

A local idea with an international 'app'lication

An innovative safer-driving and road rule education app developed in the Northern Territory is on the brink of going global.

The app – which includes animated lessons to help people learn the road rules and pass their driving test – has been warmly welcomed by automobile associations and insurance companies.

After some tough negotiations, the Nhulunbuy-raised developer Clint Hoffmann, founder of Darwin-based DriveAbout World, has signed a term sheet with an ASX-listed Melbourne-based company to convert and export the innovation to Mexico and three South American countries, Peru, Argentina and Ecuador.

DriveAbout hopes to seal deals in other countries, including the United States, India and South Africa.

"We're very excited about the potential of this innovation," says Clint. "It's truly global."

The app is the first in the world to use educational animation to digitise the road safety handbook and explain everything from how to use a roundabout to the drink-driving laws.

It has already been translated into eight Indigenous languages. Taking an innovation global requires a unique product, investment, strong partnerships and traction.

Clint has partnered with the Automobile Association of the Northern Territory and hopes the NT Government will support the innovation and give it the critical traction required by investors by making it freely available to all Territorians through a proposal put forward by the AANT.

"The Territory has an appalling number of road deaths, particularly on remote roads," he said.

"The fact is that very few young people – and even fewer Indigenous people and new Australians – read the road rules book. It's so uninviting.

"But I've seen people get very excited watching educational animations on our app."

Clint started out developing the app solely for Indigenous people – but he soon realised that it can be used by everyone, including US marines being posted to Darwin, foreign tourists flying into Australia and police to explain road rules to Indigenous drivers.

With the Government's Towards Zero Action Plan, he believes an excellent initiative would be for the NT Government to mandate that all public servants refresh their road rule knowledge annually.

This would consist of an hour long safe-driving refresher course via the digital app that would set a valuable precedent for all employers the world over.

Clint says the Territory is an excellent place for innovators and is delighted that it is fast becoming an innovation hub.

"I was blessed growing up in Gove. I would never have devel-

oped this app if I was living in Melbourne or Sydney.

"The Territory is a great place to try out innovations. If something works in the NT, it will probably

work anywhere."

He says the Territory Government is helping innovators and entrepreneurs in many ways, including financial support.

"The Government is helping to create the right ecosystem for innovation. Hopefully, DriveAbout will be a visible success story and be a vital part of that ecosystem."



Territory-born Clint Hoffmann shows off his Mexican app ... he says the NT is a great place for innovators

Growing partnerships with Indonesia

