



## Australian Government

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

#### OFFICIAL ORDER No 90001212

**1. Date**

This Official Order is executed on 16/1/2013.

**2. Contract Services**

- 2.1 The Contractor will undertake market research services to test a name and undertake concept testing of the brand for the National Disability Insurance Scheme (NDIS).

There will be a two-phased approach to the market research to ensure that the name and brand for the scheme are appropriate for the target audience and deliver key messages clearly and effectively.

The Contractor is required to explore, report on, and as necessary, make recommendations on the following research objectives for each phase:

**Phase 1: Naming of the scheme**

The objectives for this phase are to:

- further test names for the scheme with state and territories and disability sector
- determine current understanding and awareness of the NDIS (disability sector)

s22 - Irrelevant information

s22 - Irrelevant information

### **Research methodology - Phase 1**

The Contractor will undertake the following approach for Phase 1 of the research:

- Conduct of up to 8 phone in-depth interviews (depending on participant availability) with representatives from state and territory governments
- Conduct of up to 8 phone in-depth interviews (depending on participant availability) with representatives of disability peak organisations.

The research will test the following names:

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

#### *Locations*

In-depth interview with state and territory representatives will be conducted by phone.

The depth interviews with peak bodies will be conducted either by phone, or in person should the peak body be in the same location as members of the project team (e.g. Canberra and Adelaide).

The Contractor will take responsibility for recruitment of both the depth interviews and the groups.

All depth interviews would be conducted by senior, experienced and expert moderators. Each depth interview will be approximately 45 to 60 minutes in duration. Detailed discussion guides will be developed in close consultation with the Department.

#### *Reporting*

The topline findings and recommendations must be provided to the Department in a Microsoft Word report by 12 February 2013 to inform a brief to the Minister.

s22 - Irrelevant information

s22 - Irrelevant information

**3. Endorsement**

- 3.1 This Official Order is placed pursuant to and subject to the terms and conditions of the Deed Number 46037780 number of the original deed between the Department and Colmar Brunton Social Research Pty Ltd dated 15/05/2008

**4. Term**

- 4.1 The Contract Services must be performed in accordance with the following time frame:

Commencement date: 11 January 2013

Completion date: 30 May 2013

## 5. Contract Personnel

The Contract Services will be carried out by:

- Corey Fisher, Managing Director, Canberra
- James Wunsch, Research Director, Canberra
- Erin Cooper, Account Director, Canberra
- Rebecca Mar, Account Manager, Melbourne

## 6. Fees

- 6.1 The total fee for the Contract Services is **\$133,800 (GST inclusive)** payable by the following instalments:
- \$4,900 (GST inclusive) project establishment fee upon contract execution
  - \$17,700 (GST inclusive) upon delivery of Phase 1 topline report as described in Item 2.1 and 8.1 (Contract Services and Times for delivery)
  - \$111,200 (GST inclusive) upon delivery of Phase 2 final report as described in Item 8.1 (Times for delivery)

## 7. The Project Officer

- 7.1 The person for the time being holding, occupying or performing the duties of Section Manager, currently Cathie Kennedy, available on telephone number 02 6146 4305 or via the address and facsimile number set out below, will be the Project Officer, with responsibility for general liaison with the Contractor, supervising performance, approving payment of the Contractor's fees, and accepting and issuing any written notifications under this Contract on behalf of FaHCSIA.

- 7.2 The Contractor must obey directions of the Project Officer.

Cathie Kennedy

Section Manager, Communication and Media Branch

Department of Families, Housing, Community Services and Indigenous Affairs

Postal Address: PO Box 7576 Canberra Business Centre ACT 2610

Physical Address: Tuggeranong Office Park

Cnr Soward Way and Athlon Drive Greenway ACT 2900

Email: [cathie.kennedy@fahcsia.gov.au](mailto:cathie.kennedy@fahcsia.gov.au)

Phone: 02 6146 4305

Facsimile: 02 6204 4326

## 8. Times for Delivery

8.1 The Contract Services will be carried out within the following timeframes:

Task	Timeline
Approval of research proposal and project commissioned	11 January 2013
<b>Phase 1 – Name testing</b>	
List of state and territory contact to be provided to Contractor	COB 11 January 2013
Recruitment	14 January 2013
Interview guide finalised	15 January 2013
16 x in-depth interviews with state and territory representatives and disability sector*	16-30 January 2013
Topline report provided	4 February 2013
<b>Phase 2- Brand concept testing</b>	
Presentation of the creative territories by brand consultant	19 February 2013
Presentation of creative directions	4 March 2013
Discussion guide finalised	8 March 2013
Focus groups conducted	11-20 March 2013
Presentation and topline report provided	26 March 2013
Presentation of final design direction by brand consultant	8 April 2013
Final research report	30 May 2013

The timeframe (particularly for Phase 2) may be subject to change. The Department will notify the Contractor regarding changes to the timeline which will influence the delivery of any components of either phase of research.

\*Two weeks have been allowed to conduct in-depth interviews. The Contractor will attempt to book all interviews as quickly as possible but will be subject to participant availability.

If additional brand concept testing round are required, the Contractor will work with the Department and the brand consultant to develop a timeframe with view to conducting the additional research in the shortest possible timeframe.

## **9. Payment Arrangements**

9.1 Payment will be made upon delivery and acceptance of the Contract Services.

### **9.2 Submission of Invoices:**

- (i) The Contractor will only be entitled to render an invoice for an amount that is due for payment under the Contract.
- (ii) The Contractor will submit invoices to the Project Officer.
- (iii) The due date for payment will be 30 days after delivery of a correctly rendered invoice to the Department following acceptance by the Department of the Contract Services.
- (iv) An invoice will be taken to be correctly rendered if:
  - (a) it contains:
    - the full title of the Contract Services
    - the name of the Project Officer
    - the FaHCSIA Contract Number
    - the Contractor's ABN (if applicable)
    - the Contractor's bank account details
    - Bank details (if electronic payment is being used); and
  - (b) the amount claimed in the invoice is:
    - in accordance with the Contract Services for which payment is claimed; and
    - the Contract Services have been performed to the satisfaction of the Department and accepted by the Department;
  - (c) the invoice is accompanied, where required, by documentation that provides evidence that the Contract Services have been performed or, where the Contractor is invoicing the Department for an instalment, that the relevant part of the Contract Services have been performed, and provides detail of the hours worked for which fees are charged;
  - (d) the amount claimed in the invoice is due for payment; and
  - (e) the invoice is a valid tax invoice and complies with the requirements of the *A New Tax System (Goods and Services Tax) Act 1999*.

## **10. Contract Material**

10.1 The Contractor will provide the Department with:

- Recruitment screeners (drafts and final in Word or PDF format)
- Phase 1 and 2 discussions guides (drafts and final in Word or PDF format)
- Phase 1 and 2 topline reports (in Word and PDF format)
- Phase 1 and 2 final reports (in Word and PDF format)

## **11. Commonwealth Material**

11.1 The Department will provide the Contractor with research stimulus including:

- Previous research reports
- Materials for brand concept testing including (but not limited to):
  - Display boards with logo/look and feel applied to example communication materials
  - Colour palettes
  - Key messaging
  - Brand framework (vision, mission, personality etc)

## 12. Restrictions

- 12.1 The Contractor must ensure that any Material provided by the Department to the Contractor for the purposes of this Contract is used strictly in accordance with any conditions, restrictions or directions given by the Department. The Contractor must at the expiration or termination of this Contract deliver to the Department or otherwise deal with all copies of the Material as directed by the Department.

## 13. Confidential Information of the Parties

### 13.1 Commonwealth's Confidential Information

#### (a) Contract Provisions/Schedules/Items

Provision/Schedule/Item	Rationale	Period of Confidentiality
All material as described in 11.1: <ul style="list-style-type: none"> <li>• Previous research reports</li> <li>• Materials for brand concept testing including (but not limited to):               <ul style="list-style-type: none"> <li>○ Display boards with logo/look and feel applied to example communication materials</li> <li>○ Colour palettes</li> <li>○ Key messaging</li> <li>○ Brand framework (vision, mission, personality etc)</li> </ul> </li> </ul>		Until 1 July 2013

#### (b) Contract-related material

Provision/Schedule/Item	Rationale	Period of Confidentiality
Not applicable		

### 13.2 Contractor's Confidential Information

#### (a) Contract Provisions/Schedules/Items

Provision/Schedule/Item	Rationale	Period of Confidentiality
Not applicable		

#### (b) Contract-related material

Provision/Schedule/Item	Rationale	Period of Confidentiality
All Contract Services described in 2.1		Until 1 July 2013

**14. Other Conditions**

14.1 Not applicable



**15. Notices**

**15.1 For the Department:**

Cathie Kennedy

Section Manager, Communication and Media Branch

Department of Families, Housing, Community Services and Indigenous Affairs

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Physical Address: Tuggeranong Office Park

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Phone: 02 6146 4305

Facsimile: 02 6204 4326

**For the Contractor:**

Corey Fisher

Managing Director

Colmar Brunton Social Research

Suites 7/8, 45 Novar Street

Yarralumla ACT 2600

SIGNED for and on behalf of  
THE COMMONWEALTH OF AUSTRALIA as represented by the Department of Families,  
Housing, Community Services and Indigenous Affairs, by:

s47F - Personal privacy

MARY HAWKINS

[Insert name of Signatory]

[Signature]

MANAGER QUALITY PROVIDER NETWORK

[Insert Signatory's work title]

On:

16/1/13

[Insert date]

In the presence of:

s47F - Personal privacy

Laura Green

[Insert name of Witness]

[Signature]

POLICY OFFICE - CLIENT & COMMUNITY ENGAGEMENT,  
[Insert occupation and profession of witness]

SIGNED for and on behalf of Colmar Brunton Social Research Pty Ltd, ABN 2203748981 by:

s47F - Personal privacy

Corey Fisher

[Insert name of Director]

[Signature of Director]

On:

14-1-13

[Insert date]

On:

[Insert date]