

BARLOW, Clara

From: Erin Cooper <Erin.Cooper@colmarbrunton.com>
Sent: Wednesday, 23 January 2013 3:06 PM
To: BEGLEY, Elizabeth
Cc: FERNANDEZ, Melissa; RICHENS, Cassidy; Corey Fisher; KENNEDY, Cathie
Subject: RE: 4382242_FaHCSIA_NDIS Name Concept Testing_Focus Group Discussion Guide for approval [SEC=UNCLASSIFIED]
Attachments: 4382242_FaHCSIA_NDIS Name Concept Testing_Focus Groups Discussion Guide_FINAL_23-01-13.doc; 4382242_FaHCSIA_NDIS Name Concept Testing_Handouts_FINAL_23-01-2013.docx; 4382242_FaHCSIA_NDIS Name Concept Testing_Ranking Exercise Handout_FINAL_23-01-2013.docx

Hi Elizabeth,

Attached are the final versions of the discussion guide and handouts for your records. Please note I have added the details of the NDIS website at the end of the discussion guide.

Kind regards,

Erin

From: BEGLEY, Elizabeth [<mailto:Elizabeth.Begley@fahcsia.gov.au>]
Sent: Wednesday, 23 January 2013 12:10 PM
To: Erin Cooper
Cc: FERNANDEZ, Melissa; RICHENS, Cassidy; Corey Fisher; KENNEDY, Cathie
Subject: RE: 4382242_FaHCSIA_NDIS Name Concept Testing_Focus Group Discussion Guide for approval [SEC=UNCLASSIFIED]

Hi Erin

Further to our telephone conversation, I have spoken with Cathie and we don't have any further comments on these documents – so they are ok to go!

s22

Please do not hesitate to contact me if you need any further information.

Cheers
 Elizabeth

Elizabeth Begley
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From: Erin Cooper [<mailto:Erin.Cooper@colmarbrunton.com>]
Sent: Monday, 21 January 2013 4:01 PM
To: KENNEDY, Cathie

Cc: FERNANDEZ, Melissa; BEGLEY, Elizabeth; RICHENS, Cassidy; Corey Fisher

Subject: 4382242_FaHCSIA_NDIS Name Concept Testing_Focus Group Discussion Guide for approval

Hi Cathie,

Please find attached the draft discussion guide to be used for the focus groups later this week. Can I kindly ask you to provide your feedback and approval by close of business Tuesday January 22.

The content has been primarily based on what was used for the last round of the name testing. We have modified the text in the 'Background to the NDIS' handout and included a note that perhaps the Department may wish to include information which is tailored to each of three launch sites in this particular handout.

Please let me know if you have any questions or would like to discuss the attached documents.

Kind regards,

Erin

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FINAL DISCUSSION GUIDE
FaHCSIA NDIS Name Concept Testing

Sample: Carers, people with a disability or general public
 Our ref: 4382242
 Draft number: FINAL
 Last revised: 23-01-2013
 Client approved: FINAL

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.

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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?

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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?

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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 tell 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

Background to 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 pledged its commitment to a National Disability Insurance 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.

Starting from July 2013 the first stage of the NDIS will be launched in South Australia, Tasmania, the Hunter in NSW and the Barwon area of Victoria. The ACT will be launched in 2014.

DisabilityCare

Disability Insurance Australia

Enable Australia

DisabilityConnect

DisabilityCover

DisCover

DisabilityCare

Disability Insurance Australia

Enable Australia

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DisCover