



## CASE STUDY – WESTERN AUSTRALIAN ELECTORAL COMMISSION

Recruitment and Advertising system, including training, implemented in four weeks.

<b>Solution</b>	BigRedSky
<b>Company</b>	Western Australian Electoral Commission
<b>Industry</b>	Government
<b>Recruits</b>	7,000 per election
<b>Offices</b>	59 districts
<b>Applications</b>	11,000
<b>Challenge</b>	WAEC required a company that not only provided an R & A System but they required a partner who understood their business, their very specific requirements and could work within extremely tight time frames.

BigRedSky has been providing a Recruitment and Advertising system to the West Australian Electoral Commission since 2005. WAEC have used the system on a number of occasions for the following elections:

- 2006 State General Election
- 2008 State General Election
- 2009 Daylight Saving Referendum
- 2009 Local Government Elections

The system allows for prospective staff to register electronically using their email address and to indicate their preferred work location and type of employment. It also provides for Returning Officers to search, report, assess and appoint staff who are registered for their district. WAEC employs approximately 7,000 polling place staff across 59 districts and includes Polling Place Managers, Assistant Polling Place Managers, Declaration Issuing Officers, Ordinary Issuing Officers, Queue Controllers, Ballot Box Guards, Mobile Polling Place Staff and General Assistants in Polling Places throughout the state from Kununurra to Esperance including all Regional Polling Places in the remotest locations of Western Australia.

Maxine Joseph is the Staffing Project Leader at West Australian Electoral Commission and provides, among other things, an HR service function for WAEC. She made the following comments in regard to the State General Elections and Daylight Saving Referendum:

### State General Election 2008

"In the 2008 State General Election that was held on the 6th September 2008 only **4 weeks** notice was given to WAEC to hold an election. Over 11,000 people had registered to work at polling places and the appointment of over 7000 polling place staff could not have been achieved without the fantastic support of the BigRedSky staff. Because the State Election time frame was so short BigRedSky

staff volunteered to train the 59 Returning Officers in the use of the BigRedSky data base. The project was completed within a very short time frame and the support received from BigRedSky was very much appreciated by the WAEC staff. The Returning Officers were then able to quickly recruit and appoint staff and print Attendance Sheets which contained all details of the polling place and each of the staff with their relevant details and position appointment. BigRedSky also provided a **24 Hour Helpdesk facility** to assist Returning Officers with any problems that they encountered at any hour of the day. There were occasions when calls were lodged very late at night and Returning Officers were most appreciative of the assistance that was provided. The BigRedSky R & A System also allowed Returning Officers to mail or email a Letter of Offer and/or Letter of Confirmation to each of their applicants in a timely and convenient manner. The letter generated polling place details, position details and information about training and manuals."

### Daylight Saving Referendum 2009

"In the 2009 Daylight Saving Referendum that was held on the 16th May 2009 BigRedSky was able to once again train Returning Officers in time for a new recruitment campaign. Furthermore, the system was able to invite all applicants who had submitted an application for the 2008 State General Election to register for the 2009 Daylight Saving Referendum. Details were duplicated in the Daylight Saving Referendum data base making it very easy for applicants who had worked at the State General Election to reapply. An application page was pre filled with the applicant's previous details and the applicant only had to make a few changes in order to submit their new application."





### Summary

“WAEC required a company that not only provided an R & A System but they required a partner who understood their business and their very specific requirements. BRS were always professional, co-operative and meticulous in meeting any functionality requests that were made and, because they understand the way an election is run, were able to recognise the need for quick solutions to any issues that arose. BigRedSky has a wealth of experience across the whole of Government and they know and understand the processes and challenges in running a project such as staffing for a State Election. The implementation of the electronic registration system saved a huge amount of time for the Polling Place Staffing Team. This, of course, saves money for the WAEC and reduces the amount of staff required for the project.

BigRedSky are able to limit access levels to the data base via a login identification which strengthens and maintains confidentiality. I would recommend a visit to reference sites to view a demonstration of the system. BigRedSky is a professional and logical system and you don't require a lot of IT knowledge to use it.”

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