

CREATE
PROMOTE
INSPIRE



Dreamtime
CREATIVE

*'A Proud Member
of Supply Nation'*

WHO WE ARE

Dreamtime Creative has built its expertise in culturally appropriate and accessible communications since 2002 for audiences Australia-wide.

At the core of our work is the passion to create equity, opportunity and empowerment for diverse groups. We do this through communications that resonate with the audience.

We recognise that no two communities are the same, so before our fingers hit the keyboard we research your target market. Factors which we consider imperative to communication design are cultural appropriateness, image preferences, education and literacy, age group, and suitability of language.

Dreamtime Creative prides itself on the ability to engage with our clients and incorporate your specific organisational requirements into communications that are a reflection of the purpose and ethos of each client.

We also place importance on employing a diverse team. Over the years, we have employed people with varying disabilities, of different cultures, and several Aboriginal and Torres Strait Islander people. We get excited when they succeed and they get excited when our clients love their work.

Our solid reputation as one of the nation's best in this area is evident in the many government panels we are members of, awards won, large campaigns undertaken, clients who use our services, and the constant referrals received.

OUR SERVICES INCLUDE:

- Branding & logos
- Stationery & template kits
- Copywriting
- Art & Illustration
- Graphic design
- Website development
- Promotional merchandise
- Print management
- Marketing campaigns
- Community engagement
- Media relations



JANET CRAIG
Managing Director

Over 25 years' experience in public relations, marketing, media, account management and advertising for government, corporate sector, and Aboriginal organisations.



DARRIEN BROMLEY
Director

More than 10 years' experience in lead positions for Aboriginal community controlled organisations including chief executive officer, national coordinator, and corporate services manager.



JORDAN DAVIDSON
Senior Graphic Designer

High quality designer with outstanding interpretation of clients' communication requirements; several years' experience in graphic design and project management.



JORDAN LOVEGROVE
Graphic & Web Designer

Ngarrindjeri young man who combines intimate knowledge of Aboriginal communities and illustration skills to develop outstanding Indigenous artwork which is applied to a range of print and online communications.



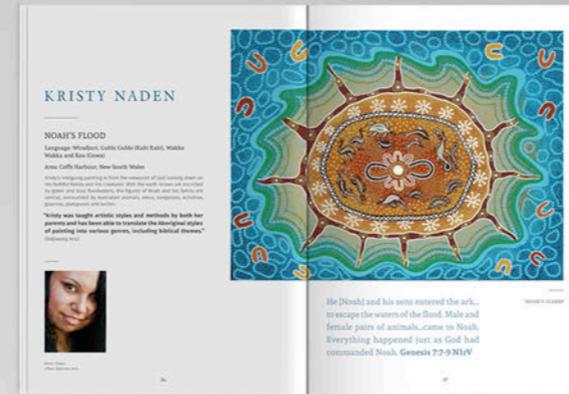
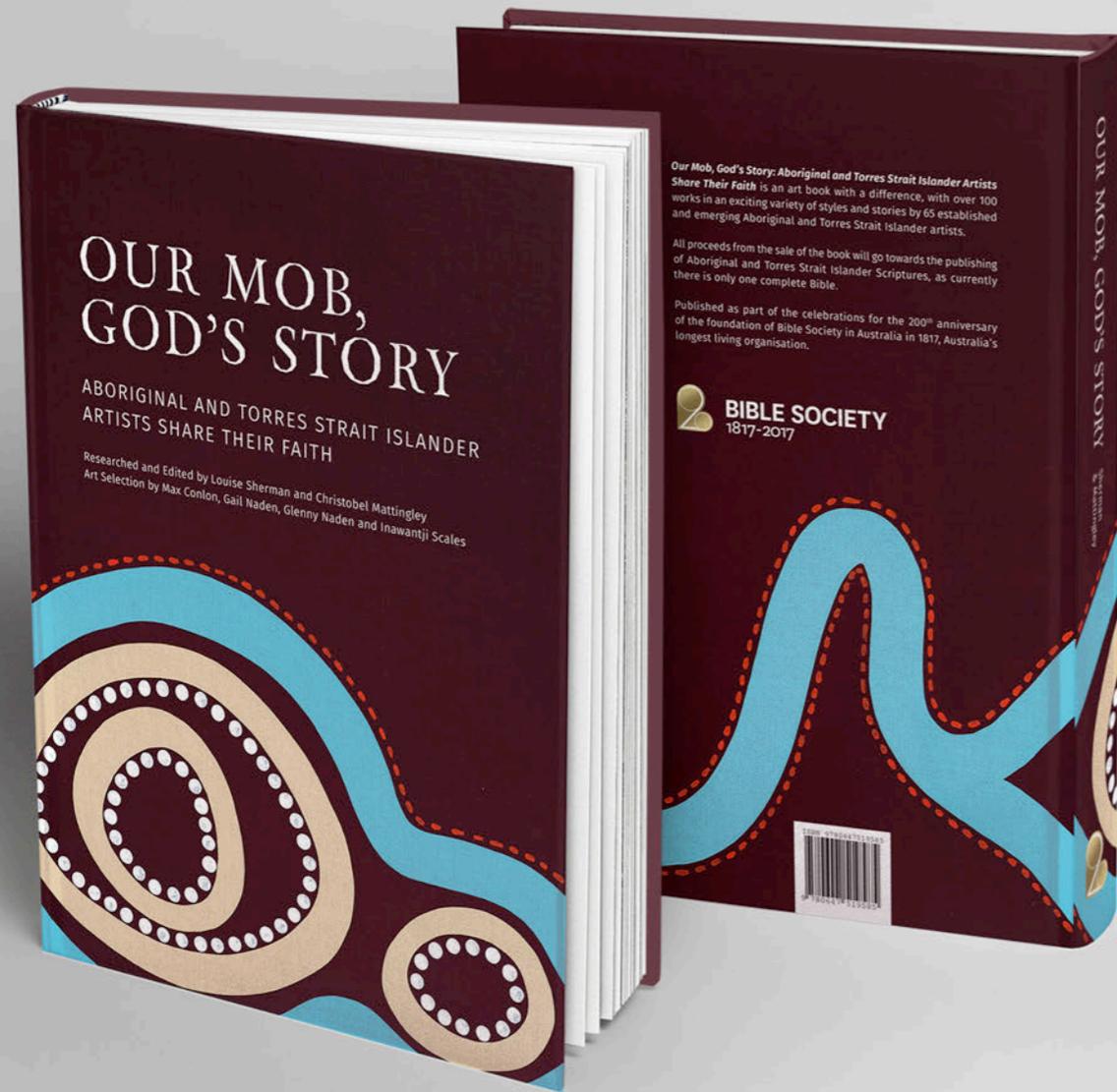
LEE-ANNE SPARKES
Client Services Officer

Well known throughout the Aboriginal community for excellence in customer service and identifying communication tools that meet client needs.



BRIAN ARLEY
Campaign Manager

High level experience in community engagement, media relations, and campaign management for federal/state government, educational institutions and Aboriginal organisations.



BIBLE SOCIETY OF AUSTRALIA

CLIENT

It's the goal of the Bible Society of Australia (BSA) to translate, publish, distribute and engage people with the Bible. This organisation is over 200 years old, making it one of the oldest of its kind in Australia.

ROLE

Dreamtime Creative was approached to design 'Our Mob, God's Story' to showcase Aboriginal and Torres Strait Islander artists and their artistic representation of bible stories. The project included a preview book and coffee table book which was perfect bound with hardcover and slipcase.

"Dreamtime's cooperation, understanding and sensitivity to the material was outstanding. We feel really blessed that the book has been in their hands. What a celebration it will be when it is launched!"

CHRISTOBEL MATTINGLEY, AUTHOR

AUSTRALIAN ELECTORAL COMMISSION

CLIENT

The Australian Electoral Commission (AEC) is responsible for conducting federal elections and referendums, and maintaining the Commonwealth electoral roll. The AEC also provides a range of electoral information and education programs, and activities.

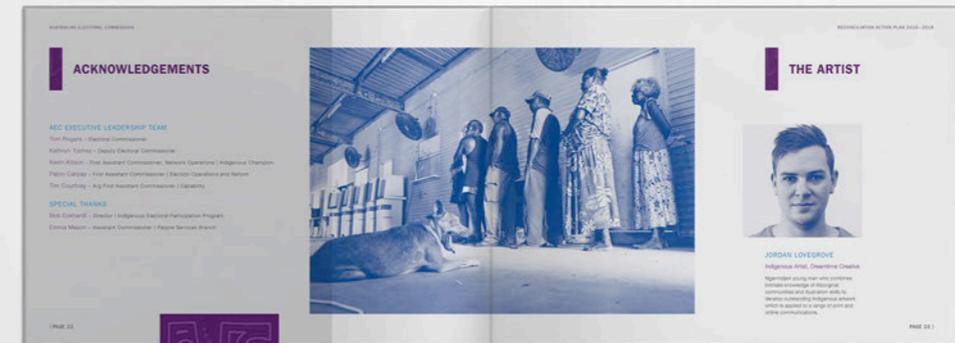
ROLE

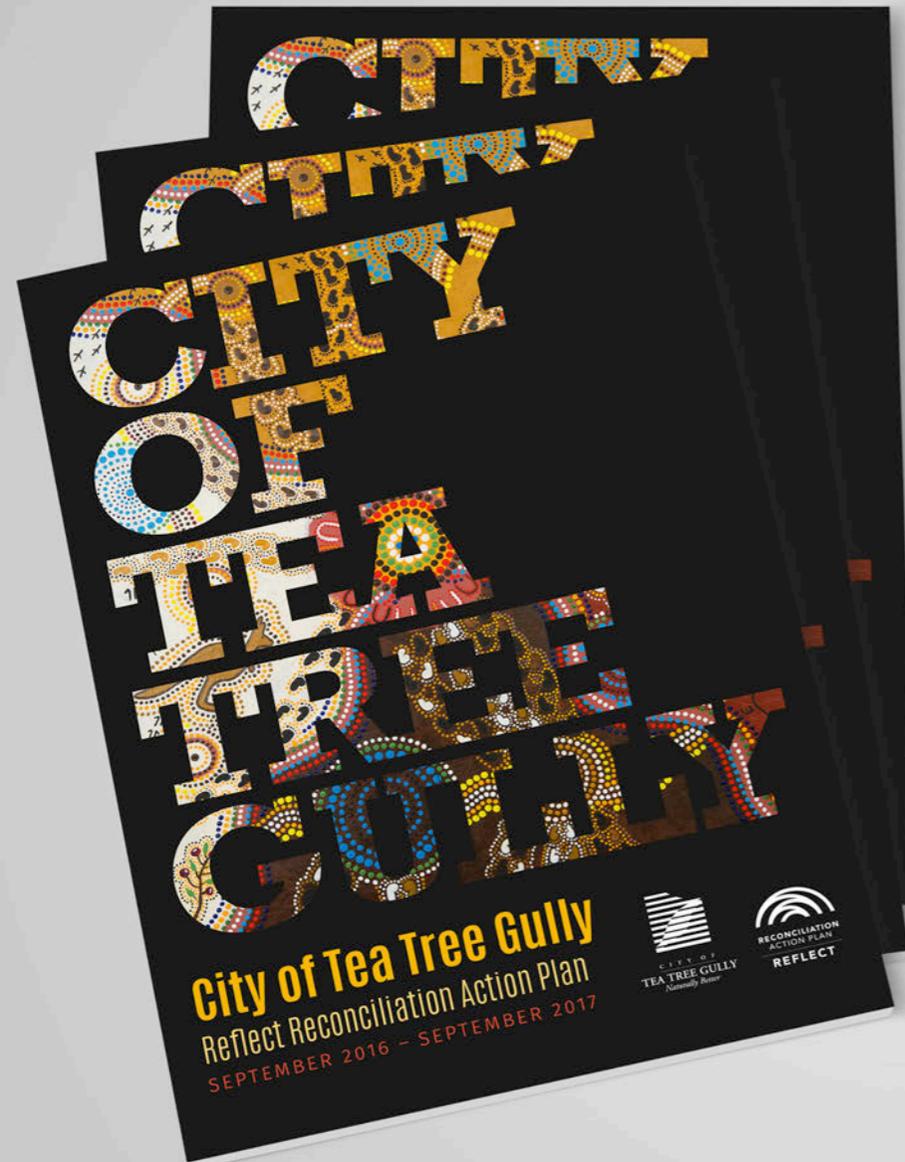
Dreamtime Creative was proud to work with the AEC on the 2016 Australian Federal Election. We produced the Bibs, A-frames, Posters, Voting Banners, Stickers, Signs, Hi-Viz Vests, and Lanyards & Holders for each polling booth across Australia, and also designed Facebook Images and Postcards, and a Reconciliation Action Plan (RAP).

For the RAP, the AEC also commissioned Dreamtime Creative to create vector Indigenous artwork. A strong connection between the artwork and the AEC branding was necessary. To achieve this, the artwork only uses AEC corporate colours.

CATEGORIES

- Layout
- Typography
- Branding
- Indigenous Artwork
- Photo Editing





THE CITY OF TEA TREE GULLY

CLIENT

The City of Tea Tree Gully (CTTG) is a local council in South Australia which presides over the outer north-eastern suburbs of Adelaide.

ROLE

Dreamtime Creative designed the CTTG Reconciliation Action Plan (RAP) which featured bold colours and dynamic typography.

“Working with Dreamtime Creative on the design of our RAP has been a breeze. Great customer service and communication throughout and we are pleased with the end result.”

DONNA MIJATOVIC, CITY OF TEA TREE GULLY

UNIVERSITY OF NEW SOUTH WALES

CLIENT

The University of New South Wales (UNSW) is an Australian public research university located in the suburb of Kensington in Sydney.

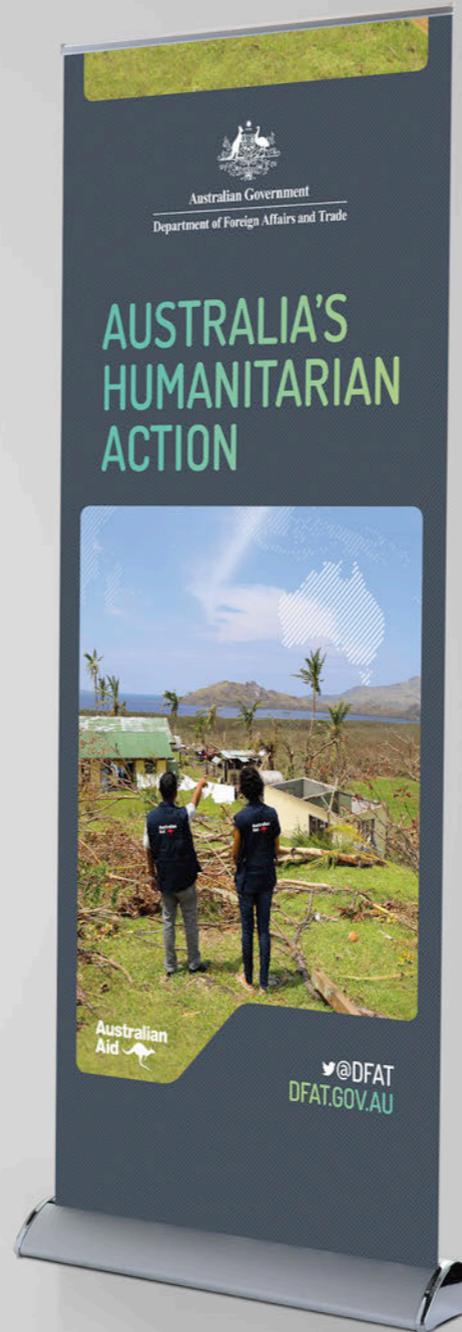
ROLE

Dreamtime Creative has worked with UNSW on various projects for the Aboriginal and Torres Strait Islander community. These projects include the National Cannabis Prevention and Information Centre (NCPIC) Music Competition and Conference, Cannabis Yarns, and QUIT Resource. A range of elements were covered in these projects including branding, artwork, illustrations, design, web and promotional merchandise.

“Thanks so much for these – the artwork itself is absolutely beautiful, and the files are immaculate!! Thanks also for your unbeatable patience – this has been yet another trying project (we seem to only send those ones your way!) – but you have done a spectacular job.”

AMANDA MCDONALD,
COMMUNICATIONS MANAGER





DEPARTMENT OF FOREIGN AFFAIRS AND TRADE

CLIENT

The Australian Department of Foreign Affairs and Trade is a department of the Government of Australia charged with the responsibility of advancing the interests of Australia and its citizens internationally.

ROLE

Dreamtime Creative's role was to work with DFAT on two projects, the Humanitarian Strategy and the Humanitarian Supplies Challenge. Infographics were created to illustrate statistical data relating to humanitarian crises. Banners, social media campaigns, and summary booklets were also created to accompany these projects.

CATEGORIES

- Layout
- Typography
- Branding
- Photo Editing
- Promotion Material
- Social Media Campaign

LINK-UP NSW

CLIENT

Link-Up (NSW) supports the healing journeys of those who have been separated from their families and culture due to past government policies; delivering professional, culturally sensitive and confidential research, reunions and Social, Emotional and Wellbeing services to those over the age of eighteen.

ROLE

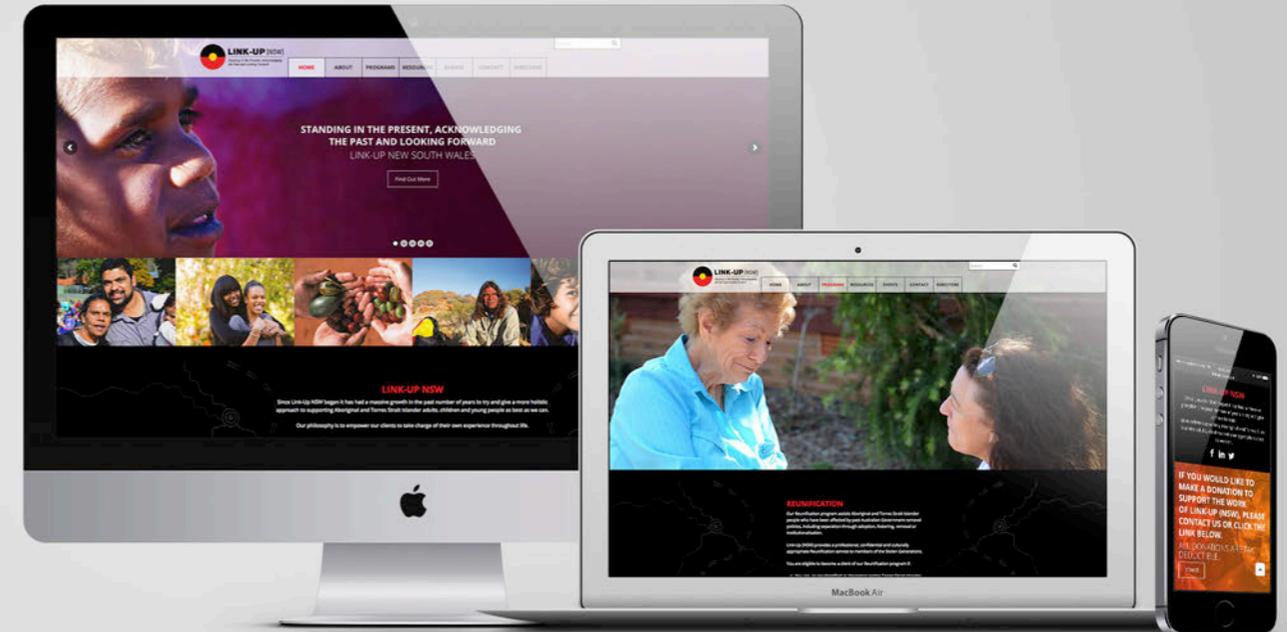
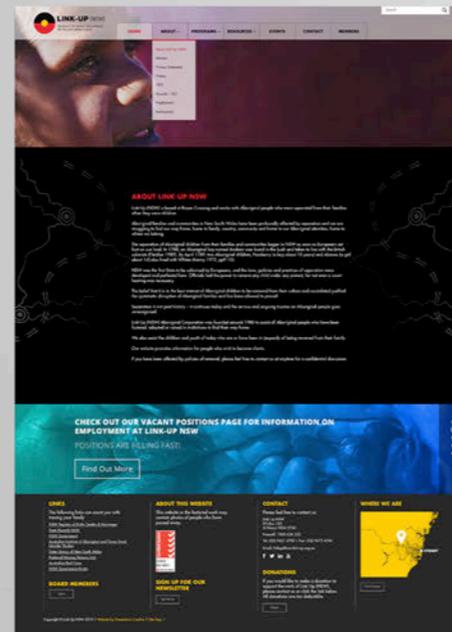
Dreamtime Creative has worked closely with Link-Up NSW on many projects, the most recent being the design and development of their new website. The website included a Photo Gallery, Event Calendar, Donation button, Search Engine Optimisation, and Google Analytics. Once the website went live, Dreamtime provided training to the client so that they could edit and upload content themselves.

CATEGORIES

Web Design

Web Development

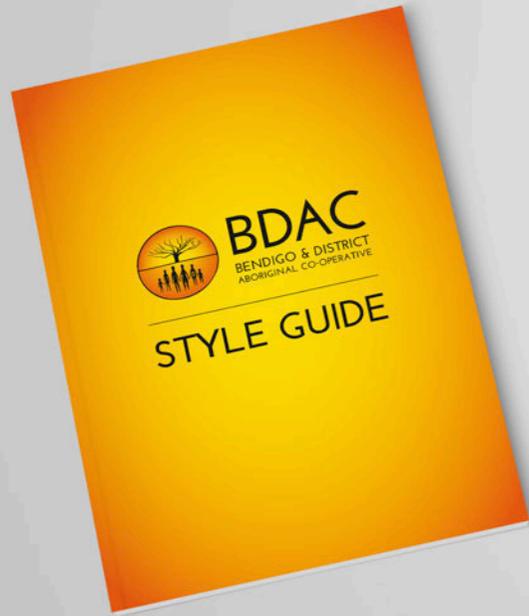
Photo Editing





BDAC

BENDIGO & DISTRICT
ABORIGINAL CO-OPERATIVE



BENDIGO AND DISTRICT ABORIGINAL CO-OPERATIVE

CLIENT

Bendigo and District Aboriginal Cooperative (BDAC) is an Indigenous health care provider in the Bendigo district of Victoria.

ROLE

Dreamtime Creative designed new branding and a style guide for BDAC. This included their logo, stationery, business cards, power point, style guide and a range of templates and icons so they can manage the remainder inhouse.

“We have received great feedback about our new logo and how FANTASTIC it looks.”

DESLEY SLADE,
QUALITY & INFRASTRUCTURE MANAGER

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Supply Nation'*



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