

## Our Purpose

Supporting democratic electoral process by preparing for, conducting and reporting on elections in Queensland.

## Our Vision

To be an **EVOLVING** Commission, **TRUSTED** and **RESPECTED** by the community.

## Our Values



### Customers first

- Know your customer
- Deliver what matters
- Make decisions with empathy



### Ideas into action

- Challenge the norm and suggest solutions
- Encourage and embrace new ideas
- Work across boundaries



### Unleash potential

- Expect greatness
- Lead and set clear expectations
- Seek, provide and act on feedback



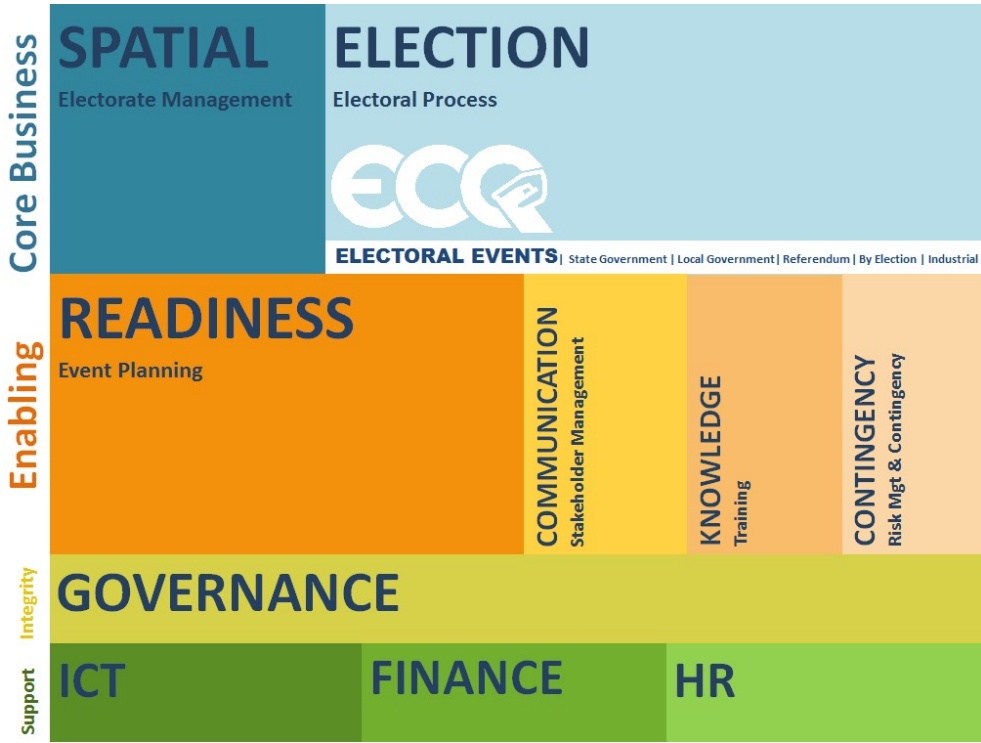
### Be courageous

- Own your actions, successes and mistakes
- Take calculated risks
- Act with transparency



### Empower people

- Lead, empower and trust
- Play to everyone's strengths
- Develop yourself and those around you



## Objective 1 | Promote awareness of and participation in electoral matters

### Strategies

- Develop a targeted and coordinated Communication Strategy
- Deliver robust and evolving Community Awareness Program
- Build the ECQ's brand in running Queensland Elections

### Key Performance Indicators

- Reduced level of informal voting at elections
- Increased level of stakeholder satisfaction with the elections process
- Increased number of eligible electors on the electoral roll
- Successful completion of community based programs
- Reduction in the cost of public awareness

## Objective 2 | Ensure equitable representation across Queensland electoral boundaries

### Strategies

- Timely and informed execution of electoral boundary reviews
- Conduct boundary reviews with transparency, integrity and accountability
- Refine and enhance our relationship with Australian Electoral Commission

### Key Performance Indicators

- Formalised project management methodologies introduced to process
- Active community consultation throughout the review process
- Increased level of compliance with contractual arrangements detailed in SLA with AEC
- Improved quality processes associated with the integrity and accuracy of roll products.

## Objective 3 | Deliver fair and just Queensland elections

### Strategies

- Elections conducted in a transparent and accountable manner
- Deliver results in an accurate and timely manner
- Deliver objective reviews of major events
- Build a skilled and diverse workforce that meets current and future service delivery needs

### Key Performance Indicators

- Formalised process of review implemented
- Performance & Development Agreements in place for our people
- Improved timeliness of service delivery
- Elections delivered without challenge through the Court of Disputed Returns, or if lodged, decisions are upheld by the Court of Disputed Returns

## Objective 4 | Drive improvements to election services

### Strategies

- Continual improvement of service delivery
- Easy access to electoral services
- Implement comprehensive business and event planning and performance review
- Respond to the needs of the community
- Foster an innovative culture
- Participate in electoral reform

### Key Performance Indicators

- Increased online services and associated reduction in manual forms/materials
- Improved governance mechanisms
- Active consultation for policy development and service improvement
- Reduced cost of electoral event per elector

## Opportunities 2017 - 2018

- Continuation of the Strategic Elections Management System (SEMS) replacement project
- Implementation of the State electoral Boundary Redistribution
- Codifying and streamlining business processes
- Plan for the delivery of the next State Election
- Increase the use of emerging technologies and online platforms
- Develop strong leadership among senior executives and clear expectations for all employees
- Further develop the organisation's strategic capability

## Risks 2017 - 2018

- Ensure registered political parties and candidates comply with funding and disclosure legislation
- Attract and retain skilled and experienced staff to ensure effective delivery
- Increase the use of emerging technologies and online platforms

ECQ contributes to the **Queensland Government's objectives for the community by delivering quality front line services** in the form of open, accountable and accessible electoral service for all Queenslanders.