

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

Outcome Number: 5

Question No: 338

Topic: National Disability Insurance Scheme

Hansard Page: Written

Senator Moore asked:

How are we ensuring there is not confusion amongst people about the name?

Answer:

The re-naming of the National Disability Insurance Scheme (NDIS) and National Disability Insurance Agency (NDIA) commenced on 20 September 2013.

The NDIA has taken a number of steps to notify people about the name change including to ensure that people understand the basis for the name change.

The re-naming featured as the lead story in the third edition of the NDIS external newsletter distributed to 18,500 individual and organisational subscribers on 25 September 2013.

The re-naming also featured as the main focus of the *NDIS News* introductory remarks by the Chief Executive Officer in the edition published on 30 October 2013 and distributed to 18,500 subscribers.

Notification of the re-naming was posted to the NDIS website (www.ndis.gov.au) at the commencement of the process of rebranding the entire content of the website.

During October and November 2013 NDIA staff from the National Office and trial sites (Barwon (Vic), Hunter (NSW), South Australia and Tasmania) conducted 222 separate engagements as part of the NDIA's ongoing operational activity with government and non-government external stakeholders in the NDIS. At most, if not all, of these engagements NDIA staff explained the name change and answered questions where they arose.

During the transition phase email addresses and internet URLs that use the 'disabilitycareaustralia' domain name are forwarded automatically to the 'ndis.gov.au' domain.

The NDIA monitors general feedback from stakeholders, including the sometimes extensive discussions of the NDIS on social media platforms. There has been no evidence of confusion about the NDIS or NDIA in this feedback.