

# STRATEGIC PLAN 2021-24



## Introduction

The Electoral Commission of South Australia's (ECSA) 2021-24 Strategic Plan describes the strategic priorities that will enable us to achieve our purpose of providing high quality electoral services for South Australians.

ECSA operates in a complex and dynamic operating environment with many challenges such as the COVID-19 pandemic, cyber security concerns, increased use of disinformation on social media, community demands for convenient and accessible voting services, and the significant challenge of delivering the State Election and local government periodic elections in the same year.

To ensure we are positioned to respond to these and other challenges, our strategic priorities focus on delivering high quality electoral services, community and stakeholder engagement and cultivating a high-performing organisation. Our annual corporate plans and staff performance agreements will support this plan and ensure ECSA is aligned to deliver our strategic priorities over the next four years.

## Our Purpose

To provide high quality electoral services for South Australians

## Our Vision

Electoral excellence for South Australians

## Our Values

### **INDEPENDENCE**

Acting with impartiality and transparency

### **PROFESSIONALISM**

Demonstrating respect, integrity and accountability at all times

### **INNOVATION**

An agile, engaged and responsive organisation



## STRATEGIC PRIORITY 1

### DELIVER HIGH QUALITY ELECTORAL SERVICES

#### Actions

- » Successfully deliver electoral events.
- » Undertake formal evaluations of the conduct of elections.
- » Conduct research to identify improvements to operational procedures and influence changes to legislation.
- » Implement improved systems and processes.

#### Key performance indicators

- » Electoral events delivered in accordance with legislative requirements.
- » High levels of elector and stakeholder satisfaction with the conduct of elections.
- » Improved service delivery resulting from evaluations and research.

## STRATEGIC PRIORITY 2

### ENGAGE THE COMMUNITY AND STAKEHOLDERS TO PROMOTE ELECTORAL AWARENESS, PARTICIPATION AND COMPLIANCE

#### Actions

- » Deliver an ongoing education program to improve understanding of the electoral process.
- » Deliver effective information and awareness campaigns to promote public participation in elections.
- » Deliver an effective program to inform relevant stakeholders of their compliance responsibilities.
- » Publish and promote research that improves understanding and knowledge of electoral matters.

#### Key performance indicators

- » High levels of participation at elections, particularly within sectors of the community with traditionally lower turnout rates.
- » Decreased percentage of informal votes cast at elections.
- » High levels of awareness and understanding of public awareness campaigns.
- » High levels of compliance by relevant stakeholders with their legislative obligations.
- » Increased audience and circulation of ECSA research publications leading to improved understanding and knowledge of electoral matters.

## STRATEGIC PRIORITY 3

### CULTIVATE A HIGH PERFORMING ORGANISATION

#### Actions

- » Align the organisation to deliver our strategic priorities.
- » Build a diverse and capable workforce that can deliver strategic priorities now and in the future.
- » Invest in infrastructure.

#### Key performance indicators

- » Strategic priorities achieved.
- » High levels of staff satisfaction.
- » Improved levels of diversity and inclusion in the workplace.
- » Efficiencies resulting from our investment in infrastructure.