

BARLOW, Clara

From: MCKENZIE, Corri
Sent: Thursday, 3 May 2012 10:22 AM
To: THOMAS, Kate
Cc: BELL, Tracey
Subject: RE: Research summary [SEC=UNCLASSIFIED]

Security Classification:
 UNCLASSIFIED

This is great, thanks Kate

From: THOMAS, Kate
Sent: Thursday, 3 May 2012 9:47 AM
To: MCKENZIE, Corri
Cc: BELL, Tracey
Subject: Research summary [SEC=UNCLASSIFIED]

Hi Corri

The main research findings are below and the report is attached.

Cheers
 Kate

Overall findings

- Overall there was minimal awareness of the NDIS amongst the target audiences. Some participants were vaguely aware of the NDIS and had recalled hearing about it recently in the media due to the national rallies. These participants were aware of the name but were unable to recall any specific details about the NDIS. A small number of participants in the carers and people with disability groups were aware of the NDIS and knew specific details. These participants were heavily involved in the NDIS and had written submissions or were aware of the NDIS through the organisations they are involved with.
- In regards to importance, universally all participants felt that the NDIS was an extremely important initiative. Most were aware of the difficulties faced by those with disability, as well as the families and carers involved.
- While there was some confusion over the term 'insurance' and how the costs of the scheme would be funded, it was generally accepted that it was a necessary plan to support the needs of the disabled community. The general public were clearly the most concerned regarding the potential costs, especially as it was perceived that taxes would increase as a result. The current cynicism surrounding Government projects also added to this concern.
- For those with disability and carers, there was intense interest in such a scheme. Participants were positive towards the concept of choice and control, and the potential to reduce the difficulties encountered in the current system with red-tape and bureaucracy. People wanted surety, control, choice and the ability to control their own funds.
- People with disability and carers wanted significantly more information regarding the scope of the NDIS, and were keen to be involved in the development of the initiative. There was interest in attending forums with the relevant departments and agencies, as well as providing input through specific online channels.

Name

- The market researchers recommend that the name DisabilityCare be used when naming the NDIS. Consideration should also be given to adding the word National or Australia to the start or end of the name. Many participants 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.

- The majority of respondents were positive to the use of the term disability being included in the name used to describe the NDIS. This was especially so with people with disability who 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 some indicated that this may not be appropriate as it may not be politically correct.
- Carers were concerned about using the word 'disability' in the name and ranked all names, including DisabilityCare, behind Enable Australia and Lifetime Care. These two names, Enable Australia and Lifetime Care, were amongst the least preferred names among people with disability and the general public.

Strengths for DisabilityCare

- 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 Government or National in the title as this would imply that the Government is providing this and ensures that you will be looked after.
- The name implies that you are caring for the disabled and also puts an emphasis on the carer.
- The care connotation was seen to be positive and suitable for the target audiences.

Weaknesses for DisabilityCare

- The name was seen to be too similar to other names as there are a plethora of organisations offering disability care.
- The term care is not believable for some people with disability 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.
- The ranking for the six names (starting at most favourable was): DisabilityCare, DisabilityCover, Disability Insurance Australia, Enable Australia, DisabilityConnect and Lifetime Care

s22

s22

Kate Thomas

Communication Account Manager – National Disability Insurance Scheme
COMMUNICATION & CAMPAIGNS SECTION | COMMUNICATION & MEDIA BRANCH
DEPARTMENT OF FAMILIES, HOUSING, COMMUNITY SERVICES & INDIGENOUS AFFAIRS

P | 02 6146 3214 F | 02 6204 5710 E | kate.thomas@fahcsia.gov.au W | www.fahcsia.gov.au