

gravitate

Your charity
website partner



Introduction

Let's do great things online together!

Our strength and passion is working with charities and other for-purpose organisations who are working hard to achieve positive and lasting change.

We are able help organisations of all sizes – from small volunteer run charities, through to large international NGOs.



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Section 3

Selected work



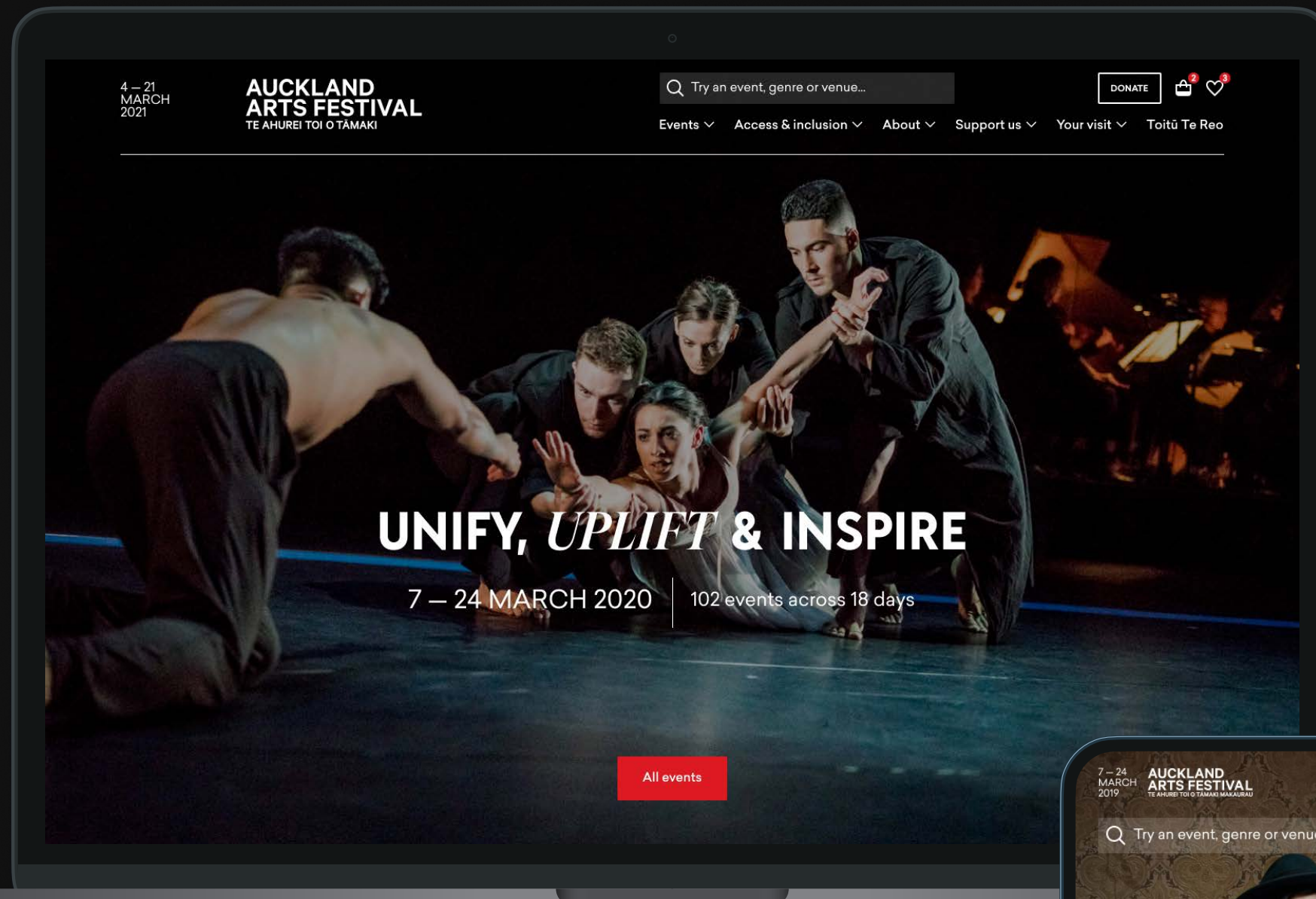
CASE STUDY

Auckland Arts Festival

We built a fully bespoke events website for Auckland Arts Festival. The site provides an immersive user experience, showcasing a full range of events that happen over the festival period.

The site includes advanced filtering and an easy to use CMS back-end for festival organisers to make changes to the event programme quickly and easily as required.

aaf.co.nz



NAU MAI, HAERE MAI, WELCOME

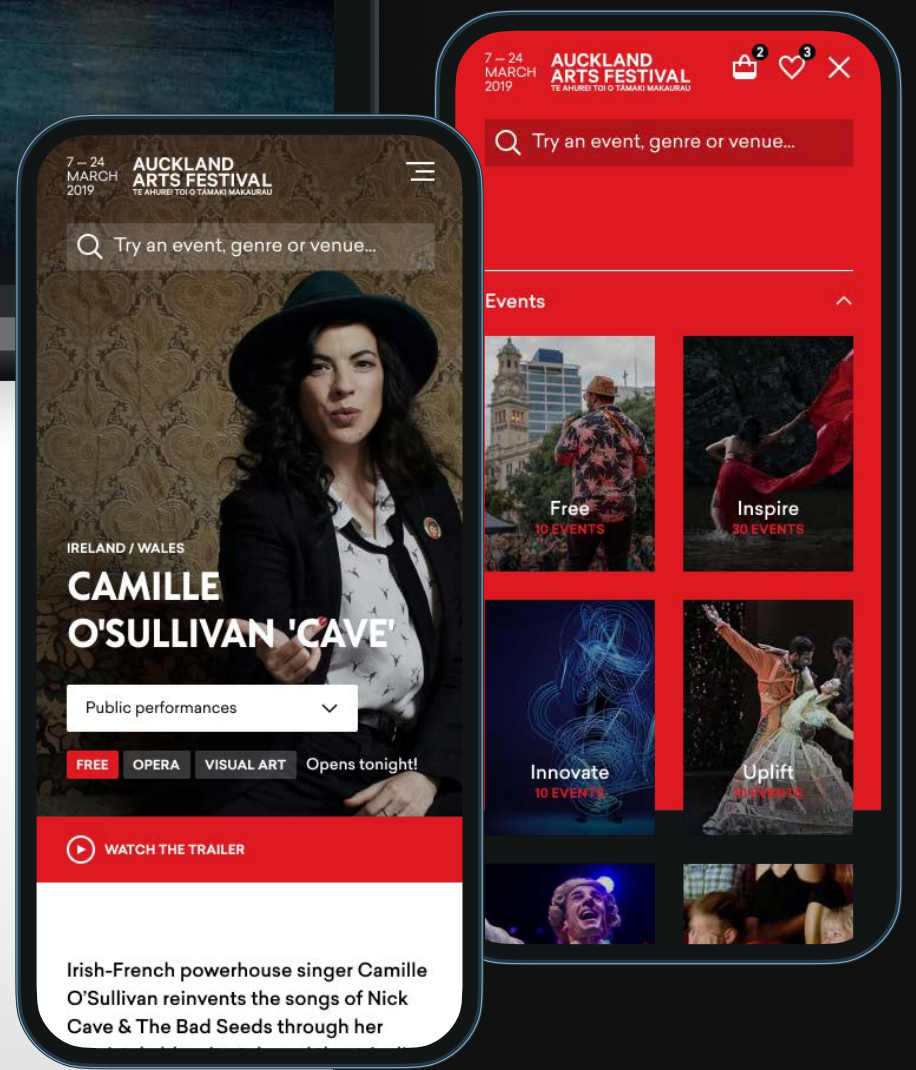
Te Ahurei Toi o Tāmaki Makaurau/Auckland Arts Festival is a place for ambitious ideas by storytellers, provocateurs & creators.

The Festival reflects our contemporary, cosmopolitan city with its many communities. It challenges artists and audiences to be bold and take a risk. Through the work of artists of Aotearoa and across the world, we aim to unify, enlighten and inspire the people of Auckland/Tāmaki Makaurau and our many visitors.

[Learn more about the Festival](#)

SELECT A DATE

MON 01 MAR	TUE 02 MAR	WED 03 MAR	THU 04 MAR	FRI 05 MAR	SAT 06 MAR	SUN 07 MAR	MON 08 MAR	TUE 09 MAR	WED 10 MAR	THU 11 MAR	FRI 12 MAR	SAT 13 MAR	SUN 14 MAR	MON 15 MAR	TUE 16 MAR	WED 17 MAR	THU 18 MAR	FRI 19 MAR	SAT 20 MAR	SUN 21 MAR	MON 22 MAR
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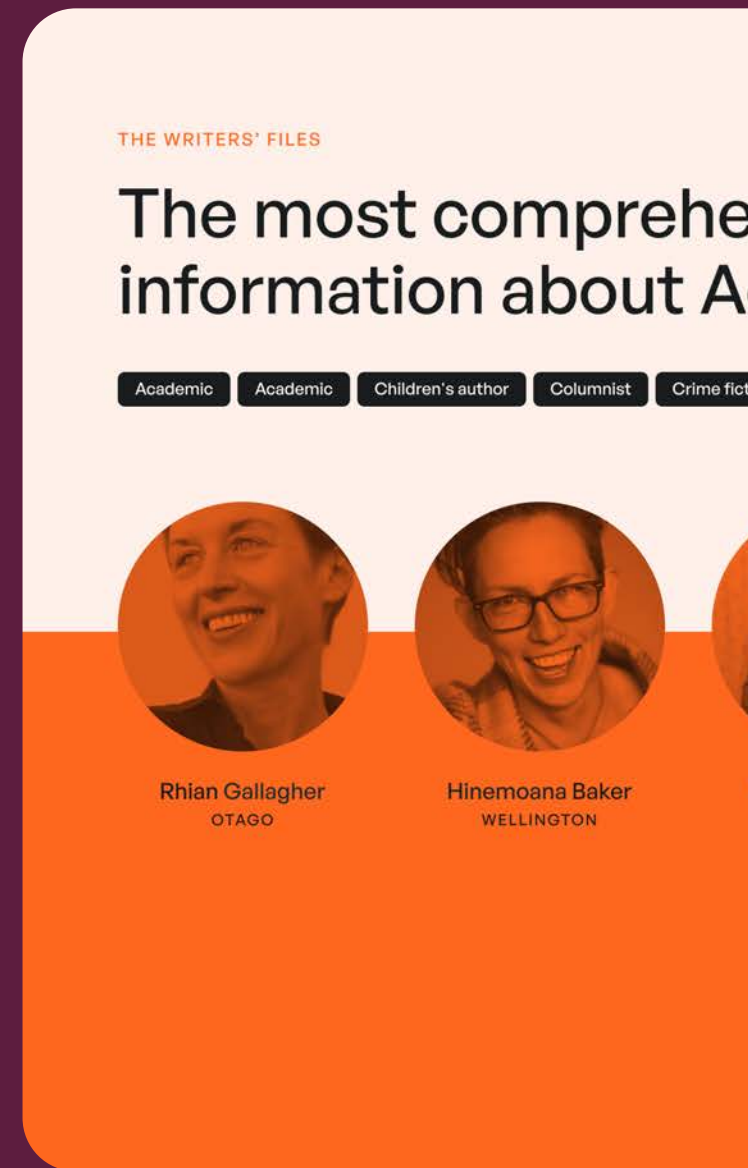
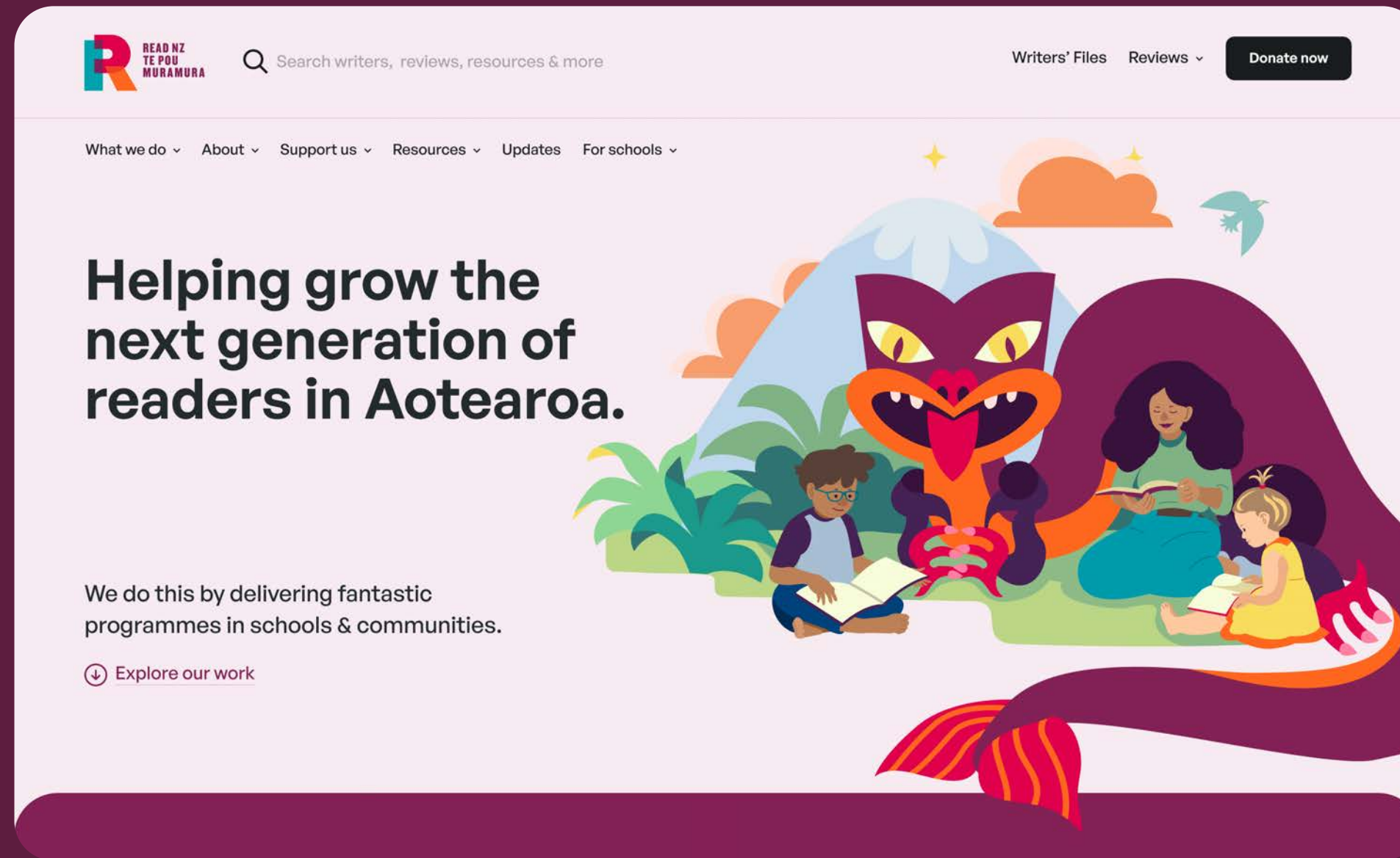
CASE STUDY

Read NZ Te Pou Muramura

Read NZ Te Pou Muramura believes reading makes life better. They are helping to grow the next generation of readers by delivering programmes in schools and communities.

We created a website that captures the thrill and imagination of the reading experience, with some super useful tools.

read-nz.org



Reading makes life better.

We believe it's a superpower that can transform us.

We run campaigns to encourage New Zealanders to read, research our reading habits and barriers to reading, and advocate for the importance of reading.

38K+

School students reached

14

Regions throughout Aotearoa New Zealand



Writers in Schools

We bring writers and illustrators to your students and staff, either in person or virtually.

[Learn more →](#)

01

02





Mo matou About us

Ta tatou mahi Our Mahi

Rongorongo News & events

Puna rauemi Resource library

Whakapā mai Contact us

Search

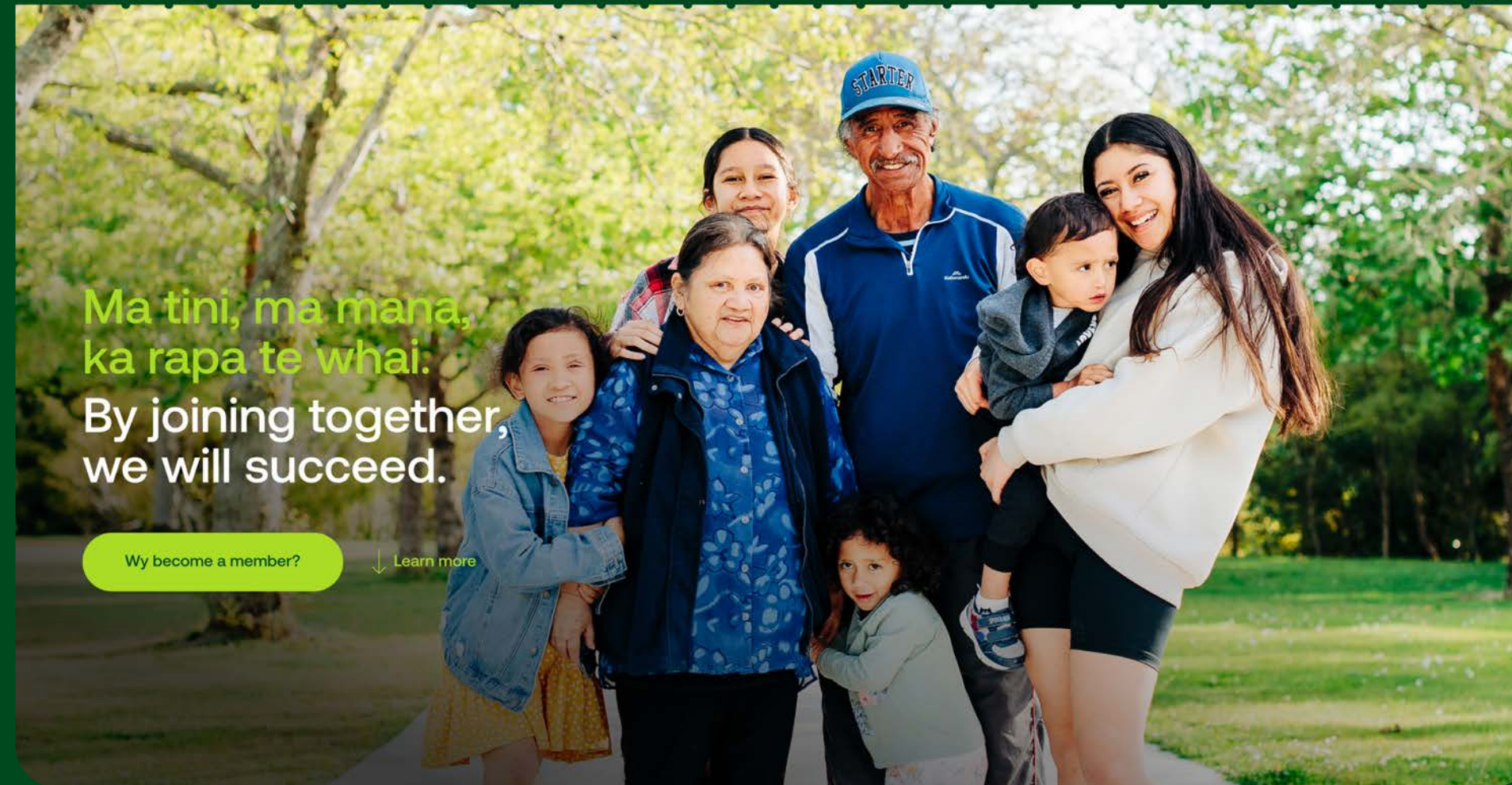
Join us

CASE STUDY

Social Service Providers Aotearoa

With their collective membership, SSPA is working to ensure Aotearoa's NGO social services are sustainable, making a positive impact every day in our communities, supporting children, young people and whānau to thrive now and into the future.

sspa.org.nz



Ma tini, ma mana, ka rapa te whai.
By joining together, we will succeed.

Why become a member?

Learn more



Kia Mauri Ora

Issue 9 is out now!

IN THIS ISSUE:
Kaharawa's intergenerational team
Strengthening kaimahi

PRICES	Non-member	SSPA members	Back issue
	\$10 including postage & GST	\$8 including postage & GST	\$8 including postage & GST
	Order a copy	Order a copy	Order a copy



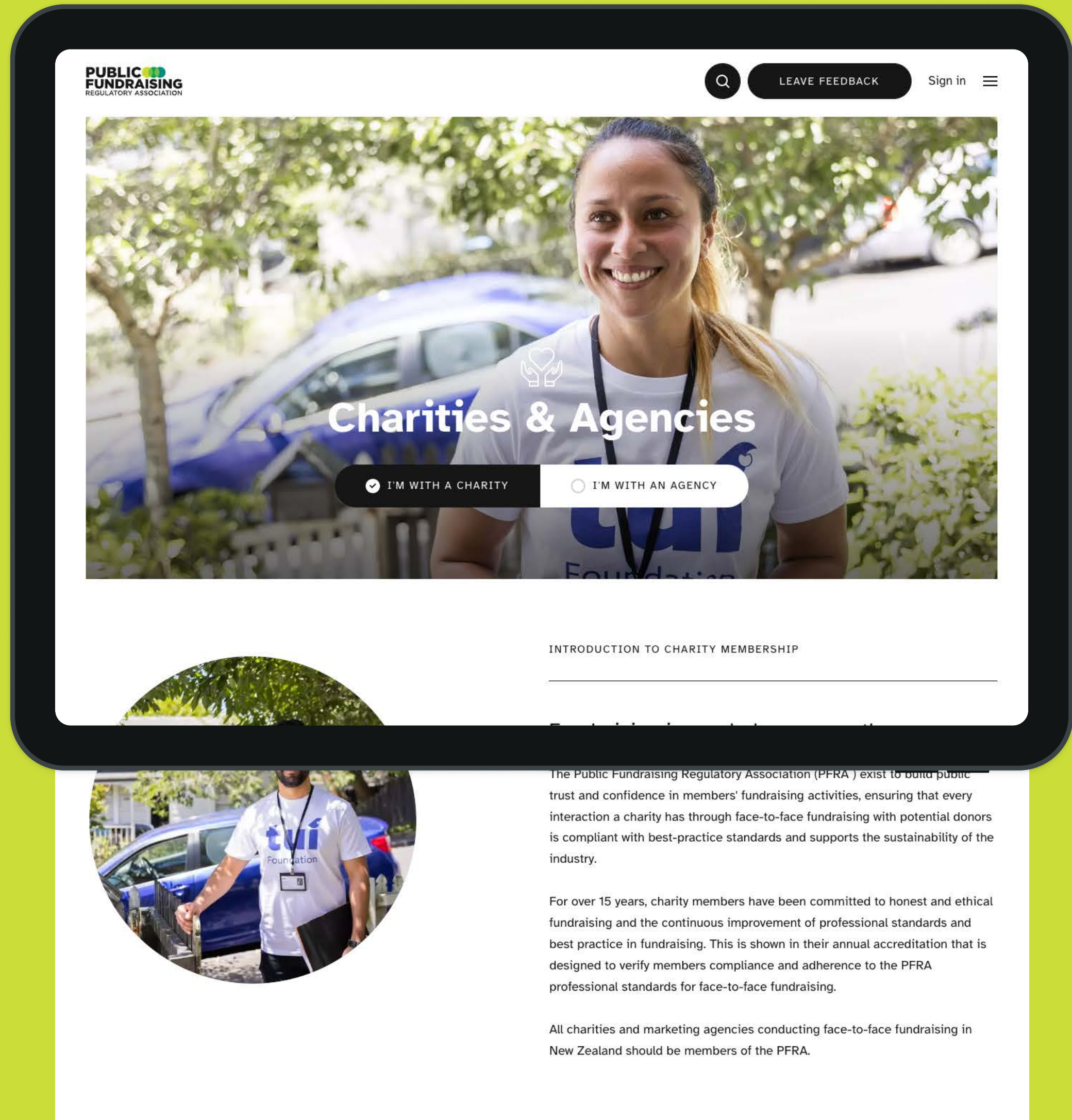
CASE STUDY

Public Fundraising Regulatory Association NZ

Face-to-face fundraising enables meaningful change for charities and allows some of the most important work in New Zealand and across the world to be done.

PFRA was created by charities to allow this to happen.

pfra.org.nz ↗



SUCCESS IS IN THE NUMBERS

\$59M

Received by charities

98K

New Zealanders signed

640K

People have signed up

\$400M

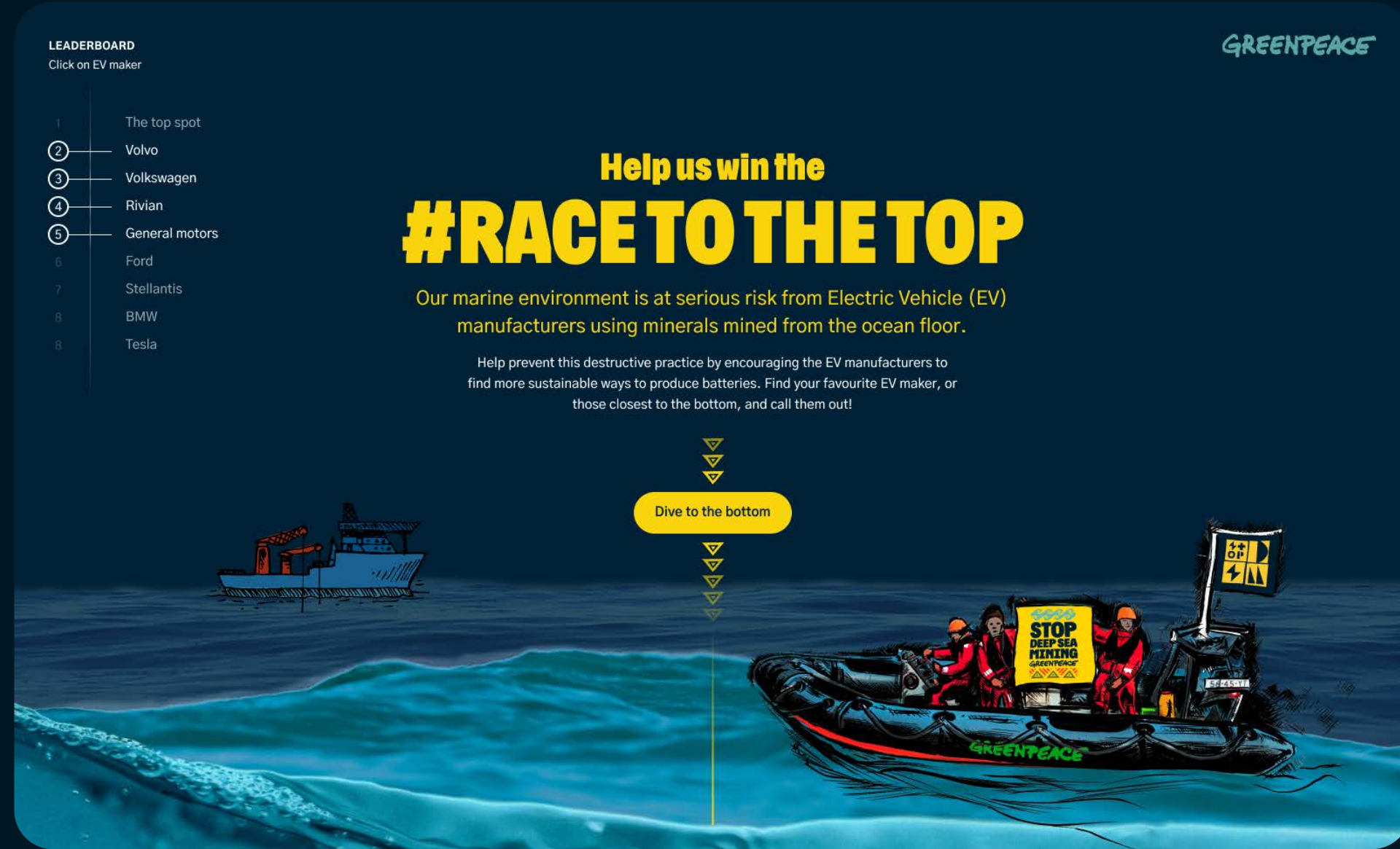
CASE STUDY

Greenpeace Race to the Top

This innovative campaign website was created for Greenpeace International as a way to bring supporters together and publicly call out the large EV manufacturers who are threatening the environment by using minerals that comes from deep sea mining.

With a truly unique user experience (UX), we were able to engage passionate environmental supporters in a whole new way.

racetothetop.app



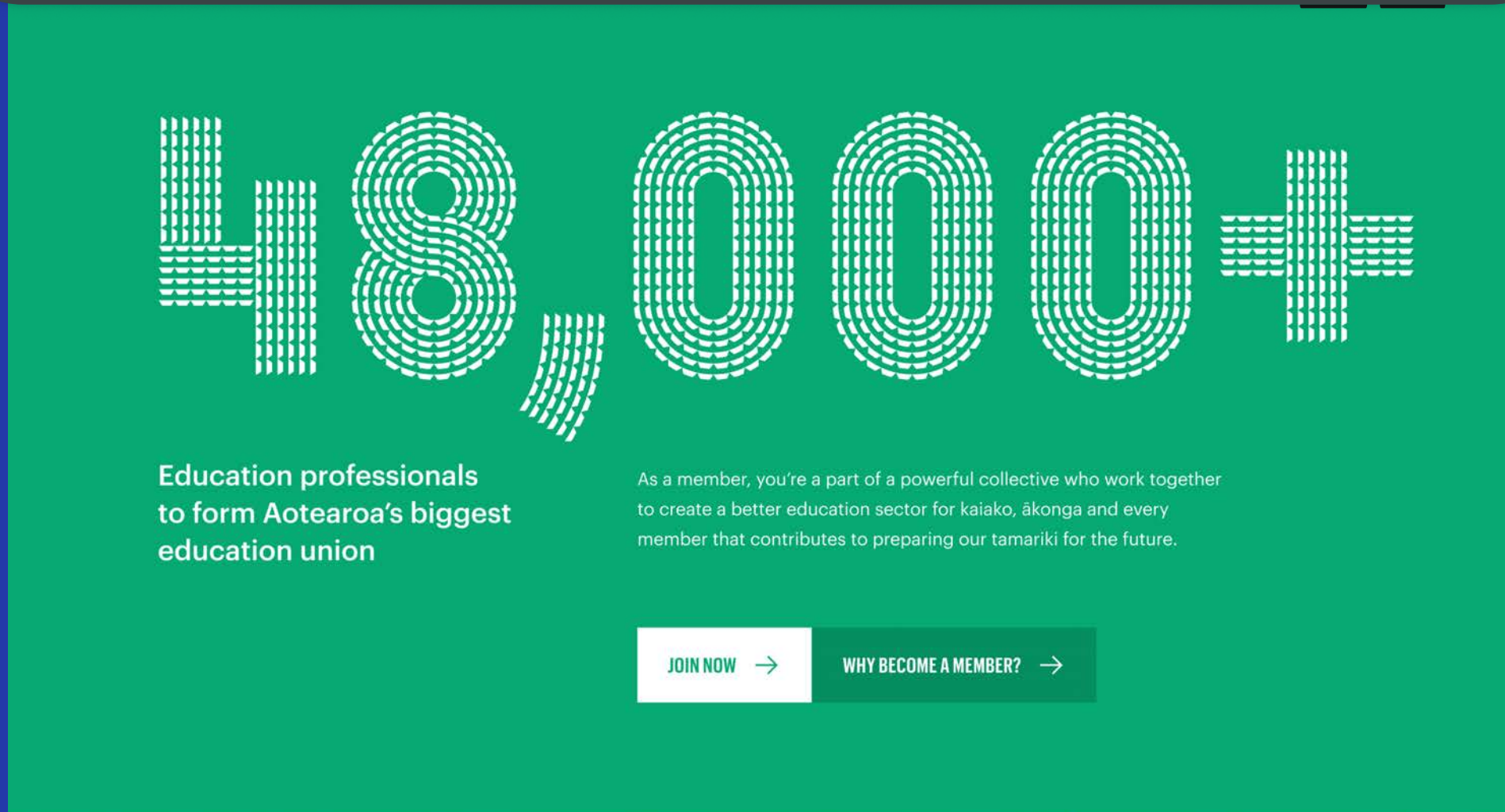
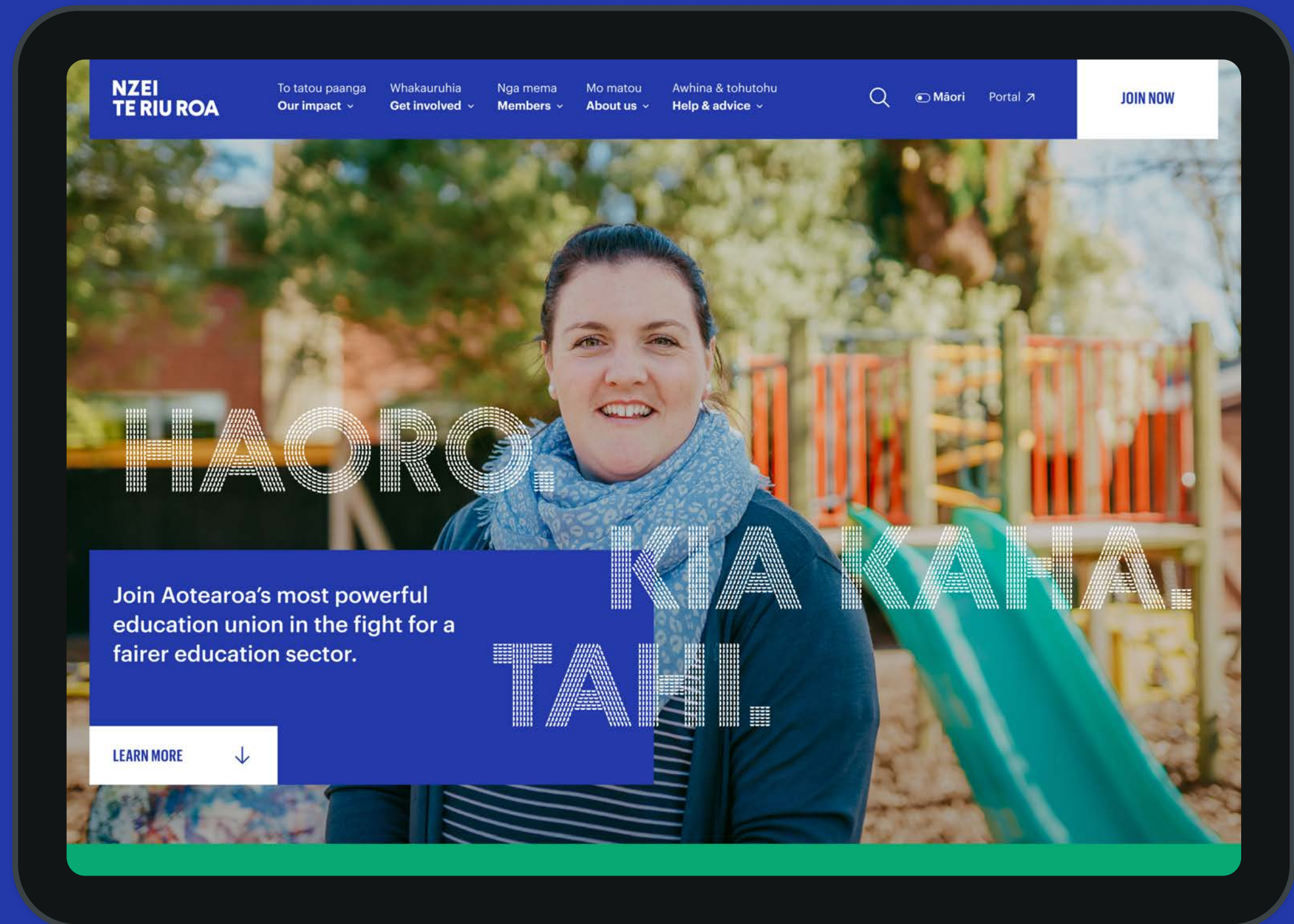
CASE STUDY

NZEI Te Riu Roa

NZEI Te Riu Roa members form a part of a powerful collective who work together to create a better education sector for kaiako, ākonga and everyone that contributes to preparing our tamariki for the future.

The website is big and bold, reflecting the spirit of the organisation.

nzeiteriuroa.org.nz ↗



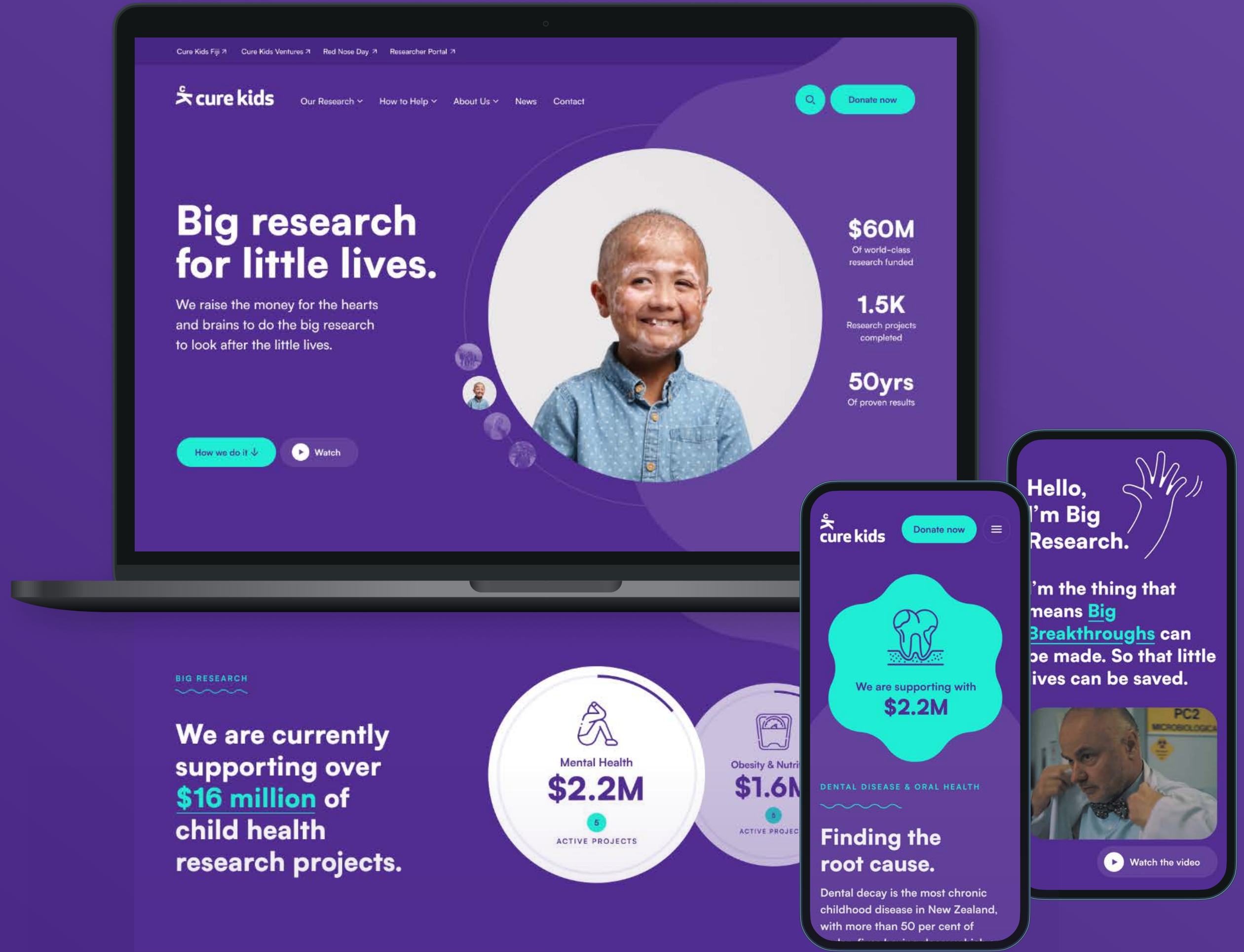
CASE STUDY

Cure Kids

Cure Kids raises funds to support big research so big breakthroughs in child health can happen. They are currently supporting over \$19 million of child health research projects.

We created a website that has heart, while making a huge body of information accessible to both supporters and the medical research community.

curekids.org.nz



BIG RESEARCH

We are currently supporting over **\$16 million** of child health research projects.



We are supporting with \$2.2M

DENTAL DISEASE & ORAL HEALTH

Finding the root cause.

Dental decay is the most chronic childhood disease in New Zealand, with more than 50 per cent of...

Hello, I'm Big Research.

I'm the thing that means **Big Breakthroughs** can be made. So that little lives can be saved.

Watch the video

BIG BREAKTHROUGHS

Research projects with **significant & life-changing breakthroughs** in

Innovative treatment for infants with brain injury

Cure Kids funding contributed to the development of a brain-cooling cap, to limit or reverse damage caused by brain injury in babies.

- Professor Alissa Gunn



Identification reduce still

A study on mat... partly funded by evidence which of stillbirth by 5...

- Lesley McCowan

CASE STUDY

Red Nose Day

Red Nose Appeal is Cure Kids biggest fundraising campaign where incredible kiwis across Aotearoa come together to help fund big research for little lives.

rednoseday.co.nz



The Red Nose Appeal is Cure Kids' biggest fundraising campaign.

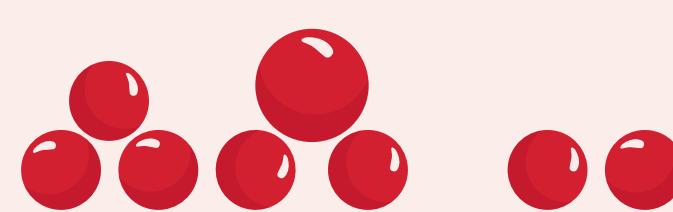
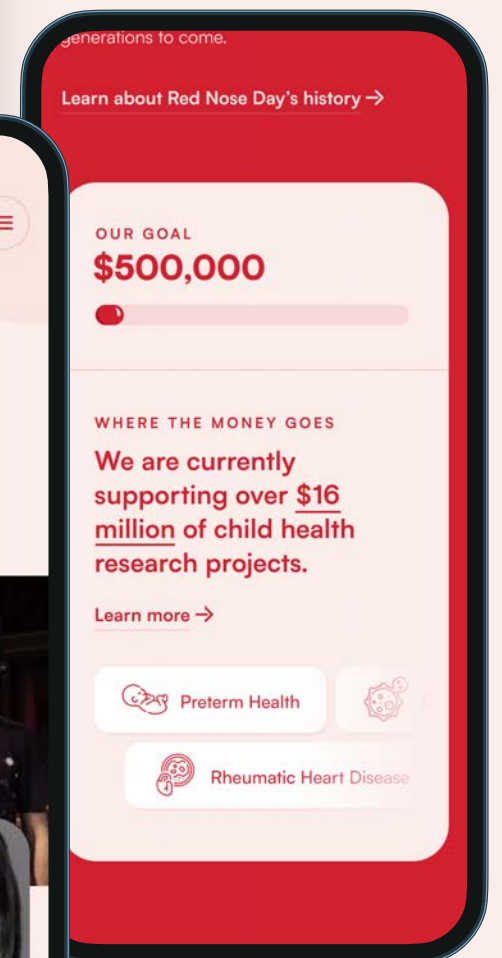


This July, help us raise **\$500,000** to fund research into a wide range of health conditions to improve, extend and save the lives of children in Aotearoa.

Red Nose Day is Friday 28th July, but with fun events running throughout the month of July, there are plenty of ways to get involved.

Whether you choose to hold a fundraiser, make a donation online, or donate in person at Briscoes, Rebel Sport, Living & Giving, or Columbus Coffee, your contribution will make a difference to the health of our children for generations to come.

[Learn about Red Nose Day's history](#) →



CASE STUDY

IWG Insight Hub

The IWG Insight Hub is an inspiring and highly informative website for women who are in sports mentoring and leadership roles. It is a global resource with a strong focus on UX and usability.

iwginsighthub.org



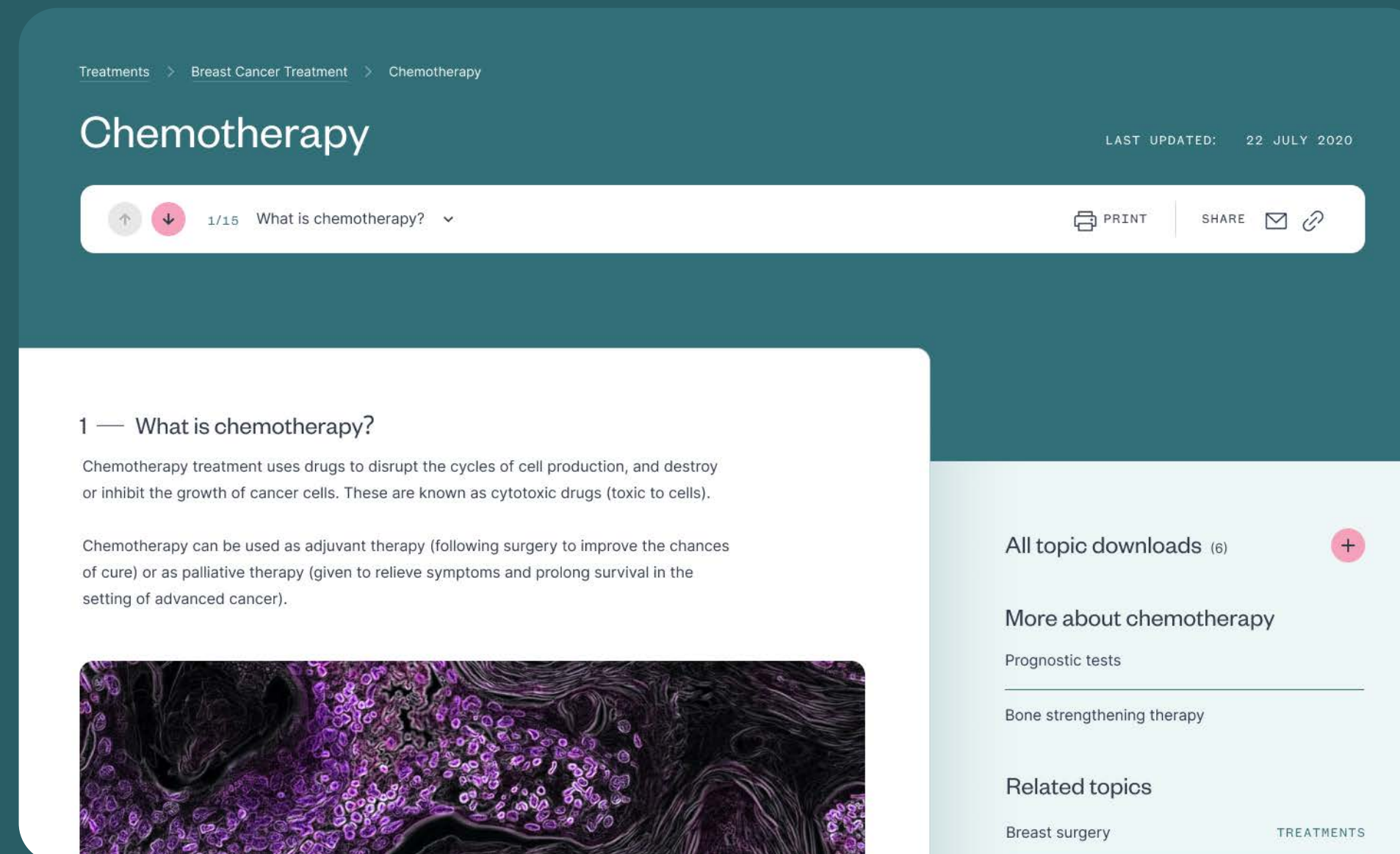
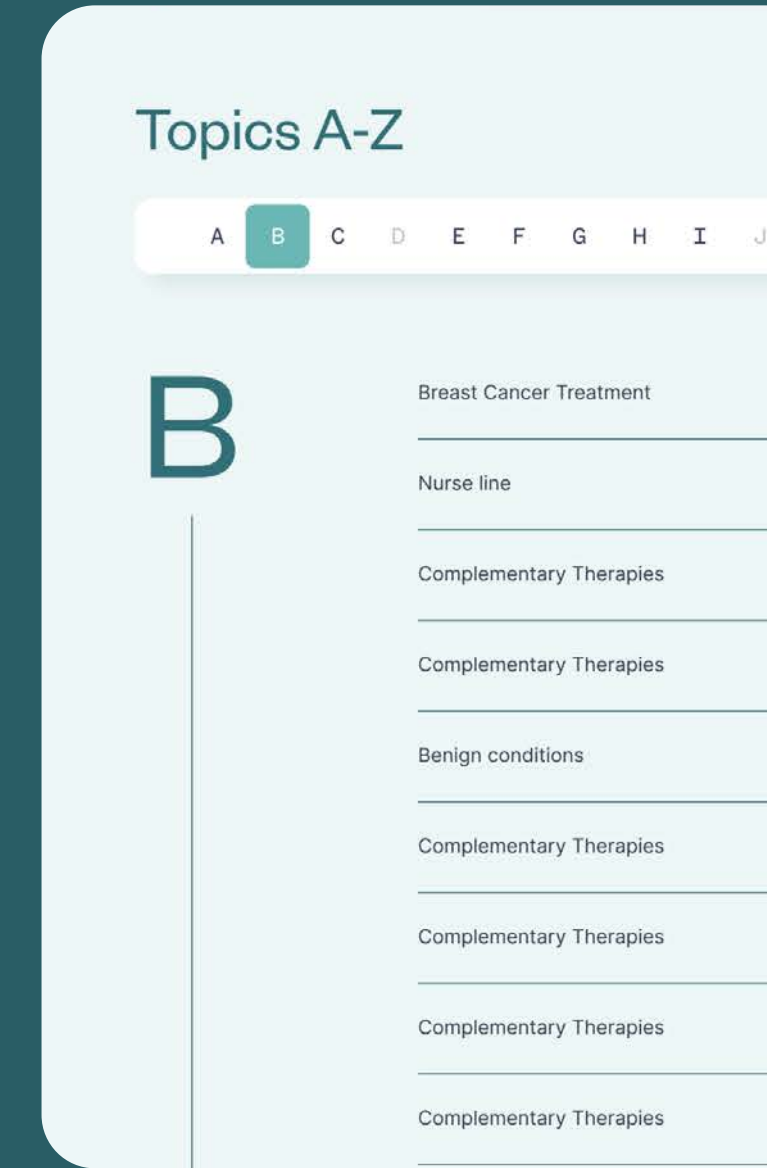
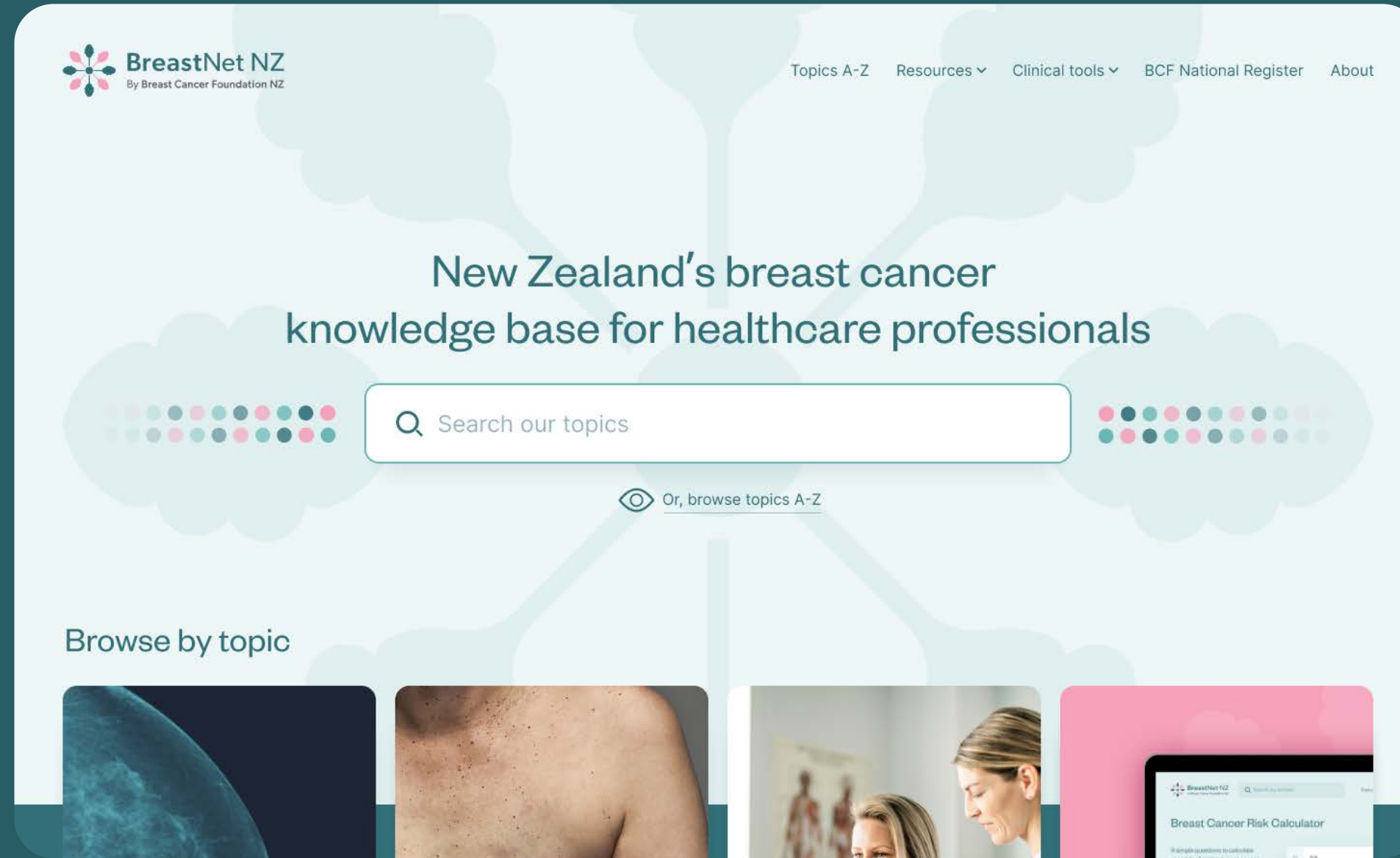
CASE STUDY

BreastNet NZ

BreastNet NZ is New Zealand's breast cancer knowledge base for healthcare professionals.

Our design and build resulted in a super user-friendly online knowledge base that is becoming an essential resource for the medical industry.

breastnet.nz



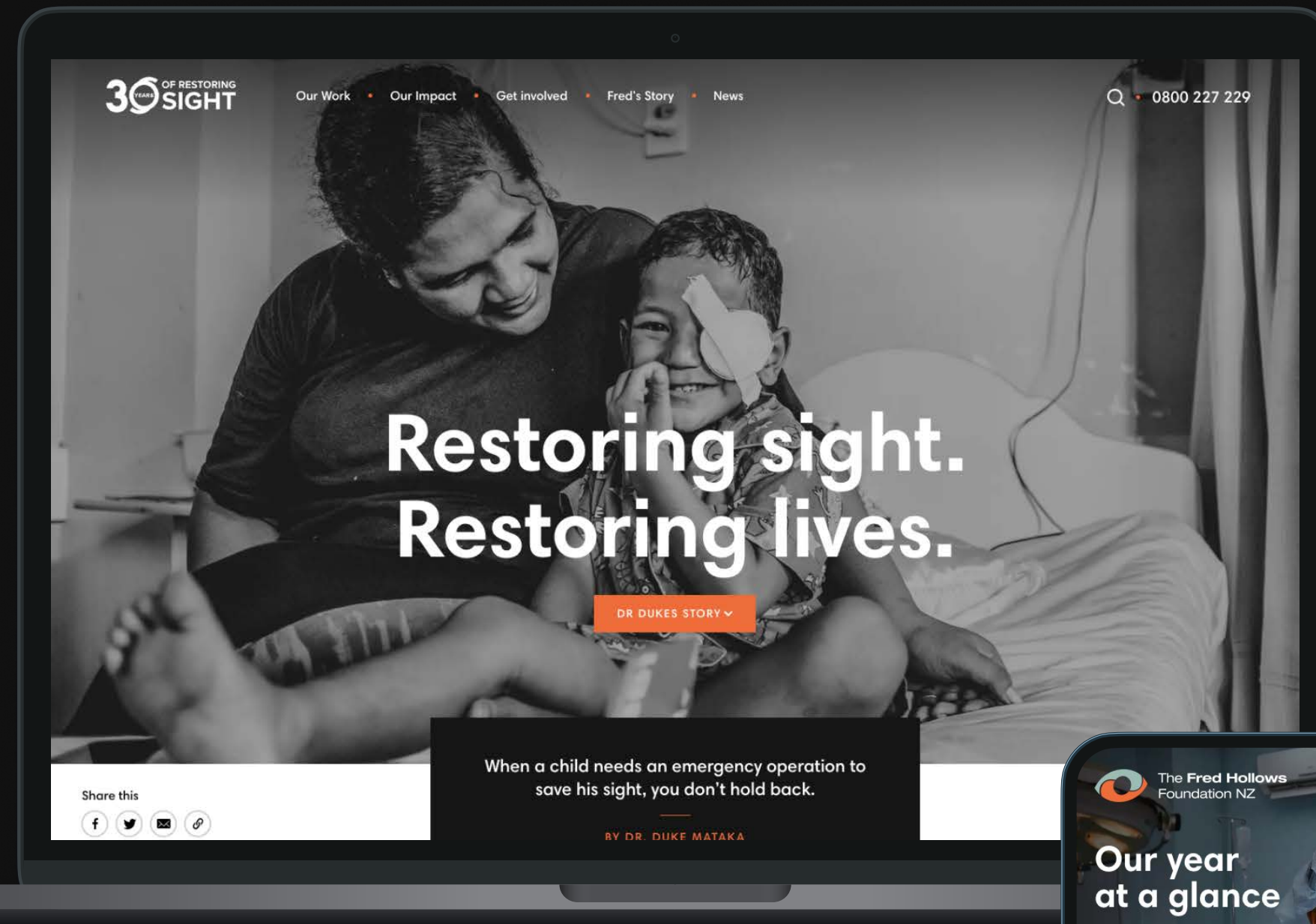
CASE STUDY

Fred Hollows

We've supported Fred Hollows for many years, developing new digital channels to connect with their loyal supporter base.

In the Patient Stories section we used the power of long-format storytelling, taking the reader through an engaging emotional journey.

hollows.org.nz

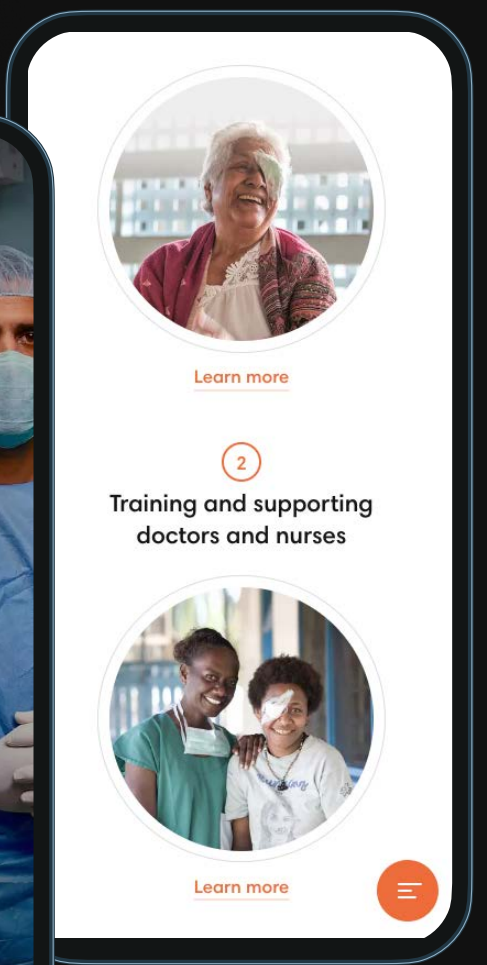
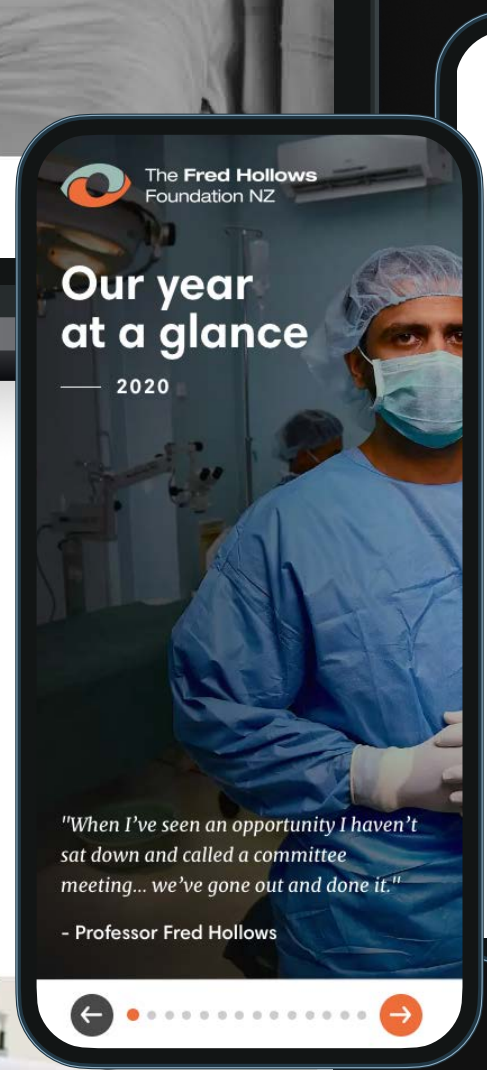


My name is **Dr Duke Mataka**. I was born in **Tonga** and trained in **Fiji**. Thanks to the support of The Foundation, I studied for my master's degree in eye care at the **Pacific Eye Institute** in Fiji. [Read my personal story below...](#)

Your gift of just \$25 could restore sight to another child like Daniel.

The story I want to share is about a remarkable little boy in Tonga. His eyes were saved thanks to the Pacific Eye Institute's **outreach** team. I'm a member of this team which travels to areas of the Pacific where there is no permanent eye doctor, but there are people whose blindness needs to be treated.

Last November, Daniel was a happy-go-lucky, cheeky little four-year-old. One day he and his brother were playing with a broom when it broke. The jagged end hit Daniel in the eye, tearing his retina.

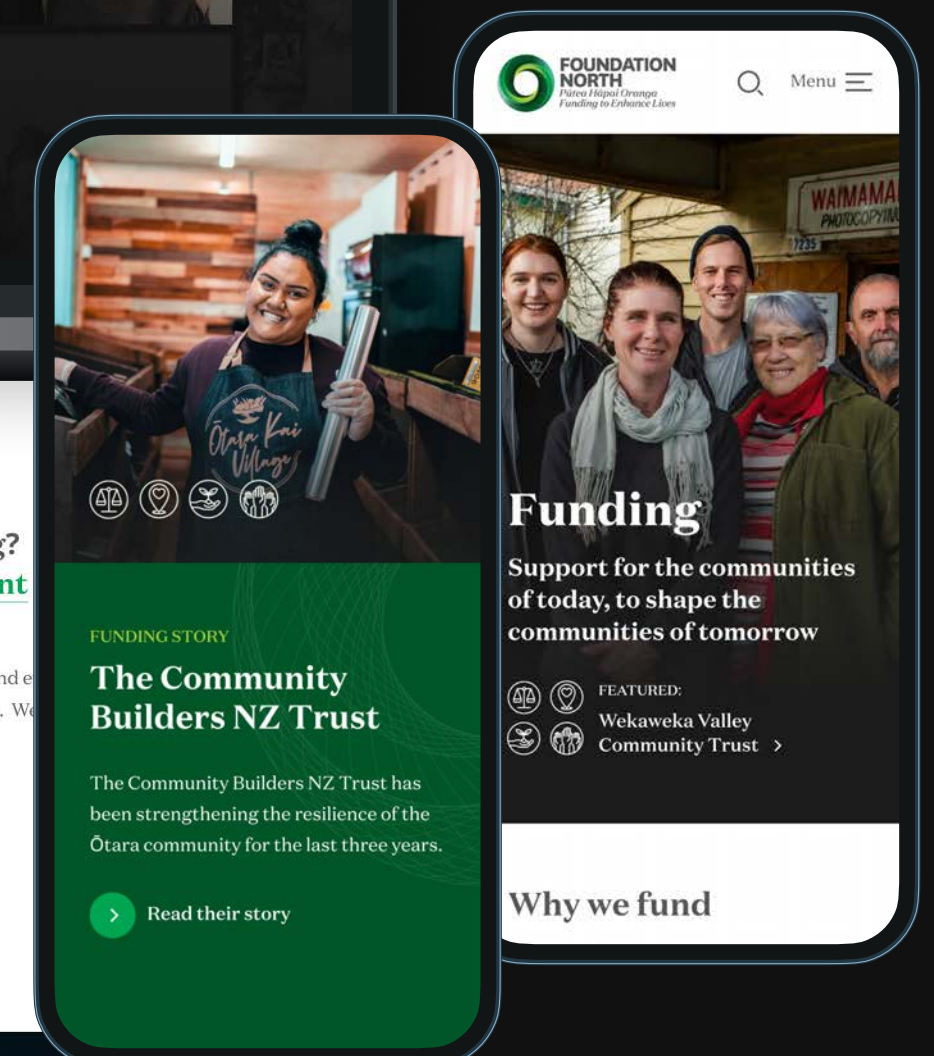
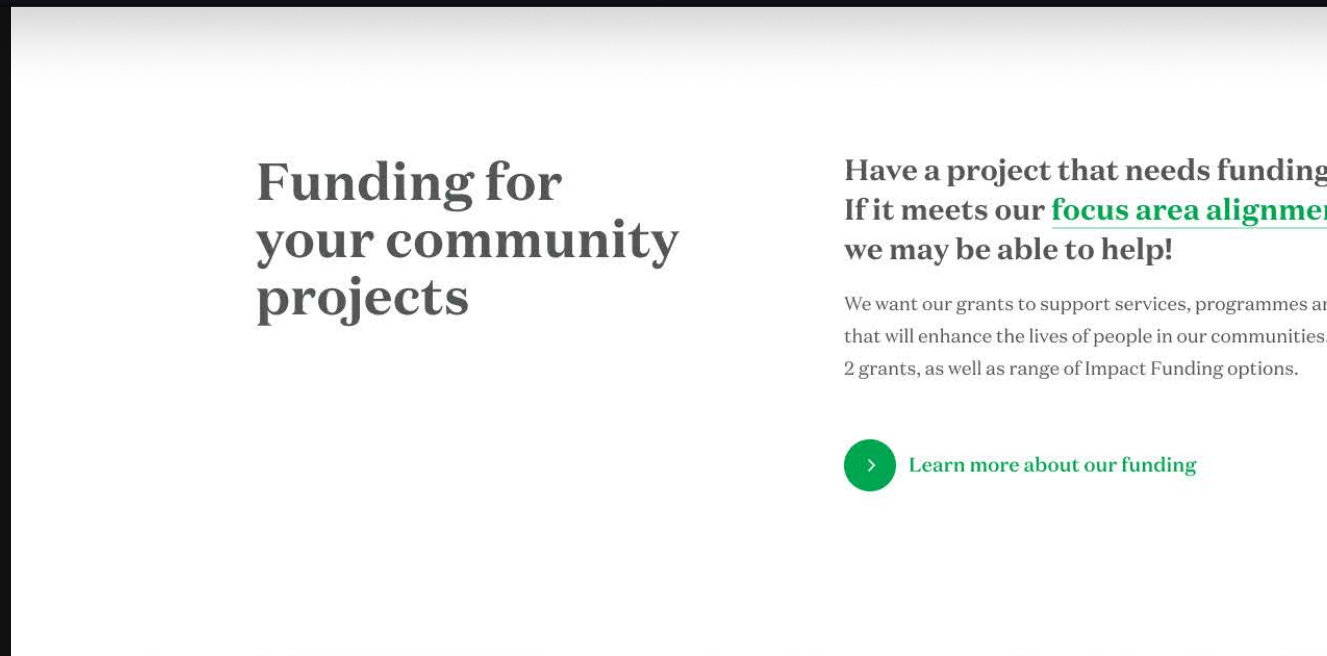


CASE STUDY

Foundation North

We designed and built a beautiful and highly functional new flagship website for Foundation North. The site has succeeded in reaching users from a diverse range of communities across Auckland and Northland, who require the support of Foundation North.

foundationnorth.org.nz



CASE STUDY

Foundation North Annual Report

Foundation North also commissioned us to create a modern and highly engaging digital annual report. We've created a very lively UX with animations and interactivity.



Innovation for impact
\$56,000

2020 Focus Area alignment:
Increased Equity

Having joined Foundation North as CEO in August 2019, I can describe the game so far as definitely having two halves!

Initially, given our excellent returns and strong granting programmes, much of the focus was on getting to know our staff, trustees and Kaumātua Kevin Prime, the communities we serve, others in the philanthropic sector and continuing operating 'as usual'. As with the rest of Aotearoa, that changed in March 2020, when our investment returns took a hit and the entire staff team moved to working remotely for over thirteen weeks. It was no longer the case of 'business as usual', but of shifting gear to ensure our mahi/work was adjusting to the emerging 'new normal' and we continued to enhance lives across our rohe/region.

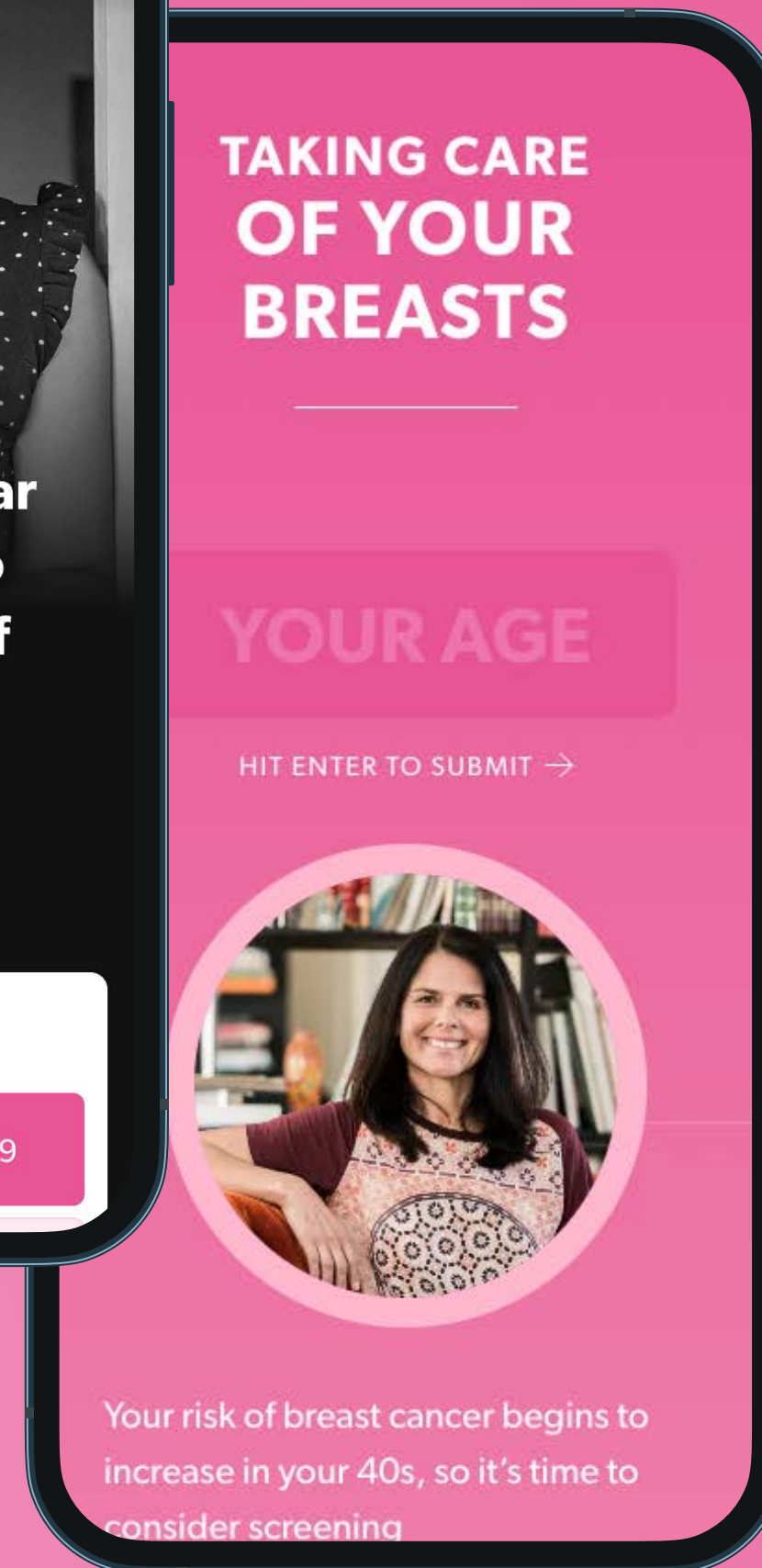
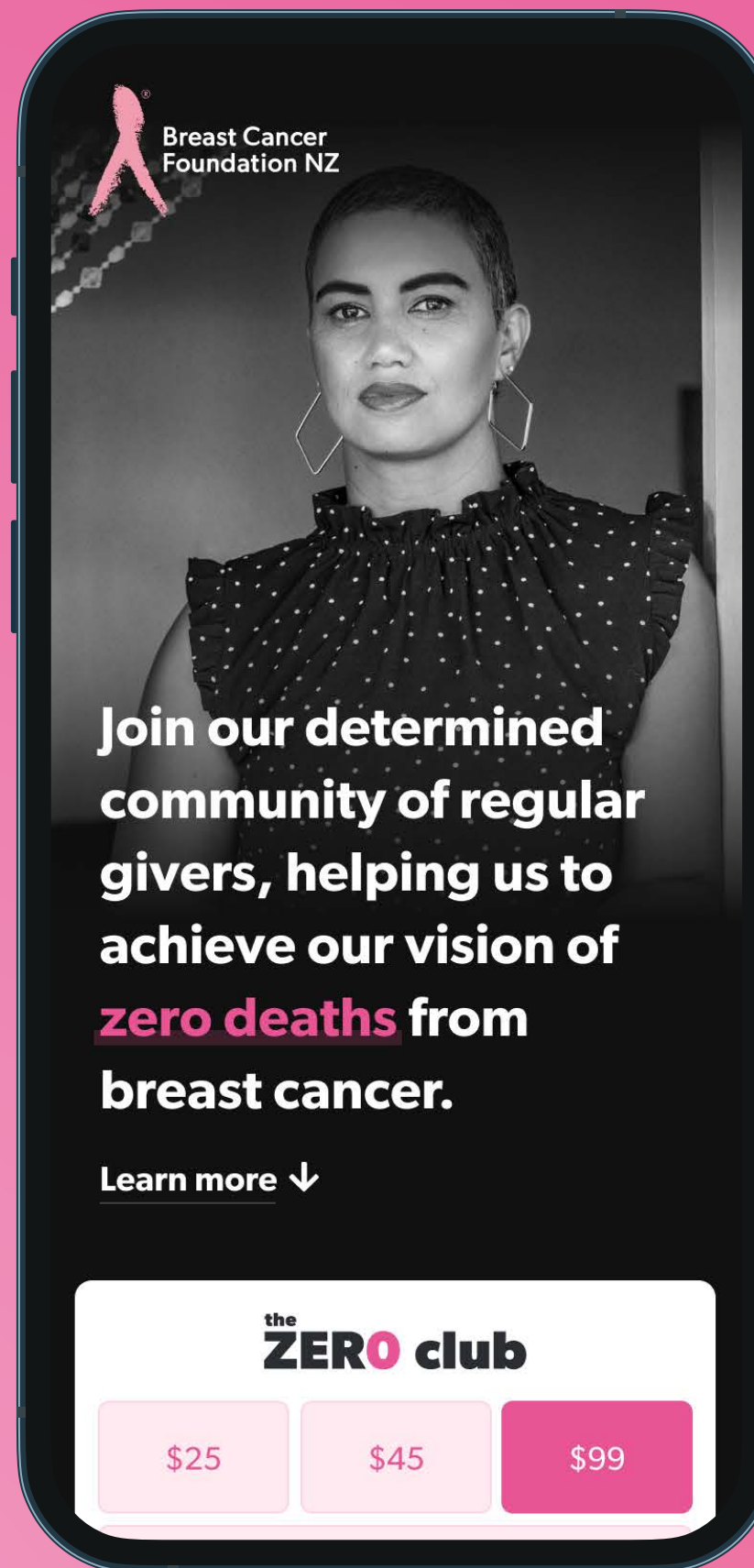


CASE STUDY

Breast Cancer Foundation NZ

We have been working closely with Breast Cancer Foundation for over 6 years. They do very important work in the community, and we enjoy collaborating and finding ways we can better connect with and grow their supporter base, while providing better service to those affected by breast cancer.

breastcancerfoundation.org.nz



CASE STUDY

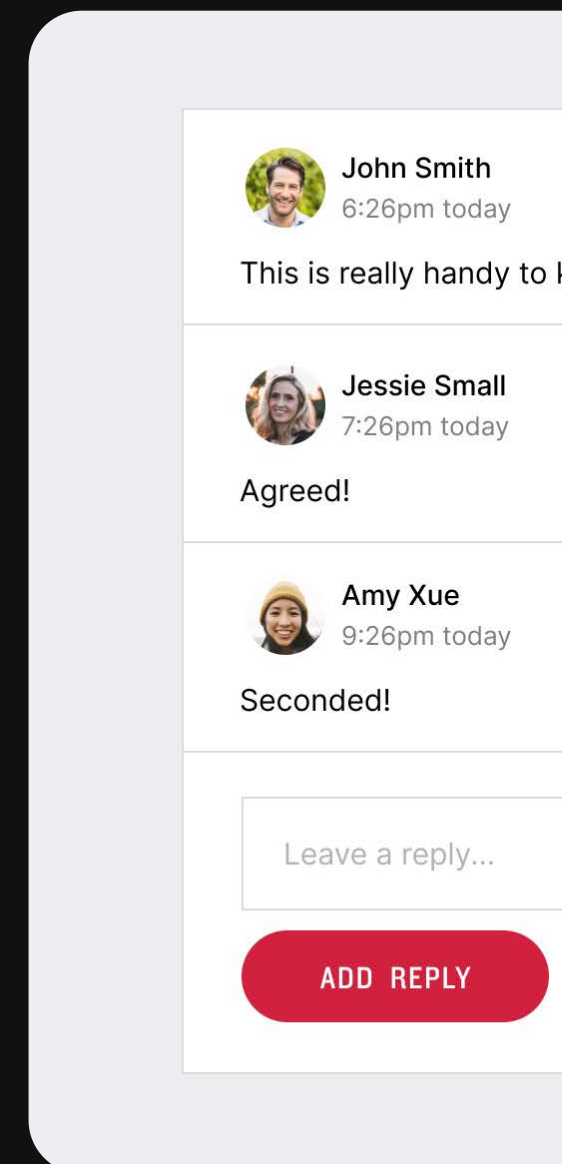
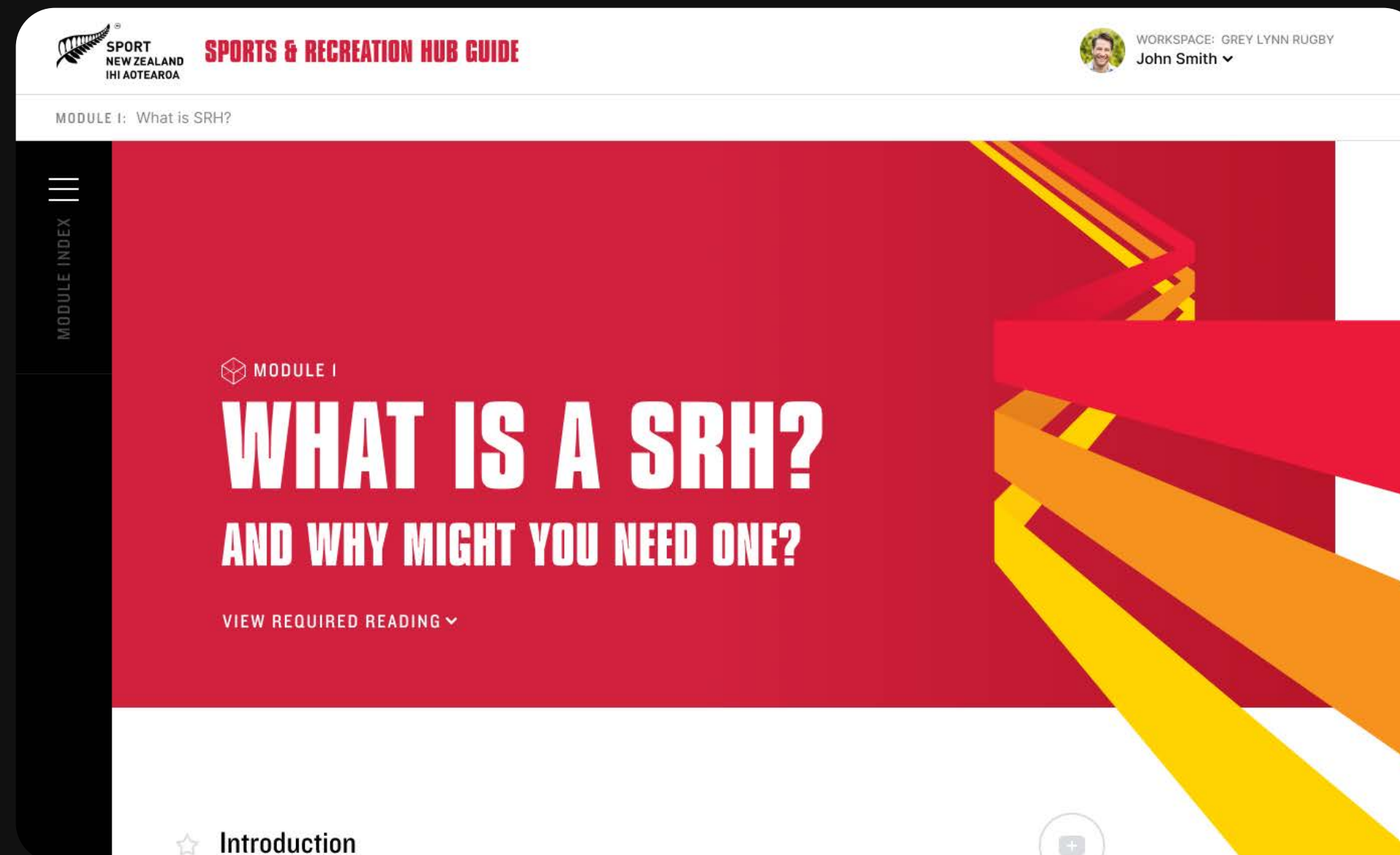
Sport NZ Sports Hub Guide

Fully bespoke e-learning software platform which allows group of colleagues to access learning modules inside a login-protected area.

One of the great features is the way workmates can share comments and ideas, in context, against a particular article.

It is a system that encourages everyone to participate and share their thoughts in a fun and inclusive way.

thehubguide.org.nz



CASE STUDY

FutureFit

FutureFit is an Auckland Council and Wellington City Council initiative that allows individuals to calculate their personal carbon footprint, then set actions, win badges and compete with others in teams.

Futurefit was awarded the 'top NZ carbon calculator' by an academic review panel in 2020.

Weekly reminders are sent each week and achievements can be recorded with a single tap. We were able to draw on our experience in the area of behavioural change to make the app a success.

futurefit.nz

FUTUREFIT
BY AUCKLAND COUNCIL

About | Our approach | Our carbon calculations | Promo modal

DASHBOARD | SIGN OUT | MENU

DISCOVER YOUR IMPACT ON THE PLANET

See how your everyday actions can make a difference.

Take **3 minutes** to get a snapshot of your carbon footprint or stay longer to choose new actions, challenge friends, track and share your progress to become Future Fit.

[Get started »](#)

- 54K** Discovered their carbon footprint
- 2.2KT** Carbon saved so far
- 8.3K** Participants
- 2.7K** Actions this week
- 18.5T** Carbon saved this week

341KG saved Jane, Auckland
 9.1KG saved Deirde, Wellington
 1.3KG saved Julie, Nelson
 18KG saved Julie, Nelson
 28KG saved Mary, Christchurch
 18KG saved Dave, Auckland
 18KG saved Martin, Auckland
 341KG saved Jane, Auckland

SUPPORTED BY **GEN LESS**

[Contact us](#) | [Privacy & Terms](#) | [FAQs](#) | [f](#) | [t](#) | **Auckland Council**

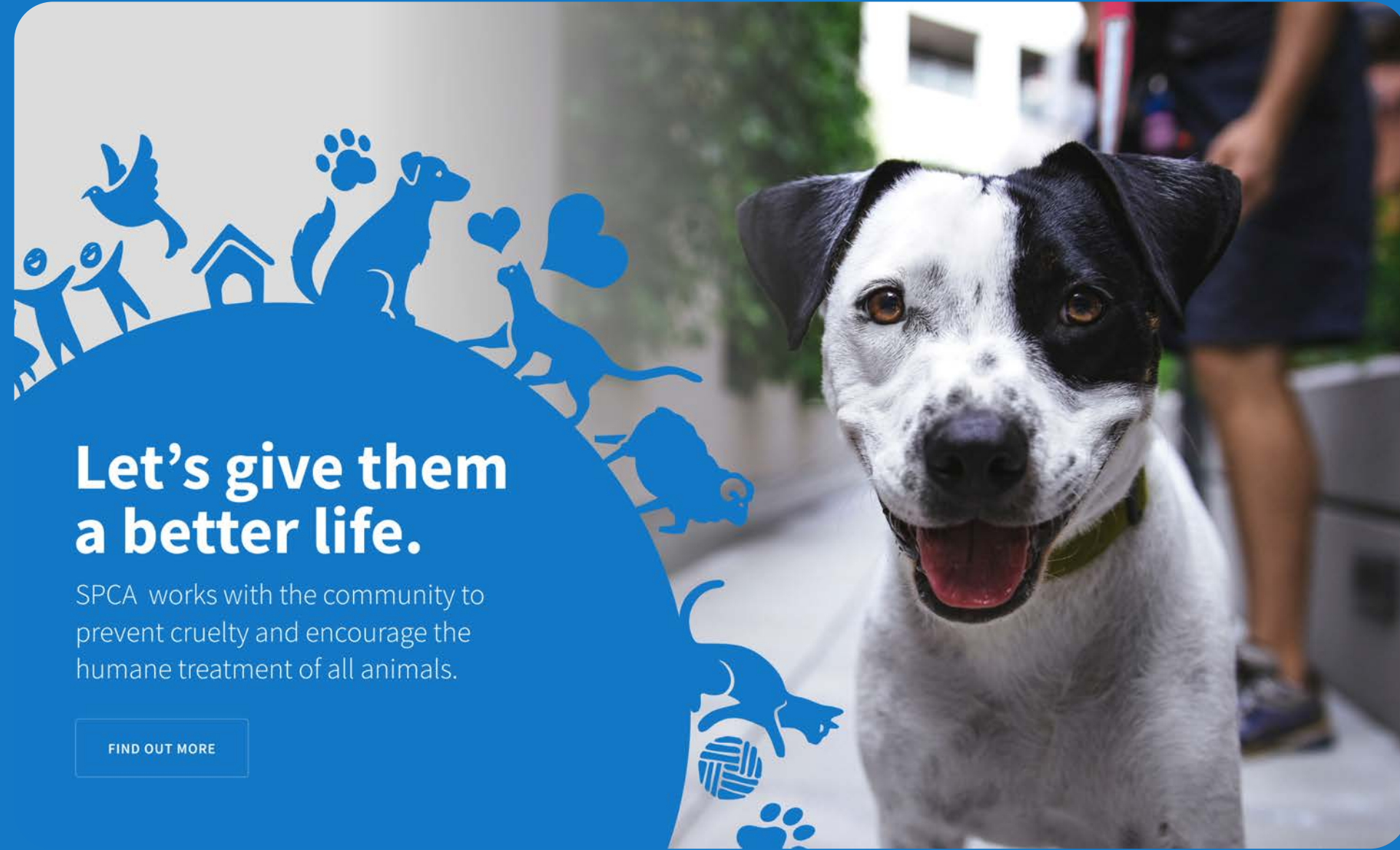
CASE STUDY
SPCA

We helped SPCA through the daunting process of consolidating the websites of 40 independent centres into a single national site that serves communities throughout NZ in the most effective way possible.

We worked closely with SPCA to boost the number of animal adoptions that are initiated through the website.

The high quality UX and use of strong emotional content achieved exceptional results.

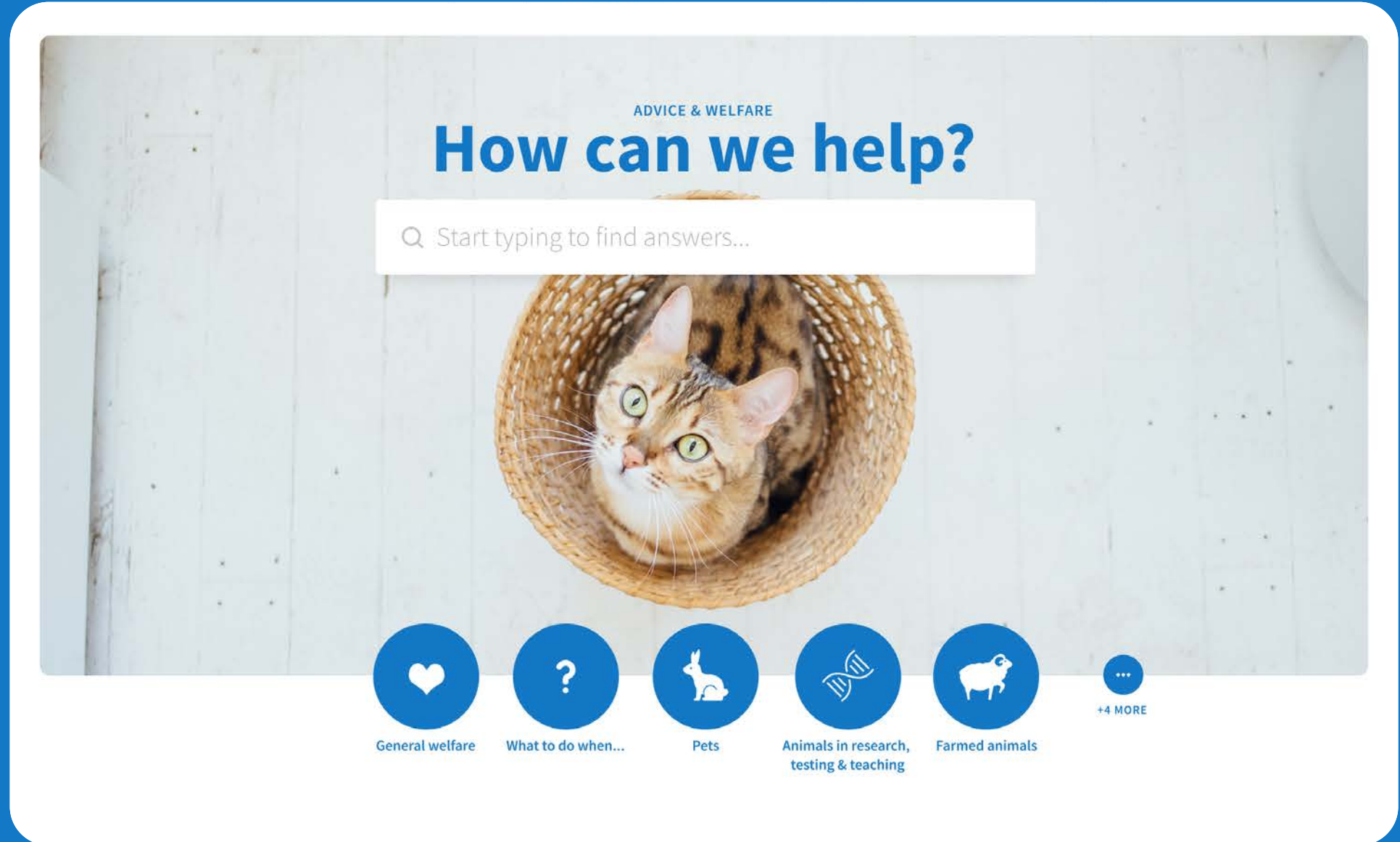
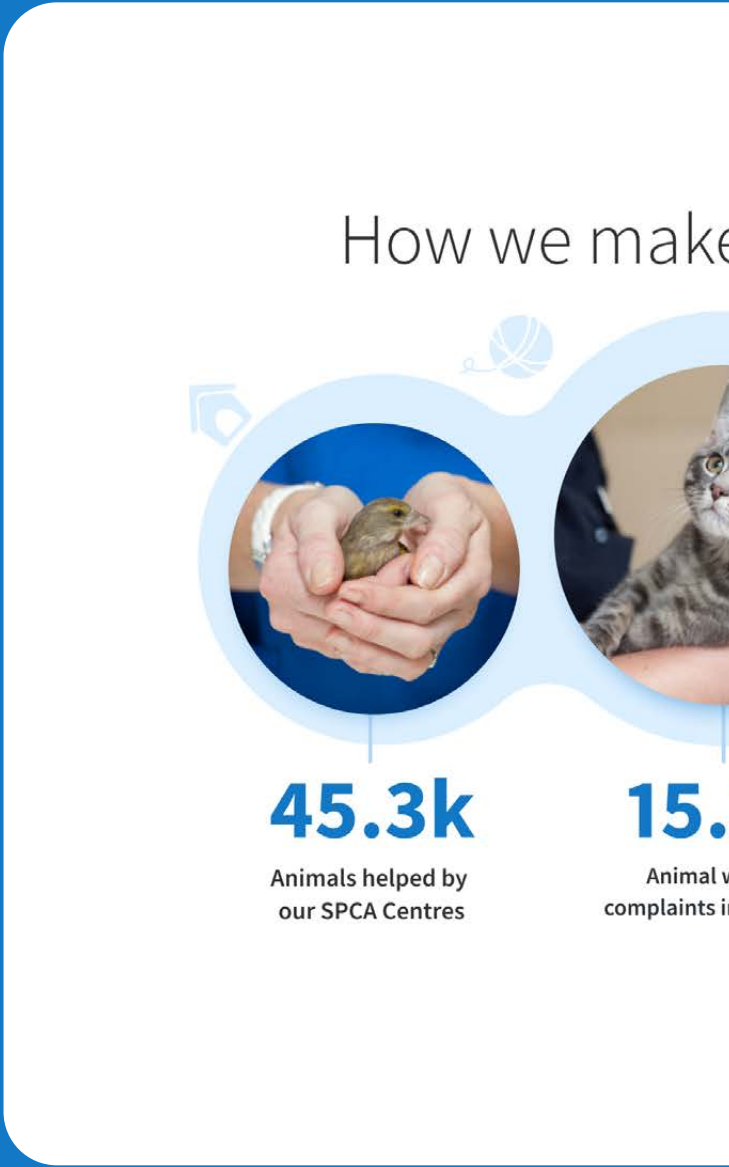
spca.nz ↗



Let's give them a better life.

SPCA works with the community to prevent cruelty and encourage the humane treatment of all animals.

FIND OUT MORE



CASE STUDY

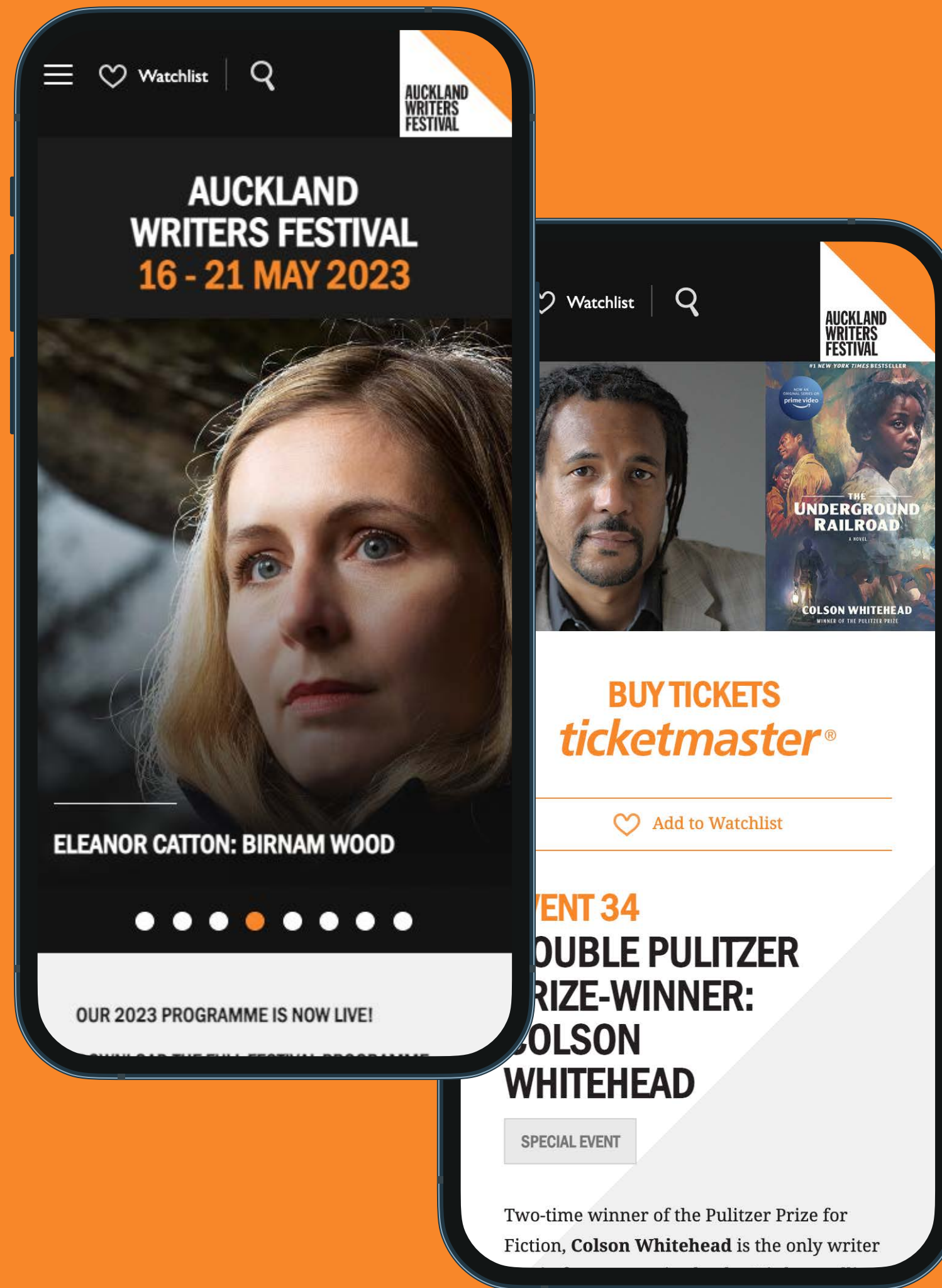
Auckland Writers Festival

We designed and built this site for Auckland Writers Festival in late 2015. It has served readers and writers very effectively for over 6 years.

The festival programme UX allows visitors to easily search and filter to find the exact events that are suited to their interests.

The site is a joy to use and has been designed for easy content setup by the festival team. AWF only need to come back to Gravitare for structural changes.

writersfestival.co.nz ↗



Illustrations: much more than decoration

Our in-house expertise extends to illustration and iconography. Creating effective user journeys often requires the use of visual cues and context-setting graphics. This has become a feature of many projects we have worked on.

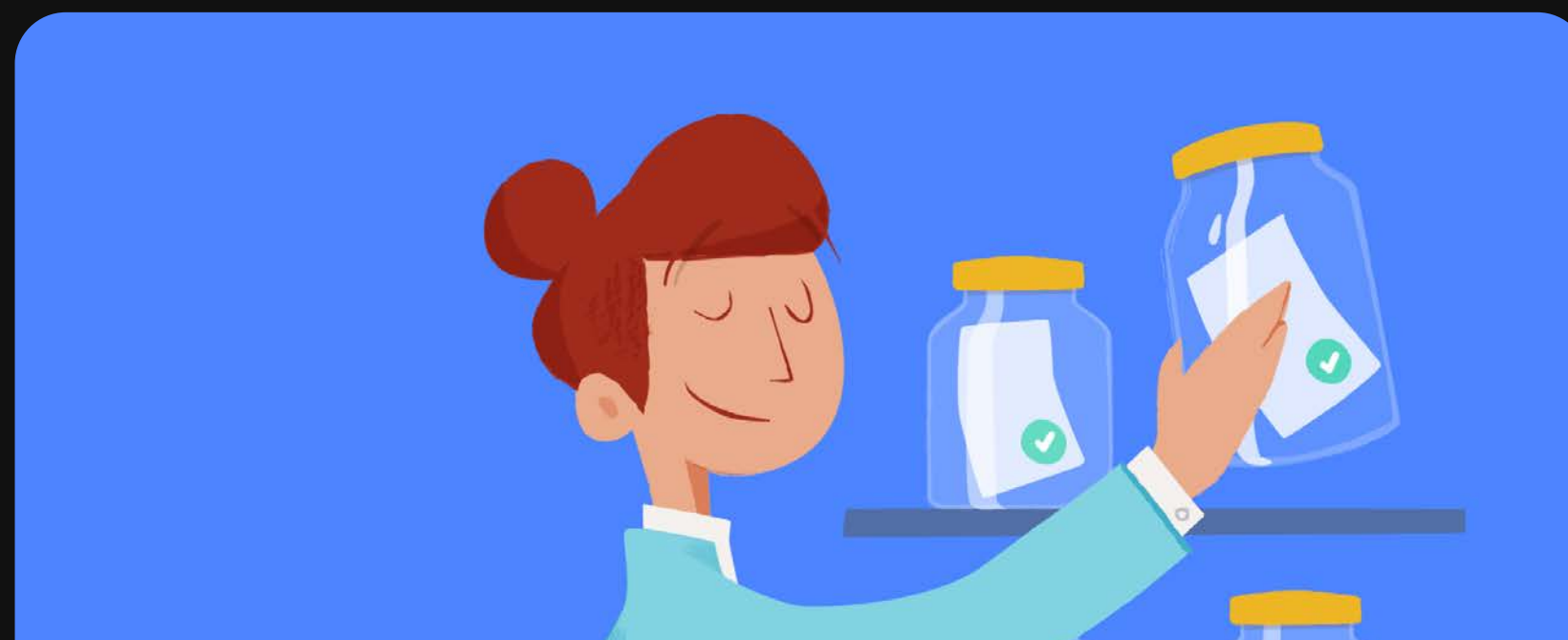




IMAGE: BREAST CANCER FOUNDATION NZ



Section 2

Our team

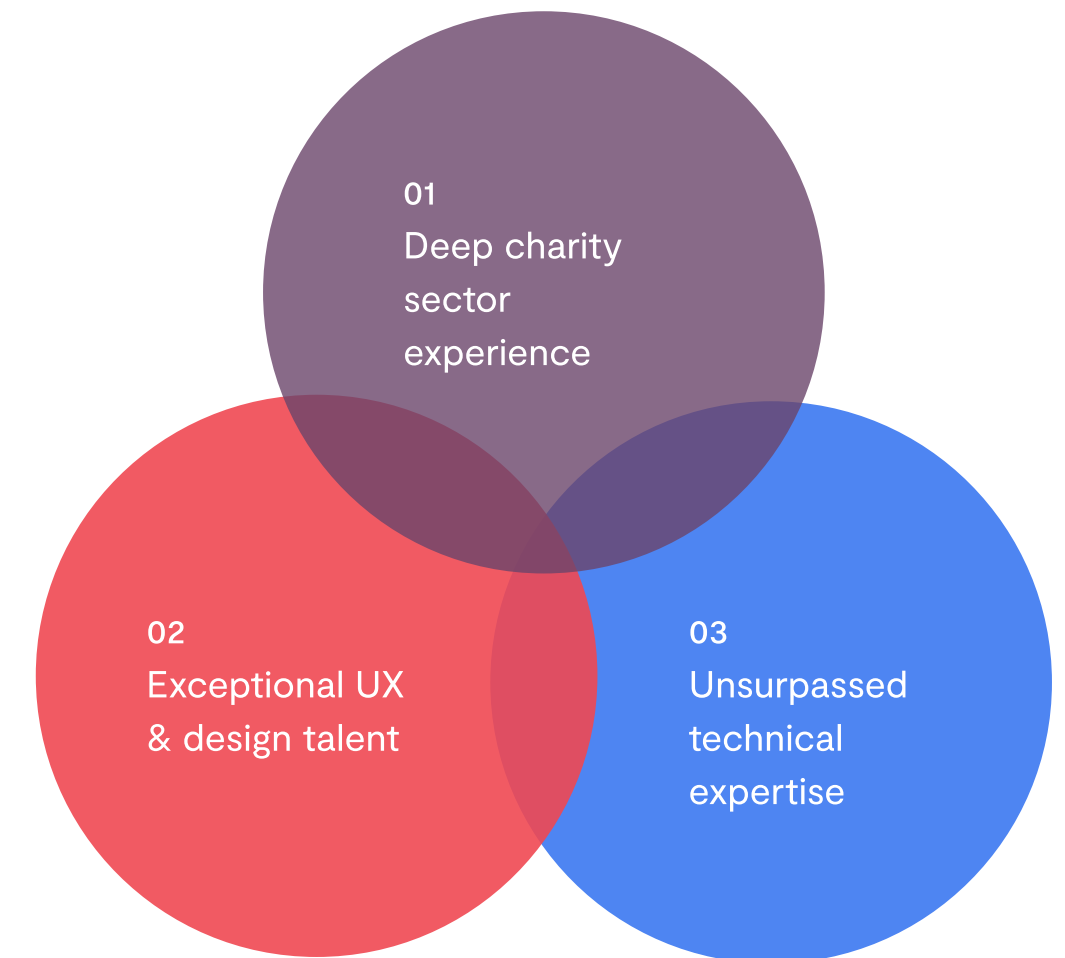


A team who lives and breathes collaboration

Gravitate is comprised of 13 digital experts who share the same passion for the industry and the same motivating principles. This includes **2 UX/UI designers, 2 front-end developers, 4 software engineers, and 3 very experienced project/account managers.** We believe our team is an optimal size for the highest quality output. Any larger, and we'd risk losing the creative edge that we bring into the mix. In addition to our 13 digital natives, we have a team of creatives and media experts from the wider agency.

Collaboration is at the very heart of all that we do and how we go about it. It's how we develop briefs, and it's how we develop strategies that shape solutions. We are fiercely proud of how we live and breathe this collaborative approach.

In summary, we're open, inclusive, and happy to lead the charge towards great work that has outcomes we can all be proud of. We enjoy a laugh along the way too.



Hands-on leadership

We run our projects a little differently at Gravitare. We have senior team of experienced experts, working across the different disciplines, who roll their sleeves up and get involved from the start. Our philosophy of collaboration applies to everyone in the team, and you'll be getting the best out of our senior team from the outset.



Andrew Ferguson
DIGITAL STRATEGY DIRECTOR

Co-founder of Gravitare in 2001. A deep commitment to positive social and environmental outcomes.



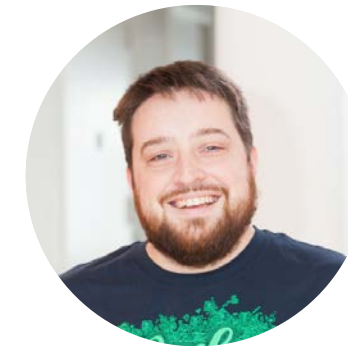
Gaylene Anderson
MANAGING DIRECTOR

Under Gaylene's leadership, our team has created a high energy, highly responsive culture that leads to great client collaborations.



Jamie Saint Merat
HEAD OF DESIGN

One of the most brilliant UX/UI designers in N.Z. Passionate about for-purpose projects.



John Lennard
TECHNICAL STRATEGY DIRECTOR

Co-founder and technical lead. John focuses on architecture and new technologies.



Weida Xue
HEAD OF SOFTWARE DEVELOPMENT

A talented software engineer who is committed to high quality and timely delivery.



Marisa Kirkbride
ACCOUNT DIRECTOR

With over 9 years' experience, Marisa brings a wealth of global agency, brand and marketing experience to the team.





PPTA
NEW ZEALAND POST PRIMARY
TEACHERS' ASSOCIATION
TE WEHENGARI

NZEI
TERIUROA
NEW ZEALAND EDUCATIONAL INSTITUTE

NZEI
TERIUROA
NEW ZEALAND EDUCATIONAL INSTITUTE

IMAGE: NZEI TE RIU ROA.



Section 4

Technology



CMS Platforms

We have a team of software engineers who are very experienced with Open Source technologies. We are comfortable working with a number of different CMS platforms, all of which use PHP as the main underlying language. We also have our own software stack called Originate, which utilises Symfony, a highly regarded Open Source PHP framework.

Craft CMS and Craft Commerce are our preferred platforms for most projects.



Complex integrations are no problem for us

We have completed several complex integrations for our large corporate clients. One example of that is Smith&Smith, who required a website solution and online booking system that is fully integrated with all their in-house systems. The architecture is illustrated in the diagram on the right.

Our experience with jobs of this kind put us in a very strong position to deliver fully integrated solutions.

Whether it is a simple CRM integration or a centralised identity management system that supports peer to peer fundraising, we have a team that is up to the task.

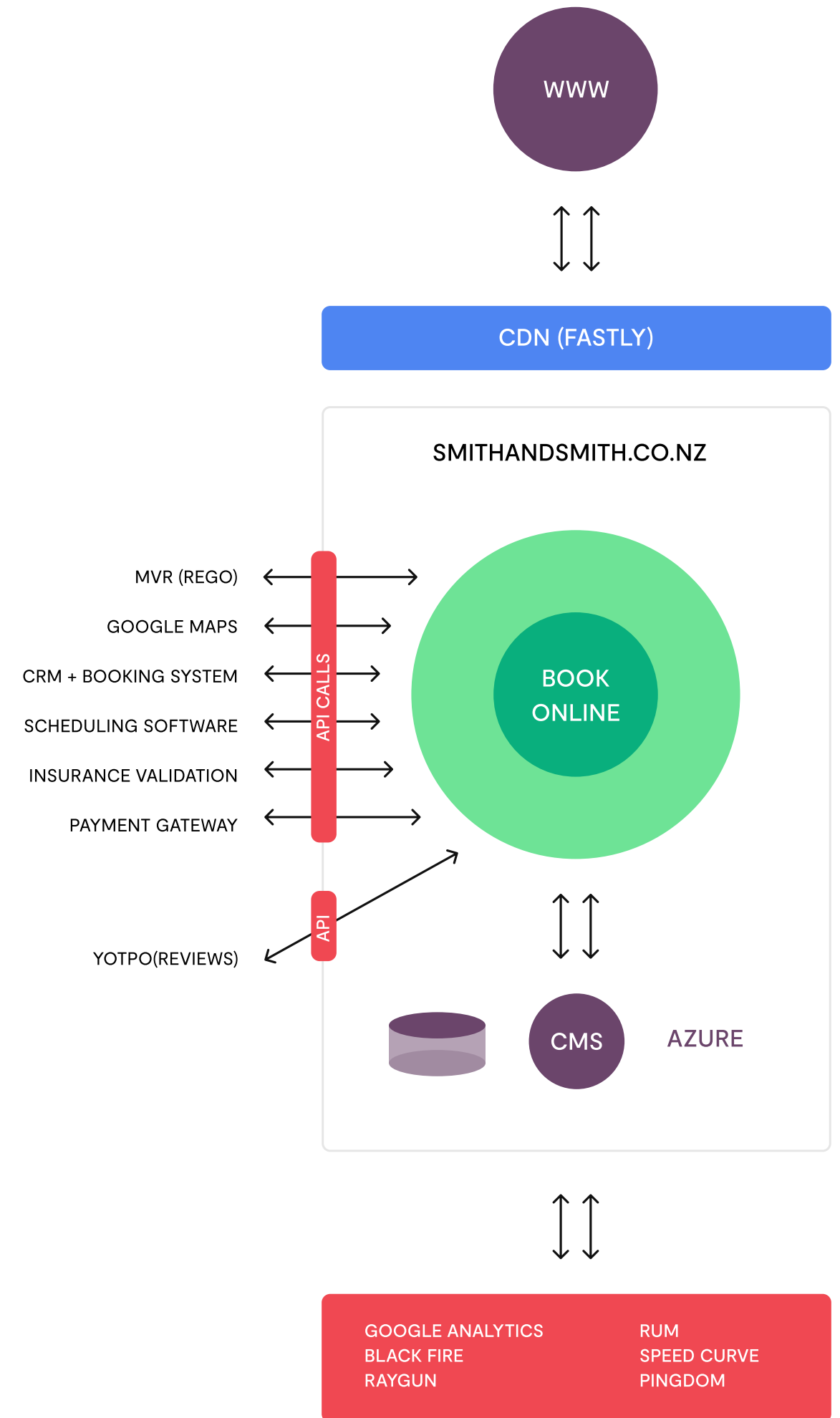




IMAGE: WOMEN IN SPORT AOTEAROA

Section 5

Wrap-around services



Support desk & SLAs

We run a sophisticated support ticketing system, as this ensures we can track every request – but this is not intended to replace human contact. We are open to discussing custom Service Level Agreements when required, but our default service terms are outlined below.

When a website has been built the job is not over. We believe that ongoing support is every bit as important as the original website build. Over the last 19 years we have steadily improved our support systems to where they are at now.

If you need assistance,
there'll always be a real
person available to help you.

	CRITICAL TASKS	STANDARD TASKS	EXPRESS TASKS	FUTURE TASKS
DEFINITION	Issues which are having significant negative operational or financial effects on your business	All other required tasks which do not meet the “critical” requirements	An elective option, for non-critical tasks but which you would like dealt with more quickly	Tasks that are not pressing but that you would like to log for future reference
RESPONSE TIME	Immediate	1 hour	1 hour	1 day
ALLOCATION & COMMENCEMENT	1 hour	3 working days	One working day	(to be discussed)
RESOLUTION	Resolved by the end of that working day	Resolved within a maximum of 10 working days	Resolved within a maximum of 3 working days	A deadline will be agreed upon with you



Bringing visitors in the door

There are a wide range of digital marketing channels available to bringing an audience to your website. We have a dedicated digital media team who are happy to provide advice, or run a multi-channel campaign for you.

Paid advertising

Our highly qualified digital media team will lead the strategy, planning, implementation and reporting across all digital media platforms. As a Google Premier Partner we access Google's Big Query Data which helps map search behaviour, run brand lift studies, review category-wide search trends and develop custom audience targeting. We are also a Facebook accredited partner.

SEO

Search Engine Optimisation requires strong knowledge across more than one discipline. First, there are the technical 'on site' elements which must be done just right. Once a strong foundation is in place, the **keyword** research and content writing comes into play. We have many years of experience implementing successful SEO campaigns that focus on the human experience as much looking after Search Engines.

Social media

Social media is all about connecting with your community on the digital platforms they use in every day life. We have talented writers who can help develop content, strategy and the right conversational style. Social media in the not for profit space is all about being authentic and connecting with your audience at an emotional level. We understand the nuance of this very well.



Guriq Singh
HEAD OF DIGITAL MEDIA



Security mindset

Website security is often neglected but that is not an option in the current climate. We bring the right attitude to ensure security is taken very seriously.

Data Storage and Security

- All website data is stored in a MySQL database.
- Website and data files will be hosted in a secure data centre located in Auckland (we partner with SiteHost to deliver this).

The following security initiatives will be in place to minimise the likelihood of a data breach:

- Compulsory HTTPS
- Regular software patching
- Software engineers review code
- Automated checks for dependency updates and security fixes

DDOS Protection

We use Fastly on all of our sites to provide CDN/Edge caching services and also provide DDOS protection. This also ensures that all users get an optimum experience by serving static files from location that is geographically closer. Fastly also offer a WAF (Web Application Firewall) service as an option, should you need an extra level of protection. The Fastly CDN is also used support our High Availability hosting offerings.

Server Access

We follow the principle of least privilege when it providing access to our development and production environments.

Developers and designers have access to internal development servers, non-production staff do not have access other than for testing.

Only senior developers and vetted staff from providers have access to the deployment environment. No other staff or external contractors have access.

Compliance

We have supported clients and their security and compliance efforts, such as PCI, and we can work with you to ensure your compliance requirements are met. This work is scoped independently of any project build work.



Development best practices

We have built a robust development process that follows industry standard practice to ensure that our development processes ensure that we maintain quality on our projects.

Technology such as **Docker**, **GitHub Actions** and **Terraform** allow us to manage our development and deployment processes for simple websites through to large applications in the same repeatable, automatable fashion. We also use tools to check code quality and security. We are not just making simple Wordpress sites, but treat every project as a software application development.

Tools and platforms we use in our pipeline

- Github
- Github Actions
- Private Packagist
- Blackfire

Change/release management and code reviews

1. All changes and updates are ticketed in our support system and assigned to a developer.
2. The software codebase is managed via a private Github repository, access to this repository is restricted to production staff only(developers/designers).
3. A designer or developer will make the required changes as specified in the support ticket and these will then be signed off by the client for deployment to production.
4. Internal development is performed on servers internal to Gravitare.
5. Each developer or designer has their own working copy of the site on the development server.
6. There is a primary internal testing host that all changes are validated on, before deployment.
7. All code is merged by a different developer than the developer or designer working on it, allowing for review of changes.
8. Once the code has been checked it is pushed to GitHub where any configured automated tests such as unit tests or security checks are executed using GitHub Actions.
9. Once the tests are completed and passing the code will be merged to a master branch where by any deployment processes will take place.



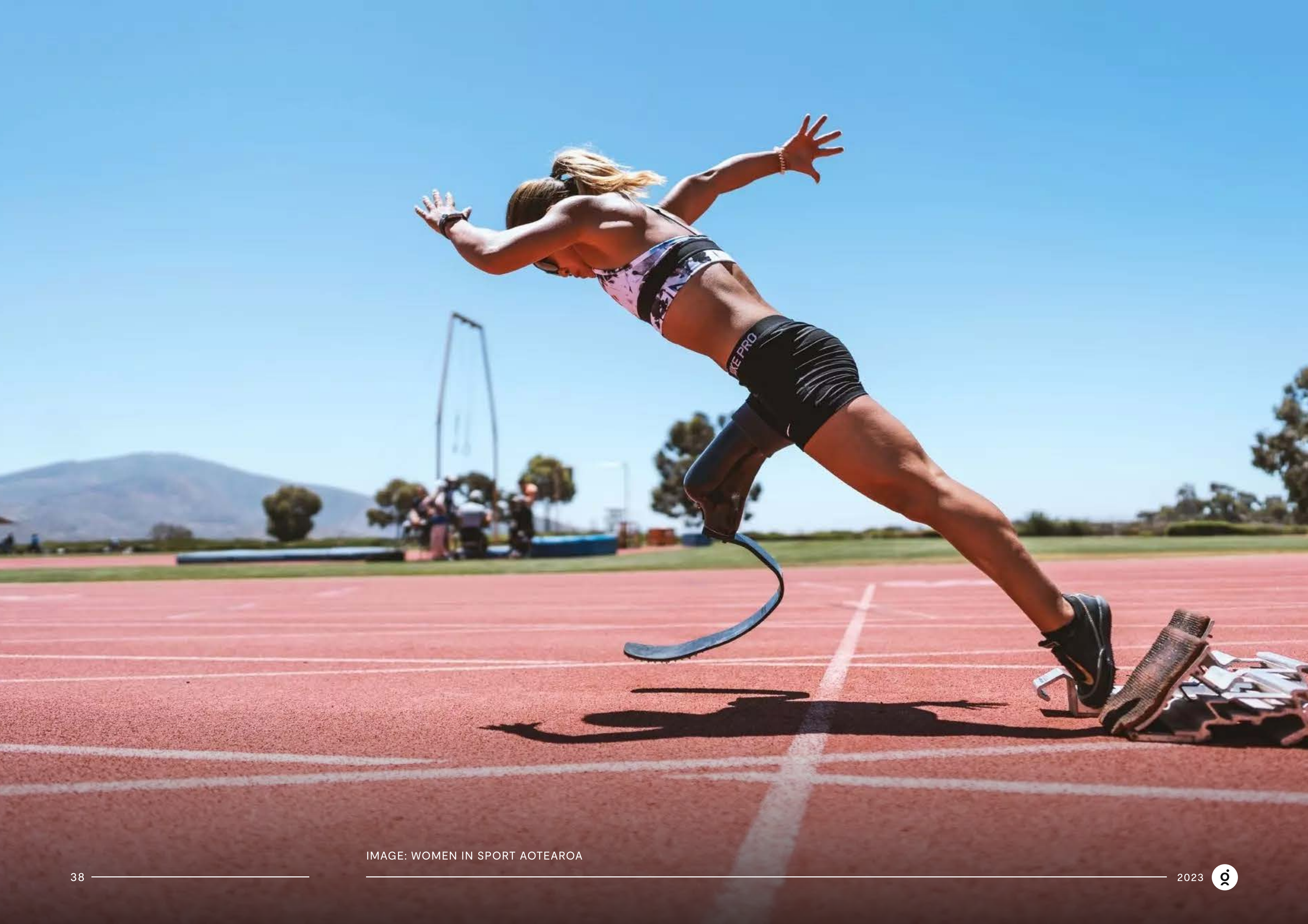


IMAGE: WOMEN IN SPORT AOTEAROA

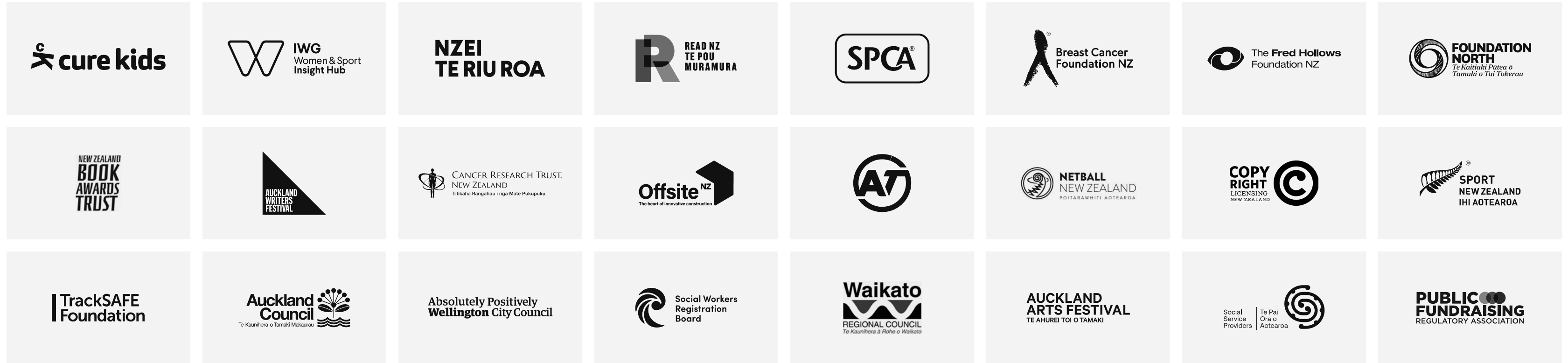
Section 6

Clients we work with



GRAVITATE CREDENTIALS

NOT-FOR-PROFIT / CHARITIES / PUBLIC SERVICES



COMMERCIAL

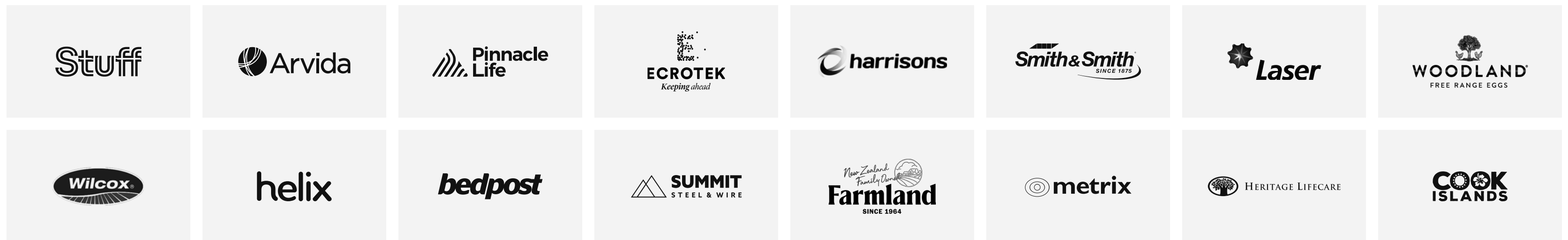




IMAGE: CURE KIDS