

**Senate Community Affairs Committee**  
**ANSWERS TO ESTIMATES QUESTIONS ON NOTICE**  
**FAMILIES, HOUSING, COMMUNITY SERVICES AND**  
**INDIGENOUS AFFAIRS PORTFOLIO**  
**2013-14 Budget Estimates Hearings**

**Outcome Number:** 5

**Question No:** 289

**Topic:** DisabilityCare Australia

**Hansard Page:** Written

**Senator Boyce** asked:

A number of organisations opposed the name DisabilityCare. NCID in consultations that were conducted on how to establish the DisabilityCare Australia brand said "that the name was patronising, aligned with the health system and the largest service providers inconsistent with the rights, choice and control, independence and inclusion objectives and principles of the NDIS legislation and that it was necessary to change the name to achieve the desired branding". What other organisations have expressed similar views?

**Answer:**

The name of the scheme, DisabilityCare Australia was informed by consultation with people with disability, their families and carers, peak organisations and state and territory governments as part of two qualitative research exercises conducted by an independent market research agency.

DisabilityCare Australia was the preferred name across the audiences researched and clearly defined what the scheme is proposing to do.

A small number of research participants felt uncomfortable with the name. However, the majority of those researched were comfortable with the new name.