

**NGNY**

**ABOUT NGNY**  
DESIGN, DEVELOPMENT,  
HOSTING, MANUFACTURE

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**NGNY is a 100% Aboriginal owned  
digital services agency.**

We specialise in Design, Development,  
Hosting & Apparel Manufacture

# Contents

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<b>About NGNY...</b>	<b>p.04</b>	<b>Hosting...</b>	<b>p.27</b>
Service Overview...	p.05	Our Network...	p.29
Our Team...	p.06	Hosting Toolbox...	p.30
Why NGNY...	p.07	Hosting Clients...	p.31
Our Approach...	p.08		
Certifications...	p.09	<b>Apparel Manufacture...</b>	<b>p.32</b>
Our Clients...	p.10	Our Vision...	p.33
		Manu. Process...	p.34
<b>Design...</b>	<b>p.11</b>	Manu. Clients...	p.35
Design Process...	p.13	Case Studies...	p.36
Case Studies...	p.14		
<b>Development...</b>	<b>p.18</b>		
Dev Process...	p.19		
Technology Stack...	p.20		
Dev Toolbox...	p.21		
Case Studies...	p.22		

# About NGNY

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## **Who we are**

NGNY is a 100% Aboriginal owned and operated end-to-end digital agency founded in 2014 by Liam Ridgeway and John Saulo.

NGNY is based in the IDX Hub at the National Centre of Indigenous Excellence, Redfern NSW.

## **Indigenous Digital Economy & Impact**

At NGNY we want to make an impact on our community. We coined a term Indigenous Digital Economy which aims to identify and build on the ways in which technology can positively impact on Aboriginal & Torres Strait Islander culture and community sustainability. For us this is a journey of how technology can play a pivotal role in preserving culture and using these tools to teach culture across Aboriginal & Torres Strait Islander communities as well as non-Indigenous communities nationally and internationally.

As a business, we are impacting Indigenous Digital Economy through educational and employment opportunities and through the growth of an online business marketplace that offers a pathways into economic participation for Indigenous owned and operated businesses.

# Service Overview

NGNY's service offering has evolved over the past 4.5 years to a point where we offer end-to-end creative solutions. Our tried and tested process will take you from concept to delivery

## Design

- Graphic Design
- Branding
- User Interface (UI) Websites  
Apps  
EDM's
- Animation - 2D & 3D
- Audio / Visual
- Report Design
- Marketing Material
- Print production

## Development

- Websites
- Mobile Apps  
Hybrid  
Native
- Progressive Web Apps
- Custom Solutions
- Training
- Support
- Maintenance & Support
- Security

## Hosting

- Shared Hosting
- Virtual Private Server (VPS)
- Virtual Dedicated Server (VDS)
- AWS (Amazon)
- Azure (Microsoft)
- Heroku
- Security
- Monitoring
- Maintenance & Support

## Manufacture

- Design
- Sampling
- Production management
- Custom finishing
- Custom Packaging
- Door-to-door delivery

# Our Team

## Our delivery team

Project Managers, Graphic Designers, Developers, Animators



**John Saulo**  
Co Founder



**Liam Ridgeway**  
Co Founder



**Nikita Ridgeway**  
Designer



**Lulu Ruttley**  
Designer



**Louise Odelberg**  
Designer



**Rob Broadhurst**  
Animator



**Keenan Parker**  
Developer



**Samantha Li**  
Developer



**Sambert Rodrigues**  
Developer



**Beau Saywell**  
Project Manager -  
Manufacture

# Why NGNY

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## **Culturally appropriate**

We are experienced in working with Indigenous specific audiences. We pride ourselves on our ability to engage with and design solutions with Our community in-mind.

## **Indigenous network**

We are actively engaged in seeking out and working with other Indigenous businesses and creatives. We understand the importance of enhancing the Indigenous supply chain and are in a position to advise organisations on where other Indigenous talent can be integrated into projects.

## **Impact driven outcomes**

Because NGNY actively invests in Indigenous talent, any project that NGNY is engaged in directly impacts the local Aboriginal community through the employment of our team.

Leveraging technology to showcase, teach and enhance Our culture will ensure future generations will be able to consume Our culture and make it thrive.

# Our Approach

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## **Our Philosophy**

We follow a customer-centric approach which allows us to be agile throughout the design and build process to allow for changing requirements of our clients through early continuous delivery. This approach is driven around transparency, connection and collaboration related to short sprints and an ongoing loop of development and feedback.

## **Impact**

We value and place significant importance on our involvement and influence in projects that have a positive impact across Aboriginal & Torres Strait Islander communities and their respective socioeconomic ecosystems.

We have a priority to seek and be engaged in projects that impact the preservation and enhancement of Aboriginal & Torres Strait Islander culture and which support sustainable and long term impact and growth of culture, education, housing, health and self-determination.



# Certifications



NGNY have been a Supply Nation certified supplier since 2015.

Supply Nation is the Australian leader in supplier diversity. We bring together the biggest national database of Aboriginal and Torres Strait Islander businesses with the procurement teams of Australia's leading organisations to help them engage, create relationships and do more business.



NGNY has been B-Corporation certified since 2018.

B Corporations represent an emerging group of companies that are using the power of business to create a positive impact on the world and generate a shared and durable prosperity for all.

Certified B Corporations undertake a rigorous assessment that explores a companies governance, transparency, environmental and social impact.



Prequalification Scheme:  
ICT Services - SCM0020

NGNY became an approved supplier on 16-Apr-2018

The NSW Government ICT Services Scheme is the new model for delivering ICT services to NSW Government. These new arrangements will ensure NSW government agencies can find and procure the goods and services that best meet their needs, and makes it easier for industry to do business with government.



NGNY has been a NSW ICC / FACCI Assured Affiliate since 2018.

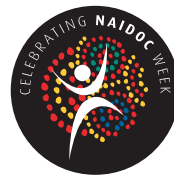
The NSW Indigenous Chamber of Commerce (NSWICC) is the Peak body for Aboriginal Business in NSW and a powerful voice for the needs of Aboriginal Entrepreneurs, Business owners and Enterprising Communities.

Our Vision is for a State that embraces its rich Aboriginal History and Culture; And values Aboriginal Entrepreneurship, Innovation and Enterprise as an important pillar in a strong New South Wales Economy.

# Our Clients

## Some of our clients

We are proud to work with a diverse range of clients across numerous sectors. In our 4.5 years we have serviced 75+ clients across multiple industries.



# DESIGN

Graphic Design II Branding II UI Design



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# Our Design Service

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## Primary Design Services

- Culturally appropriate creative design for Indigenous specific audiences
- Branding
- User Interface Design for websites & mobile applications
- Report & corporate document design

## Add-on Design Services

- Artist engagement
- Animation
- Photography
- Film & Editing
- Audio production
- Re-drawing of artwork
- Report & corporate document design
- Digital marketing assets
- Print design & production
- Apparel design



# Design Process

## Creative Concept [CC]

NGNY delivers concept designs based on clients brief, content ideas & artist engagement.



## Creative Concept [CC1]

Based on the [CC] feedback, in this stage we define the clear creative direction. Look and feel is established.



## Creative Concept [CC2]

Further refinement of the creative direction. We focus attention on the application uses of the brand creative.



## Creative Concept [CC3]

This stage is generally optional and usually occurs when significant changes to direction have been made in [CC2]



## Finished Art [FA]

We are basically complete, now we just need final sign-off to produce final deliverables. Eg. Print ready etc



## Issued Art [IA]

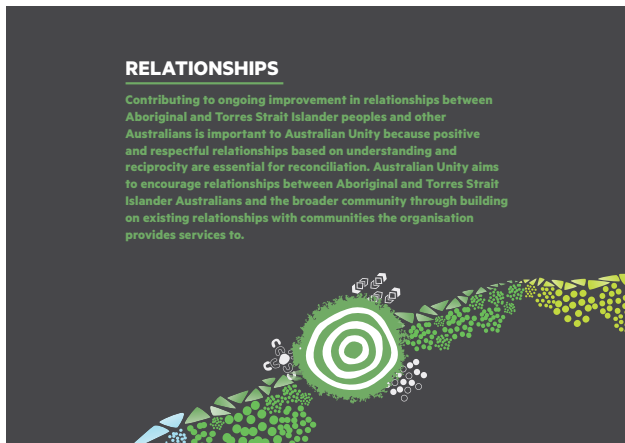
We hand all new branding assets over to the client. Now the branding can be applied across the necessary applications.

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### Our Design Process

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This is an example of our creative development journey.



Client  
Project  
Deliverables

Australian Unity  
Reconciliation Action Plan Brand Design  
Branded Identity & Guidelines of use  
Animation, print collateral, website

Watch the Australian Unity RAP animation

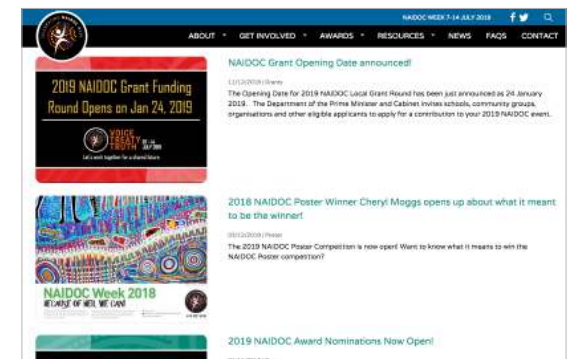
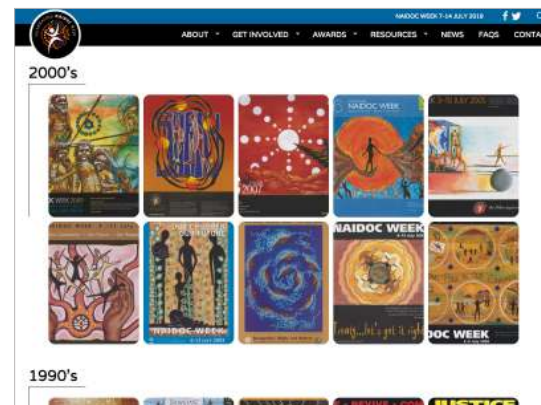
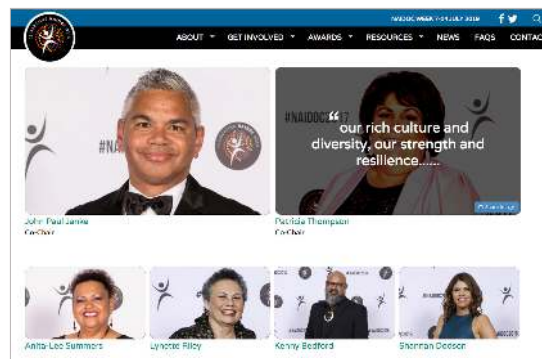
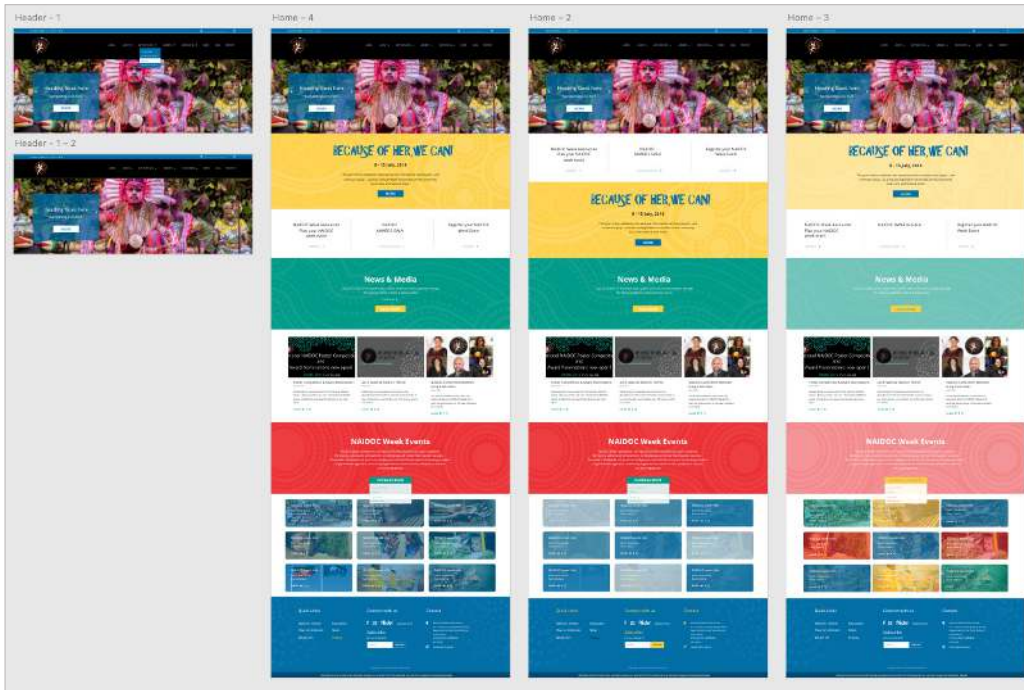


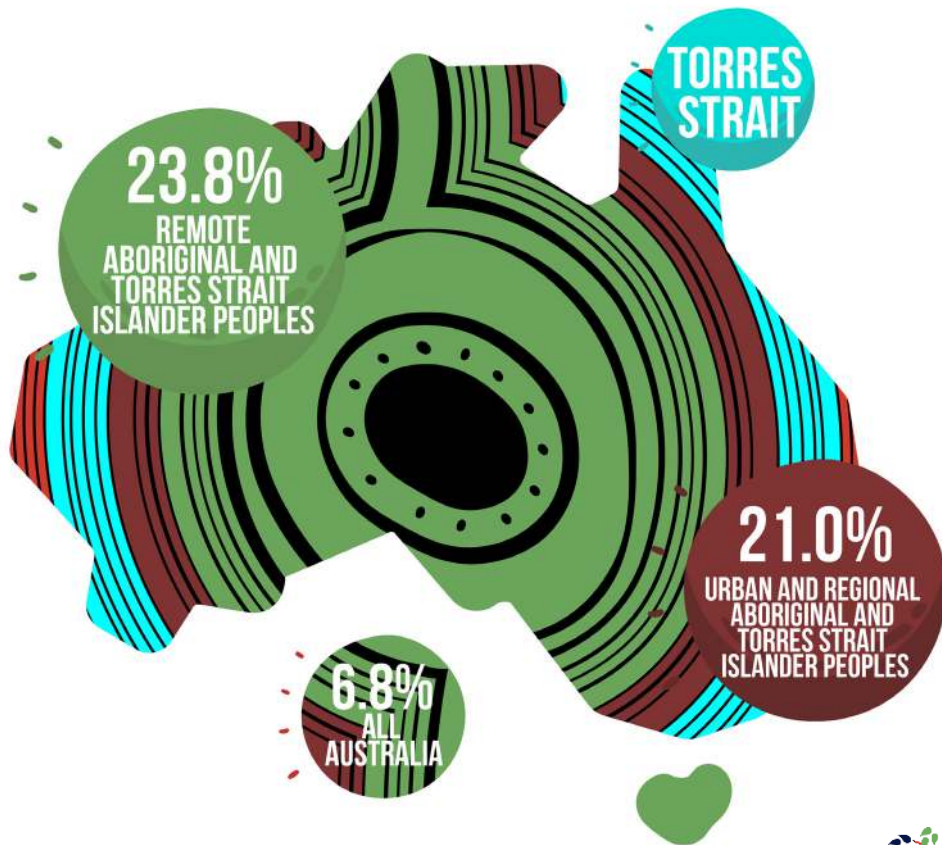


Client  
Project  
Deliverables

NAIDOC Committee - PM&C  
NAIDOC website User Interface Design  
UI designs for entire website, graphic  
element designs for banners & backgrounds.

www.naidoc.org.au





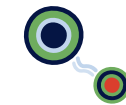
Client  
Project  
Deliverables

Neuroscience Research Australia  
Caring for Spirit Brand development  
Branded Identity & Guidelines of use  
icons, website, infographics

Program Website Launch Mid 2019



Healthy Mind,  
Body and Spirit



Staying  
Strong



STILL ME  
STILL DEADLY



DEMENTIA &  
OUR MOB



About the  
research



About us



## CARING FOR SPIRIT

ABORIGINAL AND TORRES STRAIT ISLANDER  
ONLINE DEMENTIA EDUCATION





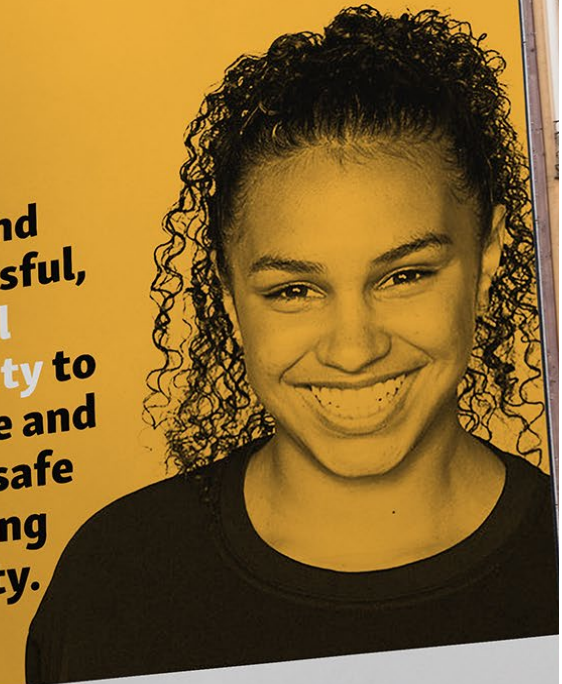


Client Inner Sydney Empowered Communities  
 Project Branded Identity  
 Deliverables Branded Identity - Logo, colours, fonts  
 Animation, print collateral, website

[www.isec.org.au](http://www.isec.org.au)



**Aboriginal  
People in  
Redfern  
have a  
strong  
cultural  
identity and  
are successful,  
with equal  
opportunity to  
contribute and  
excel in a safe  
and thriving  
community.**



# DEVELOPMENT

Websites || Mobile Apps || Progressive Web Apps



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# Project Milestones

## Discovery || Site Structure & Content

Face-to-face meetings. Define site structure and tech requirements. ID content inc copy, imagery, video, branding etc. Client provides sign-off on structure to allow us to proceed to design.



## Design || Concepts, Lo-Fi then Hi-Fi

NGNY produces layout concepts, client provides feedback. Lo-Fi is without imagery and branding. We get an understanding of page layouts. Hi-Fi introduces branding, imagery, video and functionality elements. Client provides sign-off on design to allow us to proceed to development.



## Development || Website build

The website is built in a staging environment so the client can walk through the build periodically. We run fortnightly reviews of the build with the client to review and test the website functionality. The client is required to sign-off on each individual page.



## Testing || Functionality & Server Security

Functionality is tested with a closed group identified by the client. The purpose is to test across different devices, OS, browsers etc. This is the time to address bug fixes. NGNY will conduct site penetration tests to provide the client with a vulnerabilities report.



## Launch || Go Live

The client has approved the site to go live. NGNY moves the final version of the site to the production server, handles the DNS settings.



## Hand Over || Training & Maintenance

2 x 2hr training sessions covering content creation and management in a WordPress CMS, using the theme, understanding the plug-ins and providing support into the future.

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### Our high-level approach to development

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This is the process we undertake when developing websites. This methodology has evolved over the past five years of working with a wide range of clients.

# Technology Stack

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# Dev Toolbox

Over the years we have tried and tested numerous plug-ins and platforms to ensure we are building robust, secure websites.

SEO, website speed, security, analytics and the ability to share content from the website to social platforms is a consistent requirement from all our clients so we build these features in as standard for our clients.

## Compression, Caching & Speed



## Data collection

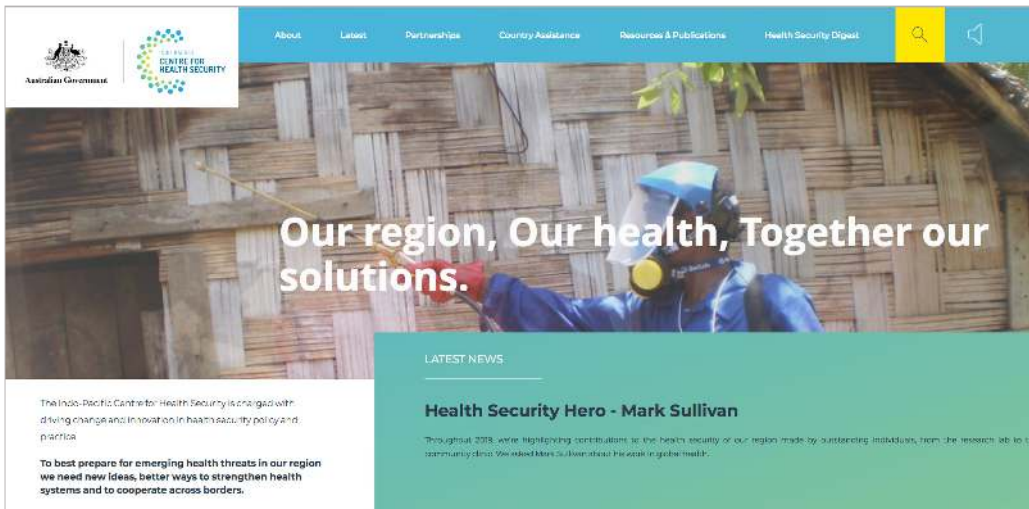


## SEO & Analytics



## Social Sharing Tools

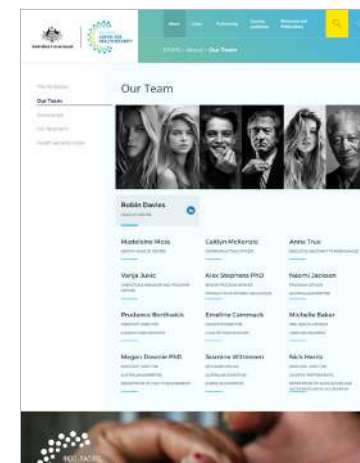
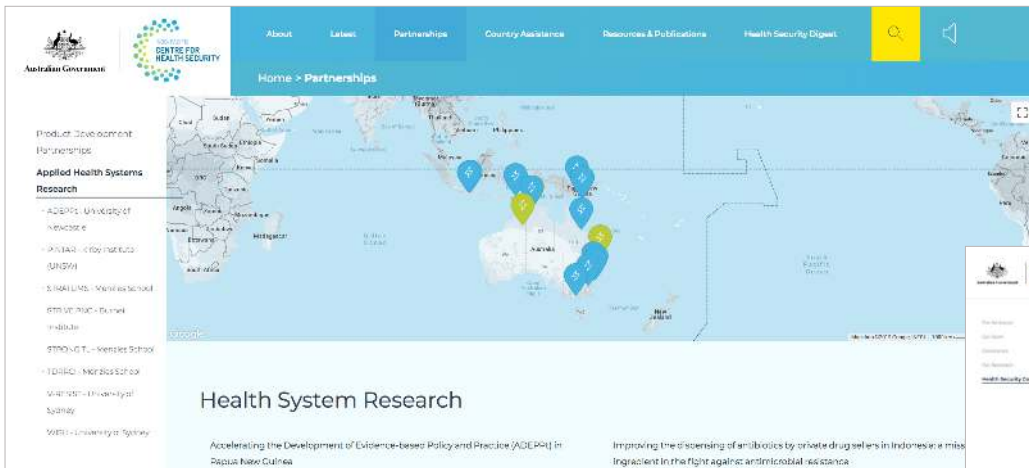




Client  
 Project  
 Deliverables

Department of Foreign Affairs and Trade  
 IPCHS website design & build  
 UI design, Drupal GovCMS build

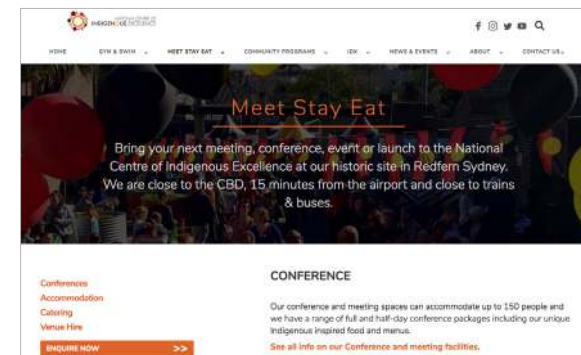
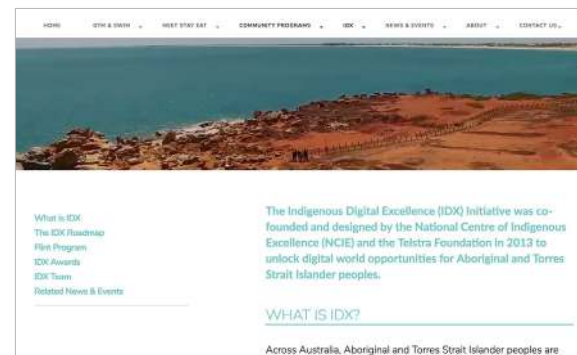
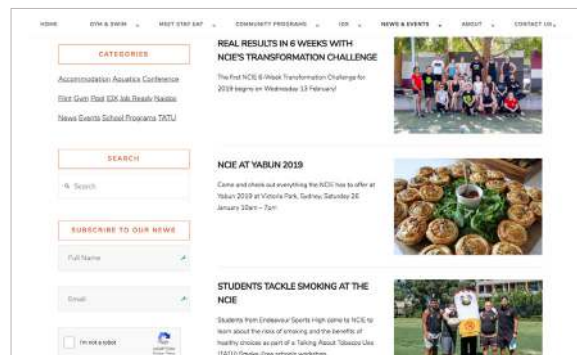
indopacifichealthsecurity.dfat.gov.au

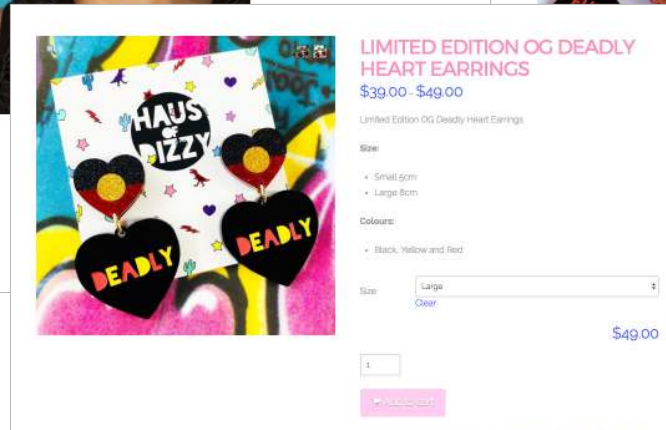
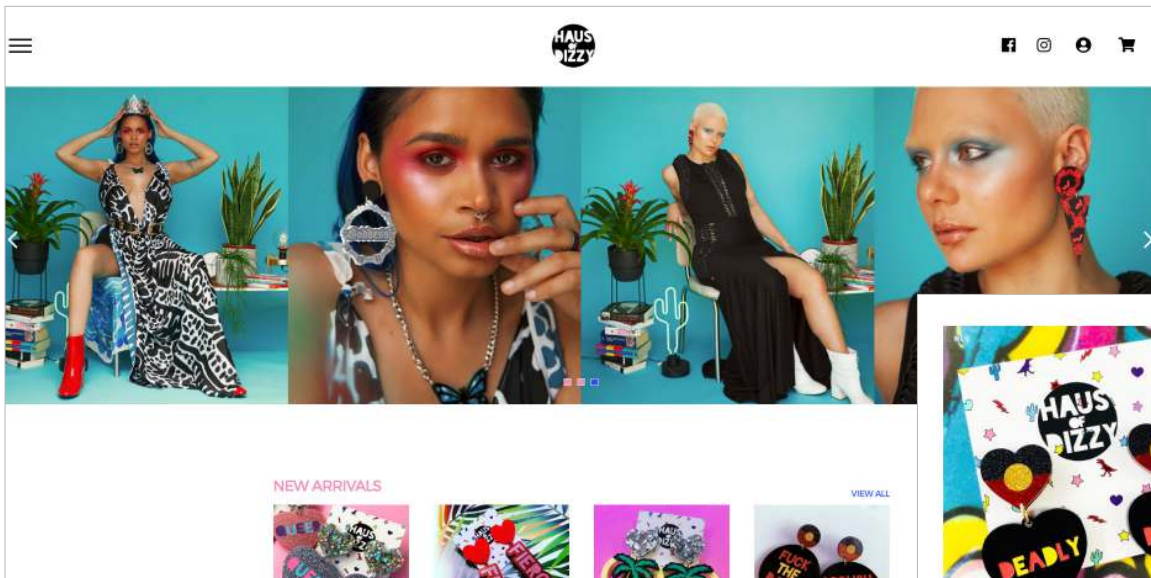




Client The National Centre of Indigenous Excellence  
Project Website build  
Deliverables WordPress website w/ multiple integrations & functionality, hosting and on-going support.

www.ncie.org.au

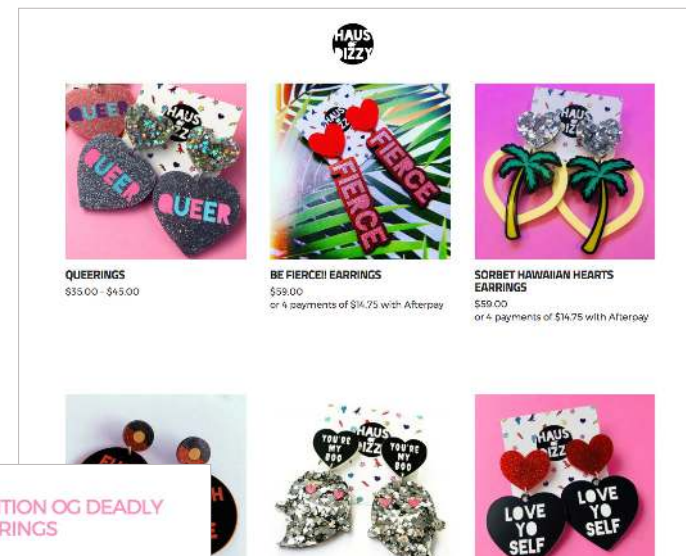




Client  
Project  
Deliverables

Haus of Dizzy  
eCommerce Website build  
UI design, website build, hosting  
maintenance & Support, animation

[www.hausofdizzy.com](http://www.hausofdizzy.com)





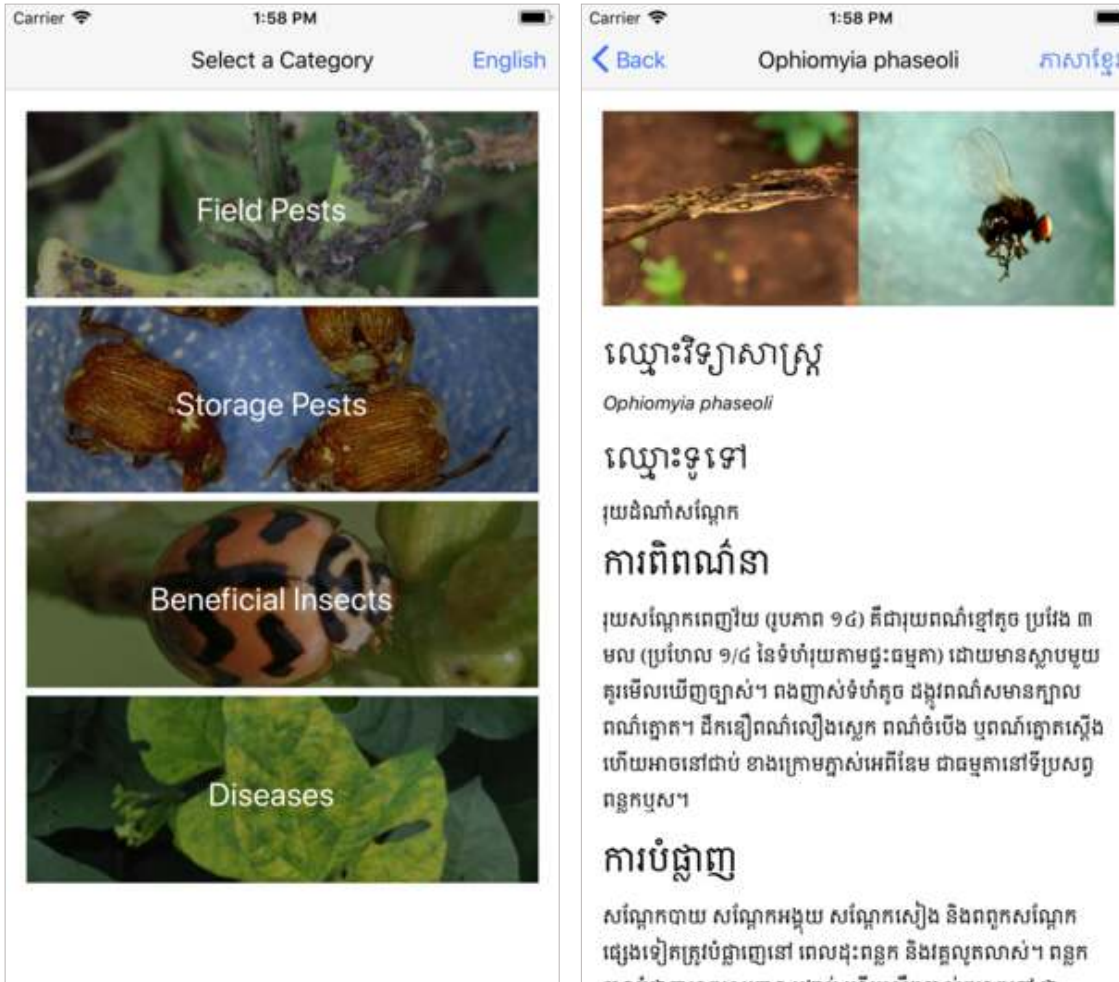
Client University of Sydney  
 Project Pest ID  
 Deliverables Architecture & System Design, UI design, Apple & Google Play Store Mobile Applications. Audio recording.

Visit the iTunes store



Pest ID assists Cambodian farmers better manage mungbean fields by offering a “photo dictionary” of both the insect pests and beneficial insects. The app contains pest management information and is offered in Khmer and English.

The Pest ID project is authorised by Dr Daniel Tan of the University of Sydney.



Client  
Project  
Deliverables

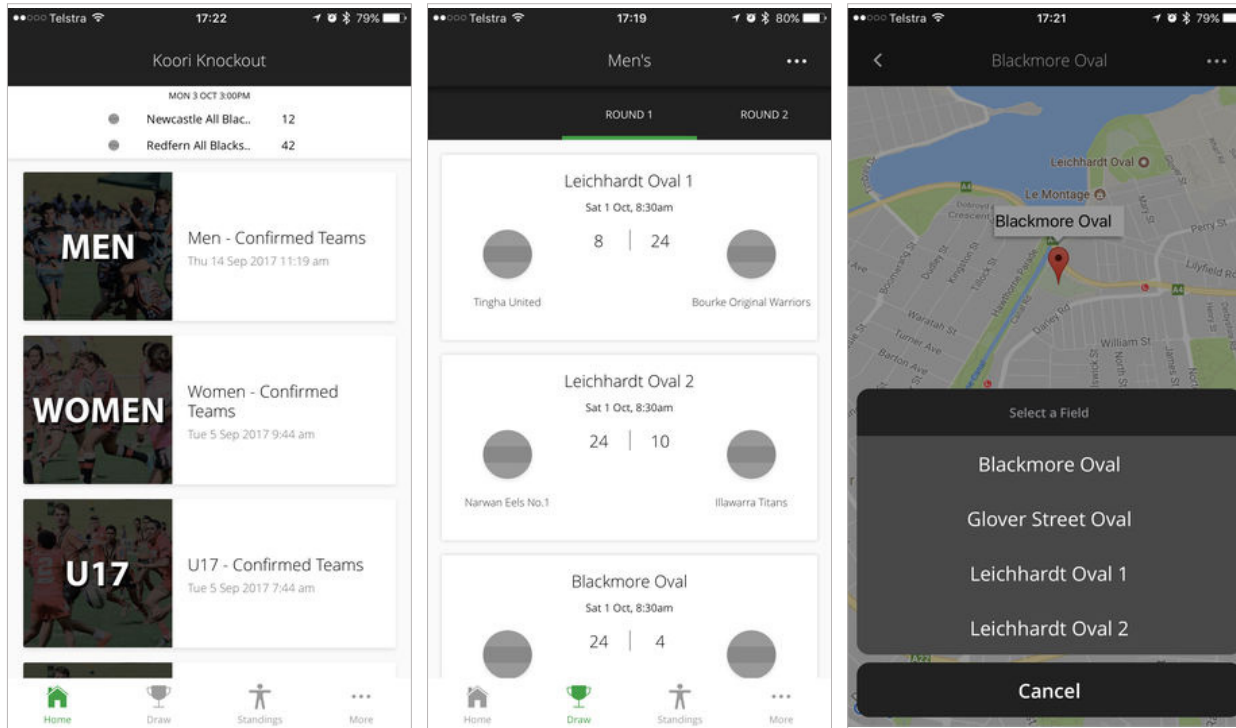
Muru Group  
The KO App Build  
Architecture & System Design, UI design,  
Apple & Google Play Store Mobile Applications.

[Visit the iTunes store listing](#)



The KO App is the official app of the NSW Aboriginal Rugby League Knockout - The Koori Knockout.

Features: Live Scoreboard, Knockout Standings, Knockout News, Match Information, All age group draw, Field timetable + more



# HOSTING

Cloud Hosting || Security || Maintenance



NGNY

# Our Hosting Service

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NGNY has developed partnerships with established Australian hosting providers to be able to deliver competitively priced hosting solutions with the support of established solution providers.

Our in-house team works directly with you to ensure your hosting needs are met and we utilise our partner networks to ensure we deliver.

Through our hosting partners we utilise top tier data centers in Brisbane, Sydney and Melbourne.

## **Our datacenters contain at least:**

- Power: N+1 UPS Power with Diesel Generator backup
- Temperature: N+1 Temperature and Humidity control
- Access: Restricted Swipe Card Access
- Monitoring: 24×7 Infrastructure monitoring
- Security: 24×7 CCTV Security Monitoring with 90+ Days of recorded footage

# Our Network

## Our Network

Through our Partner Network the NGNY network is on the backbone of one of the largest private networks in Australia. The network is made up of Cisco, Extreme Networks and Brocade network equipment.

All facilities are interlinked via dark fibre or backhaul, allowing us to run a completely redundant and auto fail over MPLS network between all locations and states in Australia.



## Service Snapshot

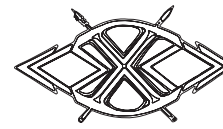
- 24/7 Assist Hosting Support
- 99.98% Network Uptime guarantee
- Hardware replacement
- URL, port availability and hardware monitoring
- Managed firewall
- OS patching
- DDoS mitigation
- Managed data backups and restores (if backups are purchased)
- Other general hosting related support on request

# Hosting Toolbox

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# Hosted Clients



@INDIGENOUSX



NATIONAL CONGRESS  
OF AUSTRALIA'S FIRST PEOPLES



# MANUFACTURE

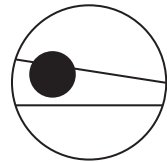
Design || Sampling || Production || Delivery



NGNY



# Our Vision



NGNY

**GEEDUP**

**6-12 month period**

Develop business opportunities with a goal to form a partnership.

**PARTNERSHIP GOALS**

- Establish a stand alone competitive Indigenous owned manufacture & apparel business,
- Compete within the Federal Government Indigenous Procurement Policy (IPP) and NSW Aboriginal Procurement Policy (APP) framework,
- Be an alternative supplier for Reconciliation Action Plan (RAP) orgs,
- Service Indigenous orgs, businesses and sporting team needs.

# Production Stages

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The four key stages to our process.

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This is an example of the four stages in the timeline from design to delivery of your custom apparel.

## Design

We work with the client to identify products, design, materials and finishes. 2-3 range concepts, product design mocks.



## Sampling

Based on the design process samples are produced of each product in the line. This includes labels, swing tags, all custom requirements etc



## Production

Once we have sign-off at the sampling stage we enter full scale production of your apparel. You will receive multiple updates throughout the production timeline.



## Delivery

From our production facility to your door step we will manage all delivery requirements.

# Manufacture Clients

Our shared client portfolio includes a diverse range of sectors.



# GEEDUP.

**Client** Geedup Co  
**Project** W/2018  
**Lead Time** 16 Weeks  
**Scale** 25 styles  
**Total** 5,000 pcs  
**Budget** \$51-100K





# West's Ashfield



**Client**  
**Project**  
**Lead Time**  
**Scale**  
**Total**  
**Budget**

West's Magpies / Tigers  
2019 Merch / Training  
7 Weeks  
15  
3,500 pcs  
\$51-100K



# BEACHFIT

**Client** Beachfit  
**Project** 2018 Summer  
**Lead Time** 8Weeks  
**Scale** 15 Styles  
**Total** 1500 pcs  
**Budget** \$<\$50k





**Client**  
**Project**  
**Lead Time**  
**Scale**  
**Total**  
**Budget**

IDX, NCIE  
IDX program apparel  
12 Weeks  
3 Style  
330 pcs  
\$<\$50k





# Rooty Hill

# :RH19

**Client** EDU NSW  
**Project** 2019 Grad Jacket  
**Lead Time** 7 Weeks  
**Scale** 1 Style  
**Total** 300 pcs  
**Budget** <\$50k

ROOTY HILL HIGH  
 2019 GRAD JACKETS  
 DESIGN 2

STREET COACHES JACKET  
 FRONT



ROOTY HILL GRADUATES JACKET  
 DESIGN 1  
 BY BEAU GEEDUP  
 WILSONT BOMBER JACKET  
 FRONT



ROOTY HILL GRADUATES JACKET  
 DESIGN 2  
 BY BEAU GEEDUP  
 WILSONT BOMBER  
 FRONT



ROOTY HILL HIGH  
 2019 GRAD JACKETS  
 DESIGN 5  
 REVERSIBLE VARSITY  
 FRONT





end.