

Strategic Plan 2026–2029



Driven by purpose

A message from our Chair and CEO



Employment has the ability to change lives - and at Maxima, that belief drives everything we do.

This Strategic Plan sets the course for the next chapter of Maxima's journey. Grounded in five interconnected strategic pillars and underpinned by four key imperatives - Impact, Pathways, Partnerships and Sustainability - it reflects our shared ambition to create lasting, measurable outcomes for the people and communities we serve .

People are at the heart of everything we do. By building confidence, nurturing strong employer relationships and working collaboratively with our partners, we empower individuals and organisations to thrive. Together, these pillars and imperatives will guide our decisions, shape our actions and ensure Maxima continues to transform lives and build stronger communities.

Sarah Bartholomeusz
Chair of the Board

Kate Thiele
CEO

Who we are

People are at the heart of everything we do. At Maxima, we create opportunities that empower individuals, strengthen businesses and build more inclusive communities across Australia.

Through our Group Training, Recruitment and Inclusive Employment Australia services, we deliver meaningful outcomes that help people realise their potential and build brighter futures.

By building confidence, nurturing strong employer relationships and working collaboratively with our partners, we create pathways for individuals and organisations to thrive.

Together, we open doors to opportunity and deliver lasting impact - guided by our purpose and committed to sustainable growth so we can continue making a difference for generations to come.



Maxima acknowledges the Traditional Owners of Country throughout Australia and acknowledges their continuing connection to land, waters and community.

We pay our respects to the people, the cultures and the Elders past and present.

Our Aspiration

Through building genuine trust and lasting partnerships, Maxima is creating a future where the right job changes a person's life, strengthens employers and businesses, and lifts communities.

Our Purpose

Every day, Maxima works towards a better Australia by transforming people's lives through meaningful employment and outstanding service.

We are a people first, national for purpose employment and workforce solutions partner, connecting all people with the right employment opportunities.

Our Values

These are the core principles that help guide our culture, our identity, and decision-making, everyday. They reflect our commitment to developing and valuing every person we work with - because when people feel valued and supported to grow, the impact we create together is greater.

Accountability
Collaboration
Compassion
Integrity
Respect



Our Commitment

This Strategic Plan is our commitment - to the people we serve, the partners we work alongside and the communities we are proud to be part of. It is ambitious by design, because the need is great and our belief in what is possible is greater.

We are driven by the following imperatives



Impact

Changing lives through measurable outcomes.

Employment is more than a job, it's a pathway to a better future. Through our programs, we connect people with meaningful work that builds futures, creates stronger communities and delivers lasting economic impact across Australia. This starts with investing in our own workforce so the expertise and care we bring to every placement reflects our purpose.



Pathways

Creating confidence in capabilities and opportunities.

We partner with our customers and employers to create pathways that make a difference. By building confidence and nurturing strong employer relationships, we empower people to feel valued, grow, and secure the right opportunities.



Partnerships

Working together to open doors.

Maxima builds purposeful partnerships around a shared goal; creating opportunities and forging pathways that make a real difference in people's lives



Sustainability

Protecting our purpose for the future.

By making thoughtful, responsible decisions today, we protect our ability to keep opening doors and changing lives for generations to come.

Our Strategic Pillars

These five strategic pillars translate purpose into action, aligning our efforts toward meaningful, long-term outcomes.

Purpose into action

1

Programs and Services

Outcome

Maxima grows its existing programs and services.

Strategy

Use stakeholder (Candidate/ Customer and Client/Employer) experience and co-design to drive improved service delivery and enhance service offerings, including in First Nations.

Actions

- Strengthen Current Programs
- Elevate Stakeholder Experience
- Enhance First Nations Positioning

Purpose into action

2

People and Capability

Outcome

Maxima has a strong and capable workforce enabling us to deliver on our purpose.

Strategy

Strengthen culture, engagement and employee experience to attract, recruit and retain great people.

Actions

- Strengthen Culture and Engagement
- Learning and Skill Development
- Workforce Planning

Purpose into action

3

Business Health and Resilience

Outcome

Maxima has strong and well governed practices ensuring business health and resilience.

Strategy

Development of greater financial discipline, stronger asset management, and development of risk and capabilities.

Actions

- Performance and Accountability
- Liquidity and Asset Management
- Business Risk and Continuity

Purpose into action

4

Transformation and Enablement

Outcome

Maxima has strong systems and processes which enhance and enable service delivery across new and existing programs.

Strategy

To optimise the use of technology, systems and strategic business development to expand workforce capacity and product mix.

Actions

- Explore and Embed AI and Augmentation
- Enhance Service Offerings
- Continuous Improvement

Purpose into action

5

Brand Awareness

Outcome

Maxima is a trusted and credible workforce solutions partner.

Strategy

To strengthen Maxima's impact across Australia, through increased community awareness and improved service optimisation.

Actions

- Performance and Accountability
- Liquidity and Asset Management
- Business Risk and Continuity

Real People, Real Impact

Behind every outcome is a person whose life has been changed - these are their stories.



The next generation of apprentice chefs

Since 2001, Maxima has partnered with the Adelaide Convention Centre to deliver a culinary apprenticeship program that genuinely changes lives. Head Chef Gavin Robertson shares firsthand how this long-standing collaboration supports apprentices from day one through to graduation – and why the partnership continues to thrive.

"Maxima are at the forefront of organising their apprentices, picking the right ones for us to interview."

Gavin Robertson
Employer Partner,
Adelaide Convention Centre

→ Watch the full story



Empowering inclusive administration

For over seven years, Maxima has supported a remarkable team of admin officers living with disability at the Department of Health WA. Employment support partners Tahlia and Amanda share how matching tasks to individual strengths – and genuine care for every team member – is transforming lives and redefining what inclusive employment looks like.

"They show what's possible when given the chance to contribute their strengths in a meaningful way."

Amanda Boardman
Maxima Employment Support Partner

→ Read the full story



It's all about community for award-winning Sean

Named Maxima's Community-Based Employee of the Year, Sean is redefining what it means to show up for your community. As Health Club Supervisor at The ARC Campbelltown, his passion, empathy and lived experience make him an inspiration to members and colleagues alike. Read Sean's remarkable story.

"Sean's exceptional work ethic and passion for community and fitness have made him an invaluable asset to the ARC team."

James Lomax
Manager Recreation Services,
The ARC Campbelltown

→ Read the full story



From classroom to banking career for Bella

Before finishing Year 12, Bella – a proud First Nations student from Shepparton – secured a permanent role with NAB through a Maxima school-based traineeship. Her story is a powerful example of what's possible when young people are given the right opportunity and support.

"I never imagined myself working in a bank. But once I started, I realised how much I love helping people. I feel like it's given me a head start in life."

Bella Cooper
NAB Shepparton Branch Trainee

→ Read the full story



Looking Forward

The work we do matters. Every placement, every partnership, every person supported is a step toward a more inclusive and opportunity-rich Australia.

As we move forward, we do so with clarity of purpose, strength of values and confidence in our people. The next chapter of Maxima's journey starts here - and we are ready.

We thank our staff, partners, employers and clients for their trust, their dedication and their shared belief in the power of meaningful employment to change lives.



Reframe What's Possible



“Maxima helped me discover more opportunities and get into an industry that I really love.”

Georgia is training as a horticulturist while working with the Adelaide City Council.