

Department of Families, Housing, Community Services and Indigenous Affairs.

NDIS Name Concept Testing.

FINAL REPORT

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1. Introduction.

Colmar Brunton Social Research was contracted by the Department of Families, Housing, Community Services and Indigenous Affairs to conduct qualitative research in relation to the National Disability Insurance Scheme (NDIS).

Colmar Brunton Social Research previously conducted qualitative research in April and May 2012 which examined six potential names for the NDIS among people with disability, carers, the general public and representatives from peak disability organisations. As part of this research focus groups were conducted with people with disability, carers and the general public across four different locations which included Canberra, Geelong, Sydney and Melbourne. In addition a series of in-depth interviews were conducted with representatives from peak disability organisations identified by the Department. The six names tested as part of this initial phase in alphabetical order included:

- DisabilityCare
- DisabilityConnect
- DisabilityCover (or DisCover)
- Disability Insurance Australia
- Enable Australia
- Lifetime Care

A second phase of qualitative research was conducted by Colmar Brunton Social Research in January 2013 which extended the initial research and further examined six potential names for the scheme among key target audiences. As part of this second phase consultation was undertaken with members of the NDIS Advisory Group and in-depth interviews were conducted with representatives from the states and territories and representatives from peak disability organisations that were not approach in the initial research. In addition further testing of the name was conducted among people with disability, carers and the general public via focus groups held in the NDIS launch locations that were not included in the initial research. This time the focus group locations included Adelaide, Hobart and Newcastle. The six names tested as part of this second phase in alphabetical order included:

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

This report focuses on the findings from both phases of the NDIS naming research. Similarities or differences are identified where consistent questions were included in both phases of the research.

1.1. Background.

1.1.1. The National Disability Insurance Scheme.

On 10 August 2011 the Australian Government released the Productivity Commission's report into disability care and support. The government commissioned the report in recognition that the current disability system is not delivering the kind of care and support needed for people with disability, particularly those who have significant and ongoing care needs.

The Productivity Commission found that the current disability system is underfunded, unfair, fragmented and inefficient and recommended that a National Disability Insurance Scheme (NDIS) be created. The Australian Government agreed with this assessment and in collaboration with state and territory governments, commenced building the scheme.

There are four principles that will guide the development of a National Disability Insurance Scheme. At its core will be:

- ⇒ A lifetime approach - funding is long-term and sustainable. People with disability and their carers will have peace of mind that the individualised care and support they receive will change as their needs change.
- ⇒ Choice and control - people choose how they get support and have control over when, where and how they receive it. For some, there may be the potential to manage their own funding.
- ⇒ Social and economic participation - people with disability will be supported to live a meaningful life in their community to their full potential.
- ⇒ Focus on early intervention – the system will have enough resources and will be smart enough to invest in remedial and preventative early intervention instead of just providing support when a family is in crisis.

In the 2012-13 Federal Budget, the Australian Government committed \$1 billion to deliver the first stage of the scheme. This means that together with funding from participating state and territory governments, the first stage of the NDIS will be launched in South Australia, Tasmania, the ACT, the Hunter in NSW and the Barwon area of Victoria. The implementation of the scheme in these launch locations will be reviewed and evaluated, and these learnings will help inform the national roll-out.

1.2. Research objectives.

The initial phase of research was required to identify:

- ⇒ The current understanding of the NDIS amongst the target audiences;
- ⇒ The extent to which one of the six names tested is most appropriate for the target audiences;

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Specifically, the second phase of research was required to:

- ⇒ Determine the current understanding of the NDIS amongst representatives from peak disability organisations, people with disability, carers and the general public; and
- ⇒ Further test potential names for the scheme among members of the NDIS Advisory Group, representatives from peak disability organisations, representatives from state and territory government departments, people with disability, carers and the general public.

2. Methodology in Brief.

A qualitative methodology was employed to test the current understanding of the NDIS and potential names for the scheme in both the initial and second phases of research. Each of these phases is discussed in detail in the sections below.

2.1. Initial research phase.

A focus group methodology was employed in the initial phase of research to test the current understanding, names, s22 in relation to the NDIS.

A total of 8 focus groups were conducted across 4 locations as per the following table:

Target	No. groups	Locations
People with disability	2	Sydney, Geelong
Carers	2	Canberra, Geelong
General public	4	Sydney, Melbourne

Originally the Department wished for two groups to be conducted with the disability sector, however, due to the short timeframe in which to conduct the groups and the difficulties experienced by the Department in recruiting, these groups were replaced with two additional groups with the general public. Instead, five in-depth interviews were conducted with representatives from peak disability organisations identified by the Department. These interviews were undertaken on May 3 and May 4, and the findings from these have also been included in this report.

All groups were conducted between April 30 and May 1. All groups ran for 90 minutes on average. Participants received \$70 to cover their costs of attending the sessions.

A detailed discussion guide for the sessions was developed in close consultation between Colmar Brunton Social Research and the Department. The final qualitative discussion guide used for the initial phase of research can be found in Appendix A.

2.2. Second research phase.

A qualitative methodology was employed in the second phase of research to test the current understanding of the NDIS and potential names for the scheme which included:

- Stakeholder consultation with members of the NDIS Advisory Group;
- In-depth interviews with representatives from the states and territories and representatives from peak disability organisations; and
- Focus groups among people with disability, carers and the general public.

Each of these stages is discussed in detail below.

2.2.1. Stakeholder consultation.

Representatives from the Department and Colmar Brunton Social Research attended the NDIS Advisory Group meeting which was held in Canberra on Thursday January 17. During the allocated 20 minute session, consultation was undertaken with the NDIS Advisory Group members and feedback was sought on the six proposed names.

2.2.2. In-depth interviews.

A series of in-depth interviews were conducted either by phone or face-to-face with representatives identified by the Department from state and territory government departments and from peak disability organisations that were not approach in the initial research.

These interviews ranged from 30 minutes to 1 hour in duration, and were conducted between Monday January 21 and Friday February 1. During this time a total of 14 in-depth interviews were conducted.

A detailed discussion guide for the in-depth interviews was developed in close consultation between Colmar Brunton Social Research and the Department. The final qualitative discussion guide used for the in-depth interviews can be found in Appendix B.

2.2.3. Focus groups.

A focus group methodology was employed to further test potential names among people with disability, carers and the general public in the NDIS launch locations that were not included in the initial research.

A total of six focus groups were conducted across three locations as per the following table:

Target audience	No. groups	Locations
People with disability	2	Adelaide and Newcastle
Carers	2	Adelaide and Hobart
General public	2	Hobart and Newcastle

All groups were conducted on Thursday January 24 and ran for 60 minutes on average. Participants received \$70 to cover their costs of attending the sessions.

A detailed discussion guide for the focus groups was developed in close consultation between Colmar Brunton Social Research and the Department. The final qualitative discussion guide used for the focus groups can be found in Appendix C.

3. Findings.

3.1. Awareness of the NDIS.

3.1.1. Unprompted awareness.

Overall there was minimal awareness of the NDIS amongst the target audiences in the focus groups, which was similar to the findings from the initial phase of research. Some participants were vaguely aware of the NDIS and had recalled hearing about it previously, generally in the media. Once again these participants were aware of the name but were unable to recall any specific details about the NDIS. In the second phase of research a few participants in the carers and people with disability groups were aware of the NDIS and knew a small number of specific details such as a start date of the middle of this year. Many participants made assumptions about the NDIS based on the name. The common perceptions expressed by participants were that the NDIS had been initiated by the government and would be for people with disability and provide help to people with disability.

As per the initial phase of research, the representatives from the peak disability organisations were the most aware of the NDIS, with many being involved as representatives of their peak organisations in preparing submissions, participating in or running consultation processes or as a member of the NDIS Advisory Group or one of the NDIS Working Groups (see 'Section 3.2 Involvement in other NDIS consultation' for further information). These representatives considered themselves to be well informed about the NDIS.

3.1.2. Prompted awareness.

Once prompted, there was minimal additional awareness generated among participants in the focus groups. Some who had vaguely heard of the scheme previously recognised some elements of the information provided, but overall awareness of specific details of the NDIS was still relatively low. The information provided raised questions about exactly who the NDIS was for, eligibility criteria, what would be provided and sources of funding.

Similar to the initial phase of research, there was some confusion amongst participants in the focus groups over the use of the term 'insurance' and how the costs of the scheme would be funded. While the information provided stated that the NDIS would be funded by the government, the use of the term 'insurance' suggested to many participants that people would need to pay to be part of the scheme and would then be covered if something was to happen in the future. Specifically participants mentioned the current processes used with car insurance, home and contents insurance and income protection insurance, where people pay on a regular basis to be covered. In contrast to the findings from the initial phase of research there was less concern regarding the potential cost and perception that taxes would increase to fund the scheme. Unlike the initial phase of research, participants were less cynical of the Government in this second phase, which may potentially be due to progress that has been made since then with the NDIS and commitment made to the launching the scheme in later this year.

3.1.3. Perceived importance and impact.

The majority of focus group participants accepted that it was a necessary scheme to support the needs of people with disability, carers and the disability sector, with many participants indicating that the current support is inadequate and may not necessarily be tailored to people's individual needs. In regards to importance, universally all participants felt that the NDIS was an extremely important initiative.

"It's very important. I wouldn't worry if something was to happen to me. It wouldn't be left to my wife as there would be some organisation that would be able to help him [my son] and not necessarily place him in an institution."

"There are two groups that benefit; first the disabled individual who will get the care they need and enable them to look after themselves or be more independent and secondly if that happens the community itself also benefits by having people being able to take care of themselves, be less of a drain on resources and be more functional in society."

"It would provide assurance that if something was to happen to you there is something that covers you. There's peace of mind that you would be covered and able to lead a better life."

Most focus group participants in both the initial and second phases of research were aware of the difficulties currently faced by people with disability, as well as the families and carers involved. Many participants highlighted the importance of the individualised, tailored and centralised approach as being particularly important to overcome the current problems faced by people with disability and their carers.

"I believe it is going to be a tailored approach to the individual needs and a better use of resources rather than just dividing it up equally amongst all the disabled people and their carers. It's far better to split it, some people need more, some people need less."

"I believe a centralised approach is very important. It's currently very fragmented and if the NDIS can bring it all together to go to the one place for funding, help and everything, that would be great."

"It's good that it will become more person centred rather than a case manager who looks after a number of clients and thinks they know best. Under NDIS you may get someone who oversees their care and targets this to what the person wants."

For those people with disability and carers, there was intense interest in such a scheme. These participants were positive towards the concepts of lifetime approach, choice and control, and the potential to reduce the difficulties encountered in the current system with red-tape and bureaucracy. Similar to the initial phase of research, these participants wanted surety, control, choice and the ability to control their own funds. In particular, people with disability and carers wanted further information and transparency around what the scheme would involve. People with disability indicated that they perceived the NDIS to be incredibly important and relevant help for anyone in their situation would be appreciated.

"With my sister we have to apply for funding every year so she can do things. If you apply for funding the once for five to ten years, that would be much better than doing it every year."

"It feels like I am the first person to go through this every time."

"If the help is relevant it would be fantastic."

Representatives from the peak disability organisations were also asked about the importance of the NDIS and the sort of impact that the NDIS would have. These participants indicated that they felt there was strong support across the sector for the NDIS concept and progressing the scheme. It was expressed by many that based on their understanding, the NDIS would expand the availability of support for people with disability and their families, from being a underfunded, rationed and inequitable system to one where people get the support they need if they have a significant disability. It was felt that a national organisation with a national focus would provide an opportunity to overcome the difficulties currently faced by the sector and assist with ensuring consistent approaches were used in each state and territory.

"I think it is the most important policy change in a generation."

"NDIS is now or never."

Many of the representatives from the peak disability organisations indicated that the eligibility criterion of a 'significant disability' has not been clearly communicated to the wider community. Concern was expressed regarding the expectations the NDIS has created around eligibility and the better delivery of services. In particular participants indicated that there will be a large number of people that may be disappointed when they learn that they are not eligible for the NDIS. Further a small number of participants indicated that just as important as the NDIS itself is what happens to those people with disability and their carers who are not eligible for the NDIS. It was felt that the government needs to have a strategy in place that will provide the support required to these people with disability and their carers, even though they are not eligible for the NDIS.

"There are issues around the NDIS that one would expect that would come out in the rules... the NDIS has created many questions but few answers at this stage."

3.2. Involvement in other NDIS consultation.

All representatives from the peak disability organisations included in the second phase of research indicated that they had been involved in other NDIS consultation. Many representatives indicated that they had been involved in advocating or lobbying for the scheme right from the start and prior to the Productivity Commission's report. The majority had also previously prepared submissions as part of the production of the Senate Enquiry into Hear Us and the Productivity Commission's report as well as many other submissions. Many were in the process of finalising responses in relation to the draft legislation and had consulted with members regarding the 'RIS' or Regulation Impact Statement and the 'market model'.

The majority of representatives had also been involved in consultation processes run by other organisations or bodies in the disability sector and consultation undertaken by the Department. A small number of representatives were also involved with specific consultation that their peak disability organisation is undertaking on behalf of the Department. One peak disability organisation indicated that they had previously been involved in a consultation process where they tested a series of proposed names for the NDIS among their stakeholders

A few participants also indicated that they are involved as a member of the NDIS Advisory Group or are part of one of the NDIS Working Groups or Expert Groups. As mentioned previously these representatives considered themselves to be well informed about the NDIS.

3.3. Reactions to names.

Participants in both the initial and second phases of research were presented with six names to consider. The six names tested as part of this initial phase in alphabetical order included:

- DisabilityCare
- DisabilityConnect
- DisabilityCover or DisCover
- Disability Insurance Australia
- Enable Australia
- Lifetime Care

Based on the findings from the initial phase of research, a decision was made by the Department to separately test the names DisabilityCover and Discover, and remove the name Lifetime Care. The six names tested as part of this second phase of research in alphabetical order included:

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

3.3.1. Recommended name.

Colmar Brunton Social Research, on behalf of the Department, has consulted a wide range of stakeholders in search for the most appropriate name for the NDIS. People with a disability, their carers, the NDIS Advisory Group, the disability sector, the general public and state and territory government representatives were all consulted. Perhaps not surprisingly there was diverse opinion expressed. There was no one name that received support across all or even most stakeholder groups. To make a recommendation and provide the Department with some direction, Colmar Brunton Social Research needed to prioritise or give weight to some audiences over others. A representative from one of the peak disability organisations articulated the issue perfectly...

"It is not particularly important what we think as we are not the primary audience. It's more important what people who are likely to use the service think, it's considerably more important for carers and people with disability. They are the ones who will be attracted or not attracted, who will be stigmatised or not stigmatised, feel engaged or not feel engaged and feel ownership or not feel ownership."

The primary target audience for the NDIS, the people for whom the scheme has been designed, is people with a disability and their carers. Across both phases of the research when the preferences of people with disability and their carers are combined, two names stood out from the others: DisabilityCare was the most preferred followed by Enable Australia. Based on the preferences of the NDIS's primary target audiences, consideration should be given to using one of these names for the

NDIS. In addition consideration should be given to adding the word Australia to end of the name DisabilityCare. Many participants liked the inclusion of this word in the name Enable Australia and when added to the name DisabilityCare indicated that it made the name sound more like a Government initiative and less like a disability sector organisation or service provider.

The table below shows the combined preferences of people with disability and carers from the initial phase of research, the second phase of research and overall. During the research process participants were asked to rank the names from one to six, where one was the most preferred name and six was the least preferred name. This means that the lower the ranking is, the more participants preferred that name.

Table 1: Average ranking for each name – people with disability and carers

	INITIAL PHASE – People with disability and carers	SECOND PHASE – People with disability and carers	OVERALL – People with disability and carers
DisabilityCare	2.6	3.5	3.0
DisabilityConnect	3.2	3.8	3.5
DisabilityCover or DisCover (Initial phase only)	3.5	–	3.5
DisabilityCover (Second phase only)	–	4.0	4.0
DisCover (Second phase only)	–	4.0	4.0
Disability Insurance Australia	4.5	4.5	4.5
Enable Australia	3.6	3.1	3.4
Lifetime Care (Initial phase only)	3.6	–	3.6

The following section provides further information on the ranking exercise and specific feedback on the individual names tested.

3.3.2. Outcomes of ranking exercise and individual names.

During both the initial and second phases of research, participants were asked to rank the names from one to six, where one was the most preferred name and six was the least preferred name. As mentioned previously this means that the lower the ranking is, the more participants preferred that name. The tables below show the findings from the initial and second phases of research. Care should be undertaken in drawing direct comparisons between the results from the two phases due to the changes that were made to the names that were tested.

Overall there were differences regarding the most preferred name for the NDIS among the five target audiences in the second phase of research. Enable Australia was the most preferred name by carers, and was the equal most preferred name for people with disability and the general public. People with disability provided equal preference to the name DisabilityConnect, while the general public provided equal preference to the name DisabilityCare. The representatives from the state and territory government departments preferred the name Disability Insurance Australia, while the representatives from the peak disability organisations preferred either DisCover or DisabilityConnect. Some of the participants across the five target audiences, particularly representatives from the state and territory government departments and the peak disability organisations, queried the need to alter the name.

As mentioned previously the second phase of research also included consultation with members of the NDIS Advisory Group. During the allocated 20 minute session, feedback was provided on each of the names and a preferred name was sought. The majority view provided by the members was that the name DisabilityCover was the most preferred. As part of this process the majority of members indicated a preference for the words Disability and Cover to be separated and for the word Australia to be included in the name. As a result the name Disability Cover Australia was suggested.

There was mixed views expressed regarding the term disability being included in the name used to describe the NDIS in the second phase of research. The majority of respondents in the initial phase of research, (particularly people with disability and the peak disability organisations), were positive regarding the term disability being included in the name used to describe the NDIS. These participants felt that any name for the NDIS has to mean something and inclusion of the word disability would provide context. The general public generally supported the use of the word disability in the name; however a few participants indicated that this may not be appropriate as it may not be politically correct. While these views were also expressed in the second phase of research, there was also specific concern expressed by many participants regarding the negative connotation of the word disability and that there is movement away from a person's disability to a person's ability.

In the second phase of research people with disability, carers and the general public ranked the name Enable Australia highly, however this was based on the assumption they had made that a tagline or byline would be added that describes what it is. Enable Australia was among the least preferred names for representatives from the state and territory government departments and peak disability organisations. While these target audiences liked the positive connotation of the name, it was felt the name was vague and did not clearly articulate what the NDIS is meant to be.

Overall, there were mixed opinions about the use of the word 'care'. While the majority of target audiences were supportive of care being included in the name, representatives from the peak disability organisations were once again negative to its use. Those that expressed concern about the use of the word care were more positive towards words such as 'support', 'help' or 'assistance'. In contrast to the initial research carers were more positive to the use of the word care in the name and ranked this option as their second preference.

In the second phase of research there was also mixed opinion about the joining of two words in names such as DisabilityCare, DisabilityCover and DisabilityConnect. The majority of participants were indifferent to the two words appearing as one word in the name and felt that this conveyed the name of a government initiative, rather than the separate meanings of the two words. A few participants did however strongly express that there should be a space between the words in these names. These participants felt that space would make the name easier to understand and the name would be grammatically correct.

Consideration should also be given to adding the word National or Australia to the start or end of the name. Many participants once again thought the inclusion of one of these words made the name sound more like a Government initiative and less like a disability sector organisation or service provider. In particular, participants based in Tasmania thought the inclusion of the word National was needed to signify it is a national scheme and that Tasmania would be included.

As part of the research process many participants indicated the need for the name to be suitable for the people it is going to help and specifically mentioned the need for the name to be liked by people with disability and carers. When results are combined, the second phase of research found that the most preferred name by people with disability and carers is Enable Australia, followed by DisabilityCare. Many participants expressed the need for an appropriate name to be used, however at the end of the day it was felt that it was more important as to what the NDIS will potentially provide, then being solely focused on a name.

A few participants in the second phase of research spoke about the use of other names such as 'Centrelink' and that overtime people would recognise what the name meant if branding and messaging was used in conjunction with the name and especially when it is first introduced. Participants provided the example of when Centrelink was first established and felt that it was not obvious from the name what this was about, however with the use of appropriate branding and messaging people now know what this is.

Table 2: Phase 1 average ranking for each name – focus groups

	People with disability	Carers	General public	SUB-TOTAL People with disability and carers
DisabilityCare	1.3	3.5	2.0	2.6
DisabilityConnect	2.3	3.8	4.4	3.2
DisabilityCover or DisCover	3.9	3.2	3.3	3.5
Disability Insurance Australia	4.1	4.8	3.0	4.5
Enable Australia	4.6	2.9	4.0	3.6
Lifetime Care	4.8	2.8	4.3	3.6

Table 3: Phase 1 average ranking for each name – in-depth interviews

	Peak disability organisations
DisabilityCare	4.8
DisabilityConnect	3.5
DisabilityCover or DisCover	2.3
Disability Insurance Australia	1.8
Enable Australia	3.0
Lifetime Care	5.8

Table 4: Phase 2 average ranking for each name – focus groups

	People with disability	Carers	General public	SUB-TOTAL People with disability and carers
DisabilityCare	4.0	3.0	3.5	3.5
DisabilityConnect	3.6	3.9	3.6	3.8
DisabilityCover	4.9	3.3	2.8	4.0
Disability Insurance Australia	5.3	3.9	4.8	4.5
DisCover	3.8	4.1	3.5	4.0
Enable Australia	3.6	2.7	2.8	3.1

Table 5: Phase 2 average ranking for each name – in-depth interviews

	State and Territory government departments	Peak disability organisations
DisabilityCare	3.2	4.1
DisabilityConnect	3.4	3.2
DisabilityCover	3.2	3.8
Disability Insurance Australia	2.6	3.4
DisCover	4.2	3.1
Enable Australia	4.4	4.1

The following sections identify the specific strengths and weaknesses of each of the names tested. Please note that unless otherwise stated the findings are consistent between both the initial and second phases of the research.

3.3.3. DisabilityCare.

Strengths of the name.

- The name was well liked as it clearly defines what the NDIS is proposing and resonates with target audiences.
- Many felt the name was similar to Medicare and could see the similarities in the approach. Others suggested including the word Australia or National in the title as this would imply that the Government is providing this and ensures that you will be looked after. A small number of participants in the second phase of research thought the similarity to Medicare would be useful in helping people to understand the NDIS, for example, the NDIS is for people with disability who meet certain eligibility criteria to receive assistance, help and support.
- The name implies that you are caring for or helping the disabled and also puts an emphasis on the carer.
- The care connotation was seen to be positive and suitable for the target audiences.
- In the initial research phase this name was seen as less cynical and cold than other names suggested, while in the second research phase this was seen as a positive name.

Weaknesses of the name.

- The name was seen to be too similar to other names already in existence as there are a plethora of organisations offering disability care.
- Care was seen in a negative light by some participants and in particular representatives from many of the peak disability organisations. People with disability require support, not care. In the second phase of research care was identified as a paternalistic word (in particular by many peak disability organisations and the states and territories) and that the disability sector was trying to move away from using this word.

"This doesn't sound like something that is going to be helping people with their own lives."

- The term care was not believable for some people with disability in the initial research phase as they feel people with disability do not receive much care and seems hypocritical using this term in the name as there is the perception that the Government does not care.

- ⌚ Concern was expressed in the second phase of research that the name could potentially be shortened to DisCare over time and this has a very negative connotation.
- ⌚ The inclusion of care in the name implied to some participants in the second phase of research that this was an aged care or nursing home specifically for people with disability, or that the use of the word care implied that it was only for older people.

"Looks like a nursing home – it's got a victim feel."

- ⌚ Others suggested in the second phase of research that the name does not indicate that it is a federal government initiative nor is it a broad enough name that encompasses what the NDIS is about.
- ⌚ Suggestions for alternative words were provided in the second phase of research and included use of the words help, assistance or support instead of the word care.

3.3.4. DisabilityConnect.

Strengths of the name.

- ⌚ In some cases this name was seen as being "more catchy" than the other names presented.
- ⌚ There was also a feeling for some and experience for others that assistance is currently disjointed and this name would suggest that the system will be more effective and efficient.
- ⌚ The name communicates that the NDIS will allow connection to other services and it is clear as to what information you will get.

"This is the place to come to connect and get help"

- ⌚ In the second phase of research it was also expressed that the name could also mean people connecting with each other. Some participants and especially those with knowledge of marketing or branding, liked the versatility of this name and how it could be used in a variety of different ways.

Weaknesses of the name.

- ⌚ The inclusion of connect in the name creates confusion as to what you may be connecting to, for example is it needs to resources, an information service, a website, Facebook, something to socialise on or a network for carers.

"Could be a dating service"

"Sounds like a new TTY service that Telstra is offering"

"Could be like Facebook but only for people with disability."

"People could think it was a network."

- Some felt that the name was relatively vague, and would require substantial support to educate the general public on the scheme.
- Concern was also raised in both phases of the research about the potential for the name to be abbreviated to dis-connect and the negative connotations associated with this abbreviated name.
- While the positive connotation of the word connect was liked, many participants in the second phase of research felt that this name did not fully encapsulate what the NDIS is about.
- In the second phase of research it was raised that this name does not sound like a government program, it could be an advocacy group, a service provider or a non-government organisation.

3.3.5. DisabilityCover.

Strengths of the name.

- The name is understandable and communicates clearly what the NDIS is.
"It is what it is"
- The use of the word cover implies that people with disability will be looked after and have security.
- The name DisabilityCover was preferred by many to the name DisCover, however, over time some felt that the name could be shortened to DisCover.
- In the second phase of research it was identified that the use of the word cover expressed more of the insurance aspect of the NDIS.

Weaknesses of the name.

- The use of the word cover generated a connection to insurance and that the user would need to pay to access the services. Many participants in the second phase of research thought of car insurance, home and contents insurance or life insurance, instead of cover potentially implying assistance to help people with disability have a higher quality of life.
"It's what insurance companies say to hide from saying insurance"
- The word cover was also seen in a negative way by some and a connection was drawn with covering up disability.
- There was also a feeling that this name was too corporate, whilst others drew a connection to organisations such as WorkCover (an organisation that many participants had negative views about).

- ⇒ This name does not necessarily indicate that the scheme is run by the Government.
- ⇒ Cover was seen to imply that the scheme offered cover to everyone with a disability, rather than those with a severe or profound disability.

3.3.6. Disability Insurance Australia.

On the most part, this name was predominately viewed negatively by participants in the initial phase of research, regardless of the segment of the community they came from.

Strengths of the name.

- ⇒ Most did not consider the importance of the term Australia in a name for the NDIS until it was observed in this name. Once it was included in this name, many felt in the initial phase of research that it was important to be included across other names suggested. There was mixed views on the use of the word Australia in the second phase of research with some indicating that it was not needed in the name, while others thought it was important for the word Australia or National to be included in the name.
- ⇒ The name 'Disability Insurance Australia' was not a major shift from the current name of the scheme, reducing the risk of confusion with those already aware of the scheme. This was especially seen as a strength by peak disability organisations and by many state and territory government departments in the second stage of research. These participants felt Disability Insurance Australia held strong Government connotations and sounded like a government program or entity.
- ⇒ In the second phase of research representatives from state and territory government departments expressed that this name clearly explains the purpose of the NDIS.

Weaknesses of the name.

- ⇒ The vast majority of participants saw the use of the word 'Insurance' as a negative. Insurance had a number of negative connotations linked to the word including cost and difficulty of claiming. During the initial phase of research adverse media coverage of insurance companies in response to natural disasters did not help.
- ⇒ 'Insurance' created an incorrect perception of the scheme, with most seeing it to imply that individuals will be required to take out insurance and pay to cover themselves from disability, rather than being automatically covered.
- ⇒ Use of the word 'insurance' suggested to many in the initial phase of research that such a scheme was going to cost a significant amount for the Australian public. This was not as prominent in the second phase of research, people did express a concern about where the

funding was going to come from, however no specific connection was made to a significant cost for the Australian public.

"I see insurance and I see dollars"

Those in the carer groups in the initial research phase recognised the need for this scheme to be sold to the general public. It was widely acknowledged that this name would not easily achieve this.

The term was seen in a negative light by some in the initial phase of research due to its political nature. The name implied a significant amount of red-tape and bureaucracy.

Concern was expressed in the second phase of research about the potential for this name to be shortened and the acronym DIA used. There was a preference expressed for the name to be used in full to begin with, however there was potential for it to be shorted over time.

"It could be shorted to DIA and for dyslexic people that could easily become DIE which is not appropriate"

"There is the possibility it will be shorted to DIA which could be pronounced DIRE and then link to phrases and have connotations such as dire straits or dire circumstances."

3.3.7. DisCover.

Strengths of the name.

- In some cases in the second phase of research this was seen as a catchy or clever name, however there was the possibility of this name being seen as too catchy or clever.
- Many participants liked that the word disability was hidden.
- The abbreviated name was viewed positively, with many participants articulating that they felt that 'dis' means disability and 'cover' means insurance.
- The name had positive connotations with it focussing on achieving and reaching potential.
- In the second phase of research it was identified that the use of the word cover expressed more of the insurance aspect of the NDIS.

Weaknesses of the name.

- The use of the word cover generated a connection to insurance and that the user would need to pay to access the services. Many participants in the second phase of research thought of car insurance, home and contents insurance or life insurance, instead of cover potentially implying assistance to help people with disability have a higher quality of life.

"It's what insurance companies say to hide from saying insurance"

- ⇒ The word cover was also seen in a negative way by some and a connection was drawn with covering up disability.
- ⇒ There was also a feeling that this name was too corporate, whilst others drew a connection to organisations such as WorkCover.
- ⇒ To some the abbreviation to DisCover reduces the strength of the name; it is not a serious name and does not clearly define what the NDIS is proposing. When abbreviated the name could relate to anything for example travel or geography or even
"DisCover sounds like a pregnancy test"
- ⇒ In particular during the second phase of research participants in Tasmania indicated that 'Discover Tasmania' is already used by the state government which would potentially be confusing for people in Tasmania.
- ⇒ There was also the feeling that the name DisCover is trying to hide the word disability, which was felt to be unnecessary by people with a disability.
- ⇒ This name does not indicate that the scheme is run by the Government.
- ⇒ The term 'dis' can also have negative connotations in popular slang. During the second phase of research many representatives from peak disability organisations and the state and territories spoke about the 'Don't DIS my ABILITY' phrase used as part of the promotion of the International Day of Disability.
"It's very offensive, there is always a dis that come before something gross, for example disgusting or disrespectful."
- ⇒ Cover was seen to imply that the scheme offered cover to everyone with a disability, rather than those with a severe or profound disability.

3.3.8. Enable Australia.

Strengths of the name.

- ⇒ For many, the name was seen to be positive. Positivity was an important element to include in any name for such a scheme, and the enabling concept generated here was well received.
- ⇒ Opinion of the use of the word 'disability' in the name was divided. Those that don't want 'disability' in the name were drawn to both Enable Australia and DisCover.
- ⇒ The use of the term 'Australia' signified inclusiveness
"It's all of us"
- ⇒ "Enable" places an emphasis on recovery.
- ⇒ This message was seen by some to be more relevant to the broader audience than names with disability.

- Some were of the opinion that the name 'Enable Australia' was not appropriate for the NDIS, many saw the potential for the name to be used as a tagline to the scheme.

Weaknesses of the name.

- For the majority of participants, regardless of their target audience, the name was viewed by itself as vague and needing additional words such as a by-line or tagline that would provide context. In the initial phase of research the carers segment was more likely to engage with the name than the other segments involved in the research, while in the second phase of research many participants could see the potential of this name and when rating indicated that the high preferences provided for this name were based on the name including a by-line or tagline that provided context and described what it was.

"I'd ring them for singing lessons."

"It could imply that this a workforce or workplace initiative."

"Any sort of word like this would need to have context or a tagline added, for example when Social Security became Centrelink you didn't know what Centrelink was but then you got used to it."

"Certainly has a positive intonation but doesn't describe what it is about."

- There was the impression within some groups that the name was relatively common in the disability sector, and used by other organisations. In the second stage of research representatives from the peak disability organisations and the states and territories identified a connection to an organisation that provides aids or appliances or more specifically the organisation in NSW called Enable NSW which does provide aids and appliances.
- During the initial phase of research the name Lifetime Australia was seen as relating too much to the long-term disabled, while this name was viewed as being more relevant to those who were experiencing short-term disabilities.
- "It sounds like it's about getting you back on your feet"*
- Some felt that the message was too impersonal, and took the focus away from the individual.
- There was the potential for the term 'enable' to be negatively perceived, by suggesting that people with disability are not currently enabled.

The following sections identify the specific strengths and weaknesses of the names that were only tested in the initial research phase. This includes the names Disability Cover or DisCover which were tested together and the name Lifetime Care.

3.3.9. DisabilityCover or Dis-cover.

Strengths of the name.

- The name is understandable and communicates clearly what the NDIS is.
"It is what it is"
- The use of the word cover implies that people with disability will be looked after and have security.
- The name DisabilityCover was preferred to Dis-Cover, however, over time some felt that the name could be shortened to Dis-Cover and liked that the word disability could be hidden.
- The abbreviated name was also viewed positively, with it focussing on achieving and reaching potential.

Weaknesses of the name.

- The use of the word cover generates a connection to insurance and that the user would need to pay to access the services.
"It's what insurance companies say to hide from saying insurance"
- The word cover was also seen in a negative way and a connection was drawn with covering up disability.
- There was also a feeling that this name was too corporate, whilst others drew a connection to organisations such as WorkCover.
- To some the abbreviation to Dis-Cover reduces the strength of the name; it is not a serious name and does not clearly define what the NDIS is proposing. When abbreviated the name could relate to anything for example travel or geography or even
"Dis-Cover sounds like a pregnancy test"
- There was also the feeling that the name Dis-Cover is trying to hide the word disability, which was felt to be unnecessary by people with a disability.
- This name does not indicate that the scheme is run by the Government.
- The term 'dis' can also have negative connotations in popular slang.
- Cover was seen to imply that the scheme offered cover to everyone with a disability, rather than those with a severe or profound disability.

3.3.10. Lifetime Care.

Strengths of the name.

- The use of positive terms such as 'lifetime' and 'care' in the name for the NDIS was viewed positively by some, predominately those in the carers segment who saw the use of the term disability undesirable.
- The name provided assurance that individuals with a disability and those affected would be supported for as long as was required. This was one of the key drivers behind the need for an NDIS, so this messaging was seen as appropriate,
- It evoked feelings of safety net and something to fall back on. There would be security for all involved.

Weaknesses of the name.

- The word 'lifetime', while acknowledged as a positive phrase by many, was also seen as a negative. For some, it implied that there was little hope for long term improvement.
"Sounds like a jail sentence. Life without parole, and a bleak future"
- Using 'lifetime' also resulted in a perception that the scheme was targeted at an older audience.
- For many, the vagueness of the name was a key concern. As with other names that did not include the term disability, many thought that it was unclear, and could be referring to anything e.g. aged care, palliative care etc.
"Makes me think of a terminal illness"
- Some were also doubtful of the validity of the claim for a number of reasons which included:
 - ▶ One group suggested that the scheme would only be in place until the age of 65, when aged care then came into effect.
 - ▶ Without knowledge of the eligibility criteria, the term 'lifetime' was potentially misleading.
 - ▶ Due to the cynicism with the current Australian political system, there were doubts over the validity of the statement.
- The name was of greater relevance to those who were experiencing a long-term or permanent disability rather than those with shorter term assistance issues.
- There was dislike for the term care by most in the disability sector.

4. Appendix A: Qualitative Discussion Guide (Initial Phase).

FINAL DISCUSSION GUIDE ***FaHCSIA NDIS Concept Testing***

1. Introduction (5 mins)

Self, Colmar Brunton, thank you for coming.

Introduce topic, encourage openness and honesty, confidentiality, taping, client viewing (if necessary), 1.5 hours, qualitative research – no right or wrong answers, turn off mobiles and group rules.

Today we're going to be talking about your views on a new Australian Government initiative. It does not matter how knowledgeable you are, we're just really interested in your thoughts and opinions. Are there any questions before we get going?

Ice breaker

Before we start, let's introduce ourselves to the group and find out everyone's names.

2. Awareness (10 mins)

What do you know about the National Disability Insurance Scheme?

Have you heard about it?

What is it?

Who initiated it?

Who is it aimed at?

When will it start?

What is it trying to achieve?

Background to National Disability Insurance Scheme

I'm now going to give you all some information about the National Disability Insurance Scheme. Please take a few minutes to read and consider the information provided. Please don't say anything about the information until everyone has finished reading.

HAND OUT A4 SHEET OF BACKGROUND INFORMATION. READ OUT INFORMATION.

Can you remember hearing about this initiative prior to today?

How important do you think this initiative is?

How important is it to people with disability, their families, carers and the disability sector?

What sort of impact would this have on you and/or your family?

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3. Reaction to names (30 mins)

We are now going to look at some different ideas for a name. There are six names. We are going to look at each one and then talk about which one is the best.

We want to focus on the name and how we would feel if we were using it.

PRESENT NAMES IN RANDOM ORDER.

NAME 1 (5 mins):

HAND OUT A4 SHEET WITH NAME 1.

This is the first name I'd like us to consider. I would like you to focus on the name on the page and take a minute to consider this name.

What are our initial reactions to this name?

What is this name communicating to us?

What do we like? How come?

What don't we like? How come?

How could this name be improved?

NAME 2 (5 mins):

HAND OUT A4 SHEET WITH NAME 2.

This is another name I'd like us to consider. I would like you to focus on the name on the page and take a minute to consider this name.

What are our initial reactions to this name?

What is this name communicating to us?

What do we like? How come?

What don't we like? How come?

How could this name be improved?

NAME 3 (5 mins):

HAND OUT A4 SHEET WITH NAME 3.

This is another name I'd like us to consider. I would like you to focus on the name on the page and take a minute to consider this name.

What are our initial reactions to this name?

What is this name communicating to us?

What do we like? How come?

What don't we like? How come?

How could this name be improved?

NAME 4 (5 mins):

HAND OUT A4 SHEET WITH NAME 4.

This is another name I'd like us to consider. I would like you to focus on the name on the page and take a minute to consider this name.

What are our initial reactions to this name?

What is this name communicating to us?

What do we like? How come?

What don't we like? How come?

How could this name be improved?

NAME 5 (5 mins):

HAND OUT A4 SHEET WITH NAME 5.

This is another name I'd like us to consider. I would like you to focus on the name on the page and take a minute to consider this name.

What are our initial reactions to this name?

What is this name communicating to us?

What do we like? How come?

What don't we like? How come?

How could this name be improved?

NAME 6 (5 mins):

HAND OUT A4 SHEET WITH NAME 6.

This is another name I'd like us to consider. I would like you to focus on the name on the page and take a minute to consider this name.

What are our initial reactions to this name?

What is this name communicating to us?

What do we like? How come?

What don't we like? How come?

How could this name be improved?

4. Overall discussion of names (10 mins)

Ok – we've now had a chance to review the six names. Given everything we've discussed today, I'd now like each of you to take a few minutes to rank the 6 names from 1 to 6, where 1 is your most preferred name and 6 is your least preferred name. **Please don't discuss this ranking exercise with anyone in the group until everyone is finished.**

HAND OUT A4 SHEET FOR COMPLETION. GIVE PARTICIPANTS A FEW MINUTES TO COMPLETE THE RANKING EXERCISE.

Ask each participant individually:

Can you please show us your most preferred name?

Can you please explain why you think this name is the most suitable?

What, if anything, would you change about this name to make it even better?

5. Reaction to key messages (21 mins)

We are now going to look at some key messages. There are three key messages. We are going to look at each one and then talk about which one is the best.

We want to focus on the key messages and how we would feel if we were using it.

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7. Closing (5 mins)

Thank you – any final comments or questions? Thank you for your time and your input. HAND OUT INCENTIVES

5. Appendix B: Qualitative Discussion Guide – In-depth Interviews (Phase 2).

FINAL DISCUSSION GUIDE – IN-DEPTH INTERVIEWS ***FaHCSIA NDIS Name Concept Testing***

1. Introduction (5 mins)

Good Morning/Afternoon [Name], this is [xxxxxx] calling from Colmar Brunton Social Research. As you know we have been commissioned by the Department of Families, Housing, Community Services and Indigenous Affairs to conduct research in relation to the National Disability Insurance Scheme.

READ OUT ONLY IN DEPTH INTERVIEWS WITH STATE AND TERRITORY GOVERNMENT REPRESENTATIVES

We're keen to explore your perspectives on a series of proposed names for the National Disability Insurance Scheme. FaHCSIA is very interested in receiving your views given you and your Department's role in relation to the NDIS in your state or territory.

READ OUT ONLY IN DEPTH INTERVIEWS WITH REPRESENTATIVES FROM PEAK DISABILITY ORGANISATIONS

We're keen to explore your perspectives on the National Disability Insurance Scheme and in particular a series of proposed names for the scheme. FaHCSIA is very interested in receiving your views given you and your organisation's role in relation to the NDIS.

If it's okay with you, I would like to record the interview solely for note taking purposes. This is to ensure that I don't miss anything, or if we need to clarify any of the points you may raise. Is that alright?

IF YES, BEGIN RECORDING. IF NO, SAY "That's fine – I'll just take detailed notes as we go along".

SECTION 2: ONLY ASK IN DEPTH INTERVIEWS WITH REPRESENTATIVES FROM PEAK DISABILITY ORGANISATIONS:

2. Awareness (10 mins)

To begin today's discussion, it would be great to get a little bit of context around your understanding of the National Disability Insurance Scheme.

What do you know about the National Disability Insurance Scheme?

How important do you think this initiative is?

How important is it to people with disability, their families, carers and the disability sector?

What sort of impact would this have on people with disability, their families and carers?

SECTION 3: ONLY ASK IN DEPTH INTERVIEWS WITH REPRESENTATIVES FROM PEAK DISABILITY ORGANISATIONS:

3. Involvement in other consultation (10 mins)

Have you participated in any other consultation in relation to the NDIS?

IF YES: What was this about? When was this? Who coordinated this?

4. Reaction to names (30 mins)

We are now going to look at some different ideas for a name. There are six names. We are going to look at each one and then talk about which one is the best.

We want to focus on the name and how we would feel if we were using it. As part of this exercise you will need a pen and a piece of paper.

GIVE PARTICIPANT A FEW MINUTES TO LOCATE A PEN AND A PIECE OF PAPER.

THE SIX NAMES TO BE TESTED INCLUDE:

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

PRESENT NAMES IN RANDOM ORDER.

NAME 1 (5 mins):**READ OUT NAME 1 AND ASK PARTICIPANT TO WRITE IT DOWN.**

This is the first name I'd like us to consider. I would like you to focus on the name on the page and take a minute to consider this name.

What are our initial reactions to this name?

What is this name communicating to us?

What do we like? How come?

What don't we like? How come?

How could this name be improved?

NAME 2 (5 mins):**READ OUT NAME 2 AND ASK PARTICIPANT TO WRITE IT DOWN.**

This is another name I'd like us to consider. I would like you to focus on the name on the page and take a minute to consider this name.

What are our initial reactions to this name?

What is this name communicating to us?

What do we like? How come?

What don't we like? How come?

How could this name be improved?

NAME 3 (5 mins):**READ OUT NAME 3 AND ASK PARTICIPANT TO WRITE IT DOWN.**

This is another name I'd like us to consider. I would like you to focus on the name on the page and take a minute to consider this name.

What are our initial reactions to this name?

What is this name communicating to us?

What do we like? How come?

What don't we like? How come?

How could this name be improved?

NAME 4 (5 mins):**READ OUT NAME 4 AND ASK PARTICIPANT TO WRITE IT DOWN.**

This is another name I'd like us to consider. I would like you to focus on the name on the page and take a minute to consider this name.

What are our initial reactions to this name?

What is this name communicating to us?

What do we like? How come?

What don't we like? How come?

How could this name be improved?

NAME 5 (5 mins):

READ OUT NAME 5 AND ASK PARTICIPANT TO WRITE IT DOWN.

This is another name I'd like us to consider. I would like you to focus on the name on the page and take a minute to consider this name.

What are our initial reactions to this name?

What is this name communicating to us?

What do we like? How come?

What don't we like? How come?

How could this name be improved?

NAME 6 (5 mins):

READ OUT NAME 6 AND ASK PARTICIPANT TO WRITE IT DOWN.

This is another name I'd like us to consider. I would like you to focus on the name on the page and take a minute to consider this name.

What are our initial reactions to this name?

What is this name communicating to us?

What do we like? How come?

What don't we like? How come?

How could this name be improved?

5. Overall discussion of names (10 mins)

Ok – we've now had a chance to review the six names. Given everything we've discussed today, I'd now like you to take a few minutes to rank the 6 names from 1 to 6, where 1 is your most preferred name and 6 is your least preferred name.

GIVE PARTICIPANT A FEW MINUTES TO COMPLETE THE RANKING EXERCISE.

Can you please tell me how you ranked the names?

Can you please explain why you think [name] is the most suitable?

6. Closing (5 mins)

Thank you – any final comments or questions? Thank you for your time and your input.

6. Appendix C: Qualitative Discussion Guide – Focus Groups (Phase 2).

FINAL DISCUSSION GUIDE – FOCUS GROUPS FaHCSIA NDIS Name Concept Testing

1. Introduction (5 mins)

Self, Colmar Brunton, thank you for coming.

Introduce topic, encourage openness and honesty, confidentiality, taping, client viewing (if necessary), 1 hour, qualitative research – no right or wrong answers, turn off mobiles and group rules.

Today we're going to be talking about your views on a new Australian Government initiative. It does not matter how knowledgeable you are, we're just really interested in your thoughts and opinions. Are there any questions before we get going?

Ice breaker

Before we start, let's introduce ourselves to the group and find out everyone's names.

2. Awareness (10 mins)

What do you know about the National Disability Insurance Scheme?

Have you heard about it?

What is it?

Who initiated it?

Who is it aimed at?

When will it start?

What is it trying to achieve?

Background to National Disability Insurance Scheme

I'm now going to give you all some information about the National Disability Insurance Scheme. Please take a few minutes to read and consider the information provided. Please don't say anything about the information until everyone has finished reading.

HAND OUT A4 SHEET OF BACKGROUND INFORMATION. READ OUT INFORMATION.

Can you remember hearing about this initiative prior to today?

How important do you think this initiative is?

How important is it to people with disability, their families, carers and the disability sector?

What sort of impact would this have on you and/or your family?

3. Reaction to names (30 mins)

We are now going to look at some different ideas for a name. There are six names. We are going to look at each one and then talk about which one is the best.

We want to focus on the name and how we would feel if we were using it.

THE SIX NAMES TO BE TESTED INCLUDE:

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

PRESENT NAMES IN RANDOM ORDER.

NAME 1 (5 mins):

HAND OUT A4 SHEET WITH NAME 1.

This is the first name I'd like us to consider. I would like you to focus on the name on the page and take a minute to consider this name.

What are our initial reactions to this name?

What is this name communicating to us?

What do we like? How come?

What don't we like? How come?

How could this name be improved?

NAME 2 (5 mins):

HAND OUT A4 SHEET WITH NAME 2.

This is another name I'd like us to consider. I would like you to focus on the name on the page and take a minute to consider this name.

What are our initial reactions to this name?

What is this name communicating to us?

What do we like? How come?

What don't we like? How come?
How could this name be improved?

NAME 3 (5 mins):

HAND OUT A4 SHEET WITH NAME 3.

This is another name I'd like us to consider. I would like you to focus on the name on the page and take a minute to consider this name.

What are our initial reactions to this name?

What is this name communicating to us?

What do we like? How come?

What don't we like? How come?

How could this name be improved?

NAME 4 (5 mins):

HAND OUT A4 SHEET WITH NAME 4.

This is another name I'd like us to consider. I would like you to focus on the name on the page and take a minute to consider this name.

What are our initial reactions to this name?

What is this name communicating to us?

What do we like? How come?

What don't we like? How come?

How could this name be improved?

NAME 5 (5 mins):

HAND OUT A4 SHEET WITH NAME 5.

This is another name I'd like us to consider. I would like you to focus on the name on the page and take a minute to consider this name.

What are our initial reactions to this name?

What is this name communicating to us?

What do we like? How come?

What don't we like? How come?

How could this name be improved?

NAME 6 (5 mins):

HAND OUT A4 SHEET WITH NAME 6.

This is another name I'd like us to consider. I would like you to focus on the name on the page and take a minute to consider this name.

What are our initial reactions to this name?

What is this name communicating to us?

What do we like? How come?

What don't we like? How come?

How could this name be improved?

4. Overall discussion of names (10 mins)

Ok – we’ve now had a chance to review the six names. Given everything we’ve discussed today, I’d now like each of you to take a few minutes to rank the 6 names from 1 to 6, where 1 is your most preferred name and 6 is your least preferred name. **Please don’t discuss this ranking exercise with anyone in the group until everyone is finished.**

HAND OUT A4 SHEET FOR COMPLETION. GIVE PARTICIPANTS A FEW MINUTES TO COMPLETE THE RANKING EXERCISE.

Ask each participant individually:

Can you please show us your most preferred name?

Can you please explain why you think this name is the most suitable?

5. Closing (5 mins)

Thank you – any final comments or questions?

If you would like more information about the NDIS there is a website, www.ndis.gov.au that you can visit.

Thank you for your time and your input.

HAND OUT INCENTIVES

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