



Liquor Legends  
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# About Us

CJ Mac Data & Electrical is a proudly Australian-owned business founded in 2019 by cousins Cody and Jack McIntyre. Built on a shared commitment to quality, integrity and dependable delivery, the business has grown steadily into a trusted infrastructure delivery partner across telecommunications and civil works.

From humble beginnings supporting copper and fibre technologies within the NBN network, CJ Mac has expanded its capabilities while maintaining a strong focus on reliability, professionalism and consistent project outcomes. Our reputation is something we hold dearly, earned through practical expertise, strong partnerships and a commitment to delivering safely, efficiently and to the highest standards.

We operate with a forward-looking mindset, recognising the importance of sustainable practices, responsible infrastructure delivery and long-term industry contribution. This includes continually refining our systems, strengthening workforce capability and adapting to the evolving needs of our partners and the communities we support.

Agility, accountability and continuous improvement underpin how we work. By regularly reviewing our goals, processes and performance, we ensure CJ Mac remains responsive, resilient and well positioned for the future, while continuing to deliver the quality, reliability and professionalism our partners have come to expect.

# Executive Summary

The CJ Mac Data & Electrical Strategic Plan (2026–2028) builds on the strong foundations established during our first strategic planning period. Over recent years, the business has strengthened its delivery capability, expanded key partnerships and reinforced its reputation as a dependable infrastructure delivery partner across telecommunications and civil works.

As the infrastructure environment continues to evolve, this strategic plan reflects the next stage of our development — focusing on stability, capability and disciplined long-term growth. Our direction for the coming three years centres on strengthening revenue stability, reinforcing workforce capability, embedding structured operational systems and maintaining the highest standards of safety and compliance.

Our mission remains to deliver reliable infrastructure solutions that support connectivity, community and industry outcomes across South Australia. Our vision continues to position CJ Mac as a trusted delivery partner recognised for professionalism, safety and consistent performance.

The strategic priorities for 2026–2028 are structured around four key goals:

**GROWTH** – Strengthening revenue stability through disciplined partnerships, integrated service capability and deliberate market positioning to support a resilient pipeline of work.

**WORKFORCE** – Stabilising workforce capability and strengthening autonomous, accountable delivery through targeted recruitment, structured capability development and leadership engagement.

**OPERATIONAL EXCELLENCE** – Systemising delivery through structured workflows, operational discipline and continuous improvement to support consistent, scalable project outcomes.

**SAFETY & COMPLIANCE** – Reinforcing a proactive safety culture supported by disciplined field practices, visible leadership and structured compliance systems.

Together, these goals provide a clear and practical pathway forward. By maintaining operational discipline, strengthening capability and continuing to refine our systems and practices, CJ Mac will remain resilient, adaptable and well positioned to deliver safe, reliable and high-quality infrastructure outcomes for our partners, clients and communities.

## Our Mission

Driving progress with cutting-edge infrastructure solutions that prioritise safety, inspire connection, empower businesses and pave the way for a digitally inclusive future.



## Our Vision

Leading the way in infrastructure delivery, where innovation and excellence unite, driven by a skilled workforce with safety and community impact at our core.



# Our Values

Guided by integrity, driven by accountability and powered by diversity, safety and growth, our values shape who we are and how we deliver excellence every day.



## **INTEGRITY**

We conduct our business with honesty, fairness and respect, building trust with clients, partners and communities.



## **SAFETY**

We prioritise the safety of our employees, clients and communities, embedding rigorous safety practices in all that we do.



## **ACCOUNTABILITY**

We take ownership of our actions and deliver on our commitments with transparency, reliability and precision.



## **GROWTH**

We strive for continuous improvement, innovation and diversification to ensure long-term success for our employees, clients and stakeholders.



## **DIVERSITY & INCLUSION**

We embrace diversity in our workforce and foster an inclusive culture where everyone feels valued and empowered to contribute.

# Pillars for Success

Our strategic goals are underpinned by four foundational pillars that guide how we work and deliver success. These pillars serve as the tools we apply to achieve our mission, embody our values and drive meaningful outcomes for our clients, workforce and communities. Together, they ensure that our efforts remain focused, purpose-driven and aligned with our vision for the future.



## Lead with Integrity

Act with honesty, fairness and accountability in every decision to build trust and maintain strong relationships with clients, partners and communities



## Innovate for Excellence

Leverage creativity, technology and streamlined operations to drive efficiency, adapt to challenges and exceed expectations



## Foster Growth & Diversity

Embrace diversity, inclusivity and continuous learning to unlock potential, empower people and create opportunities for long-term success



## Prioritise Safety & Wellbeing

Embed a safety-first culture that protects employees, clients and communities while ensuring mental health, compliance and operational sustainability

# Our Strategic Goals

At CJ Mac Data & Electrical, our Strategic Plan (2026–2028) reflects a deliberate commitment to stability, capability and disciplined growth. As infrastructure programs continue to evolve, our focus remains on strengthening revenue foundations, reinforcing workforce capability, embedding structured operational systems and maintaining the highest standards of safety and compliance.

Our strategic goals provide clear direction for the business over the next three years. Each goal aligns with our mission, vision and values while supporting sustainable performance, trusted partnerships and long-term organisational resilience.

Practical critical actions underpin each goal, ensuring strategy translates into structured outcomes across all areas of the business. These actions guide how we strengthen partnerships, build workforce capability, systemise delivery and reinforce behavioural safety standards.

Together, these goals form a clear pathway forward — enabling CJ Mac to continue delivering reliable infrastructure outcomes while operating with discipline, integrity and purpose in a dynamic and evolving industry.

## Goal 1: GROWTH

Diversify and strengthen revenue streams



## Goal 2: WORKFORCE

Stabilise capability and strengthen autonomous delivery



## Goal 3: OPERATIONAL EXCELLENCE

Systemise delivery and scale with discipline



## Goal 4: SAFETY & COMPLIANCE

Embed safety as a behavioural and commercial enabler



## Goal 1: GROWTH

Diversify and strengthen revenue streams



**Objective:** Strengthen revenue stability through disciplined partnerships, integrated service capability and deliberate market positioning to support sustainable, long-term growth.

CJ Mac Data & Electrical is focused on building a resilient and predictable pipeline of work through structured partnerships, reliable performance and strategic capability expansion. In an evolving infrastructure environment, consistent delivery and strong commercial alignment are essential to maintaining stability and supporting measured growth.

Through continued investment in integrated services and clear market positioning, we aim to support complex infrastructure projects with confidence, reliability and long-term commitment.

### Critical Actions:

- Formalise and deepen strategic delivery partnerships to support consistent workflow and predictable pipeline growth.
- Strengthen relationship management and performance accountability across key projects to reinforce dependable delivery outcomes.
- Develop integrated service capability to strengthen end-to-end project delivery and coordination.
- Maintain disciplined market positioning through structured communications and digital presence aligned to our capability and values.
- Review and refine brand, website and capability materials to reflect operational maturity and evolving market expectations.

## Goal 2: WORKFORCE

Stabilise capability and strengthen autonomous delivery



**Objective: Stabilise workforce capability and strengthen autonomous, accountable delivery across all operational roles.**

Our people are central to delivery performance and operational reliability. As project complexity increases, we remain committed to maintaining a skilled, adaptable and safety-focused workforce capable of delivering consistent outcomes.

Through targeted capability development, structured leadership engagement and clear performance standards, we are reinforcing accountability and strengthening team autonomy across projects.

### Critical Actions:

- Strengthen technical capability through targeted recruitment and disciplined workforce planning aligned to delivery demand.
- Reduce operational risk through structured skills mapping and cross-skilling pathways and capability development.
- Embed structured leadership engagement to reinforce accountability, clarity and performance ownership.
- Implement clear performance standards and measurable accountability frameworks aligned to delivery excellence.

## Goal 3: OPERATIONAL EXCELLENCE

Systemise delivery and scale with discipline



**Objective: Strengthen operational consistency, quality and delivery reliability through structured systems and continuous improvement.**

Operational excellence at CJ Mac is underpinned by disciplined workflows, first-time-right delivery and measurable accountability. As infrastructure programs evolve, systemised delivery and operational transparency are essential to predictable outcomes.

By embedding structured planning, standardised processes and formal review cycles, we ensure scalable growth while protecting quality and client confidence.

### Critical Actions:

- Standardise end-to-end project workflows to improve efficiency and delivery consistency.
- Reinforce first-time-right performance to minimise rework and safeguard quality outcomes.
- Strengthen digital systems and reporting discipline to enhance transparency, accountability and operational visibility.
- Formalise structured operational review cadence to monitor performance and drive measurable improvement.
- Convert operational insights into documented system enhancements to support scalable, disciplined growth.

## **Goal 4: SAFETY & COMPLIANCE**

Embed safety as a behavioural and commercial enabler



**Objective: Strengthen a proactive safety culture through disciplined field practices, visible leadership and structured compliance systems.**

Strengthen a proactive safety culture through disciplined field practices, visible leadership and structured compliance systems.

Safety remains fundamental to how CJ Mac operates and delivers. We are committed to embedding consistent safety behaviours across all worksites, supported by structured audit programs and continuous workforce education.

Through visible leadership and ongoing refinement of systems and practices, we reinforce a culture where safety supports both people and performance.

### Critical Actions:

- Embed disciplined safety expectations into daily field operations through structured practices, visible leadership and clear accountability standards.
- Implement formal audit and compliance cycles to uphold regulatory requirements, strengthen accountability and drive continuous improvement in safety performance.
- Deliver targeted, data-informed safety education programs that reinforce best practice, improve hazard awareness and support workforce wellbeing.
- Maintain consistent leadership presence in the field to model safe behaviours, reinforce standards and demonstrate organisational commitment to safe, reliable delivery.

**By combining innovation, dependability and quality craftsmanship with a customer-first approach, CJ Mac Data & Electrical delivers infrastructure solutions that support Australia's digital evolution and empower communities for the future.**

### **Our Commitment to Diversity, Inclusion and Belonging**

At CJ Mac Data & Electrical, we are dedicated to fostering a workplace where every employee, client and partner feels valued, included and connected. We are committed to creating a culture that celebrates diversity and respects the unique experiences and perspectives of all individuals.

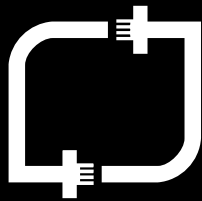
We embrace the strengths that come from our differences, ensuring inclusivity for Aboriginal and Torres Strait Islander peoples, LGBTIQ+ communities, people with disabilities and those from multicultural and multifaith backgrounds. By prioritising connection and belonging, we aim to build a stronger, more united organisation that reflects the diverse communities we serve.

### **Acknowledgement of Country**

CJ Mac Data & Electrical acknowledges the Kaurna people as the Traditional Custodians of the Adelaide Plains, where we live and work. We recognise their deep and enduring connection to the land, skies and waterways and pay our respects to Kaurna Elders past, present and emerging.

We honour their rich cultural heritage and ongoing contributions to the region and are committed to fostering respect, inclusion and understanding as we work together toward a shared future.





# CJMAC

## DATA & ELECTRICAL

Strategic Plan 2026 - 2028

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