

BARLOW, Clara

From: HERD, Dougie
Sent: Tuesday, 5 February 2013 8:34 AM
To: KENNEDY, Cathie; LAWSON, Janie
Cc: BELL, Tracey
Subject: FW: Steering Committee - NDIS branding [DLM=Sensitive]

Security Classification: Sensitive

Hello Cathie and Janie,

You'll see from the thread below that Margaret has asked us to liaise about arriving at a preferred position on a name in advance of tomorrow's meeting. Yesterday Tracey helpfully suggested that CMB initiate a first draft. Can we three liaise today on what needs to be done to reach an agreed view?

s47C

Thanks

Dougie

From: BLACK, Susan
Sent: Tuesday, 5 February 2013 8:03 AM
To: CARMODY, Margaret; HARTLAND, Nick; HERD, Dougie
Cc: WILSON, Serena; LAWSON, Janie
Subject: Re: Steering Committee - NDIS branding [DLM=Sensitive]

Ok, thanks Margaret

From: CARMODY, Margaret
Sent: Tuesday, February 05, 2013 06:50 AM
To: HARTLAND, Nick; BLACK, Susan; HERD, Dougie
Cc: WILSON, Serena; LAWSON, Janie
Subject: RE: Steering Committee - NDIS branding [DLM=Sensitive]

Susan

I think you should defer discussion until after the Wednesday meeting. s47C
s47C s47C

Enable has similar story lines to those discussed at yesterday's workshops. It also has some limitations given the equipment schemes in NSW/Act. But these are potentially fixable given in full scheme they would have a different form.

s22

M

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

From: HARTLAND, Nick
Sent: Monday, February 04, 2013 08:29 PM AUS Eastern Standard Time
To: BLACK, Susan; CARMODY, Margaret; HERD, Dougie
Cc: WILSON, Serena; LAWSON, Janie
Subject: RE: Steering Committee - NDIS branding [DLM=Sensitive]

Not sure of the purpose of raising with the Steering Committee s47C
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: BLACK, Susan
Sent: Monday, 4 February 2013 6:16 PM
To: CARMODY, Margaret; HERD, Dougie; HARTLAND, Nick
Cc: WILSON, Serena; LAWSON, Janie
Subject: Steering Committee - NDIS branding [DLM=Sensitive]

All

Draft email to the steering committee re the brand name and trademark.

However, now that we have the draft report (to be discussed on Wed) – it appears from initial reading three names did test a bit better: enable aust; disability connect, and disability cover

The report also seems not to place DisCover ahead in any group except peaks

So we may not want to raise with the steering committee? Unless of course discover still proves to be a viable choice in our briefings.

Draft email to Steering Committee

s42

Market research agency Colmar Brunton was engaged by FaHCSIA Communications and Media Branch to market test possible names for the NDIS between 16 -30 January 2013.

This involved seeking feedback on a shortlist of five names from the initial market testing that was conducted in May 2012 with representatives from state and territory governments and disability organisations. The following five names were tested:

- DisCover/ DisabilityCover
- DisabilityCare
- Disability Insurance Australia
- Enable Australia
- DisabilityConnect

The initial findings from this research indicate that there were a wide range of opinions on the preferred name for the Scheme. A consolidated report of the findings will be available within the next day or two.

s42

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Steering Committee members are invited to provide their views and indicate any thoughts or experiences in this regard.