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# NDIS media toolkit



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## Portraying people with a disability in the media

People with a disability should be portrayed as active members of the community rather than inspirational or victims or sufferers.

## Writing and reporting

- Use person-centred language that respects people with disability as active individuals with control over their own lives.
- Try not to make the person's disability the main focus of the story. Ask the person how they would like their disability described.
- Avoid excessive emotive language and negative words such as *suffer* or *misfortune*. On the other hand, don't patronise; sensationalising the achievements of a person with a disability should also be avoided.

Do use	Don't use
People with disability / person with a disability	Disabled people / disabled person
...has [name of condition or impairment] eg. Sarah has autism spectrum disorder	Afflicted by, suffers from, victim of eg. Sarah suffers from autism
Person with [specify disability] eg. Police are searching for an 11-year-old boy with autism	Autistic person eg. Police are searching for an 11-year-old autistic boy
Person who uses a wheelchair, or wheelchair user eg. Tom uses a wheelchair	Wheelchair-bound, confined to eg. Tom is confined to a wheelchair
Accessible parking, toilet	Disabled parking, toilet

## Interviewing

- When arranging interviews and photographs, consider the location. Is there accessible parking and toilets? Are there ramps or elevators in the building? Interpreters or support workers may also be required. Auslan Services can be used to book an interpreter.
- Try to give the person with the disability a voice and where possible, give them the opportunity to be quoted.
- Ensure photos and vision are positive and respectful.



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## Accessibility

Accessibility is the word used to describe whether content (for example, a website, mobile site, or TV content) can be used by people of all abilities.

Poorly designed and published information is similar to not providing a ramp for someone in a wheelchair to access a building. If you publish content online, speak to your online team to ensure stories are accessible.

There are a number of ways you can ensure content you publish or put to air is accessible for everyone including using alternative text, captions, transcripts and Auslan. Media Access Australia offers accessibility information for radio, TV, print and online. The Vision Australia website offers a useful toolkit for digital publishing.

## What is the NDIS?

The National Disability Insurance Scheme (NDIS) is the new way of providing support for people with disability, their families and carers in Australia.

The NDIS will provide about 460,000 Australians under the age of 65 with a permanent and significant disability with the reasonable and necessary supports they need to live an ordinary life.

Reasonable and necessary supports help people with disability achieve their goals, including independence, community involvement, employment and wellbeing. Supports may include personal care and support, access to the community, therapy services and essential equipment.

The NDIS also provides people with disability, their families and carers with information and referrals to support services in the community.

Australians will now have peace of mind that if their child or loved one is born with or acquires a significant disability that is likely to be with them for life they will get the support they need, when they need it.

The NDIS commenced on 1 July, 2013 in several trial locations across the country. During the three-year trial period, 30,000 Australians with disability entered the Scheme.

Following the successful trial, the NDIS entered a unique period of transition with the commencement of the national rollout on 1 July, 2016. The NDIS is being introduced in stages around the country over three years to ensure it is successful and sustainable.

In addition to providing much needed supports to participants, the NDIS also promotes a community-wide approach to improving accessibility and social participation for people with disability.





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## Why the NDIS?

The NDIS replaces a disability system that was unfair and inefficient with a new, national system that is world-leading, equitable and sustainable.

The NDIS is the most significant economic and social reform since the introduction of Medicare in the 1970s which has been agreed to by governments for the benefit of all Australians.

In 2010 the Australian Government asked the Productivity Commission to carry out a public inquiry into a long-term disability care and support scheme. The Productivity Commission received over 1000 submissions from people within the disability sector.

The Productivity Commission's 2011 report stated, "from an economic perspective, the benefits of the NDIS will exceed the costs." It found the NDIS would ultimately add one per cent to the country's gross domestic product - a significant boost to Australia's economy.

A PwC report released in 2011, argued that the NDIS would pay for itself. It found that by 2035, the cost to governments of disability support, without reform, would be two to three times the cost of the NDIS.

It is also expected that there will be significant workforce growth opportunities across Australia, with 88,000 new jobs being created as the demand for disability services grows.

## NDIS or NDIA?

The National Disability Insurance Scheme (NDIS) is the name of the Scheme.

The National Disability Insurance Agency (NDIA) is the independent Commonwealth agency responsible for implementing the NDIS.





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## The NDIS so far

- ▶ \$7.3 billion committed for participant support costs
- ▶ 96,772 participants with an approved NDIS plan
- ▶ 84 per cent of surveyed participants in the quarter rated their experience either good or very good
- ▶ 8,698 service providers have been registered

Source: NDIS Quarterly Report, Quarter 4, 2016-17 Report, 30 June.



### NDIS roll out

### Quarter 4, 2016-17 Report

30 JUNE 2017

**96,772** people

have received individualised plans, helping them change their lives by accessing the supports and services they need to live more independently and engage with their community.

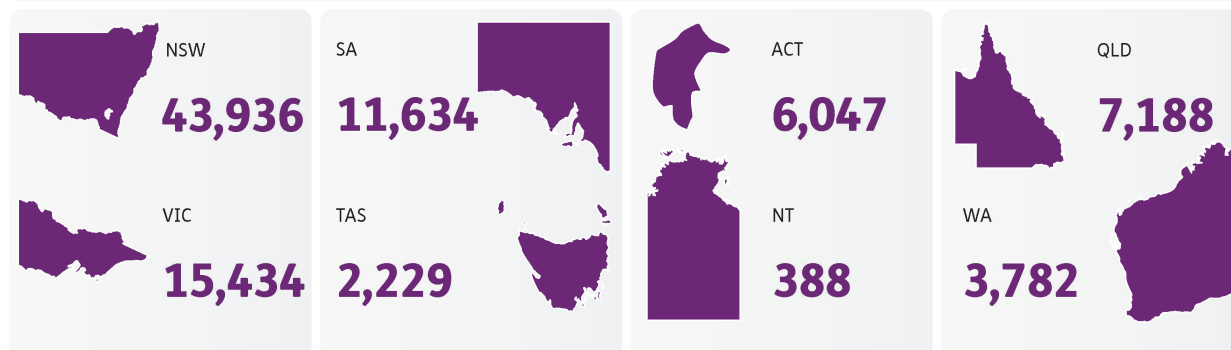
**\$7.3b**

has been committed for participant support to date.

**6,134** children

have been referred through the NDIS Early Childhood Early Intervention (ECEI) approach to access supports.

### More than 90,000 Australians have NDIS plans



Source: NDIS Quarterly Report, Quarter 4, 2016-17 Report, 30 June.

## How the NDIA media team can work with you

Would you like to report on the NDIS or disability issues? The NDIA can assist you with your story in a number of ways. We can:

- ▶ Answer media enquiries about the NDIS and its implementation across Australia
- ▶ Provide background for stories, written responses or a spokesperson for interviews
- ▶ Provide case studies and interviewees - NDIS participants, their families and carers and service providers
- ▶ Provide Scheme data and reports
- ▶ Assist with feature articles and opinion pieces
- ▶ Where appropriate, provide approved photographs and images for publication



# Contact us

## NDIA media team



0477 703 960



[media@ndis.gov.au](mailto:media@ndis.gov.au)

Please include your contact details (email and phone number), media outlet and the deadline for your story.

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## NDIS online



[www.ndis.gov.au](http://www.ndis.gov.au)



Twitter: @ndis



Facebook: [facebook.com/NDISAus](https://facebook.com/NDISAus)



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