



Jewellers  
Vigilance  
Canada

**2016 ANNUAL CRIME REPORT  
FOR THE CANADIAN JEWELLERY AND WATCH INDUSTRY**

**Report prepared by John Lamont, Director of Loss Prevention**

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# DIRECTOR OF LOSS PREVENTION SUMMARY

The total dollar losses from crimes against the Canadian jewellery and watch Industry reported to JVC decreased from 8.6 mil in 2015 to 5.9 mil in 2016, a decrease of 31.4%.

**Robbery** – Taking of property by the use of force, or violence, or threats of violence.

**Break and enter** – Entering premises after closing with intent to commit a crime. Includes hiding in a jewellery location, taking product and breaking out after closing.

**Theft** – Taking of property without force or fear. Includes crimes such as cheque and credit card fraud, distraction crimes, diamond switches, sneak thefts and shipping losses that present evidence of criminal activity.

*Some significant trends or changes were:*

- There has been a significant decrease in the number of Break and Enters in Canada. The Province of Ontario leads the country in the number of incidents, with 10 break-ins out of a total of 24. The number of incidents reported to JVC dropped from 31 in 2015 to 24 in 2016. The dollar losses dropped from \$4,305,660 in 2015 to \$1,922,131 in 2016. A decrease of 55.4%
- Ontario continues to lead the country in the number of Armed Robberies and Smash and Grab incidents. Ontario reported 19 robberies in 2016 out of a total of 36 for the entire country. There were a total of 35 incidents of robbery reported in 2015. The dollar losses from robberies decreased slightly from \$3,395,471 in 2015 to \$3,302,263 in 2016 a decrease of 2.75%.
- Of the 36 robberies reported, none involved travelling salespeople.
- There were two other off premise incidents which were thefts from the cars of travelling salespersons.
- Off premise occurrences have dropped drastically since a high in 2012. In 2012 there were 13 off premise incidents with \$8,486,500 in losses. In 2016 there were two incidents resulting in \$34,000 in losses. It is believed this decrease is due to a down turn in the economic situation resulting in less salespeople on the road as well as a much higher degree of awareness on the part of travelling salespeople.

- There were no home invasions involving jewellery store owners reported to JVC in 2016. There were three subjects arrested in 2016 for home invasions of jewellers committed in 2015.
- There were 70 incidents of theft reported to JVC in 2015 with losses totaling \$875,452. There were 73 incidents reported to JVC in 2016 with losses totaling \$692,221. A decrease in dollar amount of 20.9%
- Of these 73 incidents there were 32 grab and run incidents. There was also a decrease in the dollar amount of the losses. From \$233,701 in 2015 to \$182,770 in 2016. A decrease of 21.8%.
- Police made 21 arrests in relation to crimes against the industry. There were many arrests of organized crime members who were suspected by police of involvement in some jewellery crime but there was insufficient evidence to charge them with the jewellery crime. They were charged with criminal acts against other non-jewellery or watch retailers.
- Again, although Quebec has a significant number of jewellers (approximately 1100 businesses) very few crimes against jewellers have been reported to JVC. In 2015 JVC began translating alerts and annual crime reports into French. This, along with developing relationships with the Sûreté du Québec, Montreal Police and the Jewelers Mutual Insurance Brokers for Quebec, should lead to increased awareness and reporting in future years.

# SIX YEAR COMPARISON OF LOSSES IN JEWELLERY AND WATCH INDUSTRY

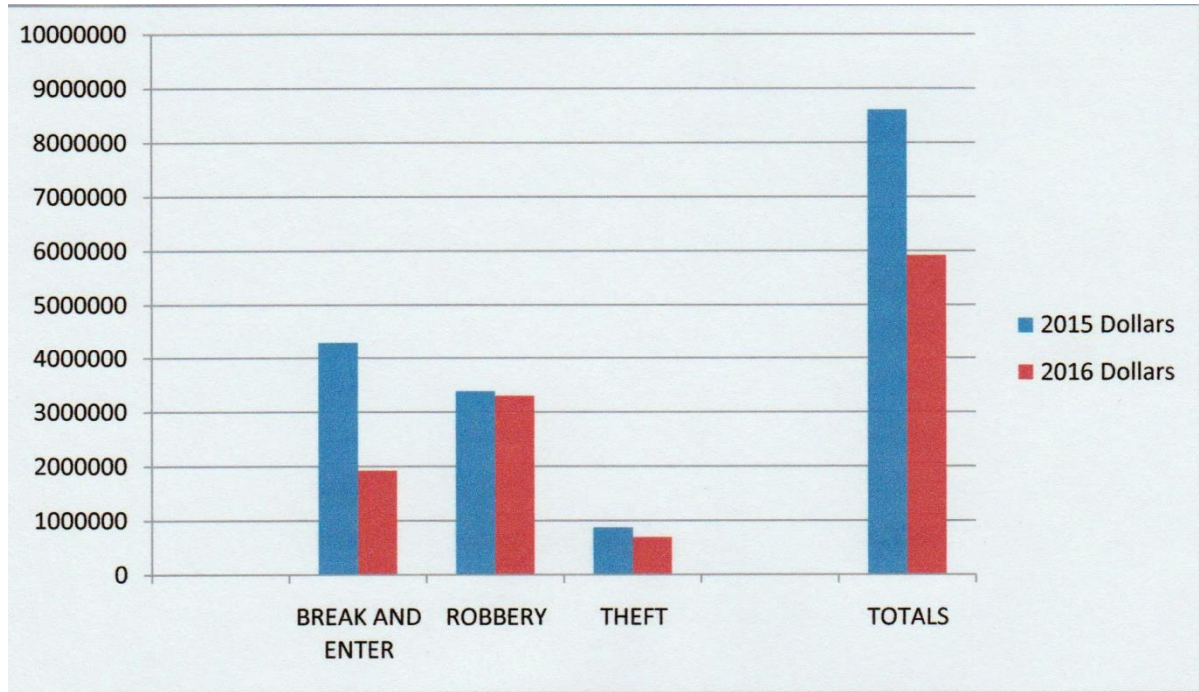
YEAR	2011	2012	2013	2014	2015	2016
JAN	\$1,602,963	\$1,858,300	\$402,000	\$599,636	\$155,440	\$587,335
FEB	\$212,195	\$752,629	\$653,300	\$907,235	\$362,517	\$1,088,712
MARCH	\$612,600	\$614,799	\$257,295	\$593,331	\$157,350	\$692,296
APRIL	\$158,032	\$293,857	\$108,700	\$368,002	\$1,597,997	\$124,189
MAY	\$1,153,039	\$908,000	\$58,498	\$341,401	\$318,603	\$49,523
JUNE	\$2,751,629	\$1,401,875	\$24,200	\$70,691	\$595,140	\$172,750
JULY	\$60,299	\$2,219,877	\$319,650	\$131,180	\$431,494	\$569,729
AUGUST	\$190,918	\$3,420,198	\$668,098	\$365,193	\$173,471	\$211,210
SEPT	\$1,080,947	\$661,500	\$1,416,497	\$126,825	\$2,227,048	\$1,268,498
OCT	\$512,081	\$192,815	\$627,976	\$770,800	\$1,078,295	\$427,000
NOV	\$1,694,216	\$1,670,388	\$628,636	\$1,149,449	\$241,380	\$112,178
DEC	\$101,500	\$63,149	\$56,099	\$300,456	\$1,272,848	\$613,196
TOTALS	\$10,130,419	\$14,057,387	\$5,220,949	\$5,724,199	\$8,611,583	\$5,916,615

## PART ONE - ALL 2016 LOSSES AND INCIDENTS

### 1. DOLLAR AMOUNT OF LOSSES

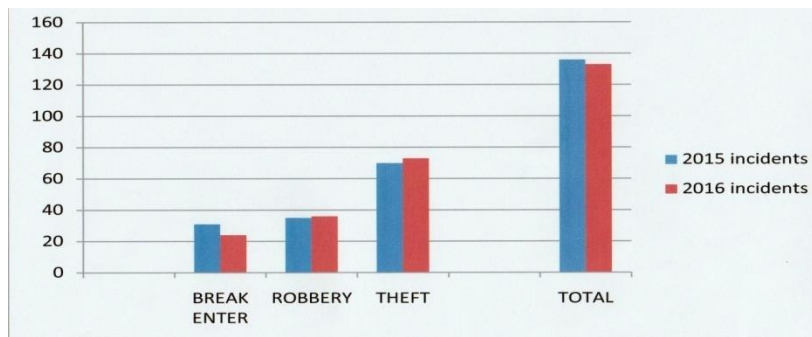
<i>CATEGORY</i>	<i>2015</i>	<i>2016</i>
	Dollars	Dollars
BREAK AND ENTER	\$4,305,660	\$1,922,131
ROBBERY	\$3,395,471	\$3,302,263
THEFT	\$875,452	\$692,221
TOTALS	\$8,611,583	\$5,916,615

## BAR CHART OF 2016 DOLLAR LOSSES



## 2. NUMBER OF INCIDENTS REPORTED

<i>INCIDENTS</i>	<i>2015</i>	<i>2016</i>
	incidents	incidents
BREAK ENTER	31	24
ROBBERY	35	36
THEFT	70	73
TOTAL	136	133



### 3. INCIDENT PERCENTAGE BREAKDOWN

The percentage for each category compared to the total incidents for the year.

<i>CATEGORY</i>	<i>2015</i>	<i>2016</i>
BREAK AND ENTER	25%	18%
ROBBERY	28%	27%
THEFT	47%	55%
TOTAL	136	133

### 4. HOMICIDES

There were no homicides reported to JVC in 2015 or 2016.

### 5. BREAK AND ENTER (BURGLARY) LOSSES = \$1,922,131

There were 24 break and enters reported to JVC in 2016, compare to 31 in 2015.

POINT OF ENTRY	# incidents
Window	3
Front door attacked	13
Stolen vehicle driven into store	0
Back door attacked	7
Adjacent wall	1
Roof top	0
There were 18 incidents that were 3 minute burglaries	

Three minute incidents are incidents where a location is broken into and the suspect leaves in 3 minutes or less to avoid police.

## 6. ROBBERY LOSSES = \$3,302,263

There were 36 robberies reported to JVC in 2016. The robbery dollar losses decreased from \$3,395,471 in 2015 to \$3,302,263 in 2016. A decrease of 2.75%.

### Most active Provinces for robberies: Ontario

PROVINCE	2014	2015	2016
Ontario	13	20	23
British Columbia	7	8	6
Alberta	4	3	2
Quebec	2	3	2
Manitoba	0	1	0
Saskatchewan	3	0	0
Nova Scotia	0	0	1
New Brunswick	0	0	1
Newfoundland	0	0	1
Prince Edward Island	0	0	0

Ontario, British Columbia and Quebec have the most jewellery stores. Ontario 2000, British Columbia 800, and Quebec 1100. As stated in the Directors summary crime in Quebec is under reported to JVC. We have made some progress in Police contacts in Quebec.

### Most active month for robberies: January

MONTH	2014	2015	2016
January	1	5	7
February	4	2	5
March	4	4	3
April	4	2	1
May	2	2	0
June	0	2	0
July	1	2	1
August	2	1	3
September	6	2	4
October	1	4	5
November	3	3	2
December	1	6	5

**Most active day of the week for robberies: Tuesday**

DAY	2014	2015	2016
Monday	4	5	5
Tuesday	6	6	9
Wednesday	4	8	5
Thursday	5	8	6
Friday	5	3	7
Saturday	3	2	3
Sunday	2	1	1

**Most active time of day for robberies: 12pm to 5pm**

MOST ACTIVE TIME	# incidents
Opening to 12 noon	8
12pm to 5pm	21
5pm to closing	7

**7. THEFT LOSSES = \$692,221**

The theft numbers do not include robberies or break and enters. They are reported in their own section. The theft dollar losses decreased from \$875,452 in 2015 to \$692,221 in 2016 a decrease of 21%.

TYPE OF THEFT INCIDENT	# INCIDENTS	DOLLARS
Grab and Runs	32	\$182,770
Distraction	16	\$224,506
Fraud	14	\$224,746
Diamond Switch	3	\$26,199
Travelling salespeople	2	\$34,000
Attempts theft	6	\$0
Totals	73	\$692,221



<b>THEFT INCIDENTS</b>				
<b>Month</b>	<b># incidents</b>		<b>Day</b>	<b># incidents</b>
January	3		Monday	7
February	8		Tuesday	8
March	4		Wednesday	7
April	10		Thursday	16
May	7		Friday	22
June	1		Saturday	9
July	11		Sunday	6
August	5			
September	4			
October	6			
November	6			
December	8			

The most active month for thefts in 2016 was April and July

The most active day for thefts in 2016 was Thursday and Friday

## **PART TWO: OFF PREMISE CRIMES**

In this section we provide statistical data regarding criminal attacks occurring away from the victim's base of operations. For example, attacks against travelling salespersons, trunk and remount show operators, firms exhibiting at jewellery shows, retailers attacked away from their place of business, including at home and other industry members travelling with jewellery.

There were two events reported to JVC in 2016. Both situations involved theft of merchandise which was left unattended in a vehicle.

<b>OFF PREMISE DOLLAR LOSSES</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>
Robbery	\$1,786,500	\$870,000	\$0	\$35,000	\$0
Theft	\$4,650,000	\$0	\$0	\$167,184	\$34,000
<b>Total</b>	<b>\$6,436,500</b>	<b>\$870,000</b>	<b>\$0</b>	<b>\$201,184</b>	<b>\$34,000</b>

## **JVC'S AWARENESS ENHANCEMENT PROGRAM**

JVC's awareness enhancement program was started in 2013 and it has two goals.

- One is to increase the awareness of members of the jewellery and watch industry in Canada of the crime against jewellers and the ways to protect themselves.
- The second goal is to increase the awareness of Law Enforcement as to the impact of criminal activity on the jewellery and watch industry thereby giving greater focus to jewellery investigations.

During 2014 and 2015 and 2016, at the first of each month JVC's crime analyst sent out a recap of criminal activity for the previous month to all its members. The crime data on JVC's web site is also updated monthly. JVC also has a "Police Only" database on the website which allows Law Enforcement throughout Canada to examine all jewellery crime reported to JVC. This database has resulted in a number of arrests.

In the spring of 2016, JVC with the assistance of Jewelers Mutual Insurance Company (JMIC) arranged for two police officers from Winnipeg Police to attend the JSA security seminar in Fort Lauderdale Florida. The officers were able to network with members of the FBI and well as New York City Police. It also gave Canadian Officers a greater understanding of jewellery crime south of our boarder.

In May of 2016 JVC was a major sponsor of a robbery investigators seminar which was hosted by the Winnipeg Police. The three day seminar was attended by over 150 police investigators and private security personnel.

In August 2016 with assistance from JMIC, JVC sent an officer from the Quebec Provincial Police and an officer from Canadian Border Services to a jewellery crime seminar held by Kelly Ross a former RCMP officer. JVC will be looking at hosting this seminar in Toronto in 2017 as this has proven to increase awareness, focus and helps build the strong relationship between JVC and Police.

In September 2016, as a result of a grant received from JCK Industry Fund, JVC and Jewelers Security Alliance (JSA) hosted the first North American Jewellery Crime conference. One hundred law enforcement personnel from across Canada as well as security personnel from both the US and Canada attended the two day conference.

In 2016 the Canadian Jeweller Magazine published six JVC articles on jewellery crime and crime prevention.

In 2016 JVC sent out 46 alerts to members advising them of criminal activity. In several cases members advised JVC that the alerts help them prevent a crime in their stores.

## **JVC/JMIC POLICE/CIVILIAN APPRECIATION AWARD**

JVC Board of Directors awarded the 2016 Police Appreciation award to the Peel Regional Police Central Robbery Unit for their investigation and arrest of suspects responsible for two major home invasion of jewellery retailers.

### **JVC Sources of Case Information**

JVC Membership (manufacturing, wholesale and retail doors)  
JVC Law Enforcement information sharing network  
Local Jewellers Crime Prevention Networks  
Non-member crime victims  
Media, Trade Publications, General Public, On-line Sources

The statistics provided in this report are based solely on information obtained by JVC. Only information deemed credible by JVC and that can be verified in some way as to its accuracy is used in the compilation of these statistics. The loss values reported should be considered conservative, and may be greater than indicated.

It is not possible for JVC to obtain information on every jewellery/watch industry crime which occurs in Canada for several reasons, not limited to the fact that many go unreported, even to the police. The JVC database is growing and is the largest and most accurate in existence in Canada. 2016 has shown an improvement in information sharing but there are many jewellery businesses and law enforcement agencies that have not bought into the idea that networking and crime prevention is everyone's business. By not reporting losses we all become victims.

### **Acknowledgements**

In 2016 JVC continued its focus on building strong partnerships not only with members of the industry but with law enforcement as well. Building a strong crime prevention team is key to reducing jewellery crime and preventing victimization of members of this industry.

JVC would like to acknowledge John Kennedy, President of **Jewelers Security Alliance (JSA)** for his continuing support of JVC's Crime Prevention Program. It is with the help of JSA that JVC has been able to attend JSA's annual workshop in the US. John's willingness to share information has made a positive difference.

One of the most important partnerships JVC has is with **Jewelers Mutual Insurance Company (JMIC)**. Since 2004 JMIC has been a strong and constant supporter of the JVC's Crime Prevention Program. David Sexton, Vice President of Loss Prevention for JMIC, is a Director on JVC's Board. His guidance and vast knowledge of LP concerns in North America has been invaluable in building a strong program. JMIC joins JVC in presenting our *Law Enforcement and*

*Civilian Award of Merit* to deserving police and citizens of Canada. Thank you JMIC and David Sexton.

Many thanks to the **JCK Industry Fund** for the financial assistance in funding the North American Jewellery Crime Conference.

JMIC, JSA and JVC have similar views on the extreme importance of developing law enforcement relationships and the importance and necessity of networking. Strong partnerships like this within the Canadian jewellery and watch industry and with law enforcement can only help to move the thin blue line the police are able to provide to protect us against crime to a more solid barrier to crime.