

MEDIA RELEASE

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CRIME STOPPERS, SHOPPING CENTRE COUNCIL OF AUSTRALIA PARTNER TO HIGHLIGHT IMPORTANCE OF COMMUNITY INFORMATION IN RESPONSE TO CRIME

***Shopping centres across Australia to display Crime Stoppers 1800 333 000
message across digital screens in community awareness campaign***

Crime Stoppers Australia (CSA) and the Shopping Centre Council of Australia (SCCA) have partnered to launch a national awareness campaign to encourage Australians to be vigilant and speak up about crime or suspicious activity observed within and around shopping centre environments.

From today, Crime Stoppers messages, including the 1800 333 000 number, will appear across more than 2,000 digital screens in shopping centres across the country, acting as a highly visible reminder that information regarding anti-social or criminal behaviour, is critical in assisting authorities in responding to crime within our communities.

SCCA members are running the campaign advertisements for free across more than 100 shopping centres, at an estimated commercial advertising value of \$5 million.

The proactive initiative is part of broader collaboration between the Shopping Centre Council of Australia, police and government agencies to strengthen community safety and reduce criminal activity taking place within and around shopping centre destinations.

Crime Stoppers Australia Chair, Ian Stewart AO APM, said at the campaign launch at Westfield Parramatta earlier today:

“Shopping centres are part of the heartbeat of our communities – and everyone who walks through their doors has the power to help keep them safe,” Mr Stewart said.

“Communities play a critical role in sharing information with us that can be relayed to Police to help prevent, solve and respond to crime.

“Increasing our presence in shopping centres will enable us to bring greater awareness to the importance of community intelligence and to encourage people to contact Crime Stoppers, even anonymously, if they feel uneasy or observe criminal behaviour in these environments.

“A simple phone call can make a big difference.”

Executive Director, Shopping Centre Council of Australia Angus Nardi said: “We take community safety very seriously. We have zero tolerance for crime within our shopping centres.

“Our industry works very closely and collaboratively with law enforcement and government agencies and are supportive of initiatives to increase community safety, in shopping centres.

“This campaign is about creating awareness on the importance of information sharing and empowering our community to speak up if they witness any criminal activity or anti-social behaviour in our centres. We are proud to partner with Crime Stoppers Australia on what we hope will be the start of an ongoing partnership.

“We encourage our customers and community to make note of the Crime Stoppers number and website and make use of it if and when they need it.”

SCCA Members participating in the campaign include Charter Hall, The GPT Group, Greenpool Capital, Haben Property Group, Hawaiian, Jen Retail Properties, Lewis Land, Mirvac Group, QIC Global Real Estate, Scentre Group, Stockland and Vicinity Centres.

The campaign will run in two bursts, starting in the Spring school holidays (8 September – 10 October 2025) and then the back-to-school period (1–30 January 2026), when shopping centres are bustling with activity. Alongside the digital messaging, there will be social media promotion and campaign support from Crime Stoppers jurisdictions across the country.

Anonymous information can be shared with Crime Stoppers online at www.crimestoppers.com.au or by calling 1800 333 000.

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