



MEDIA RELEASE

Call for Victorians to help create Safer Places and tackle neighbourhood crime

Tuesday 17 March 2026

Victorians are being urged to get behind a free campaign to help make their neighbourhoods and towns safer, thanks to a new community crime initiative led by Bunnings.

Across the state, community crime offences increased by 13 per cent and home invasion related crimes increased by 27 per cent in the last year alone¹, highlighting the need for action.

Bunnings has launched its Safer Places initiative, in partnership with *Safer Places Network* and home security product suppliers, to support police investigations nationally, help identify offenders and fund community safety projects.

Bunnings and home security suppliers *Arlo, Eufy, Orion, Reolink and Swann*, will together donate \$2 from home security product sales towards the *Safer Places Fund*, which will deliver community projects that facilitate community safety.

As part of the initiative, customers are also being encouraged to register if they have an external home or business security camera or video doorbell with Safer Places Network, a platform which provides residents localised crime alerts and can help police identify locations where footage may assist in investigating crime incidents.

For the launch of Safer Places, Bunnings is holding an in-store Community Crime Prevention Day across Victoria on Saturday 21 March where customers can chat to home-security experts about different products, learn how to make their homes safer, and connect with local police and Neighbourhood Watch representatives to learn about community crime prevention.

There will also be free DIY activities for kids and community sausage sizzles hosted by local organisations supporting community safety.

For more information on Safer Places, visit: bunnings.com.au/saferplaces

Comments attributable to Bunnings Managing Director, Michael Schneider

“We’re part of the communities we operate in so keeping our team, customers and local areas safe is important to us. We’ve taken strong steps to tackle retail crime in our stores, but we know crime doesn’t stop at the shopfront.

“Safer Places is a program that Victorians can get behind to make a real difference in their neighbourhoods and towns. By working with the Safer Places Network, Victoria Police and our suppliers, we’re supporting communities coming together to help prevent crime.”

Comments attributable to Safer Places Network Founder, David Bartlett

¹ Victorian Crime Statistics Agency, year ending September 2025



“Home security footage can play an important role in crime prevention and investigations with 70 per cent of investigations relying on CCTV evidence.”

“We know the pressure police are under, yet an estimated 1 million police patrol hours are spent collecting CCTV footage in Victoria each year which takes away from community policing.

“By registering a home security camera in the Safer Places Network database, residents can receive localised crime alerts and police are able to quickly identify camera locations to respond to incidents more quickly, while maintaining the privacy of the camera owner.”

Comments attributable to Neighbourhood Watch Victoria CEO, Bambi Gordon

“Safer Places is a great example of what can happen when businesses, police, community organisations and residents work together toward a shared goal of safer neighbourhoods. By partnering with Bunnings, the Safer Places Network, Victoria Police and leading home security suppliers, we’re giving Victorians practical tools and the knowledge to help prevent crime and support investigations.

“Registering security cameras, learning about home safety and supporting local prevention projects empowers communities to play an active role in keeping their neighbourhoods safe. When people look out for each other and work together, small actions can add up to meaningful and lasting change across our communities.”

ENDS

For media inquiries, please contact media@bunnings.com.au or Rachel Tharratt on 0451 135 969