



NAIDOC
WEEK
50 YEARS
DEADLY
5-12 JULY 2026

OUR DEADLY JOURNEY IN COLOUR

A MAXIMA COMMUNITY ARTS PROJECT

This NAIDOC Week, Maxima invites you to add your colour to our story.

For 50 years, NAIDOC has carried the voices of First Nations people - voices of survival, resistance, culture and pride. For over 15 years, Maxima has walked alongside First Nations communities across Australia, supporting trainees, partnering with employers, and building career pathways grounded in community.

Our Deadly Journey in Colour brings these two stories together. We're sharing the Maxima X - the heart of our mark - as a blank canvas. Your colours, your Country, your story fill it.

At the close of the project, every X finds its place on a map of Australia - positioned on the Country it came from or you connect with.

How it works

1. Download and decorate the Maxima X - paint, draw, collage, weave or design it any way you like.
2. Fill in a short artist bio - your name, your Country, a description of your artwork and the medium used.
3. Submit a high-resolution photo or scan of your finished artwork using the attached stencil, with your bio, to IndigenousEnquiries@maxima.com.au by end of 31 August 2026.

Who is it for?

This project celebrates First Nations people, culture and community - our trainees, employer partners, staff, family and friends.

Download your stencil and find out more at maxima.com.au/deadly-journey-in-colour-arts-project or email IndigenousEnquiries@maxima.com.au



maxima.com.au



1300 629 462

Every piece will become part of a living installation - a digital map of Australia, with each artwork placed on the Country it came from or represents.

It will roll out across Maxima's digital channels, events and screens during NAIDOC Week and beyond.

Where possible, printed artworks will also be exhibited at Maxima offices and community spaces across Australia.

Every artwork - digital and physical - will be displayed with the artist's name, Country, artwork description and medium, celebrating each individual voice within the collective.

A select number of artworks that connect powerfully with the theme will be chosen for a permanent installation, with **3 winners** to be announced and receive **\$200 voucher** each

Maxima Community Arts Project contacts:
Elkira Simmons · Jayden Tong

All submitted artworks are the original creative work of the contributing artist. Artwork is not to be used for commercial purposes. All rights remain with the artist. By submitting, you grant Maxima permission to display your artwork for the purpose of this community arts project.



Maxima acknowledges the Traditional Owners and Custodians of this country. Through our actions we respect cultural heritage and recognise their connection to lands, waters and community. We pay respect to Australia's First Peoples and to their Elders past, present and emerging.



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Artist Bio & Artwork Submission Form

Thank you for adding your colour to our story. Please complete this form and submit it along with a high-resolution photo or scan of your finished Maxima **X** to IndigenousEnquiries@maxima.com.au by end of 31 August 2026.

ARTIST DETAILS

Full name:

Country / mob (if you'd like to share):

Email or phone (for contact regarding your submission):

Are you connected to Maxima as: (e.g. trainee, employer partner, staff, family/friend, community member)

ARTWORK DETAILS

Artwork title (optional):

Medium used (e.g. paint, pencil, collage, weaving, digital):

Tell us about your artwork - what does it represent, and what does "Our Deadly Journey in Colour" mean to you? (a few sentences)

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PERMISSIONS

By submitting this form, I confirm this artwork is my own original work and I give Maxima permission to display it — along with my name, Country and artwork description — as part of the Our Deadly Journey in Colour digital installation and, where applicable, in physical displays at Maxima offices and community spaces.

Signature / name: Date:

Once finished, submit a high-res photo or scan with your artist bio to:
IndigenousEnquiries@maxima.com.au
Submissions close end of 31 August 2026

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STENCIL



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