

NDIS Ready – Communications Toolkit

November 2017

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Key facts about the NDIS

1. The NDIS is **the new way** of providing support for people with disability, their families and carers in Australia.
2. The NDIS will provide all 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. **The NDIS is not means-tested.**
3. The NDIS **gives all Australians peace of mind** that if their child or loved one is born with or acquires a permanent and significant disability they will get the support they need.
4. On 1 July 2016, the NDIS will start to be rolled out gradually around Australia. Visit the [NDIS website](#) to find out when the NDIS will be available in your area.
5. The NDIS is being **introduced in stages** over three years (2016 – 2019) to ensure it is successful and sustainable.
6. By 2019–20, the Scheme will support about **460,000** Australians with disability.
7. NDIS participants include people with **intellectual, physical, sensory and psychosocial disabilities.**
8. 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.
9. As an insurance scheme, **the NDIS takes a lifetime approach**, investing in people with disability early to improve their outcomes later in life. This includes early intervention for children aged 0 to 6 years, as part of the Early Childhood Early Intervention Approach.
10. The NDIS is designed to work **side-by-side with health, education and other universal services** which people with disability will need to continue to access, but it is not responsible for these services.

Key messages

- The NDIS is the new way of providing support for people with disability, their families and carers in Australia.
- The NDIS will provide 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. This may include personal care and support, access to the community, therapy services and essential equipment.
- The NDIS is being gradually rolled out across Australia over three years (2016-2019) to ensure it is successful and sustainable.
- The NDIS is the most significant economic and social reform since the introduction of Medicare in the 1970's.
- The transition phase is a unique period for the NDIS as there is a large number of people joining the Scheme over a short period of time.
- While the NDIS has faced challenges, as any transformational reform of this size will, the NDIA is committed to continuous improvement as the Scheme grows.
- Existing Commonwealth and state-based services and supports will continue until eligible people start to receive supports from the NDIS.
- Now is the time to get ready. Visit the [NDIS website](#) to find out how people with disability, their families and carers, providers and the community can get NDIS Ready.

Key messages for providers

- Providers have years of experience working with people with disability.
- Providers' depth of knowledge and capacity to adapt and innovate will be crucial to the success of the NDIS.
- While there will be some practical changes to the business model of providers, as governments move from block-funding to individualised funding, there are also significant growth opportunities for providers that respond to this new demand.
- The NDIA is committed to seeing a competitive, self-sustaining market with a diverse range of providers. This maximises choice and control for participants and enables strong links with the mainstream services and family and community support.
- Providers do not need to register with the NDIS until they are ready to do business and the NDIS is about to be rolled out in their area.
- By 2019-20, the Scheme will support about 460,000 Australians with disability and invest \$22 billion a year in services and equipment.
- Visit the [NDIS website](#) for the Provider Registration Kit for information on the registration process.

Early intervention makes an incredible difference

Thanks to the NDIS' focus on early intervention, five-year-old West Australian Jack Bloch is "skyrocketing ahead" with his speech, writing, recognition and motor skills, so much so he is now age appropriate and able to exit the Scheme.

Jack joined the NDIS two years ago at age three, and proud parents Bree and David said catching his developmental delays early has made a massive difference to how their son now functions – like every other child his age!

"As first-time parents we didn't know which way to go," Bree said. "We didn't know what Jack needed or what he didn't need, so having the NDIS there to help us develop an action plan, then review it, to see if he had developed or if he needed extra help, was great."

The couple said the range of NDIS registered therapists they could engage was huge.

"In the old system, contacts were limited and it's hard to get in but being a part of the NDIS, we actually got access to a lot of services, and we got to choose which one we wanted – Therapy Focus – and they were just fantastic.

"Now Jack is five. He's in pre-primary and doing really well, and thanks to regular speech and occupational therapies, he has skyrocketed ahead with his speech and writing and recognition skills, and he's up to speed with his gross motor skills.

"Jack's teachers are really happy with him too," Bree said. "And being able to show them his NDIS plan on paper made a world of difference.

"We're actually really thankful for the support we've been able to receive and now Jack's functioning at an age appropriate level, he can be signed out from the NDIS!

"We thought we would have a much longer road ahead of us but it just goes to show early interventions do make an incredible difference in a child's life," Bree said.

"It is an absolutely incredible result for Jack, and for us as a family, but on the other hand it's a bit sad in a way. We've been working with the NDIS and Therapy Focus for the past two years. They've been a big part of our lives, they've become like family and we will miss that contact.

"Even though Jack has exited the NDIS, I've been reassured if we ever need help again, the Scheme is always there, and that is very reassuring," Bree said.

NDIS participant intake

Scheme participant intake by state/territory

Queensland (phasing by area)

Financial Year	Date	Area
2015 - 2016	1 January	Townsville & Charters Towers (ages 0 to 17) & Palm Island
2016 - 2017	1 October 2016	All remaining eligible people in Townsville, Hinchinbrook, Burdekin, west to Mount Isa, and up to the gulf
2016 - 2017	1 November 2016	Isaac, Mackay & Whitsundays
2016 - 2017	1 January 2017	Toowoomba & west to the borders
2017 - 2018	26 May 2017	Ipswich, Lockyer, Scenic Rim & Somerset
2017 - 2018	1 September 2017	Bundaberg
2017 - 2018	1 November 2017	Rockhampton, Gladstone & west to the borders
2018 – 2019	1 July 2018	Logan, Redlands, Cairns, Cassowary Coast, Tablelands, Croydon, Etheridge, Cape York, Torres Strait, Brisbane City, Fraser Coast, North Burnett, South Burnett, Cherbourg, Gold Coast and Hinterland
2018 – 2019	1 January 2019	Strathpine, Caboolture, Sunshine Coast, Noosa and Gympie

Australian Capital Territory (phasing by age)

Financial Year	Youth Intake	Adult Intake
2014 – 2015	By age or academic year	By date of birth
2015 – 2016	By age or academic year (remaining)	By date of birth
2016 – 2017	Complete	By date of birth (remaining)

New South Wales (phasing by area)

Financial Year	Area
2016-2017	Central Coast, Hunter New England, Nepean, Blue Mountains, South Western Sydney, Southern New South Wales, Western Sydney, Northern Sydney
2017 -2018	Illawarra Shoalhaven, Mid North Coast, Murrumbidgee, Northern New South Wales, South Eastern Sydney, Sydney, Western New South Wales, Far West
2018 – 2019	New participants

Victoria (phasing by area)

Financial Year	Date	Area
2016 – 2017	1 July 2016	North East Melbourne
2016 – 2017	1 January 2017	Central Highlands
2016 – 2017	1 May 2017	Loddon
2017 – 2018	1 October 2017	Inner Gippsland, Ovens Murray and Wimmera South West
2017 – 2018	1 November 2017	Inner Eastern Melbourne and Outer Eastern Melbourne
2017 – 2018	1 March 2018	Hume Moreland
2017 – 2018	1 April 2018	Bayside Peninsula
2018 – 2019	1 September 2018	Southern Melbourne
2018 – 2019	1 October 2018	Brimbank Melton and Western Melbourne
2018 – 2019	1 January 2019	Goulburn, Mallee and Outer Gippsland

South Australia (phasing by age and area)

Financial Year	Date	Area and/or Age
2015 – 2016	1 February 2016	Ages 0 to 14
2016 – 2017	1 January 2017	Ages 15 to 17
2017 – 2018	1 July 2017	Ages 18 to 64: Barossa, Light and Lower North, Playford LGA, Salisbury LGA, Port Adelaide Enfield (East) LGA
2017 – 2018	1 October 2017	Ages 18 to 64: Tea Tree Gully LGA, Limestone Coast, and Murray and Mallee
2017 – 2018	1 January 2018	Ages 18 to 64: Fleurieu and Kangaroo Island, Southern Adelaide, Eyre and Western, Far North and Yorke and Mid North
2017 – 2018	1 April 2018	Ages 18 to 64: Adelaide Hills, Eastern Adelaide and Western Adelaide
2018 – 2019	From 1 July 2018	Ages 18 to 64: New participants

Northern Territory (phasing by area)

Financial Year	Date	Area
2016 – 2017	1 July 2016	Barkly Shire (remaining)
2016 – 2017	1 January 2017	East Arnhem
2017 – 2018	1 July 2017	Darwin remote (Roper Gulf, Tiwi Islands, Victoria-Daly, West Arnhem, West Daly Region) and Katherine
2018 – 2019	1 July 2018	Darwin Urban (Belyuen, Coomalie, Darwin, Litchfield, Palmerston, Wagait) and Central Australia (Alice Springs, Central Desert, MacDonnell)

Tasmania (phasing by age)

Financial year	Date	Age
2016 – 2017	1 July 2016	Ages 12 to 14
2016 – 2017	1 January 2017	Ages 25 to 28
2017 – 2018	1 July 2017	Ages 4 to 11
2017 – 2018	1 January 2018	Ages 29 to 34
2018 – 2019	1 July 2018	Ages 0 to 3 and ages 35 to 49
2018 – 2019	1 January 2019	Ages 50 to 64

Steps to get NDIS Ready

What can people with disability, their families and carers do to get ready for the NDIS?

1. Find out when the NDIS is coming to your area.
2. Learn if you might be able to access the NDIS.
3. Think about your life now, your current informal and formal supports, and what is working and what might need to change.
4. Identify your strengths, interests, challenges and consider your goals or what you might want to achieve.
5. Write these things down and collect any reports, assessments or information you might find helpful for when the NDIS comes to you.

Remember, an NDIS Partner working in your community will help you get ready when it is time for you to join the NDIS.

What can service providers do to get ready for the NDIS?

1. Find out when the NDIS is coming to your area.
2. Visit the [NDIS website](#) to learn about registering as an NDIS provider.
3. Start thinking about how to work with the NDIS. Consider the opportunities for your business and what needs to change.

Growing wild with the NDIS

James from Wild Rumpus Community Services is passionate about disability services.

He started working in disability services after school. “I loved it,” he said. “It was like the world made sense and I finally found something I was really good at!”

James started his own business, Wild Rumpus Community Services four and a half years ago. “When Wild Rumpus first started it was just me and often it was crisis driven families calling me up desperate for services a lot of the time I was providing services for very little amounts of money,” he said.

He is now an NDIS registered provider and has opened up a new skill development hub in Central Geelong with the purpose of developing young people’s skills so they can live more independent lives heading into adulthood.

“We’re seeing a lot more young people leaving school. Their expectation isn’t just to go to a disability service and do activities, there is more options of how they actively contribute to the community and be a part of the community,” James said.

Wild Rumpus has experienced growth since the introduction of the NDIS. “I’m a disability support worker who is now running a business – It’s hard, there’s lots to learn, but the great thing about the NDIS is I get to push myself,” James said.

“I get to learn new skills in terms of business management and that’s something I feel I get from the NDIS is pushing myself to learn different things outside of being a disability support worker.”

“For people considering registering as an NDIS provider it’s important to go into it with a passion,” James said.

“Go into it with some ideas and go into it being open to collaboration as well because I think there are lots of really talented people working in disability services who have so much more to offer and the NDIS gives people the opportunity to do that.”

How you can help

Here are some ways you can help raise awareness about the NDIS in your community and help people with disability, their families and carers, providers and the community get NDIS Ready.

Share the message

There is a suite of materials and resources for print and online mediums on the [NDIS Ready page](#) of the website that you can use in your communications to promote the NDIS and help get people in your community NDIS Ready.

These materials are available in the resource section of the toolkit.

Post about it

Use our social media guide in this toolkit to distribute messages about the NDIS and NDIS Ready through your social media platforms.

Snap a picture with the #ndisready sign

Take a photo of yourself with the **#ndisready** sign and share it on social media using **#ndisready** to show your support for the NDIS. The sign is available on the [NDIS Ready page](#) of the website.

Keep us in the loop

We would be grateful to receive copies of any communications you distribute through your networks. Please send these to NDIS.ready@ndis.gov.au.

Communicating respectfully

How you communicate about people with disability may have unintended consequences.

It is important to use language that doesn't patronise anyone.

People with disability are active members of the community and are not **victims or sufferers**.

When referring to an individual with a disability, it is best to use 'person with disability' or 'people with disability.'

Consider

- The language you use.
- The tone of your voice
- Making eye contact with the person you are speaking with, even if they are using an interpreter.
- Avoiding the use of words with negative connotations like 'suffer' or 'confined'.
- Asking someone if they would like assistance.

Alternatives

Instead of:	Rather say:
Disabled	'person with disability'
Blind	'vision impaired' or 'person with vision impairment'
Suffers from depression	'person with mental illness' or 'person with psychosocial disability'
Wheelchair-bound	'Wheelchair user'
Intellectually challenged	'Person with an intellectual disability'
Autistic boy	'Boy with autism'

Communicating differently

Some people, who do not use speech, may use interpreters, Auslan (Australian sign language), text to speech software or communication boards.

For a person with a physical disability, they may have aids such as wheelchairs or a walking stick. These form part of the person and their personal space so please do not touch these objects without seeking permission.

Resources

There are various other resources that can provide additional information:

- NDIA – [Media Toolkit](#)
- Australian Public Service Commission – [Communicating respectfully with people disability](#)
- Department of Health and Human Services (VIC) - [Communicating with people with disabilities](#)
- Queensland Government – [Better communication](#)
- Australian Network on Disability – [Welcoming Customers with Disability](#)

Resources

Newsletter article

Australia is NDIS Ready - are you?

The NDIS - a once in a generation reform

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. This may include personal care and support, access to the community, therapy services and essential equipment.

The NDIS is the most significant economic and social reform since the introduction of Medicare in the 1970s. It replaces a system that was unfair and inefficient with one that maximises people's independence and capacity to participate and contribute to our community. Previously, the way of delivering services to people with disability in Australia has been a routine or rostered way to deliver support, where people generally had to fit in with what a rationed system could offer. In most cases, this resulted in limited choice for people with disability about how and when their supports and services were delivered.

While the NDIS has faced challenges, as any transformational reform of this size will, it is already changing lives. For the first time, people with disability are empowered to exercise choice in the pursuit of their goals and in the delivery of their supports.

The NDIS is about more than just money and individual plans. The NDIS is about community inclusion – making sure people with disability have the skills, confidence and information they need to get involved in the community, and building the capacity of the community to include people with disability. This is something we all play a part in.

Visit the [NDIS website](https://www.ndis.gov.au) or call 1800 800 110 to find out how people with disability, providers and the community can get **NDIS Ready**.

Resources (cont...)

Newsletter article

Newsletter article (State/Territory specific)

The NDIS is coming [to your local area]

The NDIS will soon begin to roll out in [insert your local area].

The NDIS is being introduced in stages, because it's a big change and it is important to get it right and make it sustainable. Existing service users and new participants will enter the Scheme progressively.

In [state/territory], the NDIS will be rolled out by [area/district/age group]. The NDIS will begin to be available in [your local area] from [date].

Existing Commonwealth and state/territory-based services and supports will continue until eligible people start to receive supports from the NDIS.

If you are currently receiving disability supports, the state or territory Government or NDIS will contact you before your [area/district/age group] transitions to the NDIS.

For more information about the NDIS and what to do to get NDIS Ready visit the [NDIS website](#) or call 1800 800 110.

Resources (cont...)

Website content

The NDIS is coming to (insert area). Visit the [NDIS website](#) to find out more about the NDIS and how people with disability, providers and the community can get NDIS Ready.



Use the 'I heart NDIS' website button to provide a link to the NDIS website.

Printable materials

- #ndisready sign
- Posters
- About the NDIS (flyer)
- Participant Pathway (booklet)

Visit the [NDIS website](#).

Social media

Five social media activities you can do to help raise awareness about the NDIS:

1. Like the NDIS Facebook (www.facebook.com/NDISAus), Twitter (@NDIS) and Instagram (@ndis_australia) pages.
2. Share and like @ndis and #ndisready social media posts, photos and videos by retweeting on Twitter and sharing on Facebook.
3. Share your photos and stories of getting ready for the NDIS. This might be attending an NDIS event, talking about the change with your family, organisation or community.
4. Post a photo of you with the #ndisready sign in an iconic local area showing your community's support for the NDIS - "NDIS is coming to (your area)".
5. Don't forget to amplify the message by remembering to add the hashtag #ndisready to every post about the NDIS.

Resources (cont...)

Sample Tweets

1. Celebrating the **#ndis** in (your local area). Better system for people with disability & all Australians who might need it. **#ndisready**
2. Getting ready for the NDIS in (your local area). I am **#ndisready**, are you? Learn more today at www.ndis.gov.au.
3. NDIS is already transforming lives. People with disability in (name of area), carers & families are celebrating new & better opportunities. **#ndisready**
4. Are you **#ndisready**? Check out what the NDIS might mean for you today at www.ndis.gov.au/ndis-ready

Sample Facebook posts

1. The NDIS has started its gradual roll out across Australia. Learn more at www.ndis.gov.au/ndis-ready
2. It's time to get #ndisready! Find out more about getting NDIS Ready at www.ndis.gov.au
3. The NDIS is a big change for people with disability, their carers and families in Australia. Learn more about the NDIS and when it comes to you. Visit www.ndis.gov.au today to get NDIS Ready.
4. Have you seen the new resources available on the NDIS website? Get #ndisready and learn more today. www.ndis.gov.au

NDIS participant pathway

The participant pathway shows the path people who are eligible for the NDIS will travel to become a participant, and then create and implement a plan. To download the full Participant Pathway booklet visit the [NDIS website](#).

Start your NDIS journey here

What is the NDIS?

The NDIS is a new way of providing disability support that takes a lifetime approach.

Can I access the NDIS?

You can access the NDIS depending on your age, residency and disability.

My first plan?

Your first plan is the start of a lifelong relationship with the NDIS.

Starting my plan

You can choose the providers you want. Your existing provider may need to continue to deliver some supports initially.

Reviewing your plan

We review your plan with you every 12 months to make sure you're getting the support you need.

Understanding the NDIS

What is the NDIS?

The NDIS is the new way of providing support to Australians with disability, their families and carers.

The NDIS will provide all 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 will help people with disability achieve their goals, including independence, community involvement, education, employment and health and wellbeing.

By 2019, the NDIS will support about 460,000 Australians with disability.

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

Who benefits from the NDIS?

The NDIS is here for every Australian under 65 with a permanent impairment that significantly affects their ability to take part in everyday activities, no matter how they acquired their disability.

And for all Australians there is the knowledge that the NDIS will be there if they, or their children or grandchildren need it.

Why do we need 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.

People with disability have the same right as all other Australians to have choice and control over their lives.

Prior to the introduction of the NDIS, many Australians with disability did not have this. Instead many received standard support often based on where they lived and how they acquired their disability.

The NDIS recognises that everyone's needs and goals are different. It provides people with individualised support and the flexibility to manage their supports to help them achieve their goals and live an ordinary life.

Why is the NDIS an insurance scheme?

As an insurance scheme, the NDIS takes a lifetime approach, investing in people with disability early to improve their outcomes later in life.

The best way to reduce long-term costs is to increase a person's independence and lift their participation in the community and workforce.

Like other insurance schemes, the NDIS' performance data is monitored closely, emerging risks are identified and strategies are implemented to ensure the Scheme's sustainability.

The NDIA also carefully measure the medium-and long-term benefits of the NDIS for participants and their families which helps ensure the Scheme is sustainable and participants are building better lives.

Understanding the NDIS (cont...)

What are the economic benefits of the Scheme?

The NDIS is the smartest, most cost-effective investment Australia can make in disability services.

The NDIS is increasing people's independence and lifting their participation in the community and the workforce. By doing this we are reducing the significant long-term costs on the Australian community of providing continued support.

A 2011 PricewaterhouseCoopers report found that without the NDIS, government expenditures on disability would increase to two-to-three times the projected costs of the NDIS.

A Productivity Commission report found that the NDIS would result in an additional 320,000 people with disability and 80,000 carers being employed and boost GDP by 1 per cent by 2050.

How many jobs will be created because of the NDIS?

The NDIS presents a huge opportunity for the development of a competitive and innovative disability services market that will result in more jobs and significant financial investment.

The national workforce needed to service this new market is expected to grow by around 60,000 to 70,000 people.

The NDIS has developed a series of Market Position Statements to inform market stakeholders and help current and prospective providers of supports and services prepare for the opportunities that the NDIS will create in coming years.

The statements seek to share information about the emerging NDIS marketplace, allowing providers to better understand areas of expected demand growth and the characteristics of particular markets around Australia.

The Market Position Statements can be found on the NDIS website (www.ndis.gov.au).

How do I find out more about the NDIS?

- Visit the NDIS website <http://www.ndis.gov.au>
- Ring the NDIS call centre - 1800 800 110
- Follow NDIS on Facebook, Twitter and Instagram
- Watch NDIS videos on the NDIS YouTube channel.

Eurobodalla Council gives Good Access a lift

Sally Pryor from the Eurobodalla Shire Council understands good access is good business.

Sally is the facilitator of the Council's Disability Advisory Committee (DAC), which works hard to lift the profile of accessibility and equity issues for people with disability.

With the NDIS becoming available from July 2016, Sally said Eurobodalla Shire Council wanted to place greater emphasis on accessibility awareness among its small businesses and highlight the Scheme's economic benefits.

"With the NDIS rolling out we identified a need to improve business accessibility to open new markets and prepare businesses for the NDIS," Sally said.

As part of an awareness campaign, Eurobodalla Shire Council created an inaugural Good Access is Good Business Award in 2014, to acknowledge local businesses that have improved their accessibility. This year, the Council expanded the campaign to offer workshops and accessibility audits.

"We are aiming to encourage our small businesses to do their bit towards building an inclusive community," Sally said. "One where the participation and contribution of people with disability is welcomed, valued and respected."

"When we present our Good Access is Good Business workshops, we talk about accessibility and what it is. We also discuss what the NDIS is, the economic benefits it will bring to NSW and the opportunities it presents for small business."

Sally said a lot of businesses don't realise they're missing out on potential customers due to poor accessibility and often it's not hard or costly to make changes.

"Sometimes it can be the simplest of things, like putting a ramp at the entrance, not filling store aisles with excess stock, or having clear signage, and providing respectful customer service to all members of our community," she said.

Sally said she hopes other councils learn from their Good Access is Good Business accessibility campaign and follow suit to get the message out there.