



Strategic objectives and key performance indicators

OBJECTIVE 1	<h4>Deliver fair and transparent Queensland elections</h4> <p>Strategies</p> <ul style="list-style-type: none">Deliver State, local government and industrial elections in a way that maximises opportunities for electoral participation by all Queensland voters.Build a skilled, diverse and empowered workforce that meets current and future service delivery needs.Ensure transparency of the electoral process through public reporting of key electoral information and data in a timely and accessible manner.Ensure Queensland maintains balanced electoral representation by undertaking regular reviews of electoral boundaries and arrangements. <p>Key performance indicators</p> <ul style="list-style-type: none">Improved satisfaction of electors and other stakeholders with the conduct of elections.Increased publication of electoral information and data on the ECQ website, including information regarding political donations, electoral expenditure, election results and election reports.Continued high levels of confidence in the integrity of the conduct of elections in Queensland, with minimal challenges lodged in the Court of Disputed Returns.
	<h4>Increase electoral awareness and participation</h4> <p>Strategies</p> <ul style="list-style-type: none">Deliver communication campaigns and collaborate with key electoral stakeholders to promote understanding of electoral matters.Undertake activities 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. <p>Key performance indicators</p> <ul style="list-style-type: none">Increased voter participation 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 reach of the ECQ’s communication campaigns.

OBJECTIVE 3

Continual improvement in electoral services

Strategies

- Implement recommended business improvements identified in the evaluation of the 2020 elections.
- Strengthen engagement with local governments to inform improvements to design and delivery of local government electoral services.
- Enhance research and data analysis capability and conduct and promote research into electoral and other matters.
- Strengthen the internal control environment for major projects.
- Proactively manage the operation of critical election systems with key suppliers, to ensure they remain secure, fit-for-purpose and contemporary throughout different stages of the electoral cycle.
- Continue to implement and refine cyber security measures to ensure information technology systems and arrangements are responsive to the contemporary threat environment and protect capabilities of critical infrastructure.

Key performance indicators

- Improved satisfaction of electors and other stakeholders with the conduct of elections.
- Demonstrated success of measures to prevent any cyber security breaches of critical election systems.
- Demonstrated performance of critical election systems to support the conduct of election events.

OBJECTIVE 4

Ensure compliance with electoral laws

Strategies

- Promote public awareness of funding and disclosure requirements by candidates, registered political parties and other electoral 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.
- Deliver a proactive risk-based approach to compliance and enforcement to ensure adherence with electoral regulations and promote public confidence in their efficacy.

Key Performance Indicators

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

OPPORTUNITIES

- Implementing business improvements identified in the evaluations of the major election events in 2020 will assist the ECQ deliver more effective electoral services.
- Ongoing and proactive engagement with the ECQ's key stakeholders will increase transparency of electoral processes and ensure election service design and delivery is more targeted to community needs.
- Undertaking targeted and proportionate compliance and enforcement actions to ensure that electoral participants are meeting their obligations and that transparency of electoral funding and expenditure is maintained.

RISKS

- If the ECQ's systems, election delivery and business continuity plans and processes are not maintained the ECQ may not be election ready and cannot guarantee delivery of elections to maintain continuity of public administration.
- If the ECQ does not develop information management resources and practices in line with the Queensland Government Enterprise Architecture it may not meet its legislative obligations.
- Increased reliance on technology creates additional service delivery and cyber security 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.

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 supports the Government's objectives for the community:

- 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.

The ECQ's objectives support and contribute to the Government's objective of better services and sub-objective of backing frontline services by delivering elections that employ Queenslanders, comply with electoral laws and enable participation by all Queensland voters.

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*.