

## Crime Stoppers Australia uses Census data to encourage non-English speaking communities to participate in community safety

Crime Stoppers is Australia's most trusted national information receiving service for people wanting to anonymously share what they know about unsolved crimes and suspicious activity.

National Chair, Diana Forrester, says Australians contact Crime Stoppers every two minutes. The information they share results in police making about 100 apprehensions weekly nationwide.

"Our efforts encourage people to share information anonymously, particularly about cross-border crimes such as illicit drug manufacture, importation and distribution, wanted fugitives and illegal firearms," Ms Forrester said.

Census data helps Crime Stoppers see how communities across Australia change over time to develop targeted campaigns that create awareness and build trust in the service.

In 2018, Crime Stoppers used Census data to develop a campaign to support National Crime Stoppers Day with 'Crime is Crime in any language'. The campaign included supporting materials in a range of languages.

"Census data reported that only two-thirds of the Australian population were born in Australia. Nearly half (49 per cent) of Australians had either been born overseas or one or both parents had been born overseas."

The data also showed that one in five Australians speak a language other than English at home.

"Communicating our message in a particular language, such as Mandarin or Arabic, helps to educate more people about the benefits of Crime Stoppers. We want them to know when to share information with us, the types of information that is most valuable, and reinforce that they can do it anonymously," said Ms Forrester.

"We also want people to communicate with us in the language they feel is most comfortable for them.

"Using Census data to communicate appropriately with all members of the community helps to reaffirm that Crime Stoppers is a service that is open and inclusive, regardless of their culture or language," said Ms Forrester.