

Western Australian Electoral Commission

# Strategic Plan

2010–2013



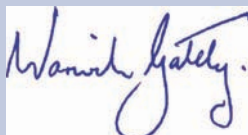
# Message from the Electoral Commissioner

I commend the Commission's Strategic Plan for the period 2010-13. It sets out our objectives, how we intend to achieve them and how we will measure our performance.

To produce this plan, we have reappraised the Purpose of the Commission, the environment in which we operate, our challenges and our opportunities.

Externally, we have reaffirmed our commitment to the Parliament and people of Western Australia to deliver optimal electoral services. By doing this, we will fulfil our purpose of providing all Western Australians with quality electoral services through the conduct of impartial and independent elections and the promotion of public awareness of electoral matters, thereby fostering public confidence and participation in the electoral process. At the same time we commit to engaging professionally and transparently with our clients, striving to understand their needs, honour our commitments, build long-term relationships and foster good communication.

Internally, we are committed to valuing and developing our people, and engendering a culture of excellence, fairness, respect and collaboration. We seek to be recognised as a learning organisation.



Warwick Gately AM  
Electoral Commissioner



## Key results areas

Six key result areas will help us fulfil our purpose.

### Election Management

#### Objective

Conduct State, local government and other elections and referendums with impartiality, independence and efficiency according to relevant legislation.

#### Strategies

- Evaluate election policies, legislation and practices for continuous improvement.
- Research and develop innovative election practices that deliver improved customer service.
- Develop non-parliamentary election services.
- Engage clients and use their feedback in our planning processes.

### Electoral Roll Management

#### Objective

Manage an accurate and up-to-date State electoral roll reflecting high participation and provide quality roll products and services.

#### Strategies

- Continually review and improve enrolment and roll maintenance policies and procedures.
- Partner key peak bodies and organisations to improve participation and accuracy of the State roll.
- Ensure compliance requirements for all roll products and services are met.
- Meet customer requirements for quality roll products.

## Electoral Education and Information

### Objective

Increase community understanding of electoral processes and improve participation in elections.

### Strategies

- Continue to improve the Commission's education and information framework.
- Conduct effective education programs for primary and secondary schools and for the general public, recognising the diversity and geographical location of electors.
- Provide accurate and timely electoral information to all stakeholders in the Commission's operations.

## Our Clients

### Objective

Build and maintain productive relationships with our clients

### Strategies

- Better inform clients about the Commission's services and products.
- Engage clients early and consistently on electoral issues.
- Actively seek client feedback.

## Our People

### Objective

Become an employer of choice.

### Strategies

- Demonstrate the relevance and benefits of the Commission's operations to broader Government goals and the people of Western Australia.
- Continuously develop and mentor our staff.
- Provide an attractive and stimulating work environment.

## The Organisation

### Objective

To be innovative, cost-effective and efficient in all projects and programs.

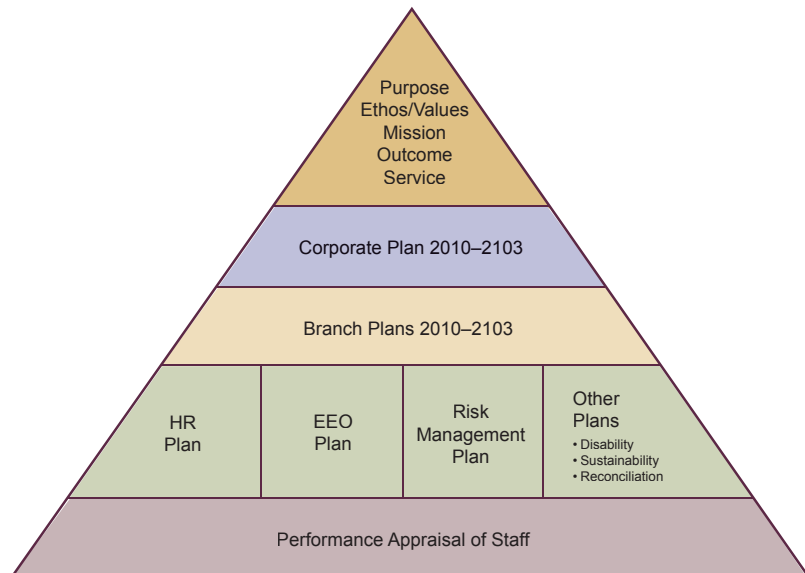
### Strategies

- Continuously review and improve our systems, methodologies and processes.
- Value ideas and knowledge sharing.
- Align tasks with Commission objectives.

## Indicators to measure our success in attaining our objectives by 2013

- Annual certification of our Key Performance Indicators by the Auditor-General.
- Continuing ISO certification of our management systems by BSI.
- Feedback from our stakeholders, including our Minister, Parliamentarians, political parties, candidates, relevant public sector agencies, and the general public.
- Our performance compared with our peers.
- Achievements against our Annual Plan and our internal Branch Plans.
- The timeliness of our services.
- The cost-effectiveness of our services.
- Feedback from our employees.

## Planning Framework





# Our Purpose

To provide Western Australians with quality electoral services through the conduct of impartial and independent elections and the promotion of public awareness of electoral matters, thereby fostering public confidence and participation in the electoral process.

## Our Values

### **Professional – How we go about our work**

At all times we act with integrity and independence, are ethical, transparent and work to the highest standards.

### **Respectful – How we treat others and expect to be treated**

We are civil, courteous, credible, and value others.

### **Customer Focused – How we deliver our services**

We strive to understand our customers' needs, honour our commitments, build long-term relationships and foster good communication.

### **Collaborative – How we work together**

We build a positive work environment through teamwork, support and good working relationships.

### **Continuously Improving – How we move forward and work better**

We strive to improve the efficiency and effectiveness of everything we do through innovation, learning and development.