

Out of Home Action Plan: Monitoring and evaluation plan

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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 <u>Appendix 1</u> and <u>Appendix 2</u>).

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). <u>Diversity and Inclusion Framework – Final 2021</u> (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

Problem statement: Democratic legitimacy depends on inclusivity. People experiencing homelessness are more likely to face barriers to participating in democracy and less likely to participate in electoral processes than other members of the community.



Strategies: Access

Increase awareness of supports in place for enrolling and voting (including knowledge that you don't need a fixed address to enrol and vote).

Strategies: Attitudes

Build trust with the community through stakeholder engagement, a volunteer program and the Democracy Ambassador program.

Strategies: Community

Educate the community on the importance of voting – every vote counts.

Strategies: Access

Facilitate voting for people experiencing homelessness through mobile enrolment and voting.



Intended impacts

- Advocacy for legislative change: revised no-fixedaddress form.
- People experiencing homelessness have increased trust, understanding and access to participate in the electoral process.
- · Increased enrolment of under-represented groups.
- Increased participation (i.e. formal voting) of underrepresented groups in electoral processes and democracy.
- Maximised participation of all eligible Victorians in democracy and electoral processes.





Evidence and assumptions

- Evidence People experiencing homelessness have much lower turnout rates than other groups. The most common factor discouraging people experiencing homelessness from voting is disillusionment with politics (Coram, V., Louth, J., Hill, L., Tually, S., and Goodwin-Smith, I. (2019). An Exploration of Homelessness and Electoral Participation. University of South Australia and The University of Adelaide, Adelaide). Lack of information is another key factor in the low rate of enrolment and turnout (Guerra, A., and Lester, N. (2004). Improving access to voting rights amongst the homeless in Brisbane, University of Queensland, Brisbane).
- Assumption 1 The no fixed address provisions of Commonwealth and state legislation do not adequately capture the population experiencing homelessness. For example, people living in insecure or unsafe housing may have a fixed address but may still experience barriers to enrolment and voting as a result of 'insecure' or 'unsafe' housing. People experiencing homelessness might also be enrolled at a previous address.
- Assumption 2 Engagement with the sector and community will build trust.
- Assumption 3 The strategies will lead to intended impacts through activities, outputs and outcomes outlined in the program logic.

Activities

Outputs

Short-term outcomes Medium-term outcomes (>6 months) (>6 – 18 months)

Impacts

- Review no-fixed-address form
- Promote freecall 1800 number
- Deliver SE2022 campaign
- Provide SE2022 specialist mobile enrolment & voting
- Recruit, train and support Democracy Ambassadors with lived experience/connection to homelessness
- Stakeholder engagement
 - consult with key stakeholders
 - expand sponsorships and stakeholder projects
 - attend stakeholder events
- Support the VEC Out of Home Advisory Group
- Implement VEC corporate volunteer program
- Conduct VEC resource review - language & appropriateness
- Review data & mapping

- OOH Action Plan People experiencing homelessness
- Recommendations for revised no-fixed-address Form
- 1800 freecall phone number
- SE2022 campaign
- SE2022 specialist mobile enrolment and voting sessions
- Democracy Ambassadors with a lived experience/ connection to homelessness
- Out of Home Advisory Group (members/meetings/ attendance)
- Sponsorship and collaboration opportunities within the sector
- VEC resources use current homelessness sector language
- Communication plan
- Monitoring and evaluation

- People experiencing homelessness have better access to electoral information
- The VEC has better understanding of the barriers and solutions to accessing electoral information and services for people experiencing homelessness
- The VEC has improved understanding of data regarding no-fixedaddress
- The VEC has improved relationships with homelessness stakeholders
- Increased VEC staff awareness and engagement of the Out of Home Action Plan – People experiencing homelessness

- Campaign reach to homelessness sector
- People experiencing homelessness have increased opportunities to engage with peer to peer electoral education (COVID dependent)
- Increased number of people experiencing homelessness enrolled to vote (proxy): increase in no-fixedaddress enrolment & increase in number of enrolments through specialist mobile enrolment
- Increased rate of voting among people experiencing homelessness (proxy & data dependent): increase in no-fixed-address turnout & increase in number of votes through specialist mobile voting
- VEC has robust engagement, visibility, and influence with homelessness stakeholders
- Homelessness stakeholders have greater awareness and understanding of the VEC and the importance of electoral participation
- Homelessness stakeholders are more likely to facilitate clients to effectively participate in elections
- VEC staff are participating in corporate volunteering opportunities in the homelessness sector

- Advocacy for legislative change: Revised no-fixedaddress form
- People experiencing homelessness have increased trust, understanding and access to participate in the electoral process
- Increased enrolment of under-represented groups
- Increased participation (i.e. formal voting) of under-represented groups in electoral processes and the democracy
- Maximised participation of all (eligible) Victorians in the democracy and electoral processes

- 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

Problem statement: Democratic legitimacy depends on inclusivity. People in prison who are eligible to vote are less likely to participate in electoral processes than other members of the community. Access to this cohort is only possible through Corrections Victoria which further complicates the issue of improving electoral access and attitudes for people in prison who are eligible to vote.



Strategies: Community

Improve collaboration with Corrections Victoria to facilitate access for people who are serving a sentence of less than 5 years

Strategies: Attitudes

Increase awareness and engagement of supports for, and right of those people in prison eligible to vote

Strategies: Access

Increase perceptions of the importance of voting- every vote counts

Strategies: Access

Facilitate mobile voting in prison(s) (COVID-19 dependent)



Intended Impacts

- Enhanced engagement with prison sector on electoral matters
- Positive cultural shift in prisons towards facilitating electoral access and information for people in prison in Victoria
- Increased enrolment of under-represented groups
- Increased participation (ie. formal voting) of underrepresented groups in electoral processes and the democracy
- Maximised participation of all (eligible) Victorians in the democracy and electoral processes



Evidence and Assumptions

- Evidence Electoral engagement rates for eligible citizens in prison serving a sentence of less than 5 years are incredibly low only a quarter of people in prison eligible to vote are on the roll (VEC, 2010).
- Assumption 1 The barriers to participation are varied and complex with little research conducted.
- Assumption 2 The number of votes from people in prison is unable to be counted.
- Assumption 3 The strategies will lead to intended impacts through activities, outputs and outcomes outlined in the People in Prisons Program Logic.

Activities

Outputs

Short-term outcomes (6 months)

Medium-term outcomes (>6 – 18 months)

Impacts

- Review past electoral engagement program for people in prisons
- Map data received by VEC on people in prisons
- Stakeholder engagement including consultation with Corrections Victoria and prisons in Victoria on program feasibility
- Form the Prison Electoral Network
- Publish and distribute the new VEC Victorian prison guide – elections and voting
- Develop monitoring and evaluation plan
- Develop communications plan

- Updated electoral engagement program for people in prisons
 - Peer listener education (offered to at least one trial prison site)
 - Prison Electoral Network
 - Engagement of a consultant with lived experience of the prison environment
 - Updated VEC
 Victorian prison
 guide elections and
 voting
 - Approved management and use of VEC data on people in prisons
- Evaluation and monitoring plan
- Communications plan
- Program report

- VEC Victorian prison guides elections and voting distributed to prisons (via Corrections Victoria)
- Electoral engagement information kit for peer listeners, prison staff and prisoner advocates distributed to prisons (with Corrections Victoria)
- Corrections Victoria provided with electoral information for orientation manual, staff/ prisoner newsletters, forums and Prison General Manager meetings
- Agreed collaborative approach with Corrections Victoria on prisons electoral engagement
- Enhanced sector knowledge and stakeholder engagement for the VEC

People in prison (at trial site):

- better access to electoral information
- better understanding of how to enrol and vote
- improved understanding of civic rights
- Peer listeners (at trial site) are better equipped to assist people in prison with electoral matters
- Prison staff have improved electoral knowledge
- Increased rate of voting among people in prison (of those eligible) through specialist mobile voting (dependent on access to prisons)
- Prison stakeholders have greater awareness and understanding of the VEC and the importance of electoral participation

- Enhanced engagement with prison sector on electoral matters
- Positive cultural shift in prisons towards facilitating electoral access and information for people in prison in Victoria
- Increased enrolment of under-represented groups
- Increased participation (i.e. formal voting) of under-represented groups in electoral processes and the democracy
- Maximised participation of all (eligible) Victorians in the democracy and electoral processes

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