

29/05/2019

## Project Proposal

### Arabic Learner App for Whittlesea Community Connections

#### Background

##### **1. Background & Community Need**

Whittlesea Community Connection's has been managing the L2P and Driver Education program for six years. Seeing an opportunity to provide low cost driving lessons and a career pathway for aspiring driving instructors we aim to establish a friendly, multilingual and professional driving school. The aim is to support low income refugees, asylum seekers and the general public who are often find the high cost of driving lessons inaccessible. This initiative will allow people to gain the experience required to prepare them for a driving test.

The name of the driving school is DriverEd. The contact and lead person on this project will be Parry Williams who is the current Community Transport Coordinator. Edmond Babatunde who is the Program Coordinator for the L2P program will provide support. We have been providing lessons since the 1<sup>st</sup> of February. Two driving instructors are employed, with one currently providing Keys 2 Drive lessons too. This enterprise is a separate operating unit within Whittlesea Community Connections under the proposed Whittlesea Community Enterprises arm.

##### **2. Business and Social Impact Opportunities**

Young learner drivers from CALD (Culturally and Linguistically Diverse) backgrounds are the victims of repeat licence test failure. This is due to inadequate professional lessons to prepare them for the licence test. These learners also fall prey to unscrupulous driver instructors. These instructors are from their communities and take advantage of their lack of knowledge to hurriedly prepare them for the licence test. We have been told that some drivers are taken to Shepparton VicRoads to complete their test because there's only one traffic light in the town. The high price of lessons has resulted in unqualified family members acting as supervising drivers. These supervisors pass on unsafe driving habits. This causes a major danger to other road users. In most cases this group of young people end up spending thousands of dollars on licence tests without passing.

The need to establish a high quality low cost driving school is based on Whittlesea Community Connections assessment of the high cost of driving lessons and the growing demand for reliable and professional driving lessons within the migrant community. The preceding information presents an opportunity for a trusted, low cost and professional service to assist these learners.

There are two social impacts from the WCC Driving School. Firstly we are providing low cost, high quality driving lessons for people who don't have expendable income. Secondly we are providing a pathway to employment as a driving instructor for individuals who find traditional channels of employment challenging.

We will pay for people to complete the driving instructor course and then provide them with experience as a driving instructor. The proposed learner driver app is an additional service through DriverEd.

### **3. The Enterprises Objectives**

There are both social and business objectives for this enterprise, these are outlined below.

- We will be provided low cost driving lessons to people from migrant and refugee communities who are eligible for the L2P program.
- High quality, affordable driving lessons with CALD instructors provided to the wider community (non L2P participants).
- Provide a better alternative driving school for the CALD community, increasing access and opportunity for vulnerable community members to become active members of society
- Create a pathway to employment for people who want to become driving instructors, fostering them with the experience and knowledge to start their own business as a driving instructor.
- Free web/mobile phone based app for Learners drivers to use before sitting the test and then hopefully transition them into paid lessons via DriverEd.

### **4. Target Market**

Customers will be primarily but not exclusively sourced from the local community and fall in to the following target markets.

- Young people from Whittlesea LGA (Local Government Area) and neighbouring LGAs who are learning to drive and will access the L2P program.
- Members of the public who want to access high quality, friendly and low cost driving lessons. They may also have language specific needs, mostly Arabic and Farsi.
- L2P funded lessons for participants. Seven lessons each for 40 learners in our main L2P program, 9 learners in our L2P Enhance program and 10 learners in our Murrindindi program. These lessons will be directed to the WCC Driving School.
- Keys 2 Drive, government funded free one hour lesson.
- WCC will also initiate /propose an MOU between 4 other L2P programs bordering the Whittlesea LGA (Hume, Nillumbik, Darebin, Moreland and Banyule L2P).

### **5. Our Unique Proposition**

Our unique selling proposition is the following.

- Low costs lessons at \$45 per lesson, the market average is \$60 approx.
- Opportunity to bundle lessons, download of app with entry to the L2P programs and/or paid lessons.
- WCC is a trusted and established community organisation with demonstrated expertise in the successful implementation of the L2P program over the last 6 years.
- CALD driving instructors i.e. people who speak Farsi, Arabic and Kurdish.

## **Project Outline**

As a complimentary initiative to DriverEd develop a user friendly and educational app for learner drivers from a CALD background. The app should aim to fulfil the following objectives:

***NOTE:*** *This list of requirements is not limited, further requirements may be determined by the students throughout the duration of the unit, which should be discussed with the client and teaching team.*

- Enable Learner Drivers to practice simulated questions asked at the VIC Roads Learner Driver test , the scope of this app at this stage is simply to practice questions
- The app must be highly functional, easy to use and aesthetically pleasing , a strong focus on UI and UX
- Accommodate the need for Learner drivers who don't speak English to practice questions on a handheld device in their language
- To initially develop an app that is in Arabic and scalable to other languages in the future
- To allow a free download if eligible criteria are fulfilled, perhaps via a promo code and a purchased option if not eligible, so includes payment facility
- Linked to DriverEd, our Social Enterprise Driving School, hopefully connect to buy lessons after the Learner tests is passed through DriverEd and access a free Keys 2 Drive lesson that we also provide , possibly in app promotion
- Allow users to provide feedback on the app that allow for it to be refined and developed over time.