Australian Government

Department of Families, Housing, Community Services and Indigenous Affairs

OFFICIAL ORDER No 45407318

1. Date

This Official Order is executed on 24/04/12.

2. Contract Services

2.1 The contractor is required to conduct qualitative market research to test a name for the National Disability Insurance Scheme (NDIS), the effectiveness of key messages, the preferred communication channels and determine the current understanding of the NDIS.

Methodology

The Contractor will conduct qualitative market research consisting of eight small group discussions allocated across metropolitan and at least one regional area. Discussion groups will comprise 6-8 respondents.

Two of the group discussions will be with carers of people with disability, two of the groups will be with participants who have a disability, two of the groups will be with the disability sector and two of the groups will be with the general public. Groups will be up to 90 minutes in duration.

Research objectives

The objectives of the research are to:

- test a name for the scheme

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- determine current understanding of the NDIS – both people with disability and those within the sector; and the general public.

The findings of this research will identify:

- what people with disability, their family and carers, the disability sector and general public know/understand about the NDIS.
  - What do you know about the NDIS? Who initiated it? What is involved? Who is it aimed at? When will it come into effect?
- what people with disability, their family and carers, the disability sector and general public think the NDIS is trying to achieve.

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- do people with disability, their family and carers find it important to have input into the development of the scheme.
    - If so, how would they like to provide input?

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- test the list of draft names (as provided by the Department) along with associated top-line messaging to determine which name embodies the objectives and the NDIS to people with disability, their family and carers.

Recruitment

The Department will be leading recruitment of focus groups with carers, people with disability and the sector. The Contractor will lead recruitment of focus groups with the general public:

People with disability:

- male and female
- aged 18-65
- a range of physical disability types

Carers:

- male and female
- carers aged 18-65

Disability sector:

- a range of disability service providers

General public:

- male and female
- aged 18-65

The Contractor will develop a recruitment screener to ensure suitable participants are recruited. The screener must be sensitively worded to maximise participation rates and avoid upsetting or offending potential respondents. The Contractor will provide the recruitment screener to the Department for approval, prior to its use.

The Contractor will re-screen all participants on the day of each focus group for quality assurance purposes.

The Contactor will ensure that all participants are paid through a monetary payment to a value of $70 per participant.

Any variations to the recruitment details can be agreed in writing between the Contractor and the Department in accordance with **15. Notices.**

Sampling
The Contractor will undertake a total of eight discussion groups, conducted across the following locations: Sydney, Canberra, Melbourne and Geelong.

As outlined in the table below, a total of three focus groups will be held in Sydney, one focus group in Canberra, two focus groups in Melbourne and two focus groups in Geelong.

	People with disability	Carers	Disability sector	General public	Total
Sydney	1 group	-	1 group	1 group	3 groups
Canberra	-	1 group	-	-	1 group
Melbourne	-	-	1 group	1 group	2 groups
Geelong (Vic)	1 group	1 group	-	-	2 groups
Total	2 groups	2 groups	2 groups	2 groups	8 groups

Fieldwork
The Contractor will undertake qualitative fieldwork as identified under '**Sampling**' above.

The Contractor will provide the Department with a full fieldwork schedule confirming recruitment status, dates, locations. This will be provided in a table to the Department and updated as the details are confirmed by the Contractor.

Group discussion guide
The Contractor is required to develop a discussion guide for the focus groups, which must be approved by the Department prior to the commencement of the focus groups.

Focus Groups
The Contractor must ensure that focus groups held in metropolitan areas are held in disability accessible venues with appropriate viewing facilities.

Analysis
Following completion of the qualitative fieldwork, the Contractor will conduct a full review of each of the target audiences, in terms of any commonalities or patterns in attitudes and behaviours, to find common themes and patterns. The Contractor will provide the Department with recommendations on the names tested, s22

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Contractor is required to ensure that this analysis meets the research objectives as stated in this contract.

Reporting

The Contractor must maintain close contact with the contact officer via phone and/or email, including how it is tracking against the objectives, timeframes and deliverables described in this contract, which must be provided by email. This should include:

- progress of recruitment and update of fieldwork details
- identification of any issues to be resolved by or with advice/information/decision required by the Department
- any issues with recruitment including people with disability and carer participants

The Contractor will provide three hard copies of a written report about the research findings on completion of the research. An electronic version of the report in Microsoft Word format will be provided to the Project Officer at the completion of the research.

The research consultant will be required to provide the following:

1. **Qualitative research:** one final report, including an overview of the key findings, analysis, strengths/weaknesses of each name tested, s22
   s22 The report should include:
   - an executive summary of key findings and recommendations
   - analysis and interpretation of research results
   - recommendations on how to apply the research results to conduct effective information activities
   - recommend a name for the scheme with a supporting rationale
   - a summary of the research methodology including
     - dates for when the fieldwork was conducted
     - final profiles of the research participants (e.g. type of disability, or who they care for, or what disability peak/organisation they are from)
     - hard copy of research instruments (e.g. questionnaire, discussion guides, etc)
     - summary of the activities, timeline, outcomes, challenges and budget.
     - discussion of what worked, what didn't work and ways to improve future projects.

Other details:

- All groups will be moderated by senior researchers.
- Full analysis will be undertaken on each group which will be integrated into reporting.

3. Endorsement

3.1 This Official Order is placed pursuant to and subject to the terms and conditions of the Deed Number 46037780 between the Department and Colmar Brunton Social Research Pty Ltd dated 15/05/08.

4. Term

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

24 April 2012 to 30 June 2012.

5. Contract Personnel

- **Corey Fisher, Managing Director,** Canberra – strategic insight, overall research design, oversight of qualitative research and reporting.
- **Erin Cooper, Account Director,** Canberra – qualitative research, analysis and reporting.
- **Craig McGowen, Project Manager,** Canberra – qualitative research, analysis and reporting.

6. Fees

6.1 The total fee for the Contract Services is $40,000 (including GST) payable 30 days after delivery of the Contract Services and a correctly rendered tax invoice to FaHCSIA. Payment will be made electronically to a bank account nominated by the Contractor.

7. The Project Officer

7.1 The person for the time being holding, occupying or performing the duties of Communication Officer, currently Jessica Grecl, available on telephone number 02 6146 3210 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.

Jessica Grecl
Communication Officer
Communication and Media Branch
Department of Families, Housing, Community Services and Indigenous Affairs
PO Box 7576
Canberra BC ACT 2610
Ph: 02 6146 3210
Fax: 02 6133 8816
Jessica.grecl@fahcsia.gov.au

8. Times for Delivery

8.1

Action	Deadline

Contract executed	Tuesday 24 April
Developmental research recruitment commences	Tuesday 24 April
Discussion guides finalised	Friday 27 April
Focus groups conducted	Monday 30 April – Tuesday 1 May
Final report due	**Wednesday 2 May 2012**

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 as specified in Item 7.

(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 following is a list of Contract Material:

- recruitment specification and screener documents
- all discussion guides/questionnaires
- final report

11. Commonwealth Material

11.1 Commonwealth material includes but is not limited to the following FaHCSIA documents:

- NDIS Market Research Brief (April 2012), including the draft list of names to be tested.

12. Restrictions

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

13. Confidential Information of the Parties

13.1 Commonwealth'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
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
Not applicable		

14. Other Conditions

14.1 Not Applicable.

15. Notices

15.1 Project Officer:

Jessica Grecl
Communication Officer
Communication and Media Branch
Department of Families, Housing, Community Services and Indigenous Affairs
PO Box 7576
Canberra BC ACT 2610
Ph: 02 6146 3210
Fax: 02 6133 8816
Jessica.grecl@fahcsia.gov.au

Contractor:

Corey Fisher
Managing Director
Colmar Brunton
PO Box 7007
Yarralumla ACT 2600
Ph: 02 6249 8566
Fax: 02 6249 8588
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SIGNED by the COMMONWEALTH OF AUSTRALIA

acting through and represented by
the Department of Families, Housing, Community Services and Indigenous Affairs

by s47F

RAY JEFFERY
(Name of Commonwealth Representative) (Signature of Commonwealth Representative)

IN THE PRESENCE OF

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(Name of Witness) s47F (Signature of Witness)

SIGNED for and on behalf of

Colmar Brunton 22 003 748 981
(Name of Company) (ABN Number)

Corey Fisher s47F
(Name of Director) (Signature of Director)

(Name of Director/Secretary) (Signature of Director/Secretary)

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IN THE PRESENCE OF

Jonathan Klijnsma
(Name of Witness) (Signature of Witness)