



Capability Statement

STORI.RISE
SHIFT THE STORY. RISE THE LEGACY.

Dream forward HQ

Prepared By :
NATALIE WILIAMS



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Digital storytelling, website design and brand systems for organisations, enterprises and community-led initiatives.



DIGITAL STORYTELLING, WEBSITE DESIGN & BRAND SYSTEMS

Stori.Rise is a digital studio with experience across social enterprise, commercial and community sectors, and is First Nations-led.



NATALIE WILLIAMS
Founder & CEO



About Us

Stori.Rise is a digital storytelling and website design studio delivering strategic, well-structured digital solutions for businesses, social enterprises and organisations.

We specialise in building websites, brand systems and digital platforms that are practical, scalable and designed to support clarity, growth and long-term use — not just visual appeal.

Our work spans commercial brands, social enterprises, fitness and high-performance environments, and community-based initiatives across Australia. We bring a relationship-first approach grounded in trust, clear communication and outcomes-focused delivery.

Stori.Rise is First Nations-led, with experience delivering culturally safe work where it is required and appropriate.



Core Capabilities

DIGITAL STORYTELLING & CONTENT STRATEGY

- Brand narrative development
- Website copywriting and content structure
- Story-led messaging aligned to organisational purpose
- Culturally safe communication frameworks

WEBSITE DESIGN & DEVELOPMENT

- Full website builds (Wix platform)
- Information architecture and user journey design
- Service-based and product-based websites
- Membership portals and gated content
- Mobile-responsive design

BRAND IDENTITY & VISUAL SYSTEMS

- Brand foundations and visual direction
- Digital brand systems for consistency across platforms
- Canva-based asset systems for internal use
- Visual storytelling aligned to values and audience



Core Capabilities

E-COMMERCE & ONLINE SALES PLATFORMS

- Online store setup and optimisation
- Product layout, navigation and user experience
- Payment, booking and checkout systems
- Ongoing refinement to support growth and conversion

MARKETING ASSETS & CAMPAIGN SUPPORT

- Campaign landing pages
- Digital assets for social, email and events
- Website refreshes aligned to launches or growth phases
- Content scheduling and rollout support

STAKEHOLDER ENGAGEMENT & CONTEXT-SENSITIVE DESIGN

- Respectful consultation and stakeholder engagement
- Platforms designed for accessibility and clarity
- Experience delivering culturally safe digital environments where required
- Alignment with organisational, community and project values



Point of Difference

- End-to-end delivery from strategy through to build, launch and refinement
- Outcome-focused — websites and systems designed to work, not just look good
- Trusted across sectors, including social enterprise, fitness, community and small business
- Relationship-first approach, prioritising clarity, respect and long-term sustainability



Dream Forward HQ

Dream Forward HQ

Dream Forward HQ is an original storytelling and publishing platform developed by Stori.Rise, demonstrating in-house capability across authorship, intellectual property development and digital storytelling ecosystems.

The platform brings together original written works, supported by digital resources and online delivery systems. It is designed to extend storytelling beyond a single format. It reflects Stori.Rise's capacity to conceptualise, create and house original content while building the digital infrastructure required to support publishing, engagement and future growth.

The Little Dream That Wouldn't Give Up

The Little Dream That Wouldn't Give Up is an original children's book authored by Natalie Williams. The work demonstrates capability in narrative development, written storytelling and the creation of original intellectual property that can be extended across digital, educational and community contexts.

Together, Dream Forward HQ and its associated original works illustrate Stori.Rise's ability to:

- Develop original written content and intellectual property
- Build digital platforms to support publishing and resource delivery
- Integrate storytelling across print and digital formats
- Create scalable foundations for future content, education or community use



Selected Experience & Projects

First Nations Worthwhile Ventures

www.fnww.org.au

Scope: *Digital transformation, platform development and business capability systems*

Project Context:

First Nations Worthwhile Ventures (FNWV) is a not-for-profit organisation supporting Aboriginal and Torres Strait Islander entrepreneurs to start, grow and sustain viable businesses. The work required a robust digital ecosystem that could support education, engagement, procurement readiness and long-term scalability.

Services Delivered:

- Full website rebuild and structural redesign
- Development of a comprehensive social media marketing plan
- Creation and scheduling of ongoing social media content
- Design and build of a subscription-based business portal
- Development of self-paced learning resources for First Nations businesses
- Portal structure covering business foundations through to procurement readiness
- Digital systems designed to support membership growth and scalability

Outcome:

Delivered a fully integrated digital ecosystem supporting FNWV's mission to strengthen First Nations business capability. The rebuilt website and marketing systems improved clarity, reach and engagement, while the subscription-based business portal enabled scalable delivery of self-paced tools, resources and procurement-focused learning. The platform now supports ongoing education, membership growth and sustainable impact across the FNWV community.



Selected Experience & Projects

She Burns

www.sheburns.com.au

Scope: Brand development, product branding and digital build

Project Context:

She Burns is a commercial candle brand requiring a clear brand identity, product presentation and digital presence to support retail and online sales. The project focused on shaping a cohesive brand from concept through to launch-ready assets.

Services Delivered:

- Brand ideation and concept development
- Strategic consultation and brand positioning
- Logo design and visual identity development
- Product branding and packaging-aligned design assets
- Full website build to support product presentation and sales

Outcome:

Delivered a complete brand and digital foundation, enabling She Burns to launch as a cohesive, market-ready candle brand. The integrated brand, product visuals and website provided clarity, consistency and a strong platform for online sales and future growth.



Selected Experience & Projects

OziePipe

www.oziepipe403.com.au

Scope: End-to-end business support and digital enablement

Services Delivered:

- Full business plan redevelopment
- Marketing strategy and implementation plan
- Capability statement development
- Weekly one-on-one business support and advisory
- Full website build and e-commerce setup
- Product presentation, positioning and online sales systems

Outcome:

Supported the transition from concept to a market-ready business with clear strategy, professional documentation and a functional digital sales platform.

The combined business planning, marketing foundations and website build enabled OziePipe to confidently engage customers, present professionally to partners, and achieve record online sales.



Selected Experience & Projects

Dream Weavers & inDIG-Stories

www.dreamweavers.org.au

www.indigstories.org.au

Scope: Social enterprise digital platform development and brand foundations

Project Context:

Dream Weavers and inDIG-Stories are government-funded social enterprise initiatives designed to support Aboriginal and Torres Strait Islander peoples — with a strong focus on First Nations girls and young women — to reclaim storytelling, strengthen identity and share stories in culturally safe ways.

The platforms were developed to act as trusted digital spaces that centre community voice, cultural respect and accessibility, while clearly communicating program purpose to stakeholders, partners and funders.

Services Delivered:

- Full website build for Dream Weavers and inDIG-Stories
- Logo design and brand identity development
- Information architecture and content structure
- Consultation to ensure culturally safe, respectful representation
- Alignment with social enterprise and government-funded project requirements

Outcome:

Delivered two purpose-built digital platforms that provide clear, accessible and culturally grounded spaces for storytelling, engagement and program visibility. The websites support both community connection and external stakeholder understanding, strengthening the initiatives' capacity to share stories, demonstrate impact and sustain long-term engagement.



Clients & Sectors

Stori.Rise has worked across:

- Social enterprises and community programs
- Service-based small to medium businesses
- Fitness and high-performance environments
- First Nations businesses and entrepreneurs

Our experience spans early-stage builds through to established organisations seeking refinement, growth or consolidation.



Curious? Feel Free To Reach Us

BUSINESS DETAILS

Business Name: Stori.Rise

Trading Name: Stori.Rise

ABN: 81 530 878 055

Location: Australia (remote service delivery)

Service Area: World-wide

CONTACT

Natalie Williams

Founder | Digital Storytelling & Website Design

natalie@storirise.com.au

www.storirise.com.au

