

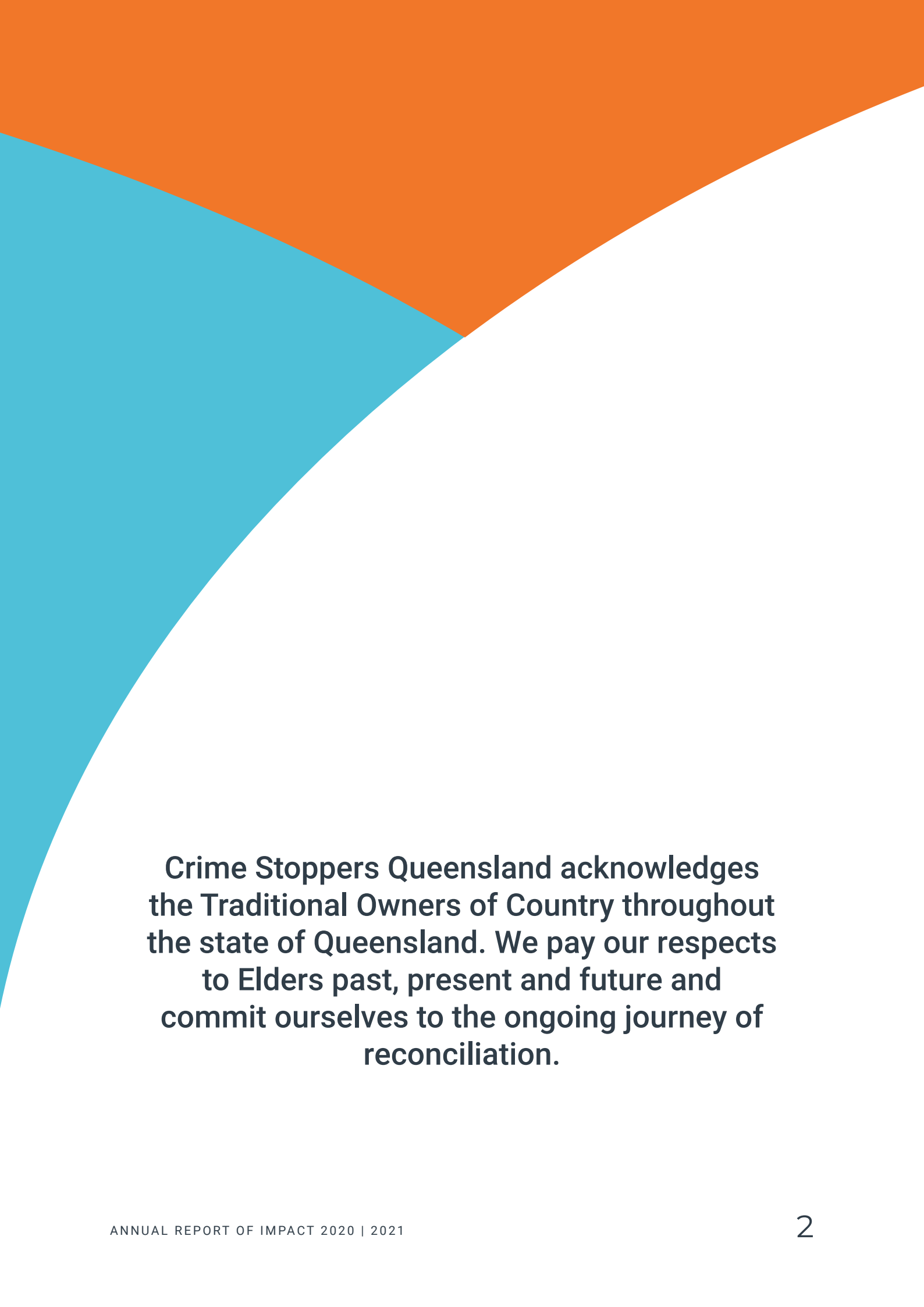


# Annual Report of Impact

2020-2021

**A Safer Community,  
A Safer Queensland,  
A Safer Australia.**





**Crime Stoppers Queensland acknowledges the Traditional Owners of Country throughout the state of Queensland. We pay our respects to Elders past, present and future and commit ourselves to the ongoing journey of reconciliation.**

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# WELCOME | From our Chair



**CATHERINE JACKSON**  
Chair of Board  
Crime Stoppers Queensland

Welcome to Crime Stoppers Queensland 2020/2021 Annual Report. We invite you to journey through our charity's progress over the past year as we continue to support safer communities and a safer Queensland by empowering the public to speak up and report crime anonymously.

Our dedicated staff and network of volunteers across all corners of Queensland are vital in ensuring community confidence in our unique anonymous reporting service and raising awareness of the importance of the public in keeping our communities safe. I take this opportunity to also commend the tireless work of my colleague directors, also volunteers, who contribute generously of their time and talents.

Like many charities, we have had to operate under a new normal created by the Coronavirus pandemic. While these challenging times called upon our staff and volunteers to find new ways to stay relevant and connected, the tenacity and creativity of our community shone through. Increasingly, online reporting via our website is becoming the preferred method of anonymous reporting and we have worked diligently to ensure our online environment is secure, efficient and effective.

Our achievements this past year include evolving and strengthening our governance model, building financial sustainability and strengthening communications and relationships across our networks. Successful crime prevention campaigns have seen us engage with local, state and national partners, in government, business and community sectors.

Thank you for taking the time to learn more about our work, which means so much to us, those who use our service and beyond. Everyone, no matter who they are or where they live, has the right to feel safe from crime.

With a new strategic plan developed to guide our efforts through the coming years, we are well placed to have a successful 2021-2022 and beyond, continuing to work in collaboration with the Queensland Police Service, corporate sponsors and partners and the Queensland community.

# STATEMENT | From our CEO

I feel immensely proud of the progress Crime Stoppers Queensland has made during this year, when the key to success was our ability to adapt, and fast!

While the year began in home offices and with volunteers in an imposed hiatus owing to the pandemic, by March 2021 we were joined together again in a rousing volunteer conference that celebrated the achievements of our volunteers and renewed our hope for the future.

In August 2020 we launched our new, improved, modern website. This was a milestone project for us, which required the collaboration and cooperation of multiple stakeholders. The results were evident immediately, with online reports increasing in volume by 11% from the first month. We're now seeing online reports account for around half of our total report volume, which demonstrates the community's trust in Crime Stoppers Queensland.

In terms of impact, Crime Stoppers Queensland reports have numbered just shy of 67,000 for the year. Overwhelmingly, drug crime is being reported most by the community, averaging 57% of the total number of reports this year, followed by theft offenses and sadly, child abuse.

From all the reports we've received this year, a total of 1,011 arrests have been made and 4,439 charges laid. The impact of Crime Stoppers Queensland remains clear to see.

Initiatives that have supported these results include the Children's eSafety Campaign, Crime Stoppers Day promotion, and our partnership with Brisbane City Council took on a new look with a bus back promotion in lieu of promotion at city events.

Internally, we saw a lot of change that improved our systems and processes to streamline how we support volunteers. We've also begun to review all of our organisational policies to ensure compliance but also to ensure that working and volunteering for Crime Stoppers remains enjoyable and fulfilling. We've become an almost paperless office with the introduction of an online merchandise ordering system for volunteers, Office 365 software for staff and volunteers, and online forms for new volunteers. Most importantly, the way we reward our volunteers has improved with a commitment now to annual volunteer awards dinners and conferences.

This has been a solid year of sound business practice that has set us up for continued success and growth into the future. It's been my privilege to serve Crime Stoppers Queensland as CEO and oversee these achievements.



**CARMEN JENKINSON**  
Chief Executive Officer  
Crime Stoppers Queensland

# Our Brand

## Vision

A safer Community,  
A safer Queensland,  
A safer Australia.

## Purpose

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

## Values

**PARTNERSHIP** | We actively collaborate to achieve mutually respectful and beneficial relationships with our stakeholders

**RELEVANCE** | We engage contemporary strategies to advance the safety of the community

**ACCOUNTABILITY** | We act with honesty, transparency and integrity, holding ourselves accountable for our conduct, decisions and results

## Goals

To **increase our public presence** and raise the profile of Crime Stoppers as a vibrant, visible and relevant organisation.

To **enhance our engagement** with the community through effective communication, growing our social media reach and exploring opportunities for collaboration.



## Our Logo

**JURISDICTIONAL LOGOS** This year saw jurisdictional logos introduced for each of the Crime Stoppers organisations operating in Australia.

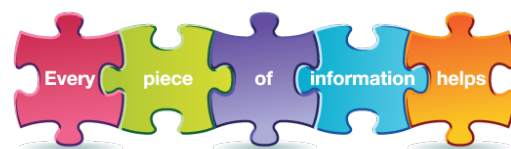
The Crime Stoppers logo is at the heart of our visual identity. With its highly visual blue and white chequered band, URL and hotline number the Crime Stoppers logo is a distinctive and effective representation of our brand. The addition of the state name as a tagline allows each state organisation to differentiate itself while remaining linked to each other and to Crime Stoppers Australia.

In Queensland we are unique in also being a community volunteer charity organisation, a logo with this tagline is used to signify work done by our volunteers.

**EVERY PIECE OF INFORMATION HELPS** In addition to our official logos, Crime Stoppers Queensland uses a jigsaw puzzle design to remind people that it takes many pieces to put together the bigger picture and

that they don't need to have the whole story, just a small piece of information may help solve or prevent a crime.

This design utilises lively colours to make it visually interesting but also to represent the enthusiasm of our volunteers who are often the ones sharing this message directly with their communities.



# Strategy

## Increase public presence and raise the profile of Crime Stoppers as a vibrant, visible and relevant organisation

- Launched a new, modern and highly secure website | August 2020, which instantly increased online reporting by 11%.
- Increased our media and social media presence, engaging an agency to support impactful delivery of our messaging.
- Supported Crime Stoppers Australia crime-prevention campaigns with Crime Stoppers Day and Children's eSafety campaigns.
- Refreshed our branding, featuring our vibrant jigsaw puzzle motif.
- Recruited additional part-time staff member to support marketing and promotion activities.

## Community engagement

- Redesigned the volunteer handbook with streamlined processes to make volunteering more enjoyable.
- Implemented stronger focus on volunteer communications including the annual conference and awards dinner in March 2021.
- Grew our social media reach with a 17% increase in public engagement over the year while also strengthening our connections with internal audiences over social media.

## Establish fresh financial plan for sustainability

- Treasurer appointed a new Finance Sub-Committee to oversee financial management and governance.
- Returned a surplus on budgeted surplus for the year.
- Reduced liabilities by 36% and improved overall equity position by 53%.
- Engaged a new banking partner to streamline financial process and controls for volunteers.
- Fulfilled obligations to corporate and government partners and grant makers.

## Strengthen the effectiveness of the Board

- Established a Director Skills Matrix to ensure Board diversity.
- Refreshed our Board with two new appointments with strong governance experience.
- Revised and approved the Constitution.

# Outcomes



**COLMAR BRUNTON REPORT** In 2020 research was undertaken to gain a deeper understanding of the level of awareness and trust among the community in relation to the Crime Stoppers brand, and to gain greater detail on what people see as the role of Crime Stoppers.

**79%**  
Brand recognition in Queensland

**1 in 4 people**  
Used Crime Stoppers to report a crime witnessed

**93%**  
People who would report a crime if witnessed

The research also found that there are three overarching reasons why people don't report suspicious or potentially illegal activity: personal concern for safety, perception the information is not significant, and lack of knowledge on who best to report.

The findings from the Colmar Brunton report led to a number of recommendations that Crime Stoppers Queensland have used to inform our strategy, goals and campaign focus for this year and beyond.

**VOLUNTEER CONFERENCE** In March 2021 we had a large enough window of opportunity between restrictions to hold our long-awaited volunteer conference in Brisbane.

More than 60 volunteers attended either the conference sessions and/or the awards dinner, which made the event vibrant, dynamic and thoroughly enjoyable.

Dozens of service awards were announced and presented to volunteers from around the state. The dinner culminated with the presentation of our first ever 30-year service awards to Neil Behm on the Sunshine Coast and Jim Curtis in Toowoomba.



The 2020-21 year was a test of our new website and secure online reporting app. The results didn't disappoint. By year's end, the number of online reports drew level with the volume of calls, which is a testament to the success of the new website.

Each of the boxes below represent the results of a single report to Crime Stoppers Queensland, they are a small snapshot of the effectiveness of reporting witnessed crime to Crime Stoppers.

## Gold Coast

1 Arrest  
3 Charges  
\$27,400 Proceeds of crime seized

## Brisbane

2 Arrests  
10 Charges  
\$141,050 Proceeds of crime seized

## Sunshine Coast

2 Arrests  
21 Charges  
\$21,910 Proceeds of crime seized

## Darling Downs

2 Arrests  
10 Charges  
\$11,477 Drugs seized

## Brisbane

5 Arrests  
477 Charges including fraud,  
forgery, money laundering & drug  
offenses

## Cairns

1 Arrest  
5 Charges  
\$33,200 Proceeds of crime seized

# Results

Reports in 2020-2021 FY to Crime Stoppers Queensland resulted in:

ARRESTS  
**1,011**

CHARGES  
**4,439**

REPORTS  
**67,059**

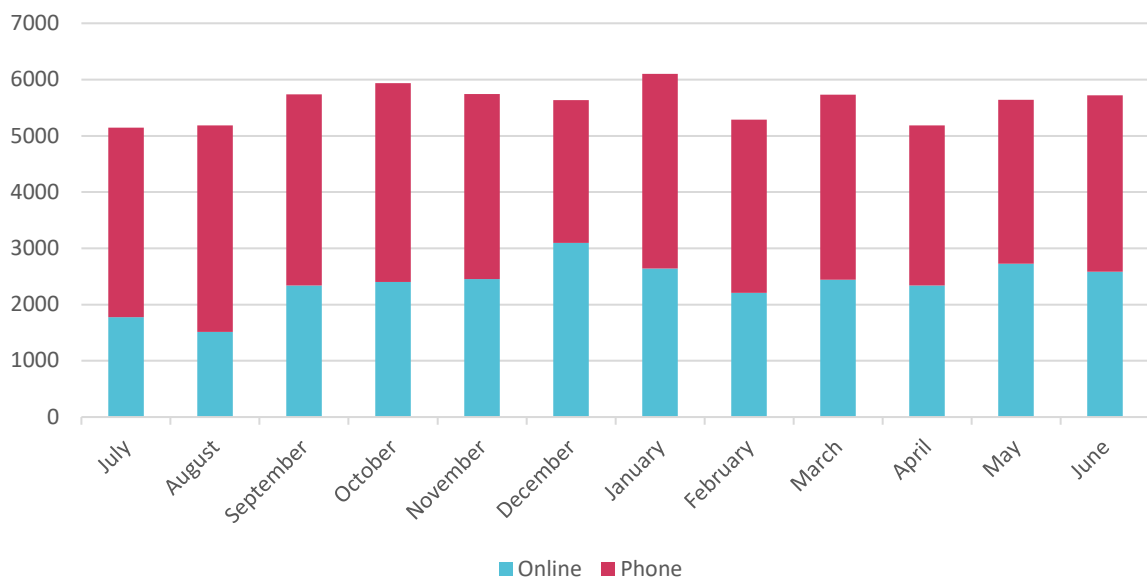
DRUGS QUANTITY  
**77kgs**

DRUGS VALUE  
**\$2,665,252**

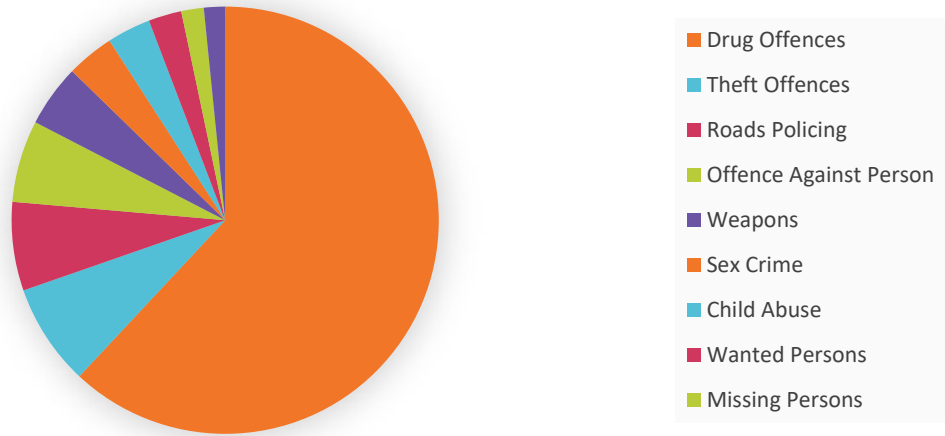
PROCEEDS OF CRIME  
**\$662,945**



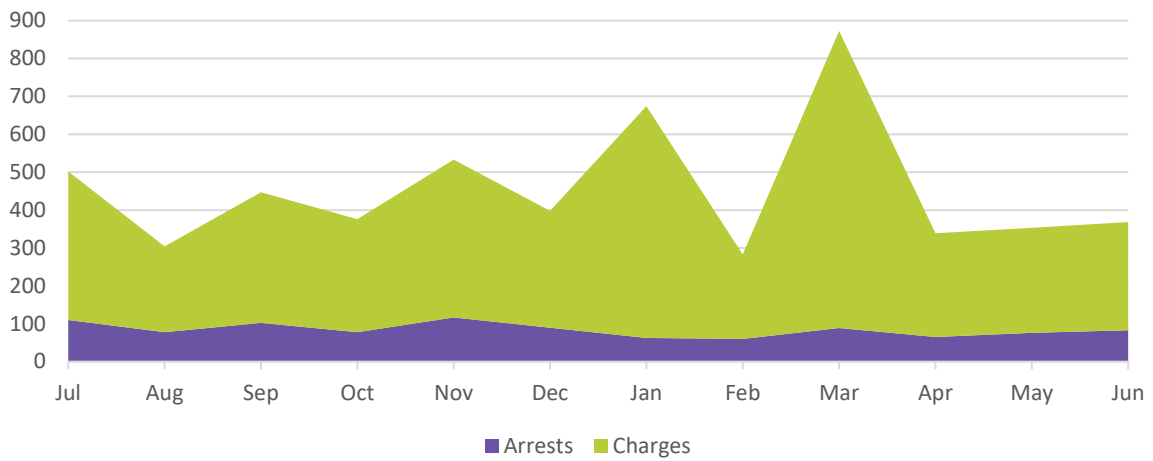
REPORTS TO CRIME STOPPERS QUEENSLAND BY PHONE OR VIA ONLINE FORM



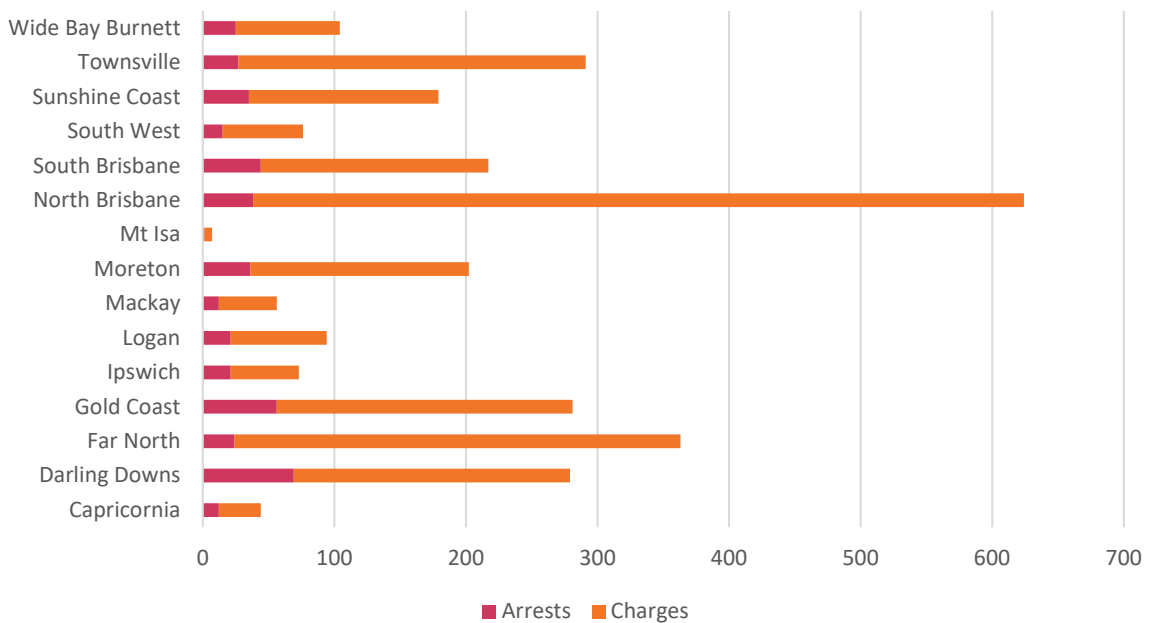
REPORT TYPES AS A PERCENTAGE OF TOTAL REPORTS



NUMBER OF ARRESTS AND CHARGES MADE WHERE CRIME STOPPERS INFORMATION WAS INVOLVED



ARRESTS AND CHARGES ACROSS ALL REGIONS OF QUEENSLAND



# Volunteers

Across Queensland Crime Stoppers has over 400 volunteers and Queensland Police Representatives spread over dozens of regional committees.

Our volunteers are a vital link between the local community and the Crime Stoppers program and are unique to Queensland. They ensure the public know they can trust Crime Stoppers with their information, when to call and that anonymity is assured. This direct contact is instrumental to the program's ongoing success in Queensland.

Our volunteers are a diverse and amazing group of people; it is their drive and commitment to make their communities safer that continues to make a difference to Queenslanders throughout the state.



# Committee Locations

Brisbane Bayside  
Brisbane Centenary  
Brisbane Central  
Brisbane Metro North  
Brisbane Metro South  
Brisbane West  
Bundaberg  
Caboolture  
Cairns  
Dalby  
Emerald  
Far North Queensland  
Gladstone  
Gold Coast Central  
Gold Coast North  
Gympie



Hervey Bay  
Ipswich  
Lockyer Valley  
Logan Beaudessert  
Mackay  
Maryborough  
Mt Isa  
Pine Rivers  
Redcliffe  
Rockhampton  
South Gold Coast Tweed  
Sunshine Coast  
Toowoomba  
Townsville  
Warwick



## Crime Stoppers extends to FNQ

Our newest Crime Stoppers committee was set up in Mareeba at the end of 2019 and held their first AGM in early 2020. Since then they have showed fantastic community engagement initiatives - so much so they were honoured as committee of the year in 2021.



## Two volunteers mark 30 year milestone

We were delighted to honour Neil Behm (Sunshine Coast) and Jim Curtis (Toowoomba) at our awards dinner for reaching the phenomenal milestone of having volunteered with Crime Stoppers for 30 years!



## Coffee van delivers caffeine with a side of safety

This year saw the introduction of a coffee van to our Cairns committee. Sponsored by local businesses they are an effective way to engage with the community, either by chatting over a hot cup or being visible around town.



## Bouncing back after the lockdown

As with many organisations, COVID-19 put a stop to our in-person meetings and events for much of the year. Showing great resilience our committees survived and are now back out and thriving in their communities, spreading the word about community safety.



## The return of our Volunteer Conference

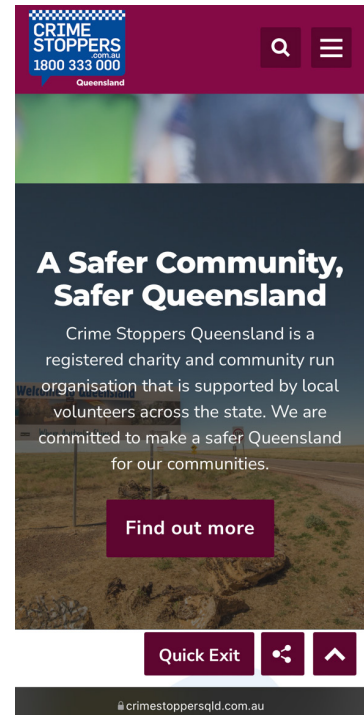
March 2021 saw the return of our Volunteer Conference. This event gives delegates from each of our committees the chance to come together, get some tips and training, share their success stories, and connect with each other.



## An awards dinner to remember

Our 2021 Awards Dinner saw 86 volunteers awarded for service milestones from 5 to 30 years. We also presented our Volunteer, Police Representative and Committee of the year awards for the outstanding contributions made in these categories.

# Initiatives



**Safe Place to Live, Work & Play**

2020-21 →

**Support from Brisbane City Council** helps Crime Stoppers to keep Brisbane a safe place to live, work and play. In the 2021 year, reports to Crime Stoppers from Brisbane residents and visitors resulted in 185 arrests and 1,159 charges in 12 months.

We took this opportunity to remind Brisbane that community safety is everyone's responsibility and that anyone can anonymously report witnessed crime to our service.

**Website Relaunch**

AUG 2020 →

**Crime Stoppers made it even easier** for Queenslanders to share information anonymously. Launched in August 2020 the new streamlined report form is mobile-friendly, easy to navigate and instantly delivered a higher volume of reports from the community.

After extensive consultation with our partners at Queensland Police, the report form was designed to make it as simple and fast as possible to provide information securely and discretely.



To help raise awareness and spread the word about Crime Stoppers a range of materials in some of the nation's most common languages was developed by Crime Stoppers Australia.

Crime Stoppers Queensland supported this initiative by making materials available via our website. Our volunteer committees also directly distributed materials within their culturally diverse communities.

Two new board members were welcomed at our 2020 AGM. Following an overwhelming response and formal recruitment process, the Board was delighted to announce that former Police Commissioner, Ian Stewart and Management Consultant, Kerry Brinkley had been selected to bring their formidable experience and dedication to the Crime Stoppers Queensland board.

Not all heroes wear capes was the message for Crime Stoppers Day 2021.

With crime rates in the state lower in 2020 Queenslanders were congratulated for making over 70,000 reports to our highly trusted information service. Over the past decade the number of phone reports had stayed about the same, but online reports were now 11 times higher and adding huge value to the Queensland Police Service.

# Building Trust



**80%**

of people believe that Crime Stoppers plays an important role in keeping the community safe

**76%**

of Queenslanders report that Crime Stoppers is a service they trust

**1 in 4**

Queenslanders would report potentially illegal activity to Crime Stoppers

\*Crime Stoppers. Brand & Emerging Crime Types Research  
Colmar Brunton | 28 April 2020





**Trust is the easiest thing in the world to lose, and the hardest thing in the world to get back.**

In the face of growing cyber threats here in Australia, Crime Stoppers Queensland has taken additional steps to make it easier and safer for the Queensland community to report to Crime Stoppers.

The launch of our new website in August 2020 brought a fresh appearance, but more importantly, it brought superior layers of security and protection.

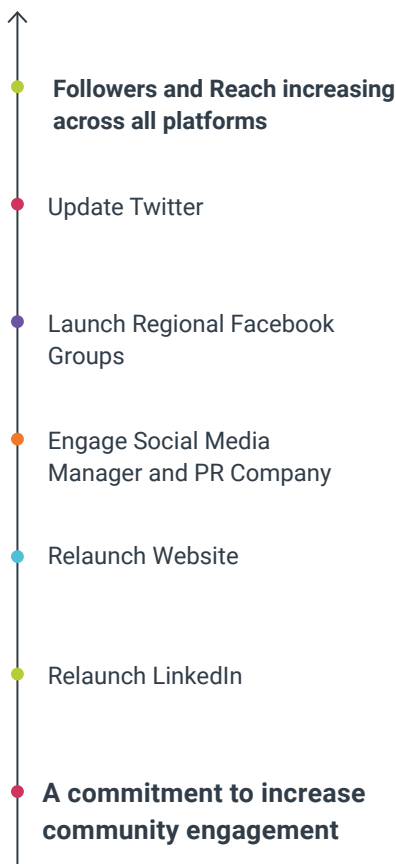
Now, when you report what you know through the Crime Stoppers Queensland website, your anonymity is assured by a process that filters your report through multiple servers around the globe to remove any identifying information that your computer or mobile device may have attached to the report. Unless you provide your personal information, there is no way we can identify who submitted a Crime Stoppers report.

Equally, when you contact us via the phone, we're not recording your call and we're not tracing your phone number. This is why Crime Stoppers is the best place to report information on crime and suspicious activity that you've witnessed without revealing who you are.

This is why more than 1 in 4 Queenslanders report potentially illegal activity to Crime Stoppers and why 76% of Queenslanders believe that we're a trustworthy service\*.

Anonymity is the primary reason that Australians report illegal activity to Crime Stoppers, as it helps to allay concerns associated with personal risk.

We believe transparency and access are critical to ensure the public trusts Crime Stoppers as a platform to share what they know while protecting their identity. With our major goals for the year being to increase our public presence and enhance our engagement with the community we focused on improving our social and general media platforms. We were excited to see the increase in reach and engagement achieved in this period and are committed to continuing growth in this space.



# Financial Summary

DESCRIPTION	30 JUN '21	30 JUN '20
<b>STATEMENT OF FINANCIAL POSITION AS AT 30 JUN 2021</b>		
	\$	\$
<b>ASSETS</b>		
<b>Current Assets</b>		
Cash and cash equivalents	997,810	663,965
Trade and other receivables	450	22,917
Inventories	18,267	19,003
Other assets	9,211	3,036
<b>Total Current Assets</b>	<b>1,025,738</b>	<b>708,921</b>
<b>Non-Current Assets</b>		
Property, plant and equipment	70,800	55,130
Intangible assets	13,487	23,265
<b>Total Non-Current Assets</b>	<b>84,287</b>	<b>78,395</b>
<b>Total Assets</b>	<b>1,110,025</b>	<b>787,316</b>
<b>LIABILITIES</b>		
<b>Current Liabilities</b>		
Trade and other payables	28,344	42,439
Employee Benefits	7,638	7,341
Other financial liabilities	36,640	63,228
<b>Total Current Liabilities</b>	<b>72,622</b>	<b>113,008</b>
<b>Non-Current Liabilities</b>		
<b>Total Liabilities</b>	<b>72,622</b>	<b>113,008</b>
Net Assets	1,037,403	674,308
<b>EQUITY</b>		
Retained Earnings	<b>1,037,403</b>	<b>674,308</b>
<b>Total Equity</b>	<b>1,037,403</b>	<b>674,308</b>

## DESCRIPTION

30 JUN '21 30 JUN '20

	\$	\$
<b>STATEMENT OF PROFIT OR LOSS AND OTHER COMPREHENSIVE INCOME FOR THE YEAR ENDED 30 JUN 2021</b>		
Revenue	1,003,079	1,183,267
Finance Income	2,242	833
Other Income	3,307	-
Advertising Costs	(53,928)	(38,989)
Conferences, Functions & Events	(208,316)	(150,831)
Depreciation and amortisation expense	(31,355)	(46,517)
Employee benefits expense	(175,426)	(108,776)
Lease expenses	-	(198,847)
Other expenses	(176,508)	(295,659)
<b>Profit before income tax</b>	<b>363,095</b>	<b>344,481</b>
Income tax expense	-	-
Profit from continuing operations	363,095	344,481
<b>Profit for the year</b>	<b>363,095</b>	<b>344,481</b>
Other comprehensive income, net of income tax		
Items that will not be reclassified subsequently to profit or loss		
Items that will be reclassified to profit or loss when specific conditions are met		
<b>Total comprehensive income for the year</b>	<b>363,095</b>	<b>344,481</b>

	\$	\$
<b>STATEMENT OF CASH FLOWS FOR THE YEAR ENDED 30 JUN 2021</b>		
<b>CASH FLOWS FROM OPERATING ACTIVITIES</b>		
Receipts from customers	<b>1,004,507</b>	1,236,047
Payments to suppliers and employees	(642,274)	(1,169,008)
Interest received	2,242	833
<b>Net cash provided by/(used in) operating activities</b>	<b>364,475</b>	<b>67,872</b>
<b>CASH FLOWS FROM INVESTING ACTIVITIES</b>		
Proceeds from sale of plant and equipment	14,500	-
Purchase of property, plant and equipment	(45,130)	(33,919)
<b>Net cash provided by/(used in) investing activities</b>	<b>(30,630)</b>	<b>(33,919)</b>
<b>CASH FLOWS FROM FINANCING ACTIVITIES</b>		
Net increase/(decrease) in cash and cash equivalents	333,845	33,953
Cash and cash equivalents at beginning of year	663,965	630,012
<b>Cash and cash equivalents at end of financial year</b>	<b>997,810</b>	<b>663,965</b>

# Future Plans



WE'RE COMMITTING TO BUILD THE ORGANISATION THROUGH INCREASED AWARENESS, STRENGTHENING OUR VOLUNTEER NETWORK AND BUILDING ORGANISATIONAL RESILIENCE.

There's no time like the present to get ready for your future



# Five Strategic Pillars



## Strong Branding

Maintain our strong Queensland presence by increasing awareness and brand recognition



## Financial Sustainability

Develop recurring revenue streams to build financial sustainability



## Do Good Works

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



## Enable Volunteers

Enable our volunteer network



## Strong Governance

Maintain strong governance



# Partnerships

Business community partnerships are a powerful way to enhance the capacity of Crime Stoppers Queensland to make communities safer.



*Dedicated to a better Brisbane*

**BRISBANE CITY COUNCIL** joined forces with Crime Stoppers Queensland as a Major Partner in March 2010 to conduct specialised marketing campaigns for crime or safety issues affecting the residents of Brisbane and has resulted in many successful campaigns. Throughout our partnership, Crime Stoppers and Council have worked collaboratively to make Brisbane a safe place to live, work and play.

**QUEENSLAND POLICE SERVICE** Most critically, our partnership with the Queensland Police Service ensures that the information provided by the community to Crime Stoppers is acted upon. The Queensland Police provide substantial support to the entire Crime Stoppers network across the state. Queensland Police Service investigate the information provided through our program and arrest and prosecute the offenders for the protection of our community.



**BRISBANE AIRPORT CORPORATION** have been partners for over 10 years, Using various on and offline mediums, visitors to the Brisbane Airport are encouraged to make contact with Crime Stoppers to report any information about suspicious or criminal activity anonymously. The Brisbane Airport Corporation recognises the important role it plays in providing a safe Queensland lifestyle for its millions of visitors and staff and this partnership with Crime Stoppers assists with securing a safer state.

**ATTORNEY GENERALS DEPARTMENT** annually provides funding to Crime Stoppers Australia. Crime Stoppers Australia has historically used that funding to support the State and Territory programs through the development of online communication mediums.



**PORT OF BRISBANE** is one of Australia's fastest growing container ports, and Queensland's largest multi-cargo port. PBPL supports a range of initiatives focused on protecting the natural environment, particularly those areas relating to Moreton Bay Marine Park. In 2021 PBPL and Crime Stoppers Queensland celebrated 10 years of working together to make Queensland safer.

**QBANK** has supporting the Queensland police, emergency services, government and health community in their DNA. QBANK consider themselves privileged and proud to support those who serve Queensland so bravely. QBANK supports Crime Stoppers and our volunteers as well as sponsoring our Police Representative Volunteer of the Year Award.



**QLD RACING INTEGRITY COMMISSION** joined forces with Crime Stoppers upon its establishment in July 2016, to help bring the racing industry's public image back inline with community expectations. Our reporting service is the perfect way for people to report thoroughbred, harness and greyhound racing illegal activities.

**DATADOT TECHNOLOGY** joined in 2021 as our newest partner. With a crime prevention mission that closely aligns to ours and a keen interest in policing and community protection they are a perfect fit. Their PropertyVault portal is an entirely free service that was originally developed for the cycling community, it now helps return all kinds of stolen property to owners.



# Acknowledgements

## OUR BOARD



Catherine Jackson  
Chair



Greg Beale JP  
Deputy Chair



Ian Stewart  
Treasurer



AC Katherine Innes  
Commissioner's Rep



Andrew Jones  
Volunteer Liaison



Tim Ryan  
Director



Deborah Nicholson  
Director



Kerry Brinkley  
Director

## 2021 VOLUNTEER AWARD WINNERS



**VOLUNTEER OF  
THE YEAR**  
Kay Plummer  
Brisbane Bayside



**POLICE REP OF  
THE YEAR**  
Det. Insp Kevin Goan  
FNQ & Cairns



**COMMITTEE OF  
THE YEAR**  
Far North  
Queensland



**Crime Stoppers Queensland is a registered charity and volunteer community organisation. Our purpose is to empower the community to provide information that supports the solving and prevention of crime. We have a vision of a safer community, a safer Queensland, a safer Australia.**

**Crime Stoppers is Australia's most trusted information receiving service allowing people to share what they know about unsolved crimes and suspicious activity without saying who they are.**



#### **Report Information**

**1800 333 000  
CrimeStoppersQld.com.au**

#### **State Office Contact Details**

**PO Box 30  
Aspley QLD 4034  
1300 309 355  
admin@csql.com.au**