



## **Case Study – Community Development**

### **Where it began**

After the tragic incident at the Commonwealth Bank in Springvale where the local branch was set on fire, South East Community Links along with Victoria Police, the Springvale Neighbourhood House and Monash Refugee Health held a community gathering at SECL Springvale.

At this gathering community members from the Rohingya community attended with many members expressing concern for their safety, there were feelings of anxiousness about the reaction from the wider community and also concern that there are many people who are not accessing services they may be entitled to.

From this meeting it was evident that with the Rohingya community being an emerging community in Springvale, required further support. It was determined that further consultations would need to take place in order to better understand the needs of the community.

### **How it evolved**

After a few initial meetings with community members, Victoria Police and SECL it was understood that service literacy and access to services was a critical area for the community that needed to be addressed. As many of the community members are illiterate in their own language and the Rohingya language is a spoken language a more creative approach needed to be taken. The community advisors that met with SECL and Victoria Police advised that most people get news or information through their phones which lead the group to discuss the development of a phone application. Soon after, a small working group was formed to begin brainstorming about what services would be relevant and important for the community. This information was gathered to then begin the designing of the application.

As this would be a pilot project it was decided that the project would be contained to services within Greater Dandenong and to ensure relevance for the community.

### **The application**

After it was determined what services and information was needed to be included in the app, the working group met with the app developers. During these meetings aesthetics were considered including symbols, colours and the interface. It was determined that simple imagery to represent the key areas such as police, fire, ambulance, health etc. would be the best way to communicate what information could be accessed through the app.

After these initial meetings to discuss the design of the app a prototype was developed. This prototype was brought to the group to test and to provide feedback to the developer. As an accredited interpreter was engaged to do the voice recordings for the app, the group also had to ensure the interpreting of information was accurate.

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The feedback was vital as the group identified key elements that needed to be reviewed such as phrases or words that did not translate accurately and symbols that may not be understood by the wider community. The final version of the application has been shown to the working group, with all stakeholders very pleased with how it has evolved.

### **Future of the App and the community**

A community event is being planned to launch the app where the community and stakeholders will be invited. It is hoped that this will take place in July-August this year. This will be an opportunity for the community to meet and interact with several services as well as learn about the app.

This process has also led to some unintended outcomes such the relationship between the community and police being strengthened, the leadership skills of some of the members involved have developed significantly and the formation of a core group of community members who can now be called upon when consultation needs to take place or advice is required.

There has also been significant interest from services outside of Melbourne such as from Diversitat in Geelong and also Victoria Police in Morwell.

If the application proves successful there may be opportunity to replicate it or expand it to areas outside of Greater Dandenong and for other languages.