

DREAMD ACADEMY

Partnership Proposal

DREAMD

She DREAMD it. She did it.

2027

ACKNOWLEDGEMENT OF COUNTRY

We camp, cook and play footy on Aboriginal land.

DREAMD acknowledges the Traditional Owners of the lands across Central Australia where we live, work and play. Our camp is held on Eastern Arrernte country at Atitjere, and we work alongside Arrernte, Anmatyerr and Warlpiri communities.

Nothing we do happens without the welcome and guidance of these families. We pay our respects to Elders past and present, and to the women who care for community, family and country. And play deadly footy.

Wherever you are reading this, we also acknowledge the Traditional Custodians of that land.



A NOTE FROM LULU

It started with footy clinics on my days off.

In 2025 I was working in the emergency department at Alice Springs Hospital during the AFLW off-season. I saw the challenges young First Nations women and girls face. I also saw how football connected me with my patients and built their confidence.

So I started running footy clinics in remote communities on my days off. Then I brought my AFLW teammates out with me. That became DREAMD.

Everything we do is built with community, not for it. We are run entirely by volunteers, so nearly all of our funding goes straight to our programs and the young women in them.

We'd love you to be part of what comes next.

Dr Lulu Pullar

Founder, DREAMD Academy
Sydney Swans AFLW player + Trainee Emergency Doctor





WHY WE EXIST

DREAMD exists to help her know who she is, and how far that can take her.

The strength is already here. What's missing is access.

The girls we work with live in some of the most remote communities in Australia, some eight hours by bus from camp. Too often, finding opportunity means leaving home. That never seemed fair.

So we bring it to them.

We bring AFLW players out on country, connect communities that don't usually meet, and create opportunity right where she lives.

Because it is never just football. It's about building belief in every girl, so she carries it wherever she goes.

2026 IN NUMBERS

What one year looked like

250
girls and young women at camp

12
remote communities, some 8 hours away by bus

500
people watching the grand final

7
AFLW players on country from four clubs

650+
engagements across clinics, sessions and camp

1st
live TV broadcast of football in remote Central Australia

WOMEN WENT FIRST



“DREAMD is helping young Indigenous girls believe those opportunities belong to them.”

Zippy Fish
AFLW player and DREAMD volunteer

In May 2026, Doreena Hansen became our first scholar, spending a week inside the Sydney Swans AFLW pre-season. In December, 24 players and 6 coaches become DREAMD's first representative team.

OUR PROGRAMS

Where your support goes



1. Camp $105,000

Our flagship: hundreds of young women from remote communities come together at Atitjere for football, with food, swags and travel all covered.

MARCH TO APRIL



2. Scholarship $10,000

Two community players or coaches each spend a week inside an AFL club, seeing first-hand where the game can take them.

THROUGH THE YEAR



3. Tour $55,000

Each year our representative team of players and their coaches trains in community, comes together for a training camp in Alice Springs, then tours interstate. In 2026, the Gold Coast.

DECEMBER



4. Footprint project $15–30,000

A lasting upgrade that meets a real community need, pairing new infrastructure with trade skills training for local young people.

SET BY COMMUNITY NEED

All four programs, each year **$185,000 to $200,000**



OUR FUTURE

By 2030

Our camps, scholarships and tours run on a proven model that can go wherever a community asks, across the Northern Territory and beyond. Long-term partners keep us funded well past 2030. And every year, community players and coaches step into AFL clubs, so opportunity reaches beyond home too.

A model that travels

A camp blueprint any community can ask for.

A real team

A General Manager and operations team, so the mission is built to last.

Long-term partners

Partners who plan with us, year after year.

Communities leading

Host communities resourced to run their own camps.

PARTNER WITH US

How a partnership works

1 Investment
An annual level that funds a specific part of our work.

2 Involvement
Your team taking part in camp, a project or the tour.

3 Opportunities
Optional extras, shaped with you.

ANNUAL LEVELS

Supporter
$5,000
A DREAMD Scholar inside an AFL club

Team Partner
$10,000
Flights for 10 players and coaches to the tour

Program Partner
$25,000
Camp catering, cooked by a local Indigenous team

Major Partner
$50,000
Most of the tour for 30 players and coaches

All amounts are per year. Three-year commitments help us most, and in-kind support can count toward your level. Our top level, Principal Partner, is held by Durack Civil.



PARTNER WITH US

Getting involved

1 **Investment**
An annual level that funds a specific part of our work.

2 **Involvement**
Your team taking part in camp, a project or the tour.

3 **Opportunities**
Optional extras, shaped with you.

2 · WAYS TO BE INVOLVED

MARCH TO APRIL

Camp volunteer

A key role on the camp crew, with two nights camping.

SET BY COMMUNITY

Skilled volunteers

Your team's skills on a footprint project.

DECEMBER

Annual tour

Game day and the team BBQ. A new destination each year.

3 · FURTHER OPPORTUNITIES

Match a campaign

Match every dollar given to a DREAMD fundraising campaign.

Goods or supplies

Products from your business that fit what we do.

A talk at your workplace

Lulu speaks to your team.

Open another door

Introduce us to a new partner.

> ## Every partnership is different.
>
> Tell us what matters to your business and what you're able to offer, and we'll shape a partnership around it.



WHAT YOU GET

Every partner, every year, at a minimum

- **Tagged on Instagram** in our partner thank-you post after the tour and after camp
- **A thank you** in The DREAMD Debrief, our letter to supporters
- **One short impact report** a year
- **Your logo and link** on the partners page at dreamd.org
- **All our photos and video** from each program, free to use however you like
- **Tax-deductible giving.** We are a registered charity with DGR status

ON TOP OF THAT	SUPPORTER	TEAM	PROGRAM	MAJOR
Instagram posts just about you	None	1 a year	2 a year	4 a year
Named in our YouTube camp film			Yes	Yes
Your logo on camp signage			Yes	Yes
Your logo on tour or camp uniforms				Yes

HOW WE WORK TOGETHER

Simple, so the money goes to programs

Agreement	We confirm your level, involvement and any further opportunities on one page, and review it together each year.
Payments	One invoice a year, or two instalments timed before our major programs.
Travel	Partners cover their own travel and accommodation to attend or volunteer at our programs.
Working with children	Camp volunteers join a short briefing before camp. If your role needs an NT Working with Children Clearance (Ochre Card), we'll let you know.
Logos on uniforms	Confirmed at least six months ahead, so we can meet manufacturing deadlines.



NEXT STEP

Let's build a partnership that works for you.

Tell us your level, how you'd like to be involved and anything else you have in mind.

This is a starting point. Call or email Lulu to start the conversation: lulu@dreamd.org or 0438 530 106.

OUR PARTNERS

The people who make it happen

PRINCIPAL PARTNER	**Durack Civil**
MAJOR PARTNER	**Adrift Clothing**
PROGRAM PARTNER	**This could be you**
TEAM PARTNER	**Northpharm · The Female Athlete Project**
SUPPORTERS	**AKOA · McDonald's Alice Springs · Yeperenye Shopping Centre**



Community partners

Children's Ground · Waltja · ICTV · Atitjere Community · Redtails Pinktails Right Tracks Foundation

Football partners

Sydney Swans · Gold Coast Suns · Southport Sharks · Science of Fitness

WITH THANKS

To Barbara Petrick and family, Traditional Owners of Spotted Tiger Campground, for welcoming us on their country.



So, what's your dream?

Dr Lulu Pullar

Founder, DREAMD Academy

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0438 530 106

Follow the journey

Registered charity with DGR status · ACN 691 457 388

dreamd.org

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