Innovative DIGITAL MARKETING

CAPABILITY STATEMENT
2026

INNOVATIVE DIGITAL MARKETING PTY LTD

Senior-led websites, search and advertising for government and growing businesses.

IDM is a Brisbane-founded digital agency delivering WordPress websites, hosting and support, SEO and AEO, Google and Meta advertising, and brand design. Every engagement is delivered personally by our senior three-person team: no offshore work, no account managers and no lock-in contracts.

2019
Founded in Brisbane, Queensland

20+ yrs
Combined senior team experience

100+
Websites designed and built

6+ yrs
Longest continuous hosting and support client

WHAT WE DO

WordPress websites and migrations
Custom WordPress builds and reusable component libraries, legacy CMS migrations with full 301 redirect mapping, and WooCommerce or Shopify e-commerce.

Accessibility and security
WCAG 2.2 AA built in from the design system up and tested with axe, WAVE, NVDA and VoiceOver. OWASP-aligned hardening, MFA, firewall and audit logging.

Google and Meta advertising
Campaign strategy, build and ongoing management, conversion tracking and plain-English monthly reporting, from a top 2% Google and Meta partner.

Hosting, support and maintenance
Managed hosting in ISO 27001-certified Sydney data centres, daily backups, uptime and security monitoring, SLA-based support and itemised monthly reporting.

SEO, AEO and analytics
Technical and local SEO, visibility in AI search answers, GA4 and Tag Manager setup, Search Console monitoring, and protecting rankings through a migration.

Brand, content and social
Brand identity and Figma design systems, project photography and video, and social media content and management.

HOW WE WORK

Senior people, direct contact
You deal with the person doing the work. No account managers or offshore handoffs.

You own everything
Code, content, credentials and data belong to you from day one.

No lock-in
No exit fees or penalties, and full handover support if you move on.

Transparent pricing
One published hourly rate, and itemised estimates approved before any work starts.

James Howarth, Director
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CREDENTIALS

Top 2%
Google Ads Partner
In Australia, since 2021

Top 2%
Meta Ads Partner
In Australia, since 2021

Top 5%
WordPress Partner
In Australia, since 2023

Finalist
FNQ 30 Under 30
James Howarth, 2024

SELECTED PROJECTS

LOCAL GOVERNMENT

Logan City Council – Logan Water

Project documentation, photography and video of a completed infrastructure project, produced for Council's website and social media.

RETAIL AND E-COMMERCE

Paddington Hardware

Moved a 40-year-old Brisbane retailer off a legacy platform: full product catalogue, e-commerce with accounts and quote requests, 301 redirects and staff training. Supported for 6+ years, no lock-in contract.

ENTERPRISE SOFTWARE

Risk Management and Safety Systems

12-week migration of a legacy PHP website to WordPress for a risk software provider serving 200+ organisations, including federal and state government, with full documentation, training and asset handover.

WEBSITE PERFORMANCE

Brisbane business website

Speed optimisation of an existing website, lifting its page speed score from 41 to 94 in five days.

OUR TEAM

James Howarth
Director and Lead WordPress Developer
10+ years · Honours, QUT

Mia Kapernick
Graphic Design and Visual Identity Lead
6+ years · Communications, QUT

Darcy Cox
Digital Strategy, SEO and Analytics Lead
8+ years · Communications, QUT

INSURANCE

Public liability	**$20,000,000**
Professional indemnity	**$5,000,000**
Cyber and technology liability	**$5,000,000**

Certificates of currency available on request.

COMPLIANCE

- ISO 27001-certified Australian hosting and backups
- Australian Privacy Principles; NDB-aligned incident response
- WCAG 2.2 AA accessibility
- OWASP-aligned security; independent penetration testing available
- Modern Slavery Act 2018 (Cth); statement on request

OUR COMMITMENTS

- Equal opportunity: everyone is treated fairly and given the same chance
- Gender equality and a safe, respectful workplace
- Respect for Aboriginal and Torres Strait Islander peoples, engaging Aboriginal-owned suppliers where relevant
- Fair working conditions for staff and contractors

CLIENTS AND SECTORS

Clients include Logan City Council, Downer Australia, Cairns Saints AFC, Paddington Hardware, Liquid Desire, Ryan Moody Fishing, AVP AV Solutions and SEQ Auto and Marine Upholstery.

Sectors Local government and governing bodies, not-for-profits and community sport, infrastructure, retail and e-commerce, tourism, and trades including electricians.

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