



“N.D.I.S”

“The name must change if we are to get a new National Disability Scheme”

MEDIA RELEASE: 2ND MAY, 2011

When the federal government gets the final NDIS draft it must be branded with a new name or it will fail.

There is no way that any scheme with “Insurance” as part of its title will generate the popular support it requires to be accepted by the wider community.

Insurance from a marketing perspective is a dirty word. A huge number of Australians don’t believe in it, don’t buy it and will have no wish to fund it for anyone else.

When the disability sector demands from the general community the \$6.5 billion per annum that is needed to provide holistic care for people with disability they must have a sophisticated marketing plan.

One that engages the broad community and polarizes as few as possible

The adopted branding theme for NDIS is a great one “ Every Australian Counts”

It is positive and paints a picture that we can sell to the world.

NDIS is not! Insurance is a poisonous and toxic theme that even insurance companies with \$ billions of dollars behind them have difficulty selling. Slipping rates of personal health care are evident of what the world thinks of insurance. Research will show people see it as expensive, little used and something that generates negative perceptions in many and extreme reluctance even in those who choose to stick with insuring their assets and possessions.

The NDS conference starting today in Melbourne must address this issue.

If NDIS as a brand name has not been fully researched in polling and focus groups it must be done so forthwith.

After the final draft is released later this year of the Australian productivity Commission report it will be too late to change the name

Let’s get the new name ready now and bury the old one as soon as possible

To not do so may assist the critics who will rail against this essential program as too expensive

My vote would be just change it to " National Disability Scheme" but I am sure many will have smarter, more catchy and more marketable suggestions than that

Any suggestions fire them in, we will forward them to the powers that be.

What a thrill it would be if your suggestion ended up being the name of the new national disability scheme?

Disability Blueprint Communiqué SA

The SA Social Inclusion Board has posted the first report associated with the Cappel Report into SA Disability Services on its website

The full report and recommendations due mid-year will be much anticipated

The Disability Blueprint Communiqué was launched on the Social Inclusion Unit website on Thursday 28 April 2011.

It can be viewed at:

http://www.socialinclusion.sa.gov.au/files/Blueprint_Communique_28April2011.pdf

A Plain English version of the Communiqué will be put on the web next week. To ensure that you receive ongoing updates on the Disability Blueprint process could you please register for the e-bulletin at the link on the website.

For the record Disability Speaks was involved in the consultation process.

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