

Media release



Tuesday 25 November 2025

Goodstart welcomes Paula Mayson as its new Chief Operating Officer

Goodstart's CEO, Dr Ros Baxter, today announced that Paula Mayson had been appointed as the organisation's new Chief Operating Officer.

"We're thrilled to welcome Paula who brings extensive executive leadership in education at Camp Australia, health, disability and the not-for-profit sector to this vital role," Dr Baxter said.

"At its heart, the role of Goodstart's Chief Operating Officer is all about supporting our 653-strong centre network and that means setting our extraordinary centre leaders up for success to ensure our centre teams can maximise the potential of every child through high quality early learning.

"Our outgoing COO, Melinda Smith elevated support for centre leaders during her time with Goodstart and I know Paula will build on the strong foundation Melinda has built.

"Paula combines strategic vision with operational expertise, having delivered significant growth, turnaround strategies, and cultural transformation in complex, purpose-driven organisations.

"Over the past twenty years Paula has worked in leadership roles with medium to large multi-national publicly listed companies and not-for-profits in Australia, Asia, North America, and Europe including InvoCare, Open Minds, the Endeavour Foundation, Diabetes QLD and Rio Tinto."

Paula says quality, safety, inclusion, and people are at the heart of her approach to leadership.

"When I step into the role in mid-January, I will be focused on working with the team to continue to create environments where every child feels safe and supported so they can thrive," she said.

"And for the Goodstart team I will be working to ensure CDs, teachers and educators feel valued, engaged, and inspired.

"I will champion rigorous quality standards, a strong safety culture, and inclusive practices that ensure families and communities experience the very best in early learning."

Paula will begin her new role in mid-January 2026. ends



For more information contact media@goodstart.org.au.

Notes for editors

Goodstart Early Learning is Australia's largest early learning provider with 653 centres nationwide. We're a not-for-profit social enterprise committed to improving the lives of Australia's children and their families. For more information, visit goodstart.org.au.

Acknowledgement of country

Goodstart acknowledges all Traditional Custodians across Australia and recognises First Nations peoples' continued cultural and spiritual connection to the land, sky and waterways that surround us. We pay our respects to Elders past, present and emerging.

We're for children, not for profit

visit goodstart.org.au