

Strategic Plan

2025 - 2027



CJ MAC
DATA & ELECTRICAL



About Us

CJ Mac Data & Electrical is a proudly Australian-owned business founded in 2018 by cousins Cody and Jack McIntyre. With a shared vision of excellence and innovation, Cody and Jack have transformed CJ Mac into a trusted name in the industry.

From humble beginnings, the business has grown into a leader in copper and fibre technologies within the NBN Network, while successfully branching out into civil works. Our team is known for delivering outstanding results—on time, every time—while maintaining a steadfast commitment to quality and reliability.

CJ Mac Data & Electrical has built an enviable reputation for “getting things done” with precision and excellence. Whether it’s a complex data installation or large-scale civil project, we combine technical expertise with a customer-first approach to ensure exceptional outcomes every step of the way.

Innovation, dependability and quality craftsmanship are the hallmarks of CJ Mac Data & Electrical. These values continue to drive us as we deliver cutting-edge solutions and maintain our position as leaders in the industry.



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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 Kurna 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 Kurna 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.

Executive Summary

The CJ Mac Data & Electrical Strategic Plan (2025–2027) sets out a clear roadmap for the next three years, anchored by our unwavering commitment to excellence. This plan defines our goals, aligns our efforts and reaffirms our dedication to delivering infrastructure solutions that prioritise safety, foster innovation and empower communities and businesses alike.

Our Mission is to drive progress with cutting-edge infrastructure solutions, inspiring connections and paving the way for a digitally inclusive future. Our Vision positions us as a trusted leader, uniting innovation and excellence with a skilled workforce that champions safety and community impact.

Built on a foundation of strong Values—Integrity, Accountability, Diversity & Inclusion, Safety and Growth—our strategic goals focus on four key pillars:

1. **Growth:** Expanding capabilities, forging partnerships and exploring new opportunities to strengthen our market presence.
2. **Workforce:** Cultivating a skilled, safe and motivated team through training, career pathways and wellbeing initiatives.
3. **Operational Excellence:** Driving efficiency, innovation and compliance to optimise project delivery and client satisfaction.
4. **Safety & Compliance:** Embedding safety in everything we do while exceeding regulatory standards and protecting our employees, clients and communities.

This plan represents our collective ambition to lead with purpose, innovate with confidence and deliver meaningful outcomes for all stakeholders. At CJ Mac, we don't just build infrastructure—we build trust, progress and a brighter future.



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 (2025–2027) reflects our commitment to achieving excellence in every aspect of our operations. Over the next three years, we have set ambitious goals that focus on growth, workforce development, operational excellence and safety and compliance.

Each goal has been meticulously crafted to align with our mission, vision and values, ensuring that our efforts drive progress, inspire innovation and deliver value to our stakeholders. To achieve these objectives, we have defined clear and actionable steps under each goal. These critical actions serve as our roadmap, guiding us in transforming plans into measurable outcomes and ensuring we maintain focus on what truly matters.

From expanding our capabilities and forging new partnerships to prioritising the safety and wellbeing of our team, every action we take is designed to uphold the highest standards of quality, reliability and impact. This plan is not just a vision for the future—it is our blueprint for success, with a focus on creating lasting value for our clients, workforce and the communities we serve.

Goal 1: Growth

**Diversify and Strengthen
Revenue Streams**



Goal 2: Workforce

**Develop and Retain a Skilled
and Safe Team**



Goal 3: Operational Excellence

**Innovate and
Optimise for Success**



Goal 4: Safety & Compliance

**Prioritise Safety,
Exceed Standards**



Growth

Objective: Drive business expansion by broadening CJ Mac's client base, service offerings and market opportunities for sustained financial growth.

Growth is the cornerstone of CJ Mac Data & Electricals' future success. To remain competitive and resilient in a dynamic industry, we are committed to expanding and diversifying our revenue streams. By building stronger partnerships with delivery partners, broadening our client base, enhancing our service offerings and exploring untapped markets, we aim to drive sustained financial stability and unlock new opportunities for innovation and excellence.

This goal reflects our commitment to scaling our capabilities and building stronger partnerships with infrastructure delivery partners and key stakeholders. Strategic initiatives like launching a traffic management subsidiary and achieving ACM Accreditation allow us to expand our service scope, meet regulatory standards and provide comprehensive solutions for our clients.



Goal 1: Growth

Diversify and Strengthen Revenue Streams



Critical Actions:

- Expand capabilities and workforce to capture a greater share of available work from infrastructure delivery partners.
- Forge partnerships with other delivery partners and key stakeholders to unlock new revenue streams.
- Launch a traffic management subsidiary to provide seamless, end-to-end project solutions.
- Achieve ACM Accreditation to access asbestos removal projects and meet regulatory compliance standards.
- Explore opportunities in commercial electrical services to diversify the business portfolio.
- Showcase CJ Mac's expertise and achievements through strategic marketing and compelling tender submissions.

Workforce

Objective: Cultivate a motivated, safety-focused workforce with the skills and support needed to deliver exceptional results.

At CJ Mac Data & Electrical, our people are the foundation of our success. To uphold our commitment to excellence, we are implementing strategic initiatives that prioritise staff development, safety and wellbeing while strengthening HR operations to better attract, retain and support a skilled workforce.

This includes developing a robust Human Resources framework to address skill gaps, streamline operations and support long-term business success. We are fostering retention through employee incentives such as KPIs and wellbeing initiatives, embedding safety and mental health across all operations and establishing clear career development pathways. Regular 1-on-1 meetings, yearly performance reviews and targeted training programs ensure continuous growth, engagement and staff development.

By improving recruitment strategies and enhancing workforce development programs, we are building a team that reflects our commitment to excellence, safety and future readiness. Together, these actions ensure CJ Mac Data & Electrical is well-positioned to meet today's challenges and seize tomorrow's opportunities.



Goal 2: Workforce

Develop and Retain a Skilled and Safe Team



Critical Actions:

- Develop a Human Resources framework to support staff development, address skill gaps and streamline HR operations for long-term business success.
- Boost retention with employee incentives such as KPIs and wellbeing initiatives.
- Prioritise safety and mental health across all operations with initiatives that support and enhance staff wellbeing.
- Establish clear career development pathways by implementing regular 1-on-1 meetings, yearly performance reviews and targeted training programs to foster engagement, growth and staff development.
- Strengthen HR operations to better attract, retain and develop a skilled workforce through improved recruitment strategies, employee engagement initiatives and workforce development programs.

Operational Excellence

Objective: Enhance efficiency, reduce costs and deliver projects on time through innovation and streamlined operations.

Efficiency, innovation and precision are the cornerstones of CJ Mac Data & Electricals' commitment to operational excellence. In a competitive industry, staying ahead requires not just meeting standards but exceeding them through streamlined processes and cutting-edge solutions. This goal ensures we consistently deliver projects on time, within budget and to the highest quality.

By adopting advanced automation tools and digital reporting systems, we boost efficiency while maintaining compliance. Lean principles guide our approach to procurement, reducing costs and minimising waste. Flexible resource allocation and adaptive scheduling systems empower us to respond seamlessly to shifting priorities and client demands.

Real-time tracking and transparent reporting not only enhance accountability but also strengthen client relationships. With regular reviews to refine processes and uphold industry best practices, we ensure continuous improvement and alignment with our strategic objectives. This focus on operational excellence drives innovation and positions CJ Mac as a leader in delivering outstanding project outcomes.

Goal 3: Operational Excellence

Innovate and Optimise for Success



Critical Actions:

- Adopt automation tools and digital reporting systems to boost efficiency and ensure compliance.
- Streamline procurement and apply lean principles to cut costs and minimise waste.
- Develop adaptive resource allocation and scheduling systems to respond to shifting priorities.
- Implement real-time tracking and reporting to improve transparency and exceed client expectations.
- Regularly review processes to identify improvements and uphold industry best practices.



Safety & Compliance

Objective: Build a safety-first culture that protects employees, clients and communities while exceeding compliance standards.

At CJ Mac Data & Electrical, safety is not just a priority—it's a core value that defines how we work. Our commitment to building a safety-first culture ensures the protection of our employees, clients and communities while maintaining the highest standards of compliance. This goal reflects our dedication to embedding safety into every aspect of our operations.

By enforcing rigorous safety and quality standards, we meet and exceed both regulatory and client expectations. Through continuous updates to our safety management systems and targeted training, we actively reduce workplace risks and foster a proactive safety mindset. Advanced monitoring tools and enhanced incident response systems empower us to stay vigilant and prepared.

Our workshops and campaigns on safety, compliance and mental health educate and support our team, ensuring everyone is equipped to contribute to a safe working environment. By achieving certifications and communicating transparently, we strengthen our reputation as a trusted, safety-focused subcontractor. At CJ Mac, safety is the foundation upon which all success is built.

Goal 4: Safety & Compliance

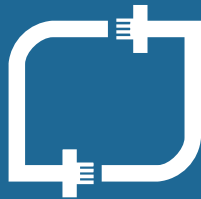
Prioritise Safety, Exceed Standards



Critical Actions:

- Enforce rigorous safety and quality standards, meeting all regulatory and client requirements.
- Continuously update safety management systems and provide training to reduce workplace risks.
- Use advanced monitoring tools to track safety metrics and enhance incident response.
- Deliver regular workshops and campaigns to educate employees on safety, compliance and mental health.
- Strengthen CJ Mac's reputation as a trusted, safety-focused subcontractor through certifications and transparent communication.





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