Stakeholder engagement framework 2026 - 2028

October 2026

Electoral Commission QUEENSLAND

Strategic intent

The Electoral Commission of Queensland (ECQ) is committed to engaging with organisations, stakeholders and communities across Queensland to strengthen the planning and delivery of State, local government and industrial elections and ensure regulatory compliance with electoral funding and disclosure requirements.

The Strategic Plan 2026-2030 has 2 objectives specifically relevant to stakeholder engagement: 1. Trusted to deliver Queensland elections, and 2. Increase electoral awareness and participation. Stakeholder engagement has potential to also contribute to other objectives to maintain election readiness and promote and enforce compliance with electoral laws.

Implementation of the Stakeholder engagement framework for delivery of elections will align with 4 principles:

- **Transparency**: We are clear on how and why we engage and use insights.
- **Inclusion**: We seek input from communities to shape how they participate.
- **Accountability**: We engage in good faith and commit to opportunities to improve.
- **Respect**: We acknowledge and value diverse perspectives and local knowledge.

Supporting plans focus on 4 pillars and prioritise tailored and accessible communication and engagement for First Nations peoples, multicultural communities, people with disability, younger voters and other vulnerable communities in Queensland. While the framework is based on best practice, we will deliver actions with consideration of available resourcing and other priorities.

Engaged communities

- Continuing emphasis on engaging communities and peak bodies.
- Increasing focus on accessibility for diverse and vulnerable electors.
- Increasing awareness of democracy and the purpose of elections.
- Enhancing trust in the ECQ's delivery of elections.

Efficient elections

- Identifying priority stakeholders for insights to improve planning, preparation and delivery.
- Using insights to tailor election channels and communication for better engagement.
- Targeted engagement with key voter segments to improve voter participation in 2028 elections.

Empowered people

- Aligning ECQ's engagement values, behaviours and culture.
- Building capability and consistency within relevant teams and across the ECQ.
- Enhancing engagement tools and access to shared knowledge.
- Leveraging experiences and lessons to underpin improved engagement.

Enhanced governance

- Benchmarking ECQ's current state of engagement maturity to plan and deliver on a phased path to better practice.
- Defining engagement expectations that contribute to strategic objectives.
- Enhancing performance indicators and reporting to provide greater clarity and transparency.

Opportunities

- Early planning and engagement of stakeholders will build on positive interactions with the ECQ since the local government elections and the State general election in 2024.
- Identifying best practice engagement approaches and priority actions will enable these to be applied, assessed and modified for the 2028 elections in a consistent and methodical way.
- Voter sentiment data and insights will continue to enhance engagement planning and delivery.

Risks

- Inconsistency in engagement approaches or a failure to engage priority stakeholders can reduce trust and confidence in the ECQ's delivery of elections.
- Electors, especially from vulnerable communities, may place lower importance on voting than other priorities such as housing, security, health, safety, and wellbeing.

Performance measures

1. Continued high levels of confidence in the integrity and security of elections in Queensland.
2. Satisfaction of electors and stakeholders in electoral service delivery as measured through post-election surveys.
3. Increased voter participation in elections, including in communities with previously low turnout rates.
4. Decreased rates of unintentional informal voting, including in communities with previously high rates of unintentional informality.
5. Improved effectiveness of the ECQ's strategic communication campaigns.