



MEDIA RELEASE

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Crime Stoppers remind Aussies to put home security basics first this Christmas

With almost half of Australians (48 per cent) wanting to take home security into their own hands with self-monitoring smart devices, Crime Stoppers is urging homeowners to remember the basics and start home security with quality locks this Christmas.

Crime Stoppers has partnered with lock experts, Lane Security, and Cammy – an app-based security solutions provider, to prepare the *Break-in busters* report. The report surveyed 1,000 Australians on their security practices and beliefs in a world where Internet of Things (IoT) technology allows homeowners to see and act on security concerns in real-time.

“IoT devices that give homeowners the power to self-monitor their property through their smart phone or tablet are changing the game, putting homeowners on the front foot and burglars on the back,” says CEO of Crime Stoppers NSW Peter Price AM.

“However, without reliable working locks on doors and windows homeowners are leaving themselves vulnerable,” warns Mr Price.

According to the *Break-in busters* report, 94 per cent of homeowners currently rely on locks as their primary home security measure. Yet, 35 per cent say they’re not confident in their locks and 32 per cent worry their doors and windows make them an easy target for intruders.

Homeowners are putting their property at further risk by relying on ineffective practices such as hiding valuables in drawers (29 per cent) or even the freezer (6 per cent), while others use ‘beware of the dog’ signs (10 per cent), fake surveillance cameras (6 per cent) or fake alarm systems (8 per cent) to trick would-be crooks.

For almost four in ten households, a home security upgrade is on the to-do list (37 per cent), however, cost (57 per cent) and confusion over the best way to approach security (14 per cent) appears to be holding people back from safeguarding their homes.

Of those surveyed, 51 per cent would choose to strengthen their home security with a lock upgrade with almost equal support (48 per cent) seen for IoT self-monitored systems.

“Personal safety is the biggest concern for Australians when it comes to home security with almost six out of ten worrying about the safety of their family if an intruder were to break-in. We know Aussies want to keep their families and property safe, but it seems many people simply don’t know where to start when it comes to security in an IoT world,” says Mr Price.

Leading security company, Lane Security, explains that upgrading your security does not have to be a difficult process and making a few simple changes can help homeowners avoid becoming another crime statistic.

“The best place for homeowners to start when it comes to improving their home security is by upgrading the locks on doors and windows. A basic deadlock can cost as little as \$30 and take as little as ten minutes to replace. Deadlocks or deadbolts are a security essential as their flat design means they cannot be gripped or levered open,” explains Lane Security spokesperson Dean Beardmore.

“We also recommend that locks are replaced every ten years and that regular maintenance is undertaken to keep them in good working order,” says Mr Beardmore.

With an increasing number of Australians now ramping up security with IoT devices that allow them self-monitor their property, Cammy says app-based security offerings add that next level of protection.

“App-based security solutions give homeowners the ability to see and hear what is happening in their home, in real time,” says Director of Marketing at Cammy, Louise Moule.

“Using this technology gives homeowners a birds-eye view of their property so they can take action and even help police to track down intruders using time-stamped, video evidence,” says Ms Moule.

With more than a quarter of a million families affected by a home burglary in Australia between 2015-2016,¹ Crime Stoppers is advising homeowners that all it takes is a few simple steps to better secure their home this holiday season.

“By sharing this research, Crime Stoppers, Lane Security and Cammy, want to remind Australians to be safe and smart when it comes to home security. Start with quality locks and complement these with smart devices for an extra level of protection and peace of mind,” Mr Price concludes.

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Further advice from Lane Security and Cammy on how to better protect your home is available in the *Break-in busters* report or supporting infographic.

The *Break-in busters* report highlights some interesting insights on Aussie attitudes towards home security and what worries them most about protecting their property.

- When it comes to break-ins, personal safety is the biggest concern for Australians with 59% worried about the safety of their family if an intruder broke-in
- Loss of belongings is the second biggest concern with 19% of Australians worried about losing their belongings and 14% worried about the inconvenience of replacing the stolen items
- Men are twice as likely as women to worry about the inconvenience of replacing stolen items - 18% versus 9%

¹ Australian Bureau of Statistics' (ABS) 2015–16 National Crime Victimization Survey

- 39% of Australians believe they could do more to better protect their home
- 33% of Australians believe the best way to protect their home is through visual security props, such as outdoor cameras or security protection signs

For more information or to organise an interview with Peter Price AM, CEO Crime Stoppers NSW please contact:

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About Crime Stoppers

Crime Stoppers is a not-for-profit community organisation and registered charity, helping to keep families and communities safe. We work closely with police and media to provide valuable information from the public to help solve and prevent crime.

Crime Stoppers vision is a safer Australia. In 2016 alone, over 7,000 offenders were arrested because of community contact with the Crime Stoppers program in Australia. To anonymously report information about a crime that has been committed, call 1800 333 000, or visit nsw.crimestoppers.com.au

About Lane Security

As a trusted, Australian brand, Lane Security design products that are built to both withstand the harsh Australian climate; and the sustained use from your family for many years to come. Lane Security's team of security experts delivers superior, quality products that are tested to product standards and delivered at a value for money price, because you can't afford to compromise your family's security.

About Cammy

For homes and small businesses who want to protect their staff, family and belongings, Cammy is a security camera alarm system that sends an alert if someone is trying to break in. Unlike other security systems, Cammy provides accurate person alerts with a no false alarm guarantee. Founded in 2014, Cammy has users in over 107 countries and is dedicated to making the world a safer place.