

STRATEGIC PLAN

2025-2028



The Electoral Commission of South Australia's (ECSA) Strategic Plan sets the direction for the next 3 years, focusing on three key goals:

- Elections delivered with integrity.
- Strengthening public awareness and trust in electoral services.
- Building a trusted and future-ready organisation.

In a rapidly changing environment with rising expectations and increasing complexity, ECSA is committed to robust governance, resilient systems, and a skilled, adaptable workforce.

The plan prioritises integrity, legislative compliance, responsible resource management, and inclusive engagement and is structured to advance organisational objectives within the parameters of ECSA's established risk appetite.

Our Vision

Public confidence in the integrity of the electoral process.



Our Values

Independence

We operate free from external influence, maintaining impartiality and objectivity in all aspects of our work.

Our independence ensures that electoral processes are fair, credible, and aligned with democratic principles.

Integrity

We uphold the highest standards of honesty, transparency, and ethical conduct.

Our decisions and actions are guided by a commitment to doing what is right, ensuring our processes and outcomes are trustworthy.

Professionalism

We demonstrate respect, service, and accountability at all times.



Goal 1: Elections delivered with integrity

Objective 1.1 Successfully deliver elections

Strategies

- Use effective project management to deliver elections in accordance with legislative obligations.
- Deliver culturally appropriate elections by engaging with diverse communities.

Key performance indicators

- Electoral events delivered in accordance with legislative requirements.
- High levels of elector and stakeholder satisfaction with the conduct of elections, including positive feedback from culturally diverse communities regarding the accessibility and appropriateness of electoral services.

Objective 1.2 Election readiness and continuous improvement

Strategies

- Maintain an appropriate level of electoral readiness, including election management systems, materials, and staff.
- Conduct evaluations and research of elections to identify legislative and operational improvement opportunities.
- Monitor and review interstate and international elections.
- Develop an ICT strategic plan.
- Undertake dress rehearsal end-to-end testing for all major electoral events.

Key performance indicators

- Improved election delivery through identification and implementation of approved evaluation and research recommendations.
- Unscheduled election events conducted effectively and efficiently.
- Election rehearsals demonstrate processes and systems are election ready.

Objective 1.3 Regulatory compliance

Strategies

- Implement effective strategies to inform relevant entities of their legislative obligations.
- Undertake activities including audits, reviews, and enforcement to enable participants to comply with their legislative obligations.

Key performance indicators

- High levels of compliance by relevant entities with their legislative obligations.
- Number of regulatory breaches resulting in enforcement action.



Goal 2: Public awareness of and trust in electoral services

Objective 2.1 - High public trust and confidence

Strategies

- Implement a framework to enable public trust and confidence in the electoral process.
- Provide unified, timely, and accessible information about electoral services through multiple channels.

Key performance indicator

- High levels of public and stakeholder confidence and trust in electoral events.

Objective 2.2 - Increased awareness and participation across all communities

Strategies

- Deliver education programs to improve understanding of the electoral process.
- Deliver effective information and awareness campaigns to promote participation in elections.
- Implement strategies to reduce barriers to voting.

Key performance indicators

- Participants of education programs have a higher level of understanding of the electoral process.
- Improved levels of voter participation particularly from communities and sectors with lower participation.
- High levels of awareness and understanding of election advertising and promotion campaigns.
- Decreased levels of informal votes.

Goal 3: Trusted and future-ready organisation

Objective 3.1 - Skilled, adaptable, and engaged workforce

Strategies

- Develop a workforce plan to strengthen capability, including building and retaining a talent pipeline through mentoring, succession planning, and knowledge transfer.
- Foster a positive, values-driven culture with recognition, well-being support, flexible work arrangements, and commitment to reconciliation and disability inclusion.
- Develop and implement work health and safety and psychosocial wellbeing programs.
- Develop and implement an internal staff climate survey to monitor, identify, and implement opportunities for improvement to staff wellbeing.

Key performance indicators

- Increased levels of staff satisfaction and wellbeing.
- Workforce that can effectively deliver our services and manage workloads.

Objective 3.2 - Transparent, accountable, and sustainable corporate management

Strategies

- Develop a strategic delivery plan with a 4-year outlook for multiyear projects and services.
- Monitor and address risks through proactive management and internal controls.
- Establish internal audit and assurance programs to assess risk controls and drive continuous improvement.
- Integrate financial, human, and asset resource management, together with climate-ready government initiatives, into policies and planning activities to support long-term sustainability.

Key performance indicators

- Percentage of governance, risk, and compliance frameworks reviewed and updated annually.
- Effective alignment and integration of organisational plans.