. And as the environment
continues to change, one thing remains constant:
when people are given safe ways to speak up, they do.

**“A safer Australia
starts with people.”**



**Know something?
Do something.
Anonymously.**



 **Crime Stoppers**

000 Emergency
131 444 Police Assistance



An Australian Government Initiative