

Victorian Electoral Commission 

Strategy
2023 

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The Victorian Electoral Commission

Our Vision

All Victorians actively participating in their democracy.

Our Values

- Independence: acting with impartiality and integrity
- Accountability: transparent reporting and effective stewardship of resources
- Innovation: shaping our future through creativity and leadership
- Respect: consideration of self, others and the environment
- Collaboration: working as a team with partners and communities

Our Purpose

To deliver high quality, accessible electoral services with innovation, integrity and independence.

Our Guiding Principles for Strategy Implementation

We will:

1. Build on our existing foundational strengths
2. Improve our responsiveness to external drivers
3. Be a trusted democracy partner
4. Be a proactive thought leader in the sector
5. Be strongly evidence-led
6. Be strongly elector-centric
7. Partner to improve our reach and impact
8. Transform where we can and be ready to transform when needed

Our Operating Environment

Having informed citizens actively participating in free and fair elections is fundamental to any healthy, functioning democracy. As the body responsible for conducting state and local elections in Victoria, a key part of our work is to ensure that all eligible Victorians are able to actively participate in the electoral process.

Although participation levels throughout Australia have been in slight decline over the past decade, we are the only state to have had an increase in participation between the last two major state electoral events. This is not due to luck but to the hard work of VEC staff - who have worked tirelessly to do everything possible within the constraints of legislation – to understand the barriers to participation and negate them where possible.

Yet we are at a watershed moment. The conflation of technological advancement, increasing public expectations, media scrutiny and the presumption of diversity and inclusion means that we need to be ready for major change. Change in the way we provide services, change in the way we plan our work and make our decisions, change in the systems we use every day, and change in the way we recruit and develop our people.

The public believes that voting and participation are important, but that we need to do more to make voting more convenient and accessible. They want digital services, most specifically online voting.

Social media is influencing political literacy more than ever. There is increased public interest in fast results, election integrity,

security and transparency and the funding of our political parties. Cyber-security is an ongoing challenge, as technology and the online environment become more complex.

Victoria adds around 300,000 new voters to the electoral roll every four years. That's a significant number of people who are diverse in culture, language, levels of literacy and confidence in the democratic process; all of which we need to consider in the work we do.

In this dynamic and complex operating environment, our focus for the next outlook period will be on transformational readiness. Over the next five years, we will improve our ability to anticipate any potential change, be 'change ready' and have the people, systems and relationships to make the most of opportunities.

In working towards improved transformational readiness, we will continue to build on our strong foundational capabilities, being evidenced and generous with our knowledge, and remaining strongly elector-centric in all our work. We will reinforce our role of trusted democracy partner by growing public trust and actively upholding the principles of democracy in everything we do.

VEC Strategy 2023

Our Work

The VEC works to enable the people of Victoria to vote by removing all possible barriers to participation. We strive for a future where every eligible Victorian is engaged with the democratic process.

Victorian Electoral Commission Strategy 2023

Our Five Year Goal

The VEC is change ready and has the people, systems and relationships to make the most of opportunities.

We want to	People	Technology	Decision-Making	Relationships
	Create an environment that inspires our people to reach their full potential.	Provide our people and Victorians with smart, safe technology that is value for money and easy to use.	Make smart decisions on time and by the book.	Learn from others outside the VEC about opportunities and challenges.
To achieve this, we will	Develop leaders who always scan for opportunities and challenges, so they can better support our people to work and solve problems.	Deliver our IT plan – so that we can deliver the standard of elections Victorians expect.	Improve processes to enable clever problem solving and better ways of working.	Consider all our networks and knowledge when thinking about how to improve our services.
	Recruit our people for ability and attitude, and develop them based on their strengths.	Establish smart systems that talk to each other so we can have a better understanding of our business and how we can improve.	Base our decision-making on research, facts and expertise.	Focus on growing relationships that will help us spread our message and stay ahead of the curve.

1 People



The VEC workforce is our biggest asset.

To be truly transformation-ready, we aim to cultivate a workforce of skilled, accountable, collaborative people who are adaptable to changing environments, and supported to be the best.

We will develop a working environment that is empowering, engaging, stimulating and inspiring.

We recognise that how we behave is just as important as what we achieve. We will create space for our people to innovate more, collaborate better and look to the future with confidence.

To achieve this, we will:

- 1.1 Develop transformational leaders who build teams and empower people to recognise and respond to emerging opportunities and challenges
- 1.2 Recruit and develop our people against the key competencies and behaviours critical to our ongoing success.

2

Technology



We acknowledge our increasing dependence on reliable information technology to support complex election operations and community engagement.

In an increasingly dynamic environment, our technology systems and services must be fit for purpose, robust, cost-effective, secure, innovative, integrated and user-friendly.

To achieve this, we will:

- 2.1 Implement the VEC IT Strategy, driving excellence in infrastructure, process, security, integration, digital tools and technological innovation.
- 2.2 Realise opportunities to capture and use VEC knowledge to improve operations, inform plans, and increase business intelligence.

3

Decision-Making



As we deliver electoral services in an increasingly complex environment, our decisions must be timely, accountable, compliant and evidence-led.

We need to maintain robust but streamlined corporate governance systems, and ensure that our decision-making pathways are clear, prompt and consistent.

Along with our people and technology, our corporate structure, rules and processes need to enable transformation and innovation, and must never be a barrier to success.

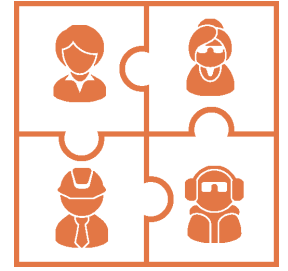
We must be informed by high-quality business intelligence, appropriate research and a strong knowledge base.

To achieve this, we will:

- 3.1 Strengthen process and decision-making pathways to enable transparent, innovative and improved ways of working.
- 3.2 Embed an evidence-based approach for all aspects of VEC operations.

4

Relationships



The VEC has well-established partnerships across our sphere of influence. We routinely engage with partners in the areas of homelessness, physical and learning disability, and cultural and linguistic diversity to pursue our Vision of every Victorian actively participating in their democracy.

We have commenced our journey of reconciliation with Aboriginal & Torres Strait Island people.

We are an active member of the Electoral Council of Australia & New Zealand (ECANZ). We regularly engage with electoral bodies across the world to share knowledge and insights.

But we can do more.

Our people are well connected through their own professional and community networks. As we support them to be the best, they can enhance the work of the VEC by bringing their networks to life in the work we do.

We will be informed by all of our relationships, formal and informal – with our electoral partners, our suppliers, our professional networks, and most importantly with the public themselves. In turn we will share our knowledge with them.

In this way, our relationships will help us understand, anticipate and respond to external opportunities and challenges.

To achieve this, we will:

- 4.1 Use our existing and new networks to grow our evidence base.
- 4.2 Grow relationships to maximise customer reach and opportunities for innovation.

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