

Strategic Plan 2020 – 2024

By delivering our strategic objectives, the Electoral Commission of Queensland (ECQ) contributes to the Queensland Government's Objectives for the Community, Our Future State: Advancing Queensland's Priorities to Be a responsive Government.

Our Purpose

To deliver accessible, fair and transparent electoral services to all Queenslanders.

Our Vision

Electoral excellence with integrity for Queensland.

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

The ECQ respects, protects and promotes human rights in its decision-making and actions, including supporting the right to take part in public life under section 23 of the *Human Rights Act 2019*, which provides that every eligible person has the right, and is to have the opportunity, to vote and be elected at State and local government elections.

The ECQ also applies a policy of political neutrality for all staff, to ensure the ECQ's functions are performed independently, impartially and apolitically.

Strategic objectives and key performance indicators

Objective 1

Deliver fair and transparent Queensland elections

Strategies

- Deliver all State and local government and industrial elections in accordance with legislated requirements and in a way that maximises opportunities for electoral participation by all Queensland voters.
- Ensure key electoral information and data is publicly reported in a timely and accessible manner, including information regarding political donations, electoral expenditure, election results and reports on the conduct of elections.
- Ensure Queensland maintains balanced electoral representation by undertaking regular reviews of electoral boundaries and arrangements.

Key performance indicators

- Improved satisfaction of electors and other stakeholders with the conduct of elections.
- Improved timeliness in publication of electoral information and data on the ECQ website, including through the Electronic Disclosure System, and the Open Data portal.
- Confidence in election results with minimal challenges progressed to the Court of Disputed Returns.

Objective 2

Increase electoral awareness and participation

Strategies

- Deliver multi-channel communication campaigns that promote understanding of electoral matters and raise awareness of the conduct and voting options for major election events.
- Deliver educational programs that inform and educate students, voters, political parties and candidates on their electoral rights and responsibilities.
- Administer an effective non-voter compliance program that promotes participation in future elections.

Key performance indicators

- Increased voter participation rates in elections, including in communities with identified low turnout rates.
- Decrease in informal votes in elections, including in communities with identified high informality rates.
- Improved awareness of the ECQ's communication campaigns.

Objective 3

Continual improvement in electoral services

Strategies

- Undertake formal evaluations of the conduct of elections, including consultation with key stakeholders, to identify key areas for improvement in delivery of electoral services.
- Enhance research and data analysis capability to conduct and promote research into electoral and other matters and to inform innovation.
- Strengthen the internal control environment for major projects.
- Continued implementation of the ECQ's Cyber Security Strategy and action plans to promote future use of technology while protecting capabilities of critical infrastructure.

Key performance indicators

- Improved service delivery through implementation of improvements identified as a result of evaluations, research and data analysis activities.
- Improved alignment with Queensland Government Cyber Security Principles and national cyber security standards.

Objective 4

Ensure compliance with electoral funding and disclosure laws

Strategies

- Promote public awareness of funding and disclosure requirements by candidates, political parties and other political participants through the provision of information, education and support.
- Undertake targeted audits of disclosure returns to provide public assurance that political entities are complying with their obligations.
- Develop risk assessment approaches to assess non-compliance during the 2020 local government quadrennial elections.

Key Performance Indicators

- Increased proportion of disclosure returns for State and local government elections submitted on time.
- Increased detection of significant non-compliance through audit program.

Opportunities

- The delivery of the local government elections in March 2020 in close proximity to the State general election in October 2020 creates opportunities for service and procurement efficiencies that may improve election service delivery to all Queenslanders.
- Increased obligations for reporting of donations and electoral expenditure by candidates, political parties and other political participants contributes to increased transparency in the electoral process.
- Full implementation of the new Election Management System provides opportunities to create efficiencies in electoral administration and improve provision of services to the public through new online interfaces and capabilities.

Risks

- The emergence of the COVID-19 global pandemic has created uncertainty in the service delivery model for the State general election and other election events, requiring revision of previous planning activities and consideration of additional measures to protect public safety.
- Implementation of the new Election Management System in the context of a changing regulatory framework and during planning and delivery of major election events may create additional complexity during delivery of elections.
- Increased reliance on technology creates additional service delivery and cybersecurity risks including the possibility of external entities seeking to undermine the integrity of the electoral process or otherwise disrupt the operation of electoral technology and systems.