


## OUR PURPOSE

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


## OUR VISION

Electoral excellence with integrity for Queensland.


## OUR VALUES




Customers first




Ideas into action








Unleash potential



Be courageous




Empower people




The ECQ applies a policy of political neutrality for staff to ensure its functions are performed independently, impartially and apolitically.

The ECQ respects, protects and promotes human rights, including supporting the right to take part in public life under section 23 of the *Human Rights Act 2019*.


The ECQ supports the Government’s objectives for the community by delivering elections that employ Queenslanders, comply with electoral laws and enable participation by all Queensland electors.




**Good jobs:**  
Good, secure jobs in our traditional and emerging industries



**Better services:**  
Deliver even better services right across Queensland



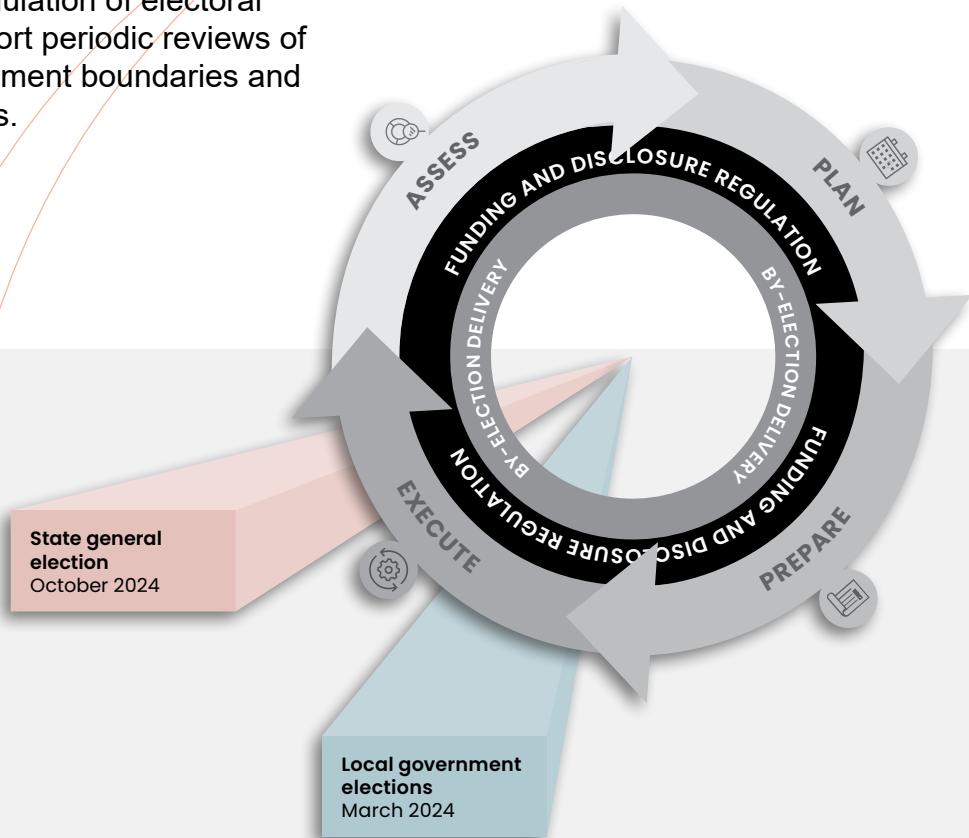
**Great lifestyle:**  
Protect and enhance our Queensland lifestyle as we grow



Connecting Queensland

## OUR KEY FUNCTIONS

The Electoral Commission of Queensland (ECQ) is an independent statutory authority that delivers State, local government and industrial elections and regulates compliance with funding and disclosure laws. The ECQ works to a four-year electoral cycle with different phases as illustrated on the right, while continuing to regularly deliver by-elections, undertake ongoing regulation of electoral participants, and support periodic reviews of State and local government boundaries and electoral arrangements.



The Electoral Commission of Queensland acknowledges the Traditional Owners of Country, and their connection to land, sea, and community. We pay our respects to Elders past and present.

## STRATEGIC OBJECTIVES AND KEY PERFORMANCE INDICATORS

STRATEGIES

KEY PERFORMANCE INDICATORS

OBJECTIVE 1	OBJECTIVE 2	OBJECTIVE 3	OBJECTIVE 4
<b>Trusted to deliver Queensland elections</b>	<b>Increase electoral awareness and participation</b>	<b>Maintain election readiness</b>	<b>Promote and enforce compliance with electoral laws</b>
<ul style="list-style-type: none"> <li>Design electoral services to suit the needs of Queensland's diverse communities.</li> <li>Deliver elections that promote opportunities for electoral participation by all Queenslanders.</li> <li>Use data analysis and research to inform the planning and delivery of electoral services.</li> <li>Publicly report key electoral information at times that matter.</li> <li>Undertake statutory reviews of electoral boundaries to maintain fair representation.</li> </ul>	<ul style="list-style-type: none"> <li>Design and deliver strategic communication campaigns informed by stakeholder collaboration, data and research insights and using a consumer-centred approach.</li> <li>Deliver communication and engagement activities that help electors, candidates and political parties understand their electoral rights and responsibilities.</li> <li>Administer a non-voter compliance program that promotes participation in future elections.</li> </ul>	<ul style="list-style-type: none"> <li>Build a skilled, diverse and flexible workforce with a commitment to continual improvement and innovation.</li> <li>Ensure critical election systems remain stable, secure and fit-for-purpose through scheduled programs of testing, assurance and performance monitoring.</li> <li>Undertake regular evaluations of election delivery to implement identified and approved improvements.</li> <li>Undertake ongoing engagement with key stakeholders and suppliers.</li> </ul>	<ul style="list-style-type: none"> <li>Provide information, education and support about funding and disclosure requirements to electoral participants to assist them to voluntarily comply with their obligations.</li> <li>Maintain a risk-based approach to compliance and the enforcement of electoral laws using data analysis capabilities.</li> <li>Undertake targeted compliance reviews and investigations to detect non-compliance with funding and disclosure requirements, and respond accordingly.</li> <li>Review compliance activities, processes and outcomes to inform future stakeholder engagement and education activities.</li> </ul>
<ul style="list-style-type: none"> <li>Continued high levels of confidence in the integrity of the conduct of elections in Queensland.</li> <li>Improved satisfaction of electors in post-election surveys in the delivery of electoral services.</li> <li>Publication of electoral information and data on the ECQ website in correct and accessible formats.</li> </ul>	<ul style="list-style-type: none"> <li>Increased elector participation in elections, including in communities with previously low turnout rates.</li> <li>Decrease in unintentional informal votes in elections, including in communities with previously high informality rates.</li> <li>Improved effectiveness of the ECQ's strategic communication campaigns.</li> </ul>	<ul style="list-style-type: none"> <li>Successful completion of comprehensive election rehearsals that demonstrate electoral processes and systems are operating effectively.</li> <li>Improved and ongoing engagement with a pool of trained and high-performing temporary election staff.</li> <li>Successful completion of rigorous system integrity testing in accordance with a critical election systems assurance framework.</li> <li>Improved satisfaction of key stakeholders in post-election surveys in the delivery of electoral services.</li> </ul>	<ul style="list-style-type: none"> <li>Increased proportion of election summary returns submitted on a voluntary basis within required timeframes.</li> <li>Increases in gift and expenditure disclosures (or amended disclosures) available to the public due to compliance activities.</li> <li>Increased number of compliance reviews completed for 2024 elections compared to the 2020 elections.</li> </ul>

## OPPORTUNITIES

- Use historical data and learnings from recent elections to identify opportunities to enhance electoral services through innovation and partnerships.
- Improve and refocus electoral services for First Nations Queenslanders and communities through planning and engagement with stakeholders.
- Leverage the four-year election cycle to decrease uncertainty and increase quality throughout the delivery of election services.

## RISKS

- Increased stakeholder expectation and reliance on technology creates additional risks of cyber security disruption or other attempts to undermine the integrity of the electoral process, technology or systems.
- Misinformation and/or disinformation which is not corrected by authoritative sources may undermine public confidence in the impartial conduct of election delivery by the ECQ.
- Labour shortages may impact on the ECQ's ability to recruit and train the large, geographically and demographically diverse workforce, with the appropriate capacity and capability, necessary to deliver safe and transparent elections.