

NEWS FLASH

  
KEYS 2 DRIVE
it's in your hands

10 September 2010

Satisfaction guaranteed!

Earlier this year, a sample survey of 200 supervisors found that 93% of respondents considered that their Learner driver would become a safer driver as a result of what they were taught in their *key2drive* lesson. The surveyed also reported an average satisfaction rating for the *key2drive* free lesson of 8.4 (on a scale of 1 to 10, with 10 being the most satisfied).

Building on this important sample survey, Tammy Reid has recently joined the *keys2drive* team to assist in an administrative capacity. A key component of Tammy's role will be to randomly call one in ten people who have completed a *keys2drive* lesson and to ask for their feedback on the lesson delivery – the content as well as their level of satisfaction.

Tammy is also busy at the moment sending out a *keys2drive* information pack to principals of targeted high schools right around Australia, urging them to encourage their senior students and parents to register with *keys2drive*.

In the news

The October school holidays are fast approaching, so a targeted media release will be sent out in the next few weeks to all regions where accredited *keys2drive* instructors are based. The media release will encourage Learner drivers and their supervisors to make the most of the holiday period by booking a free lesson and practising their driving.

Road shows kick off

Information nights or 'road shows' have been planned to give driving instructors an update on the *keys2drive* program – its future direction, marketing plans, and professional development opportunities – as well as a chance to meet with other *keys2drive* instructors. Please note, these sessions are for information only and are not compulsory.

Earlier this week, there was a great turn out in Melbourne with more than 90 driving instructors attending over the two nights. Next week is Brisbane, followed by Sydney the week after.

At this stage, road shows are planned for capital cities only, however depending on demand, other locations will be considered. Dates for Hobart, Adelaide and Perth will be advised shortly.

If you're interested in attending a road show, please mail sioban.o'halloran@aaa.asn.au

This weeks pay run

Due to a lack of signatories again this week, the pays will be run on Tuesday 14th September.

For support, accreditation status or training enquiries, contact Geoff Eyers, *keys2drive* National Coordinator

E: accreditation@keys2drive.com.au

P: 1800 OWN WAY (1800 696 929)

www.keys2drive.com.au



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