

Out of Home Action Plan: Monitoring and evaluation plan

Out of Home Action Plan: Monitoring and evaluation plan

Background

The VEC has a role to provide education and increase awareness of electoral matters (Electoral Act, 2002). We aim to engage electors across Victoria, particularly those that are currently under-represented (VEC Diversity and Inclusion Framework, 2020).

Our Out of Home Action Plan aims to increase access to electoral information and increase electoral participation for people experiencing homelessness and people in prison (serving a sentence of 5 years or less), collectively known as the out-of-home sector.

Monitoring and evaluation overview

This plan outlines a process and outcome evaluation using mixed methods to determine how effectively we have implemented the Out of Home Action Plan. Program logics detail the activities that will contribute to outputs and outcomes that produce our intended impacts. These logics guide the evaluation (see [Appendix 1](#) and [Appendix 2](#)).

The process evaluation will explore:

1. the extent to which all activities were implemented as planned
2. the effectiveness of the Out of Home Advisory Group
3. the 2022 Democracy Ambassador program relating to the out-of-home sector
4. the reach of the 2022 Voting Matters and Myth Busting campaigns
5. the quality of sector sponsorships and partnerships
6. out-of-home sector access to electoral education through the Democracy Ambassador program
7. how much the VEC has improved its knowledge of, and engagement with, the out-of-home sector
8. barriers and enablers to implementing the Out of Home Action Plan
9. the strengths and limitations of the Out of Home Action Plan.

The outcome evaluation will explore the extent to which:

10. stakeholders improve their understanding of the VEC, and the importance of electoral participation
11. homelessness stakeholders are more likely to help their clients enrol and vote in elections
12. more people experiencing homelessness enrol through the no-fixed-address form
13. more people experiencing homelessness vote through specialist mobile voting and/or postal voting
14. more eligible people in prison vote through postal voting.

Data collection for the evaluation includes:

- the 2022 Advisory group survey
- interviews or surveys with stakeholders
- interviews with the program lead and internal stakeholders
- enrolment and election data
- 2022 campaign data
- program data.

Scope

Because of time limits, we aren't able to assess project outcomes over a longer term. The evaluation will not assess whether activities of the Out of Home Action Plan cause enrolment and voting outcomes.

Enrolment and voting data for people in prison is very limited. The evaluation could help inform future research.

Expected timing of monitoring and evaluation activities

KEY TASKS	TIMEFRAME
Develop data collection tools	April to May 2022
Data collection	Ongoing to June 2023
Data analysis	June to October 2023
Quarterly and annual monitoring and reporting	Ongoing
Evaluation report	October 2023
Dissemination/knowledge translation activities	November 2023

References

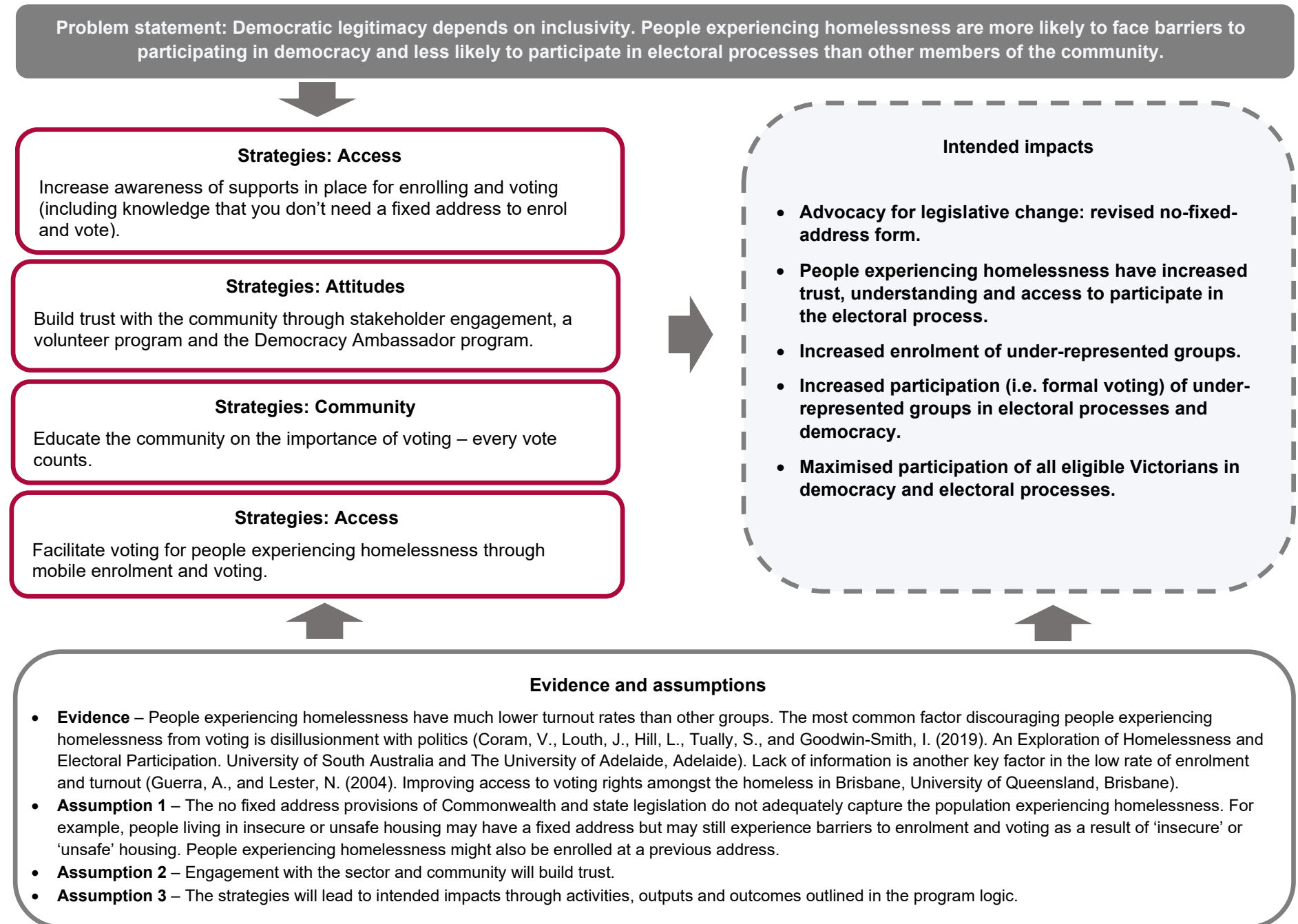
Electoral Act 2002 (Vic)

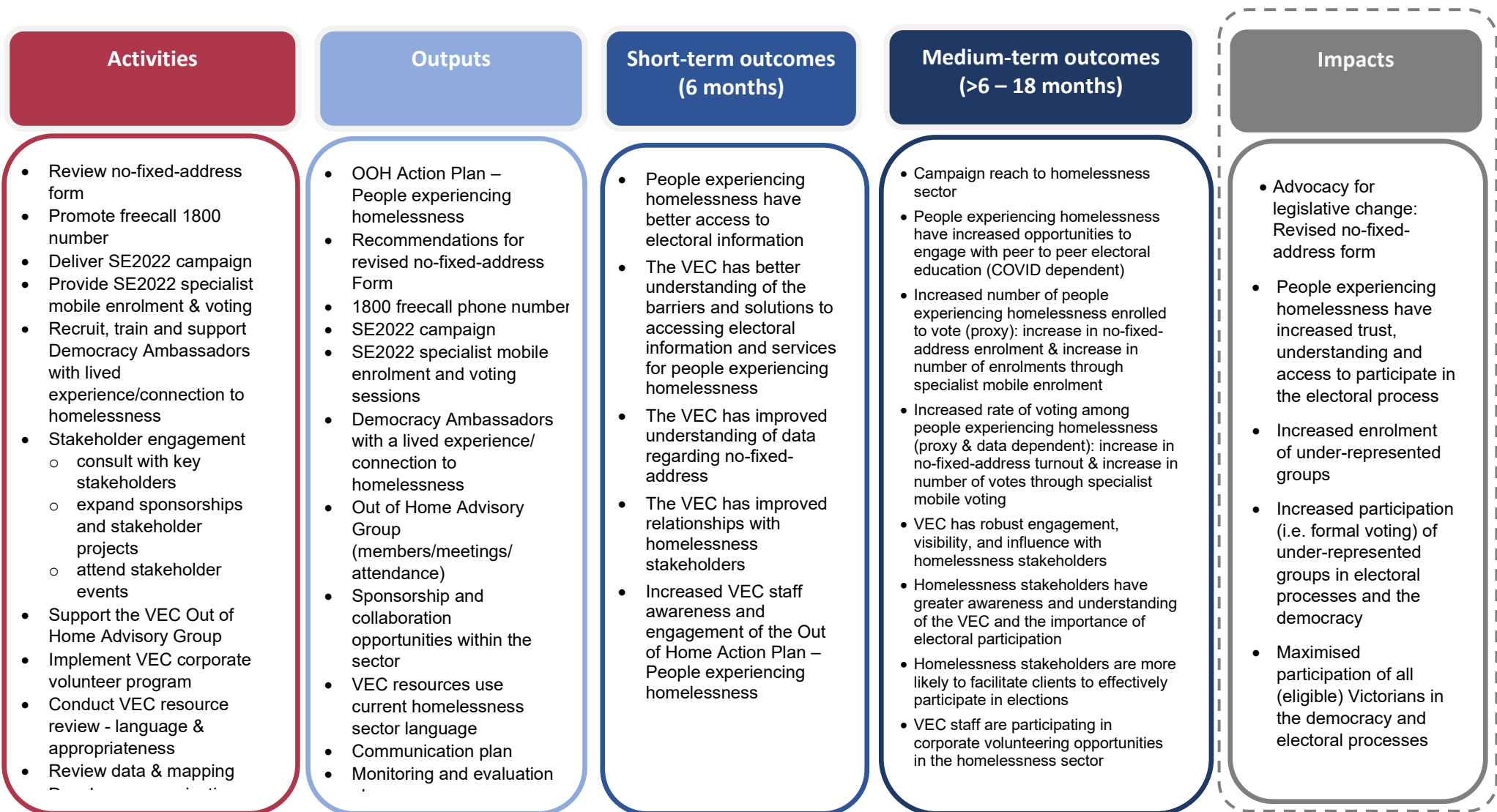
Victorian Electoral Commission. (2020). *Diversity and Inclusion Framework – Final 2021* (unpublished)

Victorian Electoral Commission. (2021).

<https://www.vec.vic.gov.au/about-us/publications/selections-2021/strategy-2023-update>

Appendix 1. Out of Home Action Plan program logic – People experiencing homelessness

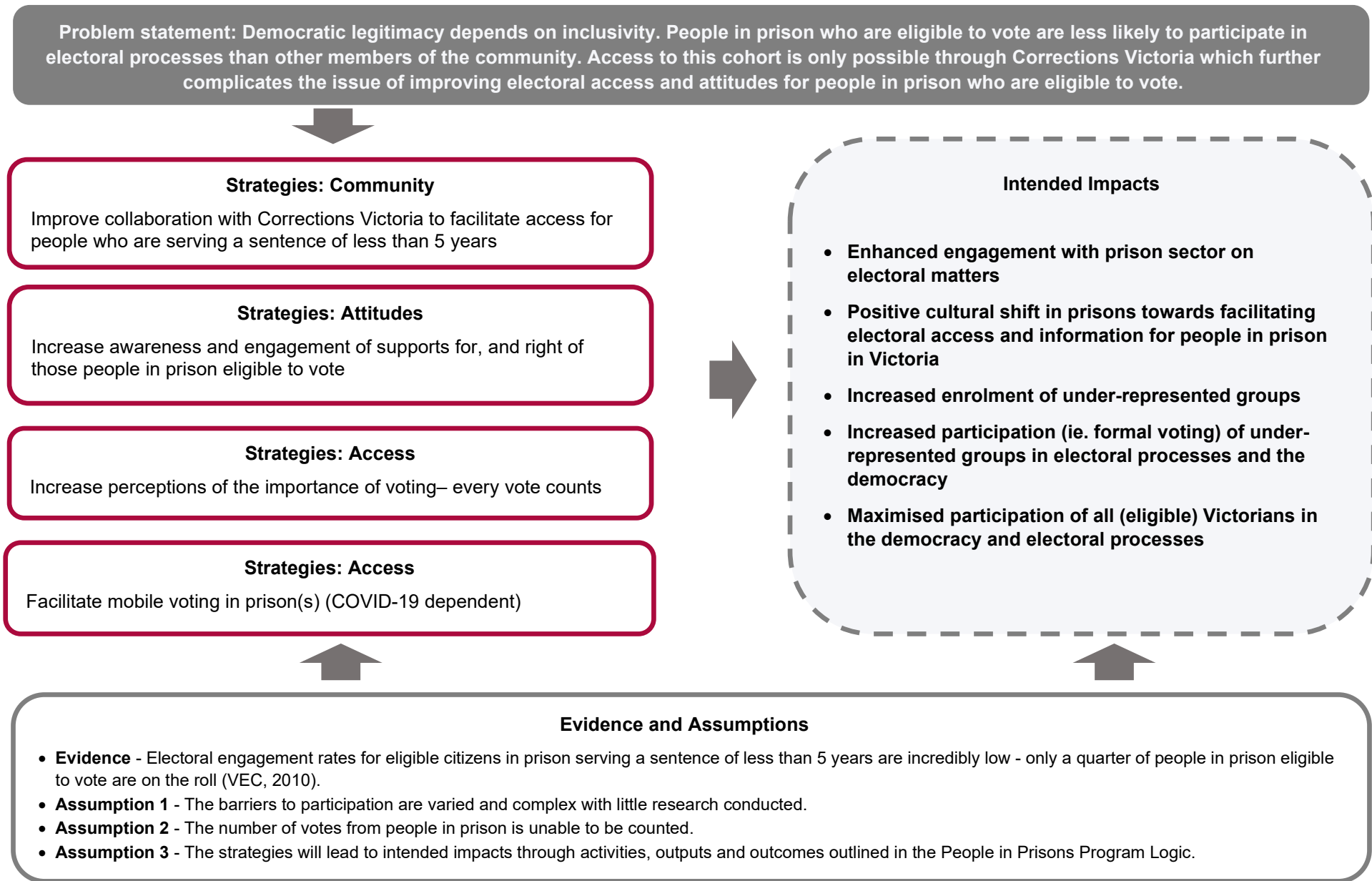


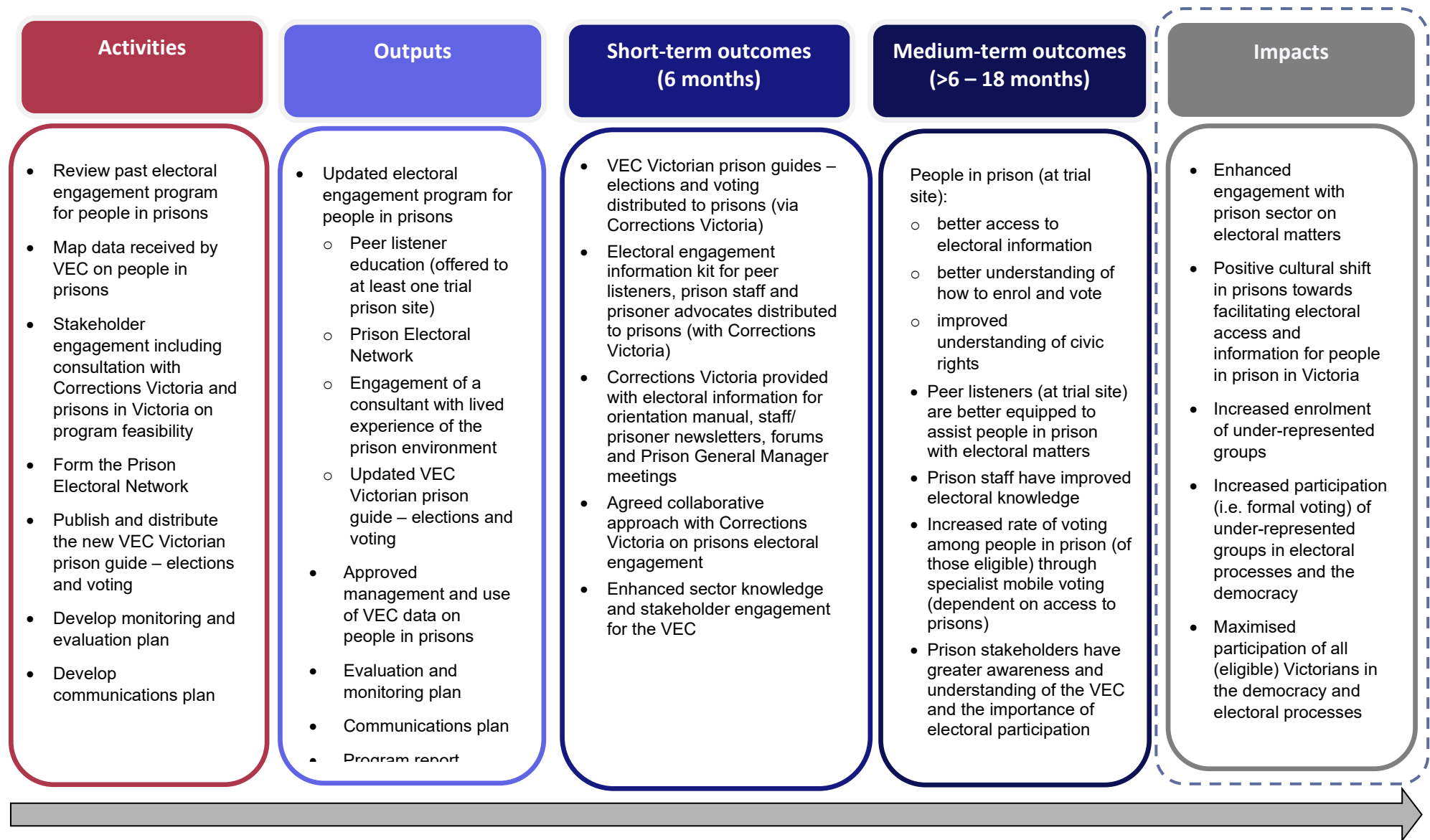


Strategic Context

- Out of Home Action Plan (OOHAP)
- Diversity and Inclusion Framework
- VEC Strategy 2023

Appendix 2. Out of Home Action Plan program logic – People in prison





Strategic Context

- Out of Home Action Plan (OOHAP)
- Diversity and Inclusion Framework
- VEC Strategy 2023