



Directa

**Supporting Migrants
and Refugees
Resettlement in Australia**



SHAQAEQ REZAI

CEO AND FOUNDER | DIRECTA AUSTRALIA



Shaqaeq Migrated to Australia from Afghanistan in 2013. She is the founder of Directaus.com.au an online multilingual website that enables easy and efficient access to resettlement services and community programs for migrants and refugees.



Based in Sydney Australia



Has volunteered more than 500 hours the community sector



Loves advocacy for the voiceless people of the community



completing her HSC in 2018
Has studied user experience design at Academy xi



Academy xi: Shaqaeq's brave determination for education published 2018



Her vision is to empower the newly arrived Australians to become self-sufficient and contribute back to the amazing Australian community

@ShaqaeqRezai



MY STORY

The Why...





Resettlement Challenges

- Social isolation
- Lack of a sense of belonging or connection
- Culture Shock
- Financial difficulties
- Difficulties to find employment
- Unable to find affordable housing & groceries
- Communication barriers
- Unclear about the education system or work culture



Lack of easy access to resettlement services and community programs by migrants and refugees



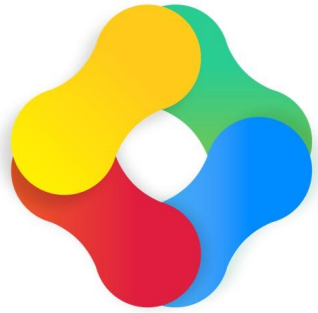
Inefficiency in delivering community services such as projects and programs (experienced by organisations)





Solution





Directa

An online **multi-lingual** directory that **connects refugees & migrants** to existing **workshops, courses, programs** and **services** that **support their resettlement in Australia.**

Unique Value Proposition

- Centralised platform for all community services across NSW
- One stop resource and information centre for all available assistance
- Enabling Direct contact from newly arrived to organization
- Personalised and tailored program



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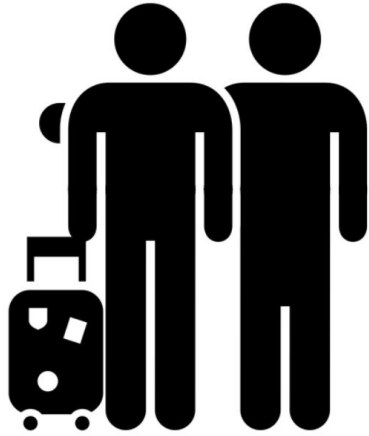
Vision

- Help migrants and refugees become self-reliant
- Relieve the initial stress of resettlement
- Develop a sense of belonging and community
- Make access to resources easier
- Provide a platform for community services to effectively promote their services (programs and projects) and reach out to their target market efficiently



This is a **BIG** opportunity
because;





800,000 migrants
since 2013-2016

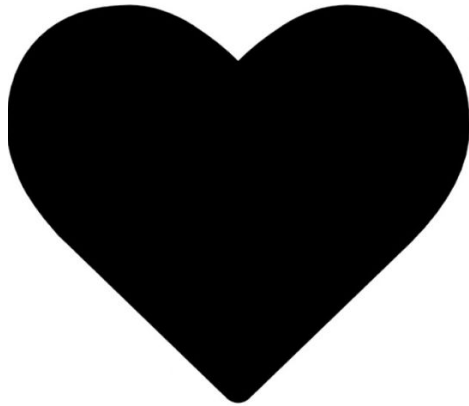


More than 60,000
refugees since
2013-2017



18,764 refugee intake
annually





- More than **450** organisations in **sydney** that offer resettlement services



- More than **100** immigration law firms (only in Western Sydney)



Government will be funding
settlement services international in
2018-2019 to spend on refugee and
migrant resettlement programs

\$199M



Business model

- Monthly Subscription fee from organisations that provide resettlement services
- Commission from immigration law forms per client



The beneficiaries

Migrants and refugees

- Easy resettlement experience
- Efficient access to employment
- Higher engagement to the Australian community
- Better understanding of culture through involvement in community projects



How it benefits organisations

- Effective marketing and advertising
- We find specific clients and target audience
- Reduce workload and administration work
- Increase the quality of the programs



My ask

Seed funding

- Browser costs
- Translation
- Sponsorships
- Launch Event
- foods and drink (for the launch event)

Business Mentorship

- Networking opportunities
- Your Expertise!!!





Get in touch!!

Shaqaeqrezai@gmail.com



Shaqeq Rezai



@Shaqaeqrezai



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