

2023 Sponsorship Proposal

Austdrive | Youth Defensive Driving



What is Austdrive?

Austdrive has been an extremely successful driving program for many communities throughout Australia, and the results speak for themselves. Going beyond the scope of any learner instruction previously completed, the Austdrive program training meets each young driver (16-25 years) at their level and is designed to provide young drivers a realistic view of their actual abilities (as opposed to what they think they can do). The program focuses on practical driver awareness, resulting in a true perspective; not the one their peers have given them. It is our core belief that prevention is better than cure, especially when lives are at risk.

Our most common and popular option delivered to young people from communities across Australia is our **Austdrive 1** face to face program.

The theory component is designed to be as engaging as possible, with the learning emphasis on fun and interactive participation. It will also assist all Learners with their current instructor led lessons.

The practical exercises are conducted on safe closed roads in the participant's own vehicle (so they have familiarity and understanding of their own vehicle they are driving). This is not an “advanced driving course” – these have been found to be counter productive, especially for young drivers. Instead Austdrive makes all driving exercises relevant to actual public road environments, not an closed. simulated environment.

Program details

- Minimum 15 participants (ideal group size, however programs can run below 15, please discuss pricing structure with your representative)
- L and P Plate licensed drivers eligible
- 8.30am - 5.00pm
- One vehicle per participant required
- Theory and practical elements

ADI do offer various delivery strategies for Youth we invite you to discuss with your ADI representative.

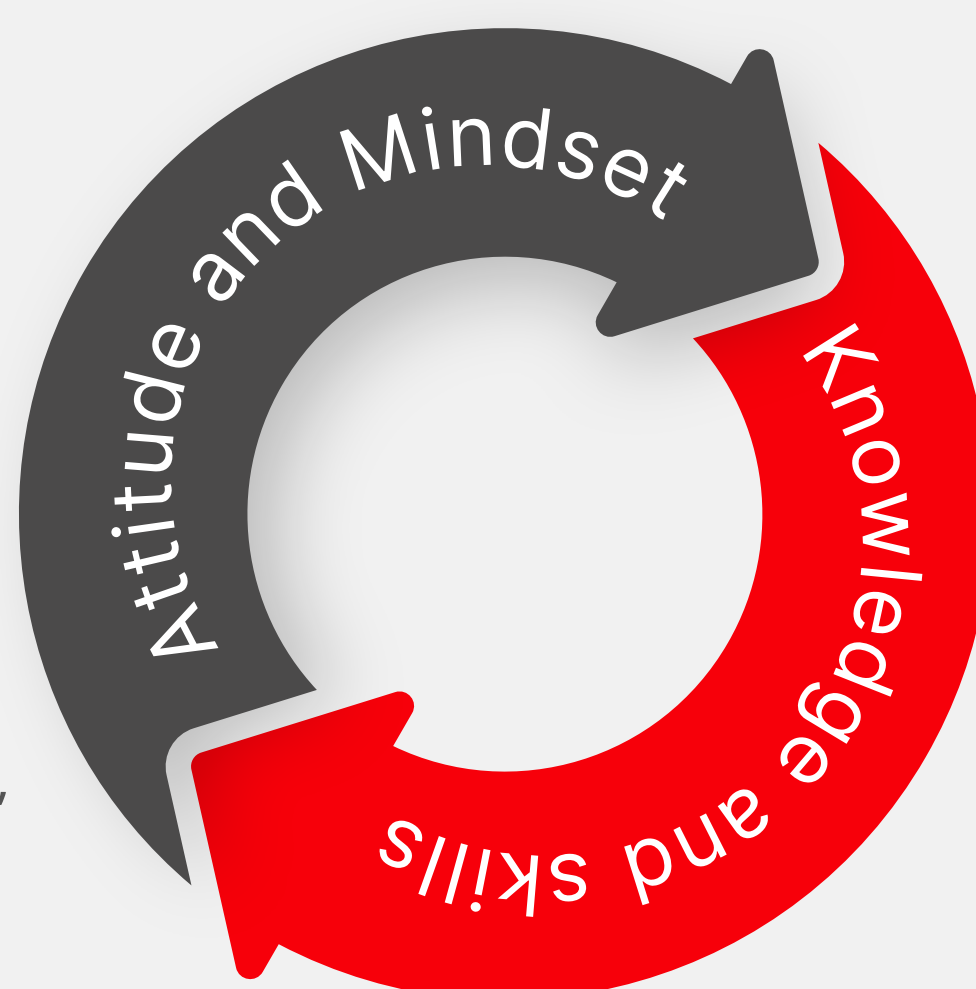
Various options include:

Virtual Road Safety Webinars delivered by an ADI Instructor
Online Self Paced Driver Training
Practical group programs

What we do

Attitude and mindset.

Achieved through thought provoking, insightful conversation, shining the spotlight on self awareness, and connecting perceived ability to actual skill capability.



Developing skills and knowledge.

Achieved through realistic, engaging and interactive practical training exercises delivered in conjunction with powerful theory elements delivered by passionate instructors.

Why sponsor Austdrive?

Many of our clients have a corporate social responsibility commitment or regularly look for ways to give back to their local communities they operate in. By sponsoring an Austdrive program (or multiple programs) you can provide a number of young people and their families the opportunity to increase their safety on local roads. You will assist in developing the attitudes and mindset of these drivers resulting in overall safe communities.

Your contribution will provide the opportunity for all young drivers, potentially young people from disadvantaged families to attend the program at no cost. This financial support ensures no young person misses the opportunity to attend this potentially life saving training experience.

ADI welcome and recommend local media outlets to be made aware of scheduled programs to assist in reiterating the importance and creating exposure of these amazing learning experiences for young drivers. This exposure would generate beneficial PR for our program Sponsors and we encourage as much involvement from our Sponsors as possible.

Program sponsors are welcome to co brand the program marketing collateral and distribute this collateral within their own organisational structures.

Sponsorship Tiers



\$3000+ GST

- **15 participants trained** in location of your choosing
- Accommodation and meals for Instructors
- Branding and naming rights to your program
- Advertising on our Website and Social Media Pages
- Marketing collateral to distribute amongst your networks
- All administrative and enrolment processes included

Additional Inclusion valued at \$748.50:

- Includes access to Online Road Safety Program for 15 employees/individuals of your choosing



\$6000+ GST

- **30 participants trained** (15 per group) in location of your choosing
- Accommodation and meals for Instructors
- Branding and naming rights to your program
- Advertising on our Website and Social Media Pages
- Marketing collateral to distribute amongst your networks
- All administrative and enrolment processes included

Additional Inclusion valued at \$1497:

- Includes access to Online Road Safety Program for 30 employees/individuals of your choosing



\$10,000+ GST

- **45 participants trained** (15 per group) in location of your choosing
- Accommodation and meals for Instructors
- Branding and naming rights to your program
- Advertising on our Website and Social Media Pages
- Marketing collateral to distribute amongst your networks
- All administrative and enrolment processes included

Additional inclusions valued at approx \$2000:

- Includes access to Online Road Safety Program for 45 employees/individuals of your choosing
- 1 Defensive driving program valued at \$880.00

If flights are required to attend the training location these will be charged at an additional rate to the sponsorship fee.

Requirements to deliver Austdrive 1

- Closed road/track - 1 km straight road
- Meeting/training room (catering to group size) within minutes from closed road to ensure minimal downtime between theory and practical elements. Ideally meeting/training room will have whiteboard and suitable spot for data projection.
- Each participant provides their own vehicle for the full day of training



Get In Touch

Our friendly team welcome any enquiries you may have about Sponsoring an Austdrive program in your local community. ADI are experienced in developing bespoke programs to meet your specific requirements. Please reach out to explore how we can develop a custom sponsorship package should you wish to look at additional options to those presented in this proposal.

We are also available at anytime to discuss our corporate / workplace training solutions for your business, team or organisation.

0419 422 506
08 8322 8555

clientmgr@austdrive.com
www.austdrive.com
@australiandrivinginstitute