

AUSTRALIA'S FEDERAL ELECTION POSTAL VOTES DELIVERED WITH CERTAINTY

Solution for Australian Electoral Commission



Computershare delivers 1.3 million
postal vote certificates for the
Australian Electoral Commission within
three days of candidates being finalised.



SITUATION

A federal election to determine the members of the 44th Parliament of Australia took place in September 2013 and the Australian Electoral Commission (AEC) fulfilled its role to provide alternative arrangements for voters who were unable to cast their vote on election day.

Around nine percent of the voting population chose to submit postal votes and executing this process accurately and on time was crucial as any errors or delays could have affected the outcome of the election.

The postal vote process required the AEC to create and distribute a Postal Vote Certificate (PVC), for voters to complete and return. Since the previous election, the number of PVCs required to be produced increased by 42%.

The AEC sought a partner who could provide an innovative solution, deliver certainty and reduce risk. They also required a partner who had the capacity to produce the significant volume needed within a short timeframe.



SOLUTION

Computershare's solution for the AEC was to create an all in one self-mailer PVC with a two-way addressing system, for distribution to the voter and return to the AEC. The design complied with stringent legislative regulations and the House of Representatives ballot paper guidelines.

To ensure accuracy, the House of Representatives ballot papers were matched to the voter at the data preparation stage and combined into a single document for printing.

Through our national production system, Computershare was able to create the PVCs in multiple sites, further reducing the timeframe required to complete the work.

As each of the Computershare sites use the same print technology and production system, they were also able to deliver consistent quality output regardless of production location.

Computershare produced close to 1.3 million PVCs with many complex moving parts requiring controlled coordination and dedicated staff working 24 hours.

Computershare worked collaboratively with the AEC on the Quality Assurance process. While ensuring the work complied with Computershare's strict quality controls, access to AEC was also provided to conduct their Quality Assurance process on site.



OUTCOMES

The AEC was quick to recognise the benefits of a partnership with Computershare Communication Services. The results of our collaboration include:

- Distribution of PVCs to registered postal voters within three days of the candidates being finalised, giving postal voters more time to submit their vote
- 100% accuracy and high quality of Postal Vote Certificates
- A streamlined postal design which allowed voters to return the completed ballot papers with ease
- Delivering AEC with an improved solution while keeping within their budget
- Ultimately assisting AEC with a successful postal voting process

“Computershare should be extremely proud of their operations. Their staff are very dedicated to their work and have a great work ethic.”

*Assistant Director PMO,
Australian Electoral Commission*



improved solution meeting budget requirements



1.3 million
postal vote certificates delivered within three days



100%
accuracy of postal vote certificates

DO YOU HAVE A CUSTOMER COMMUNICATION PROBLEM TO SOLVE?

Speak to Computershare Communication Services' strategic consultants
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