

**BARLOW, Clara**

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**From:** BEGLEY, Elizabeth  
**Sent:** Thursday, 31 January 2013 4:18 PM  
**To:** HERD, Dougie; LAWSON, Janie  
**Cc:** JEFFERY, Ray; CARMODY, Margaret; KENNEDY, Cathie; BELL, Tracey  
**Subject:** RE: Branding [SEC=UNCLASSIFIED]  
**Attachments:** Update on branding and naming of NDIS - 31.01.13.docx

**Security Classification:**  
 UNCLASSIFIED

Good afternoon all

Further to Cathie's email of last Friday, I have drafted the attached update on the <sup>s22</sup> naming process to date. The very initial findings from the phase two research indicate that there were a wide range of opinions on the preferred name for the Scheme, however with two in-depth interviews still to occur, the final report is due to us early next week.

Corri, in the Minister's Office is expecting an update on process COB today so we have drafted the attached.

Are you able to please review and let me know if you have any comments by 4.45pm today please?

When we receive the full report, we will be able to provide an update to the MO and to you all early next week.

Many thanks for your assistance.

Elizabeth

-----Original Message-----

**From:** KENNEDY, Cathie  
**Sent:** Friday, January 25, 2013 03:16 PM AUS Eastern Standard Time  
**To:** HERD, Dougie; LAWSON, Janie  
**Cc:** BEGLEY, Elizabeth; JEFFERY, Ray; DAVIS, Chris  
**Subject:** Branding [SEC=UNCLASSIFIED]

Hi Dougie and Janie

Tying up loose ends before I go on leave. The results of the market research on the name is due noon on Thursday 31<sup>st</sup>. The MO has asked for an informal summary same day.

Elizabeth will prepare a topline summary of the report once it comes in, and send to you for review before sending to the MO.

So another heads up of another tight turnaround, probably early afternoon Thursday. You may like to block half an hour in your busy diaries.

Cheers  
 Cathie

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Cathie Kennedy  
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**Update on** s22

**naming for the NDIS**

s22

## Naming research

Market research company Colmar Brunton has been engaged to seek further feedback on names that were identified as part of the May 2012 market testing. The names that were tested were:

1. Disability Care
2. Disability Insurance Australia
3. Enable Australia
4. DisabilityConnect
5. DisabilityCover
6. DisCover

Audiences and stakeholders that have participated in this market research are outlined below.

- In-depth discussions with representatives from state and territory governments:
  - NSW, Queensland, South Australia, Northern Territory and Victoria
  - Officials from the ACT, Western Australian and Tasmanian Governments did not nominate a representative to take place in this research
- In-depth discussions with representatives from disability peaks that were not part of the May 2012 research:
  - s45
  - Please note – two interviews are still to be undertaken they are with s45 and s45 - these results will be in the consolidated final report.
  - s45 were invited to participate but did not nominate a representative.
  - s45 declined the opportunity to be involved
  - As previously advised in BR13-000003, Colmar Brunton did not contact representatives from the s45 s45 s45 as representatives from these organisations participated in the naming research that was conducted in April / May last year. However, they have been advised by the Department that a second round of research is being undertaken and that their feedback from the first round would be incorporated into this process, and they have been invited to contribute any subsequent thoughts.
- Additionally, six focus groups were conducted in launch locations – Adelaide, Hobart and Newcastle on Thursday 24 January 2013. The six focus groups comprised of 2 focus groups with people with disability, 2 focus groups with informal carers and 2 focus groups with the general public.

## FINDINGS

We have the first phase research report from May 2012, and today have just received topline initial findings from the phase two research, which indicates that there were a wide range of opinions on the preferred name for the Scheme, however there are two in-depth interviews still to occur.

Early next week we will have a consolidated report that provides analysis of both sets of research.

We will send the final consolidated report to you early next week.