

BARLOW, Clara

From: BURNS, Julia
Sent: Friday, 1 February 2013 3:32 PM
To: BELL, Tracey; KENNEDY, Cathie
Subject: FW: IN CONFIDENCE - NDIS Name Concept Testing_Draft Topline Report [SEC=UNCLASSIFIED]

Security Classification: UNCLASSIFIED

*Julia Burns,
 Group Manager, Corporate
 Department of Families, Housing, Community Services and Indigenous Affairs
 phone 02 6146 0044*

FaHCSIA acknowledges the traditional owners of country throughout Australia and their continuing connection to land, sea and community. We pay our respect to them and their cultures, and to the elders both past and present.

s22

From: BURNS, Julia
Sent: Friday, 1 February 2013 9:49 AM
To: BOWEN, David; HAND, Felicity; WILSON, Serena
Subject: IN CONFIDENCE - NDIS Name Concept Testing_Draft Topline Report [SEC=UNCLASSIFIED]

David
 Serena
 Felicity

Attached is the first draft of the name concept report from Colmar Brunton. We will get a refined version early next week.

Please note:

- We have **not** sent this to the MO or to any of the Agency or Taskforce staff yet s47C
 s47C
 There are also still a few interviews with peaks to be finalised.
- We did ask them of course for the report to present the findings of the testing but not make any firm recommendations, so the Minister has flexibility to make a choice. s47C
 s47C
- No name is emerging as a clear front-runner – see below.
- We need to go back to the MO by 15 Feb s22, so when the report is back next week we will need to decide jointly how we advise the Minister.

The outcomes of the testing so far are:

- **Enable Australia** s.47C
s.47C
- **DisabilityConnect** s.47C
- **DisabilityCover** s.47C
- **Disability Insurance Australia** s.47C
- **DisCover** s.47C
- **DisabilityCare** s.47C
s.47C

The report show the pros and cons for each name. s.47C
s.47C

Note that there is also some interesting commentary about the use of Insurance and Cover, and the implications/connotations they have for people.

So...no easy answers. Back to you next week with the final report, which I assume we can discuss on Wednesday.

Regards

*Julia Burns,
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From: KENNEDY, Cathie
Sent: Thursday, 31 January 2013 12:32 PM
To: BELL, Tracey; PARKER, Susan
Cc: BURNS, Julia;
Subject: FW: 4382242_FaHCSIA_NDIS Name Concept Testing_Draft Topline Report [SEC=UNCLASSIFIED]

Hi all

Please see attached the draft research report on the NDIS name. s.47C

As you know, the MO has asked for an update on branding and name research by COB today. We have drafted the update and were planning on including this report and its recommendations as well, s.47C
s.47C

Given the MO last week requested some additional consultations which have not yet occurred, I suggest we send the update noting that the final research report will be available by say Monday. This gives us time to fine tune the report with Colmar Brunton.

If you are happy with this approach, can I suggest we finalise the update and circulate for approval shortly, and also try to telconf late this afternoon to consolidate our feedback for Colmar Brunton?

Let me know if this suits.

Cheers
Cathie

s22

From: Erin Cooper [<mailto:Erin.Cooper@colmarbrunton.com>]
Sent: Thursday, 31 January 2013 11:17 AM
To: KENNEDY, Cathie; BEGLEY, Elizabeth
Cc: FERNANDEZ, Melissa; DAVIS, Chris; Corey Fisher
Subject: 4382242_FaHCSIA_NDIS Name Concept Testing_Draft Topline Report

Hi Cathie and Elizabeth,

Attached is the draft NDIS Name Concept Testing Topline Report. As discussed yesterday this report includes findings from both the initial and second phases of naming research.

I have also highlighted in yellow key areas of the report that will change once the final two in-depth interviews are conducted with representatives from the peak disability organisations later this week.

I look forward to receiving your feedback and in the meantime please let me know if you have any questions.

Kind regards,

Erin

Erin Cooper Account Director

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