

BARLOW, Clara

From: BEGLEY, Elizabeth
Sent: Wednesday, 30 January 2013 4:21 PM
To: KENNEDY, Cathie
Cc: DAVIS, Chris
Subject: Update on branding and naming [DLM=For-Official-Use-Only]
Attachments: Update on branding and naming of NDIS.docx

Security Classification:
For Official Use Only

Hi Cathie – for your comment – please find below and attached the draft of what can be reported back to MO (without the recommendations). It's also in the attached word doc.

Cheers

Liz

Update on **s22** naming for the NDIS, including top-line research results from the second phase of market research for the name.

s22

Naming research

Market research company, Colmar Brunton has been engaged to undertake in-depth discussions with representatives from state and territory governments and disability organisations. These discussions were held to seek feedback on six names that were identified in the May 2012 market testing research.

Additionally, six focus groups were conducted in launch locations – Adelaide, Hobart and Newcastle on Thursday 24 January 2013. The six focus groups comprised of 2 focus groups with people with disability, 2 focus groups with informal carers and 2 focus groups with the general public.

The break-down of the focus groups were as follows:

	People with disability	Carers	General public	total
Adelaide	1 group	1 group		2 groups
Hobart		1 group	1 group	2 groups
Newcastle	1 group		1 group	2 groups
Total	2 groups	2 groups	2 groups	6 groups

The following six names have been tested in this phase of the market research:

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

Below is a list of peak disability organisations that have been contacted to participate in the in-depth interviews.

Peak disability organisation	Contact provided by FaHCSIA	Initial contact made	Interview booked
s45	Yes	Yes	Yes – Thurs 31 Jan
	Yes	Yes	Declined – Does not wish to participate in research about a name for the NDIS
	Yes	Yes	Yes – Tues 21 Jan
	Yes	Yes	Yes – Fri 25 Jan

s45	Yes	Yes	Yes – Mon 21 Jan
	Yes	Yes	Yes – Wed 30 Jan
	Yes	Yes	Yes – Wed 30 Jan
	Yes	Yes	Yes – Wed 30 Jan
	Yes	Yes	Yes – Tues 29 Jan
	Yes	Yes	Yes – Fri 1 Feb
	No	-	-
	No	-	-

As previously advised in BR13-000003, Colmar Brunton did not contact representatives from the s45

s45

s45

as representatives from these organisations participated in the naming research that was conducted in April / May last year.

Below is a list of the state and territories that have been contacted to participate in the in-depth interviews.

State / Territory	Contact provided by FaHCSIA	Initial contact made	Interview booked
NSW	Yes	Yes	Yes – Mon 21 Jan
QLD	Yes	Yes	Yes – Fri 25 Jan
SA	Yes	Yes	Yes – Mon 21 Jan
NT	Yes	Yes	Yes – Fri 25 Jan
VIC	Yes	Yes	Yes – Wed 30 Jan
ACT	No	-	-
WA	No	-	-
TAS	No	-	-

Below are the top-line results from the second phase of “Naming” market research.

Topline Naming Research Results

- The market researchers recommend that the name xx
- Xxxxxxxxxxxxxxxxxxxxxxxxxxxx
- Full report to be provided by xxxx

Include the next Steps/or when the next update will be provided to the office.