

Serving the Citizens of Western Australia

**Citizen Insights: *Better
Understanding, Better Services***



The Western Australian Electoral Commission



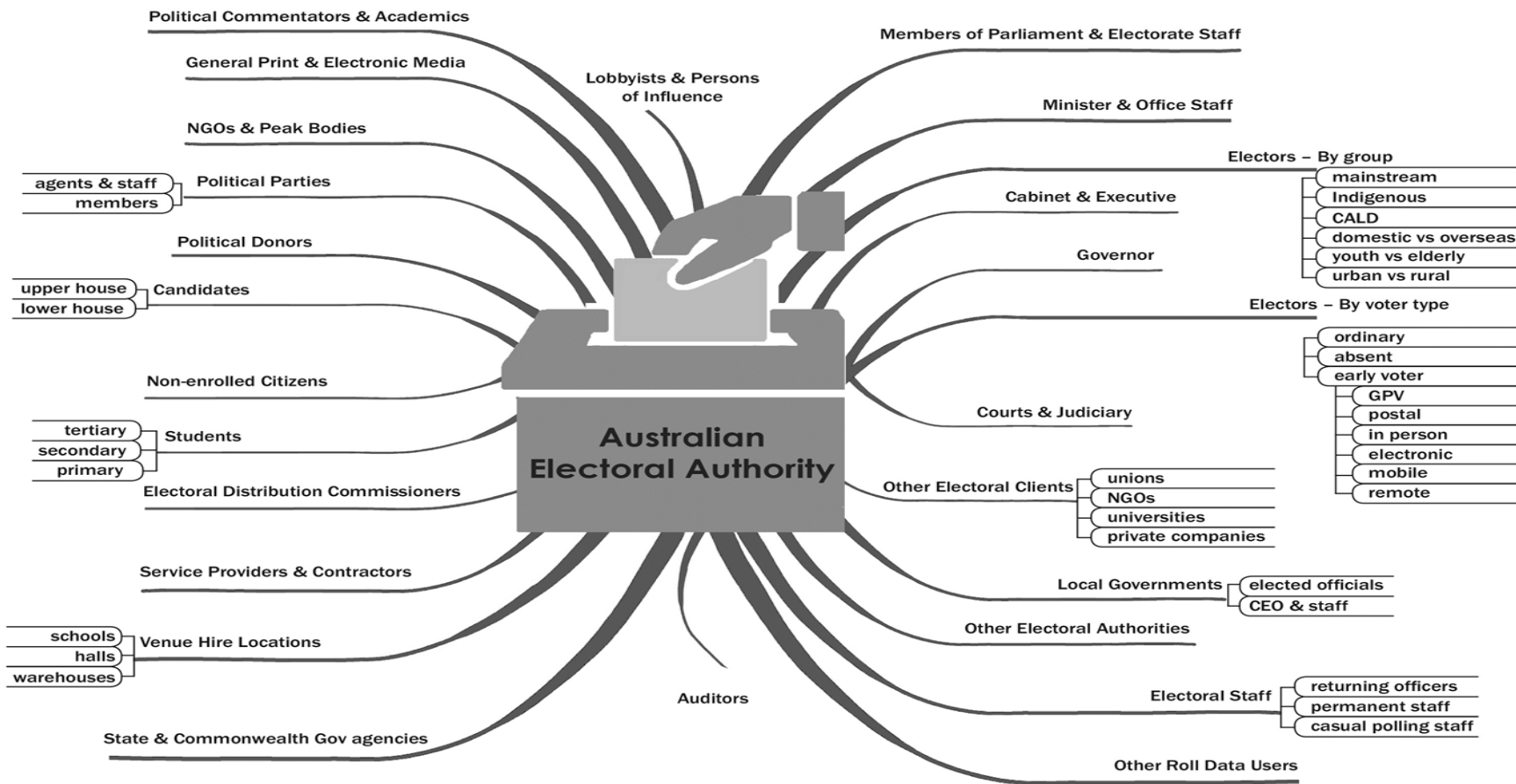
WESTERN AUSTRALIAN
Electoral Commission

- A State department + statutory authority
- Elections /// Enrolment /// Awareness
- A cyclical event based business
- From 50 to over 8,000 staff
- Highly regulated environment





An Electoral Authority's Stakeholder Mix

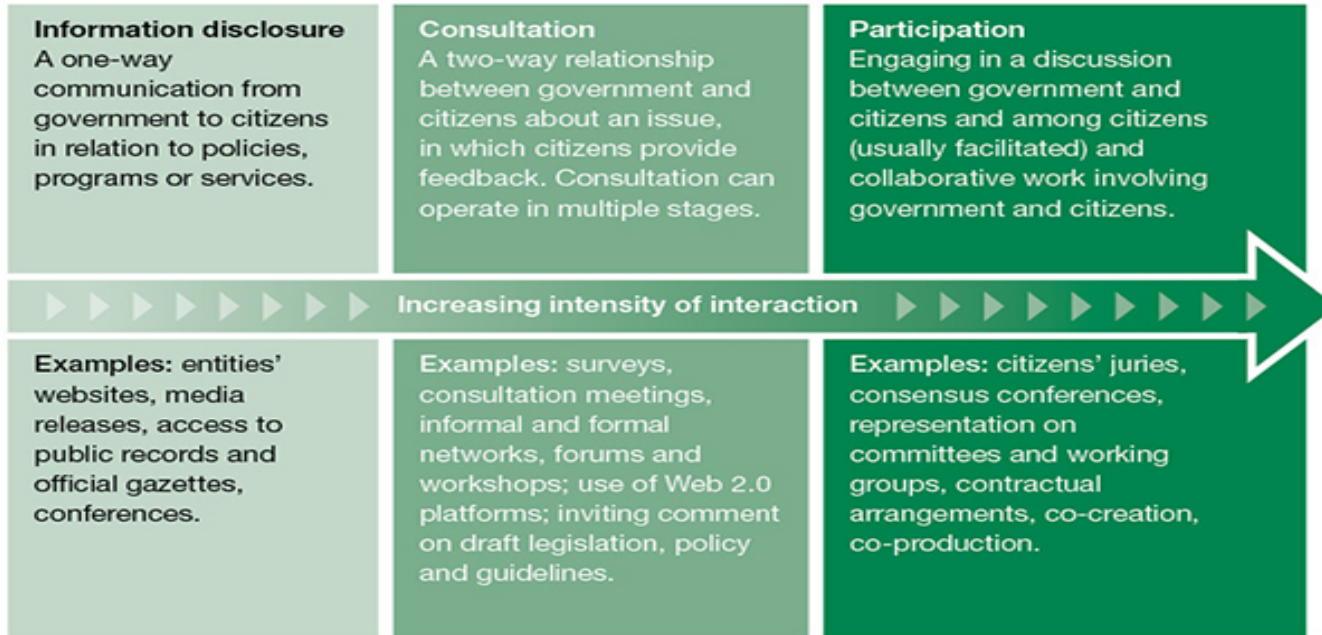




Stakeholders vs Customers

- Citizens = WAEC customers = services
- Large and diverse customer base
- Elector Segmentation – first time voters, experienced, disengaged, urban, country, remote Aboriginal, CaLD, disabled, travellers, FIFO, shift workers ...

Levels of Customer Engagement

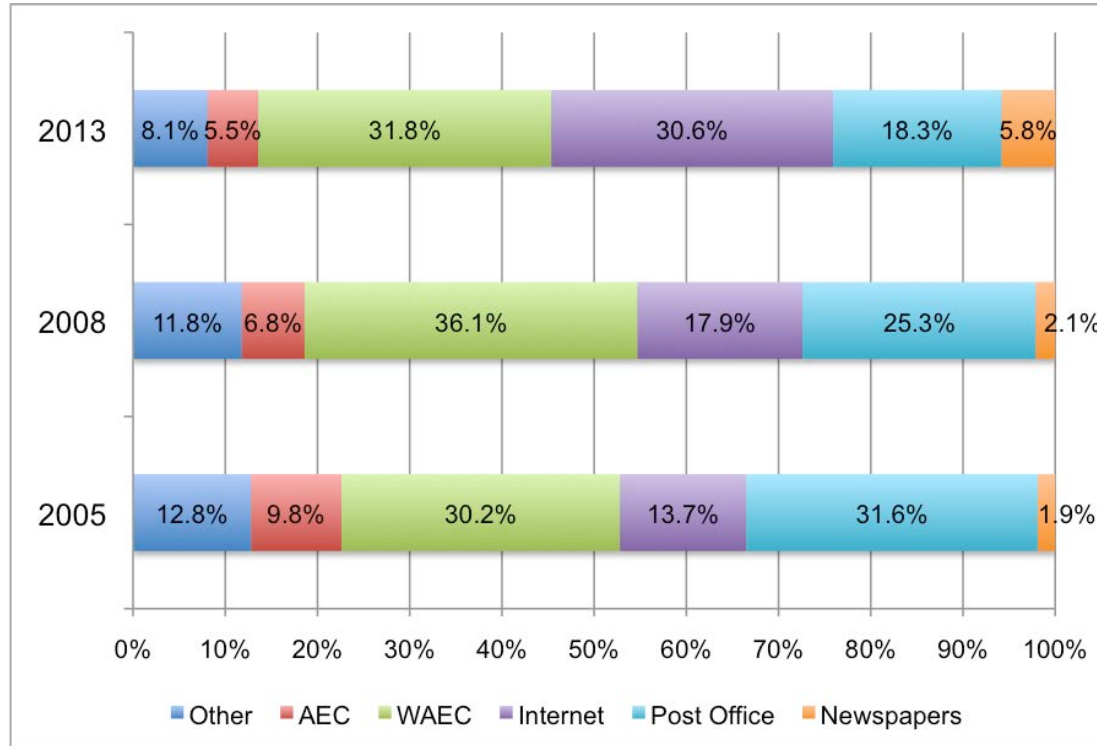


Source: ANAO, 2013

Insight – from Passive Sources

- Post election surveys of electors, candidates, media, casual polling staff, suppliers

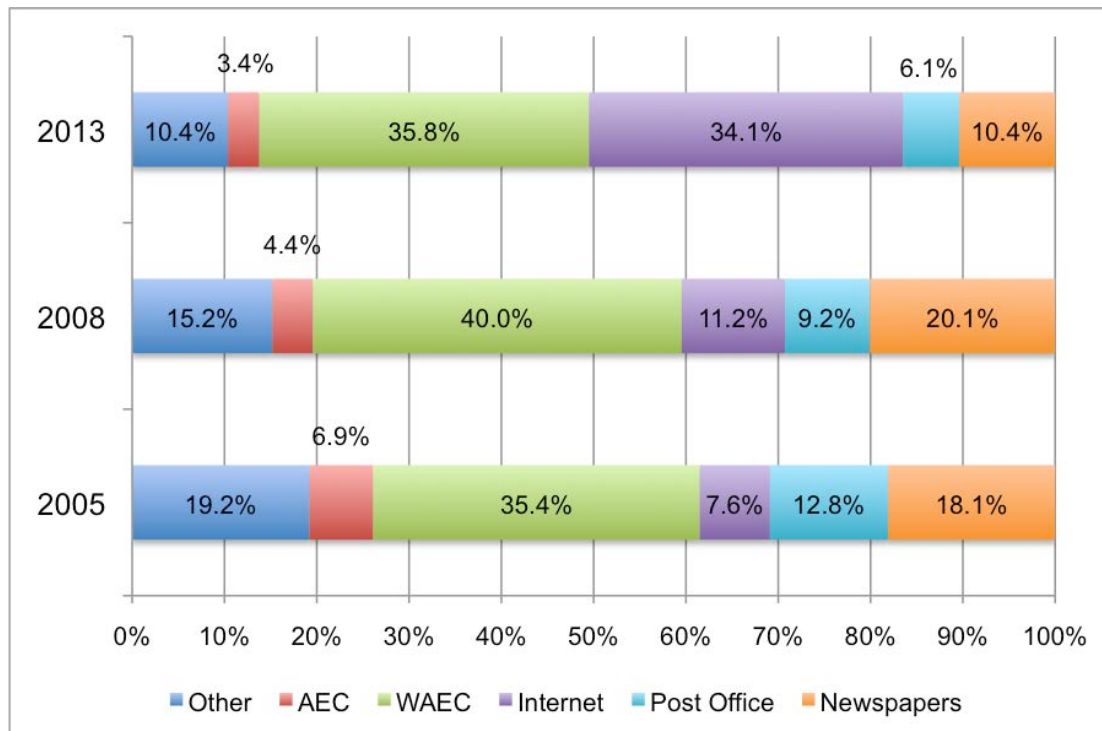
Elector Surveys



Asset Research - 2013 State election

**Elector Information
Sources – How to
Enrol**

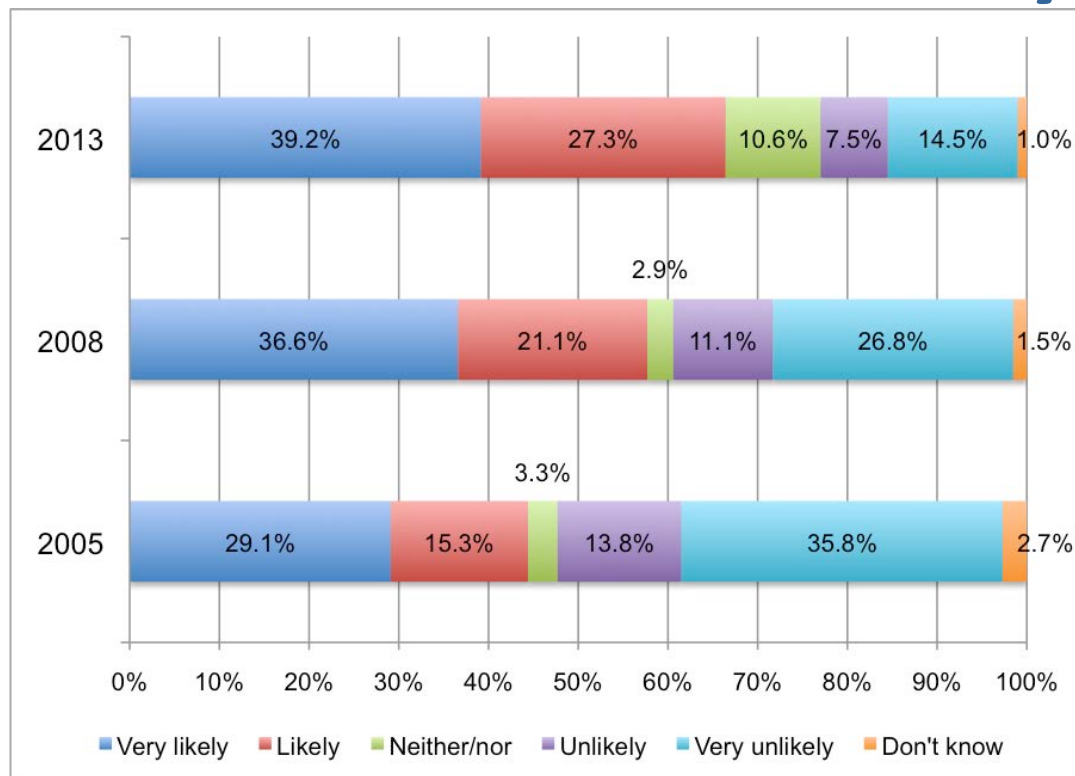
Elector Surveys



Asset Research - 2013 State election

**Elector Information
Sources – How to Vote**

Elector Surveys



Likelihood of Voting Via the Internet

Asset Research - 2013 State election

Insight – from Passive Sources

- Post election surveys of electors, candidates, media, casual polling staff, suppliers
- **Capture and analysis of voting and other statistics**

Election Data Analysis

- Informality by district and polling place
- Types of informality
- Most travelled districts – o/s & interstate
- District demographics – oldest, youngest
- Districts with the most early voters
- Voter turnout by district

Data Analysis Example - Informality

- **District informality rates:**
Churchlands = 3.53% Mirrabooka = 9.96%
- **Intentional vs Unintended informality:**
Churchlands = 53% unintended
Mirrabooka = 70% unintended
- **Categories of unintended informality**
- **Implications for service delivery**

Insight – from Passive Sources

- Post election surveys of electors, candidates, media, casual polling staff, suppliers
- Capture and analysis of voting and other statistics
- **Web and social media visitation figures**
- **Internal and external audits**



Insight – from Interactive Sources

- Responsive enquiries/complaints handling
- Face-to-face customer exit interviews – eg. political party agents
- Consultative forums – eg. CaLD electors
- System development partnering & trialing – eg. Vote Assist for the vision impaired

Engagement with CaLD Electors

Some key engagement learnings include:

- must build on-going personalised relationships
- tap into existing networks & structures
- foster the support of community leaders
- be aware & respectful of community traits
- language barriers are fundamental

Engagement with CaLD Electors

Initiatives stemming from engagement:

- partnering with OMI & local government staff to deliver ongoing civics presentations to CaLD groups
- looking to train community leaders as electoral ambassadors & as information officers
- reviewing polling place signage/instructions – fewer words and more graphics
- multi-lingual guide to be loaded on tablets

Customer Engagement Benefits

- Adds significantly to quality of policy or service
- More meaningful and targeted goal setting
- Builds community understanding and buy-in
- Improves agency's reputation and influence
- Reduces vocal opposition; key players in-the-tent
- Improves identification of risks & opportunities
- Boosts the profile of an initiative

Self Interest as a Motivator!

‘Public agencies are born of and live by satisfying interests that are sufficiently influential to maintain the agencies’ political legitimacy and the resources that come with it.’

Rainey (1997)

Some Challenges Ahead

- Meeting changing customer expectations regarding when & how to vote
- Managing the divergent expectations of different customer groups
- Declining interest in traditional forms of political participation



