

TOGETHER,  
WE ARE STRONGER.

# DREAMTIME FLOORING & GH COMMERCIAL

Built on a foundation of collaboration, we grow and create a stronger community of businesses, artists and support for social needs around our country.





# DREAMTIME FLOORING

Dreamtime Flooring proudly stands as Australia's only 100% Indigenous owned flooring wholesaler, specialising in the creation of artisan carpets that embody the rich narratives of Indigenous cultures.

Dreamtime Flooring was born in 2022 from a deep aspiration drawn from Director, Josh Haddock's connection to Indigenous culture, this is the essence of Dreamtime Flooring: the missing link connecting culture, artwork and flooring. This can only come from engaging with a 100% Indigenous owned business-like Dreamtime Flooring. Josh being a Yorta Yorta man raised in Morwell, VIC on Gunai Kurnai Country himself, wanted to create a business that celebrated the Indigenous culture through flooring while engaging with other Indigenous owned businesses, helping to streamline income back into Indigenous communities.

# FOR GENERATIONS, INDIGENOUS PEOPLE HAVE SHARED CULTURE THROUGH STORIES AND ARTWORK.



Limestone Coast Collection  
6800 Red Dusk & 7855 Blue Agate

At Dreamtime Flooring, Indigenous heritage is drawn from to celebrate this rich culture through the flooring medium in the hopes of preserving those stories for our future generations.

Dreamtime's mission is to have as many buildings as possible feature flooring that showcases First Nations ancestry and culture that can be enjoyed by current and future generations with a particular focus on public buildings: Government, council, schools, libraries and galleries. Their intention is not only focused around sharing their culture with generations to come but also to engage these future generations with employment opportunities, apprenticeships, and traineeships, as they believe it is a vital step into raising a talented, educated Indigenous community with the footprints to walk towards the future.

Artwork by BNYM Indigenous Designs for Dreamtime Flooring



“I wanted to showcase Indigenous art in a way it hadn’t been seen before while creating culturally safe places for mob. I also wanted to have our artwork protected while finding a way to tell the stories of other people, displayed in a culturally respectful manner. As an Indigenous person, our land, journey and stories are important to us and as such I want to protect and respect these values. I also wanted to find a way that I could make meaningful change by injecting income directly into the community with the intention to create economic equality.”

**Joshua Haddock**

Managing Director of Dreamtime Flooring.



As a house of market leading brands, distributing Godfrey Hirst, Feltex and Mohawk Group flooring products, GH Commercial is the Oceanic subsidiary of Mohawk Industries, the world's largest flooring company, offering a global network of leading products.

Drawing on over 150 years of manufacturing experience in Australia and New Zealand through Godfrey Hirst operations, GH Commercial is committed to designing, creating and supplying high quality floorcoverings that contribute to a more beautiful, comfortable and sustainable world.

Our approach to business is all about making the world better. Our commitment to our planet extends beyond just products and processes, it's how we challenge ourselves to do and be better every day, how we make decisions, and how we reinvest in our people and our planet, and how we define what matters most as work to deliver value for generations. We capture this in three powerful pillars of People, Performance, and Planet.



# Partnering with GH Commercial has been an incredible journey.

“Developing from two very different business dynamics that through time and understanding created the building blocks to pave the road towards a real partnership.”

**Joshua Haddock**

Managing Director of Dreamtime Flooring.

## SETTING THE INDUSTRY STANDARD THROUGH A UNIQUE PARTNERSHIP

GH Commercial and Dreamtime Flooring have come together to create a partnership that is a first of its kind within the Oceanic region. Together, bringing First Nations artists work to life in a distinctive alliance unlike any other.

The partnership started in 2022 when Josh first launched Dreamtime Flooring. The aim was to create a true partnership where GH Commercial share knowledge across manufacturing, sales and the wider business with Josh and his team, to further propel Dreamtime Flooring's success. The partnership model empowers Dreamtime Flooring to be GH Commercial's design and collaboration partner and exclusive distributor of First Nations ranges manufactured by GH Commercial, fostering growth for an 100% Indigenous owned business, creating a unique model that is unlike any other with the industry.

*“This partnership represents the evolution of GH Commercial. A shift from mere business strategies to heartfelt responsibility. For me, it's a hope that this step forward ripples across the corporate world, awakening others to the richness of First Nations cultures and appropriate engagement.”*

- Joshua Haddock, Managing Director of Dreamtime Flooring

*“We are here to break the mould as a large corporate business. Our goal is to build on a foundation of collaboration and as the Dreamtime Flooring x GH Commercial partnership continues, each respective business grows and creates a stronger community of businesses, artists and support for social needs around our country.”* – Joel Williamson, National Commercial Sales Manager, GH Commercial.

“It’s a promise to my community, to preserve our art, and to create a haven where every Indigenous person feels a profound sense of belonging.”

Joshua Haddock



Left: Josh Haddock, Aunty Sam Walker-Wilson of BNYM Indigenous Designs with the Honourable Matt Thistlewaite, Assistant Minister for Defence, Veterans Affairs and for the Republic.

Below: Award presented to Dreamtime Flooring from the Defence School of Languages, for promoting and celebrating Aboriginal and Torres Strait Islander cultures.



## JOSHUA HADDOCK

MANAGING DIRECTOR  
OF DREAMTIME FLOORING.



Inking this contract isn't just about signatures on paper. For me, it's a profound connection to my roots, a pledge of honour to the legacy of my ancestors and safeguard the precious tapestry of Indigenous culture that weaves through our communities.

As someone deeply rooted in the Indigenous heritage, I've witnessed the struggle to preserve our traditions. This contract is recognition that our culture isn't just a commodity; it's our identity, our history, and our future.

Looking back, I see the missteps of the past, where others failed to grasp the understanding. GH Commercial comprehends not just the "what", but the "why" of our cultural richness. It's more than economic prosperity; it's empowering our youth and building a bridge to a future where our traditions thrive.

This contract signifies more than a business deal. It's a dream of a future where they can walk proudly in the footsteps of their forebears, embracing their

heritage without fear. It's a commitment to donate, not out of obligation, but out of love – touching the lives of Indigenous people far beyond the boundaries of our community.

I stood before a corporate giant and was heard. It's a victory not just for me but for every Indigenous voice. It's a spark of inspiration for our community, a reminder that persistence and passion can indeed pave the way for change.

This contract represents the evolution of GH Commercial. A shift from mere business strategies to heartfelt responsibility. For me, it's a hope that this step forward ripples across the corporate world, awakening others to the richness of First Nations cultures and appropriate engagement.

On a personal note, it's a promise to my community, to preserve our art, and to create a haven where every Indigenous person feels a profound sense of belonging. Through the creation of culturally safe spaces, it's not just ink on paper, it's a testament to the enduring spirit of my people.



# WHY CHOOSE DREAMTIME FLOORING?



Artwork by BNYM Indigenous Designs for Dreamtime Flooring



**100%**  
Indigenous  
Owned

Dreamtime Flooring is a proud Indigenous owned company that supports and purchases from Indigenous business owners and takes pride in supporting the community.



## AUSTRALIAN MADE

Dreamtime Flooring prides itself on making sure our products are manufactured in Australia. GH Commercial makes this possible with over 150 years manufacturing experience in Geelong, Victoria. As an official partner of the Australian Made Campaign, the most trusted and widely used country of origin symbol, underpinned by a third-party accreditation system that authenticates genuine Australian products.



## KINAWAY AND SUPPLY NATION CERTIFIED

Dreamtime Flooring is proudly certified by Kinaway Chamber of Commerce VIC and Supply Nation. Dreamtime Flooring is also thrilled to announce they are the First Indigenous Kinaway Chamber of Commerce Corporate Partner.



## PROCUREMENT OF LOCAL ARTISTS

Dreamtime Flooring works with talented Indigenous artists to create the story enriched artworks that can be seen on all Dreamtime Flooring's fantastic carpets. Royalties are kept with the artists and are continuously investing in other Indigenous businesses.



## CREATING FOOTPRINTS

Dreamtime Flooring along with GH Commercial have partnered with On-Country Pathways, a not-for-profit organisation created to deliver employment and career pathway programs that improve opportunities for Indigenous youth to enter the workforce and contribute to Closing the Gap on Indigenous youth unemployment.



## PROCUREMENT SPEND

The significance of purchasing flooring from an Indigenous owned business is further recognised through current procurement targets set for major government and corporate decision makers. These bodies are being given specific value targets of the amount of business that needs to be completed with Indigenous owned businesses. These targets have supported by the Indigenous Procurement Policy which is a national policy that aims to increase the purchasing rather with Indigenous enterprises, as well as stimulating Indigenous economic development, which aims to further support the wider community.

# KINAWAY BUSINESS AWARD WINNER 2022 & 2023

The Kinaway Business Awards showcase the best and brightest of Kinaway's member business providing the opportunity to highlight their success over the last 12 months.

Supporting the growth of the Victorian First Nations Business Sector is paramount to Kinaway's work in the development of innovative and agile businesses to meet the challenges of the future.



The Best Collaboration Award recognises an Aboriginal business that has collaborated with another business to achieve an important, innovative or new solution in the past year. The Award celebrates a business that demonstrates evidence in their application of the unique collaboration and resulting achievements.

Dreamtime Flooring are proud to have won The Best Collaboration Award two years in a row at the Victorian Aboriginal Business Awards. Proudly alongside GH Commercial and BNYM Designs in 2022 and in Kobi Sainty Art and BNYM Designs in 2023.

Cowes Cultural & Community Centre. This piece designed by the amazing Bunurong artist Kobi Sainty. "It represents the paths we take in life and the people we meet, how we are all similar in First Nations communities but different all at the same time." - Kobi Sainty.

This project was made possible through Dreamtime Flooring, BNYM Designs, Kobi Sainty and manufactured by GH Commercial.



## CREATING GENERATIONAL CHANGE



WITH ON-COUNTRY PATHWAYS

Jebb Hutchinson, a proud Wiradjuri man from Hillston NSW, established On-Country Pathways in 2021. On-Country Pathways is committed to closing the gap between Indigenous and non-Indigenous employment rates in Australia.

The Indigenous owned and operated not-for-profit provides work experience, traineeships, job placement support, cadetships and a driver-mentor program for First Nations people aged 15-24 years. Dreamtime Flooring and GH Commercial are proud to donate to On-Country Pathways to support their career and employment programs.

"If you are a business, consider employing First Nations people, learn about and apply cultural safety principles to your workplace, so that you can recruit and retain great

people – we can help with this. If you are a large corporate, consider sponsoring or donating to our not-for-profit – our programs have a social impact that will make real generational change, but this is a marathon not a sprint." - Jebb Hutchison, General Manager of On-Country Pathways

Dreamtime Flooring, On-Country Pathways and GH Commercial's partnership is an opportunity for all businesses to make a significant contribution to generational change for Indigenous Australians.



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