

Senate Community Affairs Committee
ANSWERS TO ESTIMATES QUESTIONS ON NOTICE
SOCIAL SERVICES PORTFOLIO
2013-14 Supplementary Estimates Hearings

Outcome Number: 5

Question No: 339

Topic: National Disability Insurance Scheme

Hansard Page: Written

Senator Moore asked:

What is the cost of the change of names to the NDIS? Website/stationery etc.

Answer:

The previous administration made decisions resulting in the expenditure of \$17.96 million on an advertising campaign of which a prime purpose was to re-brand the National Disability Insurance Scheme (NDIS) as DisabilityCare Australia. The breakdown of this \$17.96 million was:

- \$15.81 million on media, including television; radio; newspaper; magazines; digital; culturally and linguistically diverse (CALD); Indigenous; print handicapped; commission fees, dispatch production and reporting. *(Note, this is a slight variation to the figure provided at Senate Estimates. The Department of Social Services has since received credits from Universal McCann for the campaign media buy).*
- \$1.06 million on creative, including pitch fees.
- \$0.25 million on public relations, including CALD, Indigenous, and print and design.
- \$0.74 million on research, including concept testing and developmental, and benchmarking and tracking.
- \$0.09 million on call centre costs.

In contrast, the total cost as at 18 December 2013 of reverting to the NDIS name was \$68,137, which includes:

- IT implementation: \$11,200
- Design: \$13,110
- Property updates: \$34,153
- Intellectual property: \$9,674

No additional costs have been incurred on re-branding stationery because the supply of existing DisabilityCare Australia printed material is being exhausted unless Scheme developments render it factually out of date. All such material containing new or updated factual content is updated on a business as usual basis.

The Government reverted to the name National Disability Insurance Scheme in line with its election commitment.

As foreshadowed prior to the election, the Government has returned the name of the Scheme to NDIS for two reasons:

The first is to leave behind a name that was disliked and did not reflect the intent of the Scheme. It is important to the Government that the name is embraced by the people the Scheme is designed to support. DisabilityCare Australia was a name that was seen as patronising by many people with disability. Australians with disability do not want to be objects of care. They want the support they need to be independent and in control of their lives. The name DisabilityCare Australia was at odds with this vision of choice and independence.

The second reason was to reinforce and underline the insurance principles of the Scheme by having this reflected in the name. The Scheme is about value for money, support on a needs basis, a strong actuarial focus and minimising costs over time through early intervention.