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GENERAL BRIEF

Department of Families, Housing, Community Services and Indigenous Affairs

MaPS.Net PDR Id	BR12-001455	
Due Date	5 December 2012	
Critical Date		
Consultation	Media	Yes
	Group / State Manager	Yes
	Deputy Secretary	No
	Other Dept	No

**To the Minister for Families, Community Services and Indigenous Affairs
and Minister for Disability Reform**

For decision

cc: Parliamentary Secretary McLucas

Subject: Urgent: Approach to NDIS ^{s22}

Purpose: To seek your agreement to the approach to ^{s22}
for the Launch of the NDIS and full scheme.

Issues: In May 2012 (MN12-00296) you agreed to the implementation of an NDIS Communication Strategy.

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Sensitivities

You agreed to the brand name DisabilityCare in August 2012 (see BR12-000984 **Attachment A**).

The Brief noted the option for jurisdictional consultation on the brand name, and noted that the name resonated with the majority of respondents because they perceived the terms 'disability' and 'care' to be positive, suitable and best able to define an NDIS.

However respondents also indicated that the name implies that people with disability are being cared for and places an emphasis on the carers.

The disability sector was also supportive of 'disability' in the name but had some concern with the term 'care' as people with disability required support, not care.

The Agency also noted its concern that the proposed brand was passive and did not encapsulate the empowering nature of the outcomes sought by the Scheme. The Agency was also concerned that the use of a name similar to Medicare may confuse understanding of the core intent of the NDIS.

s22

If you did agree that work can be undertaken on an alternative brand name this can be pursued immediately, but will extend the time for finalisation of the branding.

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Name: Susan Black
 Position: Group Manager
 Branch: Executive Coordination Group
 Phone/Mobile: 6146 0164^{s47F}

Date: 10 December 2012

Contact Officer: Ray Jeffery
 Phone/Mobile: 02 6146 2367

Comments (MO use only)

Signature:

Date:

ADVISER TO ACTION:

Local Member Advised Yes / No	State Member Advised Yes / No
Name of Member	Name of Member

Rating	Quality	Timeliness
Unsatisfactory		
Satisfactory		
Good		

Attachments

^{s22}

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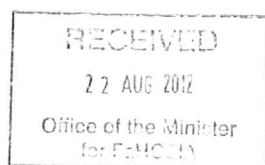
Attachment B

s22

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IN-CONFIDENCE

GENERAL BRIEF**Department of Families, Housing, Community Services and Indigenous Affairs**

MaPS.Net PDR Id	BR12-000984	
Due Date	21 August 2012	
Critical Date	27 August 2012	
Consultation	Media	Yes
	Group / State Manager	No
	Deputy Secretary	No
	Other Dept	No

**To the Minister for Families, Community Services and Indigenous Affairs
and Minister for Disability Reform**

For decision

cc: Parliamentary Secretary McLucas

Subject: URGENT: Due 21/08/2012 - NDIS Branding**Critical Date:** Monday 27 August 2012 to allow time for completion of s22
s22**Purpose:** This Minute provides recommendation on the proposed name and s22
for a National Disability Insurance Scheme (NDIS) and the NDIS Launch Transition Agency.**Issues:** The first stage of an NDIS will launch from July 2013 in South Australia, Tasmania, the ACT, and the Barwon region of Victoria with a number of local government areas in the Hunter in NSW commencing in early 2014. A name s22 for the Scheme is required to enable the Scheme and Agency to establish a unique and easily recognisable identity and clearly link the Scheme to its goals and values.

The NDIS Launch Transition Agency has been established to deliver the first stage and it is expected that it would be renamed and s22 in line with the full scheme. Legislation to underpin the operation of the scheme and the establishment of the Agency will be introduced in late 2012.

In April 2012, market research was conducted by Colmar Brunton to help identify a preferred public name of an NDIS. Six names were tested including:

- DisabilityCare
- DisabilityCover or DisCover
- Disability Connect
- Lifetime Care
- Enable Australia
- Disability Insurance Australia

DisabilityCare was the name preferred by people with disability and the general public. The name resonated with the majority of respondents because they perceived the terms 'disability' and 'care' to be positive, suitable and best able to define an NDIS. Respondents also indicated that the name implies that people with disability are being cared for and places an emphasis on the carers.

The disability sector was also supportive of 'disability' in the name but had some concern with the term 'care' as people with disability required support, not care.

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The Agency has recommended further testing of the preferred name as four of the six names offered during the research included 'disability' in the title. The Agency is concerned that the proposed brand is passive and does not encapsulate the empowering nature of the outcomes sought by the Scheme. The Agency is also concerned that the use of a name similar to Medicare may confuse understanding of the core intent of the NDIS to offer a holistic and co-ordinated approach including choice, flexibility and control to eligible people with disability rather than a universal whole of population program offering fixed contributions to individual costs.

The market research also broadly tested current general awareness of an NDIS, which was found to be low, including some confusion over the term 'insurance'. A copy of the full market research report is available at Attachment A.

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It is recommended that the name s22
This is as an opportunity to establish the name s22
s22

Media Release: media release not required.

Recommendations:

1. Note the early research recommending the name **DisabilityCare** and
2. Agree to further research to test the brand name or
3. Alternatively agree to progress with **DisabilityCare** and

*(Noted/ Please discuss/More
information required*

Agreed / Not Agreed

(Agreed / Not Agreed

- pls discuss with my office.

s22

J. Macaul
23.8.12

IN-CONFIDENCE

Name: Tracey Bell
 Position: Branch Manager
 Branch: Communication and Media
 Phone/Mobile: 02 6146 0086/s47F

Date: 22/8/12

Contact Officer: Melissa Fernandez
 Phone/Mobile: 02 6146 3224

Comments (MO use only)

Signature:

Date:

ADVISER TO ACTION:

Local Member Advised Yes / No	State Member Advised Yes / No
Name of Member	Name of Member

Rating	Quality	Timeliness
Unsatisfactory		
Satisfactory		
Good		

Attachments

Attachment A: Research by Colmar Brunton titled *Department of Families, Housing, Community Services and Indigenous Affairs NDIS Concept Testing* 4 May 2012.

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