

Strategic Plan

2019 - 2023

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

Ensure the integrity of Queensland's electoral processes through delivery of accessible, fair and transparent elections.

Our Vision

To be an EVOLVING, TRUSTED and RESPECTED Commission serving a community engaged in the democratic process.

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

Strategic objectives and key performance indicators

Objective 1

Deliver fair and transparent Queensland elections

Strategies

- Conduct evaluations of every major project and event.
- Leverage the fixed terms for both State and local government elections to plan and deliver innovations in electoral services.
- Build a skilled, diverse and empowered workforce that meets current and future service delivery needs.
- Invest in an audit program that contributes to transparency and continual improvement.
- Provide public assurance regarding fairness of election outcomes through transparent systems that demonstrate stakeholder compliance with legislated responsibilities.

Key performance indicators

- Increase in stakeholder satisfaction across election events, as evidenced by trends in election survey responses.
- Increase in data made available regularly on Open Data platforms.
- Elections delivered without challenge, or if challenged, with results upheld by the Court of Disputed Returns.
- Increase in linkages to ethics, integrity and human rights obligations in the ECQ's training, processes and decision-making.

Objective 2

Increase electoral awareness and participation

Strategies

- Inform and educate voters, political parties and candidates of their legislative obligations and responsibilities.
- Enhance public awareness of electoral matters through targeted education and information programs.
- Enhance the ECQ's reputation as a transparent and trusted organisation.
- Review the ECQ's online and social media presence to ensure it helps achieve the ECQ's purpose.

Key performance indicators

- Increase in voter participation in targeted communities.
- Improvement in compliance with electoral legislation.

Objective 3

Continual improvement in electoral services

Strategies

- Increase and/or enhance voting channels to maximise accessibility and reduce barriers to voting.
- Increase and enhance engagement with the ECQ's stakeholders to improve accessibility and quality of its services.
- Enhance research and data analysis capability to conduct and promote research into electoral and other matters and to inform innovation.
- Implement the new Election Management System for the 2020 elections.
- Foster leadership that will respond to new opportunities, address challenges and support the ECQ's staff to design and deliver better services.
- Continually improve project management capabilities and methodologies, including risk management and project evaluation.

Key performance indicators

- Improvement in accessibility of election services.
- Increased use of research and evidence to support decision making as well as project and event planning.
- Improvement in the Working for Queensland survey results.

Objective 4

Queensland has balanced representation across electoral boundaries

Strategies

- Conduct state boundary reviews and local government change assessments with transparency, integrity and accountability.
- Strengthen relationships with the local government sector to facilitate the local government change assessments.
- Facilitate community participation in the change and/or redistribution process.

Key Performance Indicators

- Increase in community participation in the state redistribution and local government change assessment processes.
- Stakeholder submissions on proposed changes addressed within legislated timeframes.
- Boundary reviews and change assessments completed within legislated timeframes.

Opportunities

- Leverage the ECQ's new Election Management System to reduce the cost and environmental footprint of elections while improving the quality and reliability of service.
- Explore how developments in election-related technology can assist the ECQ to become more efficient, effective, responsive and secure.
- The implementation of Stage 1 Belcarra legislation enacted by parliament increases public interest in the role of the ECQ and will allow us to showcase improvements to election services and increase community participation in the electoral process.

Risks

- Continually changing stakeholder expectations for new and complex IT systems may lead to unforeseen costs and complexity in delivering elections.
- Preparing for and delivering two major events in 2020 while also implementing major business improvement initiatives within tight timeframes may lead to issues around resource scarcity and process alignment.
- The increased reliance on technology provides opportunities for entities to unlawfully influence elections, undertake coordinated cyber-attacks, spread misinformation and cast doubt on the integrity of election results.