

CRIME STOPPERS WA

Strategic Direction

TOWARDS 2027



Our Strategic Approach

Strategy

Goals

Core Strategy

Anonymity

Safer communities

Through increased reporting of criminal activity and suspicious behaviour.

Safer workplaces

By providing a cost-effective integrity reporting platform with a two-way anonymous chat capability for employees to report workplace misconduct and inappropriate behaviour directly to the organisation.

Continuing Strategy

Strengthen Relationships & Collaboration

To engage communities through education, stakeholder participation and partnerships.

To ensure each service is designed to build trust and safety throughout the community, ensuring that every initiative reinforces our commitment to our vision.

Vision

A safer WA

Mission

Innovation, enhancement and delivery of safe reporting and crime prevention services.

Trust

The assurance of anonymity removes the fear of retaliation and empowers individuals to contribute to safer communities.

Our Strategic Approach

To enhance community safety by providing innovative, trusted and secure anonymous reporting solutions to cater to emerging crime trends and integrity issues.

Values

Trust, Safety, Integrity and Respect

Services

Crime Stoppers WA Connect - prioritises anonymity and community safety by offering a secure online platform and phone line for the public to anonymously share information with the police. This approach not only safeguards individual contributors but also significantly boosts policing efforts, ensuring that every piece of information helps in maintaining a safer community.

Gov Connect - an online reporting platform that enables the public to anonymously share information directly with selected government entities who have an enforcement and intelligence function. By facilitating a secure communication channel, it empowers citizens to contribute to public safety and security.

Eyes on the Street - a mobile app initially tailored for frontline operators to report suspicious behaviour. Now expanded for community use, it significantly widens the scope of community-sourced information, allowing anyone to contribute to local safety efforts.

Safe2Say - enhances workplace safety through its two-way anonymous chat, fostering a culture of transparency and accountability. This platform empowers employees to safely report unethical behaviour, ensuring concerns are voiced safely and without fear of reprisal.

Bikelinc - this service provides a reliable and immediate way for police and community members to link stolen bikes with their rightful owners, thereby reducing police time and effort. It creates a community-based network that not only deters bike theft but also fosters a sense of involvement towards bike security.

Civics & Citizenship Online Teachers Resource - these resources equip educators with the tools to teach students about the importance of civic engagement and personal responsibility. By fostering an understanding of citizenship from a young age, this service builds a foundation of trust and encourages a proactive approach to community safety.

Community-based presentations and events - these initiatives engage directly with community members, offering education on the importance of anonymous reporting and the significant value of their information. By creating an open dialogue, these presentations and events strengthen the community's trust in us and support our efforts to maintain a safe environment for all.

Measurement

Safer Communities

Number of Reports Submitted - track the volume of anonymous reports from the community. An increase may indicate greater trust and willingness to report.

Quality of Information Received - evaluate the actionable intelligence gathered through reports, measuring how many led to successful interventions or crime prevention.

Community Engagement Metrics - use surveys, feedback forms, and participation rates in community outreach programs to gauge awareness and willingness to report crime anonymously.

Safer Workplaces

Monitor the number of public, private and not-for-profit companies adopting Safe2Say to improve workplace culture.

Increased number of non-police related reports across the platform.

Increased number of specialist police-related reports such as child sex abuse.

Bikelinc Usage - monitor registrations and activity on Bikelinc for theft deterrence. Increase in success stories to qualitatively assess impact on safety and trust.

Active Partnerships - track partnership numbers and quality to gauge collaboration scope.

Educational Resources - monitor engagement and usage of educational resources and issue updates to determine impact.

Event Participation - track attendance at community events to measure engagement.

Community Feedback - use the national community survey to determine our level of effectiveness for trust and safety perceptions.

Patron's Overview

As the Patron of Crime Stoppers WA, I take great pride in endorsing the strategic plan 'Crime Stoppers WA, Strategic Direction, Towards 2027'. It is evident that as we look to the future, embracing technology and establishing strategic partnerships will be imperative in navigating the ever-changing landscape of criminal activity.

Celebrating nearly 30 years of dedicated service, Crime Stoppers WA has firmly entrenched itself as a cornerstone of the Western Australian community. Its reputation as a trusted conduit for anonymous crime and integrity reporting emphasises its critical role in supporting law enforcement efforts and organisational change.

I also extend my gratitude to the volunteer board, whose commitment and visionary leadership have been instrumental in guiding Crime Stoppers WA towards these ambitious goals. Their dedication ensures that Western Australia remains at the forefront of crime reporting and community safety.

In an era where digital platforms and cyber technologies are increasingly exploited for criminal purposes, the mission of Crime Stoppers WA has never been more relevant. Working together with law enforcement agencies, government entities, IT companies and community organisations will be paramount in achieving these goals.

By embracing innovation and fostering collaboration, Crime Stoppers WA is laying a solid foundation for a safer and more secure Western Australia.

Col Blanch APM

Commissioner

Western Australia Police Force

Chairperson's Overview

In 2020, Crime Stoppers WA set forth on an ambitious strategic journey with a clear vision of 'A Safer WA' and a mission to be the 'Trusted Voice for a Safer WA.' Reflecting on the impact of our last plan, the period from 2020 to 2023 was characterised by remarkable growth and success, driven by numerous key influences. Foremost among these were the dedication and collaborative efforts of the CSWA Board and staff members, who played a pivotal role in achieving our strategic goals.

During this period, our team worked tirelessly to foster community engagement and encourage the reporting of criminal activity and suspicious behaviour to assist the WA Police Force and other government agencies. The success of these initiatives underscores the unwavering commitment of everyone involved in our mission.

As we prepare to embark on our 'Towards 2027' strategic direction, this builds upon the foundational values of our previous strategy by continuing to embrace technological advancements and enhance community services. A standout feature of our new direction is the implementation of the Safe2Say integrity reporting platform. This platform has complemented our existing crime reporting systems by significantly expanding our capabilities in anonymous integrity reporting.

We are confident that this strategic plan will guide us towards a safer and more secure Western Australia. We look forward to forging stronger partnerships, engaging more deeply with the community, and collaborating effectively with law enforcement and government agencies to achieve our goals. Together, we will build a safer future for all communities in WA.

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Western Australia