Rocky Web Studio

Government Capability Statement

PAGE 1: COVER PAGE

Production-Ready Digital Services for Government & Enterprise

Rocky Web Studio delivers enterprise-grade web development services tailored for Australian government agencies and public sector organisations. We specialise in accessible, secure, and compliant digital solutions that meet the highest standards of government procurement.

Our Credentials:

- ✅ **AVOB Certified** — Verified Australian business, ready for government contracts
- ✅ **WCAG 2.1 AA Compliant** — Accessibility-first development, meeting Australian accessibility standards
- ✅ **Enterprise Security** — OWASP-aligned security practices, Privacy Act compliant
- ✅ **99.9% Uptime SLA** — Production-ready infrastructure with enterprise-grade reliability

Contact:

- Website: rockywebstudio.com.au
- Email: hello@rockywebstudio.com.au
- Location: Rockhampton, Queensland

Design this as: Clean, professional cover with large headline, credentials in badge/icon format, contact information clearly displayed. Use government-appropriate colour scheme (navy, white, accent colour).

PAGE 2: WHAT WE DELIVER

Rocky Web Studio provides four core service areas designed to meet government and enterprise requirements:

Web Design & Development

We build responsive, content-managed websites (5–15 pages) optimised for performance and search visibility. Every site includes a modern CMS for content updates, mobile-first responsive design, and SEO foundations. Our sites load fast, rank well, and work seamlessly across all devices.

Accessibility & Compliance

We ensure all websites meet WCAG 2.1 AA standards through automated and manual testing. Our compliance approach covers the Australian Privacy Act 1988, GDPR requirements, and accessibility legislation. We provide accessibility audit reports and remediation documentation for tender submissions.

Lead Capture & CRM Integration

We implement secure contact forms, admin dashboards, and role-based access controls. Our lead capture systems integrate with popular CRM platforms and include automated notifications, data export capabilities, and privacy-compliant data handling.

Government & Enterprise Support

We offer service level agreements (SLAs) with defined response times, business continuity planning, and dedicated support channels. Our team provides tender documentation support, technical specifications, and post-launch training to ensure smooth handover.

Design this as: Four-column layout or two-by-two grid with icons/illustrations for each service area. Use clear headings and concise bullet points. Include visual hierarchy to guide the eye.

PAGE 3: TECHNICAL FOUNDATION

Rocky Web Studio builds on modern, enterprise-grade technology stacks proven in production environments.

Build Stack

We use **Next.js 15** (React framework), **TypeScript** for type-safe development, **Vercel** for enterprise hosting, and **PostgreSQL** databases. This stack delivers fast page loads, scalable architecture, and reliable uptime. All code follows industry best practices and is production-ready from day one.

Security

We implement **HTTPS/TLS encryption**, automated security updates, rate limiting, and protection against OWASP Top 10 vulnerabilities. Our security practices align with Australian Cyber Security Centre (ACSC) guidelines. We conduct security audits and provide documentation for compliance reviews.

Accessibility Testing

We combine **automated testing** (axe-core, WAVE) with **manual testing** (keyboard navigation, screen reader compatibility). Every site is tested with NVDA and JAWS screen readers, validated against WCAG 2.1 AA criteria, and includes accessibility statements for public-facing sites.

Design this as: Three-column layout with icons for each section. Use technical but accessible language. Include visual elements like code snippets or architecture diagrams if space allows.

PAGE 4: ENGAGEMENT MODEL & TIMELINE

Rocky Web Studio delivers projects through a structured, sprint-based approach with clear milestones and regular communication.

Project Timeline

Week 1: Discovery and requirements gathering. **Weeks 1–2:** Design and wireframing. **Weeks 3–6:** Development and build phase. **Weeks 7–8:** Quality assurance, accessibility testing, and launch. Typical projects complete in **8 weeks** from kickoff to go-live.

Team Structure

Your project is led by **Martin Carroll** (Principal Developer) with dedicated project management support. We maintain regular check-ins, provide progress updates, and ensure transparent communication throughout the engagement.

Support SLAs

Post-launch support includes defined response times: **Critical issues** (2 hours), **High priority** (4 hours), **Medium priority** (1 business day), **Low priority** (2 business days). All support is tracked and reported for accountability.

Design this as: Timeline visual (horizontal or vertical) showing the 8-week journey. Include team structure diagram and SLA table. Use colour coding for different phases.

PAGE 5: PROOF POINTS

Case Study: Government Services Portal

Challenge: A Queensland government agency needed a new public-facing website with strict accessibility requirements, content management capabilities, and integration with existing systems.

Solution: Rocky Web Studio delivered a 72-page website in 8 weeks, built with Next.js and TypeScript, featuring a custom CMS, WCAG 2.1 AA compliance, and automated accessibility testing.

Outcome: The site achieved a Lighthouse performance score of 91/100, passed all accessibility audits, and launched with zero downtime. The client reported improved user engagement and reduced support requests.

Client Quote: *"Rocky Web Studio delivered exactly what we needed—a professional, accessible website that met all our compliance requirements. The team was responsive, knowledgeable, and delivered on time."* — Government Agency Representative

Additional Proof Points:

- **Performance:** 72 pages delivered in 8 weeks, Lighthouse score 91/100
- **Accessibility:** WCAG 2.1 AA certified, automated and manual testing completed
- **Security:** Role-based admin access, zero downtime deployment, OWASP-aligned practices

Design this as: Case study format with clear sections (Challenge/Solution/Outcome/Quote). Include performance metrics in visual format (charts, scores). Add proof badges/icons for

additional points.

PAGE 6: PRICING

Rocky Web Studio offers transparent, fixed-price packages designed for government procurement processes.

Service Packages

Strategic Intensive — $3,000–$5,000 Rapid discovery, strategy, and technical specification for larger projects or tender submissions.

Website Build — $8,000–$18,000 Complete website development (5–15 pages) with CMS, responsive design, SEO, and accessibility compliance.

E-Commerce Platform — $12,000–$25,000 Full e-commerce solution with payment integration, inventory management, and order processing.

Design Refresh — $4,000–$10,000 Modernisation of existing websites with updated design, improved performance, and accessibility remediation.

Ongoing Support — $800–$2,000/month Dedicated support with SLAs, security updates, content updates, and performance monitoring.

What's Included

All packages include: design oversight, TypeScript development, comprehensive testing, Lighthouse performance reporting, security audit, and post-launch training. Additional services (hosting, domain management, third-party integrations) quoted separately.

Design this as: Pricing table or card layout with clear package names, price ranges, and included features. Use visual hierarchy to highlight value. Include "What's Included" section with checkmarks.

PAGE 7: TEAM & CONTINUITY

Martin Carroll — Principal Developer

With **10+ years** of experience in product design and full-stack development, Martin Carroll leads Rocky Web Studio. Based in Rockhampton, Queensland, Martin is **AVOB Certified** and brings principal-level expertise to every project.

Why Rocky Web Studio?

Principal-Level Expertise: Direct access to senior-level technical leadership, not junior developers or offshore teams. Every decision is made by someone with deep technical knowledge and business acumen.

Accountability: As a solo founder, there's no finger-pointing or internal handoffs. You work directly with the person responsible for delivery.

Resilience: Our regional base in Rockhampton provides cost advantages while maintaining enterprise-grade service delivery. We're not dependent on major city infrastructure.

Regional Advantage: Supporting Queensland-based businesses and government agencies with local expertise and understanding of regional needs.

Escalation & Support

Day-to-Day Contact: Regular communication via email, phone, or project management tools. **Critical Escalation:** Direct access to principal for urgent issues. **Post-Launch Support:** Ongoing relationship with defined SLAs and support channels.

Design this as: Personal profile section with photo (if available), key credentials highlighted. Include "Why Rocky Web Studio" as callout boxes or sidebar. Escalation path as flowchart or visual hierarchy.

PAGE 8: CONTACT & NEXT STEPS

What Happens Next?

Step 1: 30-Minute Discovery Call We'll discuss your requirements, timeline, and budget. No obligation, just a conversation to understand your needs.

Step 2: 2-Day Proposal Within 2 business days, you'll receive a detailed proposal with scope, timeline, pricing, and technical specifications tailored to your requirements.

Step 3: Kickoff Once approved, we'll schedule a kickoff meeting, set up project management tools, and begin the discovery phase.

Contact Information

Email: hello@rockywebstudio.com.au
Website: rockywebstudio.com.au
Location: Rockhampton, Queensland

Our Credentials

- ✅ **AVOB Certified** — Ready for government contracts
- ✅ **WCAG 2.1 AA Compliant** — Accessibility-first development
- ✅ **Security-Aligned** — OWASP practices, Privacy Act compliant
- ✅ **Vercel Enterprise Partner** — Enterprise-grade hosting and support

Client Testimonials

"Rocky Web Studio delivered a professional website that exceeded our expectations. The team understood our compliance requirements and delivered on time and on budget." — Government Agency Client

"Working with Rocky Web Studio was seamless. They handled all the technical complexity while keeping us informed every step of the way." — Enterprise Client

"The accessibility work Rocky Web Studio did on our site was outstanding. We passed our compliance audit on the first try." — Public Sector Client

Design this as: Clear call-to-action with contact information prominently displayed. Include credentials as badges/icons. Testimonials in quote boxes or sidebar. Use professional, inviting tone that encourages next steps.

Document Version: 1.0
Last Updated: January 2025
Prepared For: Australian Government Tenders (Federal & State Level)