



2021-24 Strategic Plan

A safer community
A safer Queensland
A safer Australia

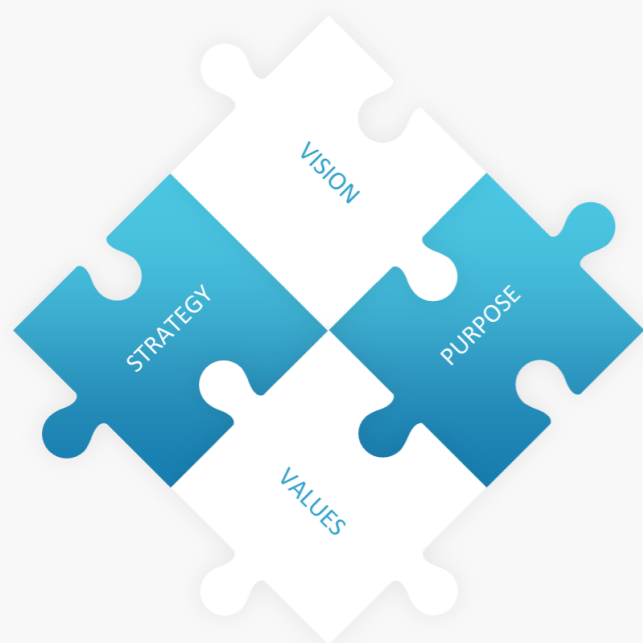


Strategic Intent

Build the organisation through increased awareness, strengthening the volunteer network and building organisational resilience.

1 VISION

A safer community, a safer Queensland, a safer Australia



2 PURPOSE

To empower the community to provide information anonymously that supports the solving and prevention of crime

3 VALUES

Partnership - Relevance - Accountability

Five Strategic Pillars



Maintain our strong Queensland presence by increasing awareness and brand recognition

Develop recurring revenue streams to build financial sustainability

Develop our capacity to **do good works** through relevant crime prevention programs

Enable our volunteer network

Maintain strong governance

01 STRONG BRANDING

01.1

- Secure ongoing media and public relations support through an enhanced media profile and increased promotional presence

01.2

- Produce an Annual Report outlining key strategic initiatives and showcasing CSQ success

02 FINANCIAL SUSTAINABILITY

02.1

- Develop a team structure that allows the CEO, supported by the Board, the capacity to focus on partnership/sponsor management

02.2

- Implement a relevant, targeted fundraising strategy

02.3

- Target niche government programs through grant applications and tender response to promote specific programs related to crime prevention

TECHNOLOGY

03 DO GOOD WORKS

03.1

- Support National Crime Stoppers Campaigns in crime prevention

- Develop Queensland focused crime prevention initiatives in line with community needs

03.2

03.3

- Maintain a high standard of crime reporting

04 ENABLE VOLUNTEERS

04.1

- Partner with the existing volunteer committee network to develop contemporary models of volunteering, increasing community engagement across the State

04.2

- Develop, motivate, support and resource the volunteer network

04.3

- Engage more diverse volunteers state-wide

04.4

- Recognise good and valued work of volunteers

05 STRONG GOVERNANCE

05.1

- Maintain strong governance performance levels

- Progress a culture of continuous review and improvement.

05.2

05.3

Monitor board performance against KPIs and strategic outcomes

- Maintaining a collaborative culture, operational excellence and capacity

05.4

Key Performance Indicators



		STRATEGIC PILLARS				
ACTION ITEM		01	02	03	04	05
1	Enhanced community perception and understanding of Crime Stoppers as a community-based charity	●	●			
2	Increased number and diversity of volunteers and committees			●	●	
3	Positive relationship with Queensland Police Service	●	●	●	●	●
4	Proactive relationship management strategies in place		●	●	●	●
5	Increased community and corporate sponsorships	●	●	●		
6	Creative crime prevention programs enacted			●	●	
7	Social media presence increased	●		●		
8	Secure online environments maintained including anonymous online reporting	●		●		●