

BARLOW, Clara

From: HARTLAND, Nick
Sent: Monday, 4 February 2013 10:21 PM
To: BELL, Tracey; BURNS, Julia; BLACK, Susan
Cc: KENNEDY, Cathie
Subject: RE: IN CONFIDENCE - NDIS Name Concept Testing_Draft Topline Report [DLM=Sensitive]

Security Classification:
Sensitive

s47C

Dr Nick Hartland
Group Manager
Disability Long Term Care and Support Taskforce
Department of Families, Housing, Community Services and Indigenous Affairs
P: 02 6146 0016 | **M:** s47F

From: BELL, Tracey
Sent: Monday, 4 February 2013 10:19 PM
To: HARTLAND, Nick; BURNS, Julia; BLACK, Susan
Cc: KENNEDY, Cathie
Subject: RE: IN CONFIDENCE - NDIS Name Concept Testing_Draft Topline Report [DLM=Sensitive]

s47C

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

From: HARTLAND, Nick
Sent: Monday, February 04, 2013 10:15 PM AUS Eastern Standard Time
To: BELL, Tracey; BURNS, Julia; BLACK, Susan
Cc: KENNEDY, Cathie
Subject: RE: IN CONFIDENCE - NDIS Name Concept Testing_Draft Topline Report [DLM=Sensitive]

Margaret is right

Dr Nick Hartland
Group Manager
Disability Long Term Care and Support Taskforce
Department of Families, Housing, Community Services and Indigenous Affairs
P: 02 6146 0016 | **M:** s47F

From: BELL, Tracey
Sent: Monday, 4 February 2013 10:13 PM
To: HARTLAND, Nick; BURNS, Julia; BLACK, Susan

Cc: KENNEDY, Cathie

Subject: RE: IN CONFIDENCE - NDIS Name Concept Testing_Draft Topline Report [DLM=Sensitive]

Thanks for the feedback Nick. ^{s42}
s42

Cheers
Tracey

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

From: HARTLAND, Nick

Sent: Monday, February 04, 2013 09:59 PM AUS Eastern Standard Time

To: BURNS, Julia; BLACK, Susan

Cc: BELL, Tracey; KENNEDY, Cathie

Subject: RE: IN CONFIDENCE - NDIS Name Concept Testing_Draft Topline Report [DLM=Sensitive]

OK, fine with this report ^{s47C}

Dr Nick Hartland

Group Manager

Disability Long Term Care and Support Taskforce

Department of Families, Housing, Community Services and Indigenous Affairs

P: 02 6146 0016 | **M:** ^{s47F}

From: BURNS, Julia

Sent: Monday, 4 February 2013 2:47 PM

To: HARTLAND, Nick; BLACK, Susan

Cc: BELL, Tracey; KENNEDY, Cathie

Subject: IN CONFIDENCE - NDIS Name Concept Testing_Draft Topline Report [DLM=Sensitive]

Importance: High

Nick

This is the draft report which is due to be finalised today. I have asked Tracey to get them to call you about it.

If you don't get to talk to them today, then your feedback could go to the comms workshop which David has called for Wednesday. Susan and Ray are attending. Or feel free to pass on your views to me.

Thanks

Julia Burns,

Group Manager, Corporate

Department of Families, Housing, Community Services and Indigenous Affairs

phone 02 6146 0044

FaHCSIA acknowledges the traditional owners of country throughout Australia and their continuing connection to land, sea and community. We pay our respect to them and their cultures, and to the elders both past and present.

From: BURNS, Julia

Sent: Friday, 1 February 2013 9:49 AM

To: BOWEN, David; HAND, Felicity; WILSON, Serena (Serena.Wilson@fahcsia.gov.au)

Subject: IN CONFIDENCE - NDIS Name Concept Testing_Draft Topline Report [SEC=UNCLASSIFIED]

David
Serena
Felicity

Attached is the first draft of the name concept report from Colmar Brunton. We will get a refined version early next week.

Please note:

- We have **not** sent this to the MO or to any of the Agency or Taskforce staff yet ^{s.47C}
^{s.47C} There are also still a few interviews with peaks to be finalised.
- We did ask them of course for the report to present the findings of the testing but not make any firm recommendations, so the Minister has flexibility to make a choice. ^{s.47C}
^{s.47C}
- No name is emerging as a clear front-runner – see below.
- We need to go back to the MO by 15 Feb ^{s.22} so when the report is back next week we will need to decide jointly how we advise the Minister.

The outcomes of the testing so far are:

- **Enable Australia** ^{s.47C}
^{s.47C}
- **DisabilityConnect** ^{s.47C}
- **DisabilityCover** ^{s.47C}
- **Disability Insurance Australia** ^{s.47C}
- **DisCover** ^{s.47C}
- **DisabilityCare** ^{s.47C}
^{s.47C}

The report show the pros and cons for each name. ^{s.47C}
^{s.47C}

Note that there is also some interesting commentary about the use of Insurance and Cover, and the implications/connotations they have for people.

So...no easy answers. Back to you next week with the final report, which I assume we can discuss on Wednesday.

Regards

*Julia Burns,
Group Manager, Corporate
Department of Families, Housing, Community Services and Indigenous Affairs
phone 02 6146 0044*

FaHCSIA acknowledges the traditional owners of country throughout Australia and their continuing connection to land, sea and community. We pay our respect to them and their cultures, and to the elders both past and present.

From: KENNEDY, Cathie
Sent: Thursday, 31 January 2013 12:32 PM
To: BELL, Tracey; PARKER, Susan
Cc: BURNS, Julia;
Subject: FW: 4382242_FaHCSIA_NDIS Name Concept Testing_Draft Topline Report [SEC=UNCLASSIFIED]

Hi all

Please see attached the draft research report on the NDIS name. ^{s47C}

As you know, the MO has asked for an update on ^{s22} name research by COB today. We have drafted the update and were planning on including this report and its recommendations as well, ^{s47C}
^{s47C}

Given the MO last week requested some additional consultations which have not yet occurred, I suggest we send the update noting that the final research report will be available by say Monday. This gives us time to fine tune the report with Colmar Brunton.

If you are happy with this approach, can I suggest we finalise the update and circulate for approval shortly, and also try to telconf late this afternoon to consolidate our feedback for Colmar Brunton?

Let me know if this suits.

Cheers
Cathie

^{s22}

From: Erin Cooper [<mailto:Erin.Cooper@colmarbrunton.com>]
Sent: Thursday, 31 January 2013 11:17 AM
To: KENNEDY, Cathie; BEGLEY, Elizabeth
Cc: FERNANDEZ, Melissa; DAVIS, Chris; Corey Fisher
Subject: 4382242_FaHCSIA_NDIS Name Concept Testing_Draft Topline Report

Hi Cathie and Elizabeth,

Attached is the draft NDIS Name Concept Testing Topline Report. As discussed yesterday this report includes findings from both the initial and second phases of naming research.

I have also highlighted in yellow key areas of the report that will change once the final two in-depth interviews are conducted with representatives from the peak disability organisations later this week.

I look forward to receiving your feedback and in the meantime please let me know if you have any questions.

Kind regards,

Erin

Erin Cooper Account Director

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