

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

**Outcome Number:** 5

**Question No:** 337

**Topic:** National Disability Insurance Scheme

**Hansard Page:** Written

**Senator Moore** asked:

Was there any research done on brand recognition of the previous name Disability Care? If so, please provide details of that research.

**Answer:**

There was not a standalone research project specifically on the brand recognition of the name DisabilityCare Australia. However, research on the recognition of the brand DisabilityCare was undertaken as part of a broader research project that included benchmark, tracking and evaluation of the DisabilityCare advertising campaign.