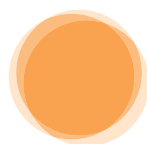
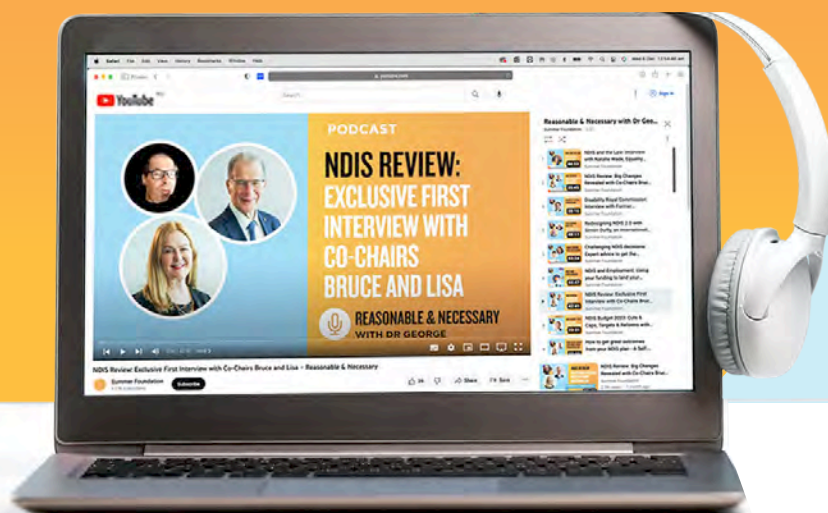


SUMMER FOUNDATION PODCAST

# REASONABLE & NECESSARY

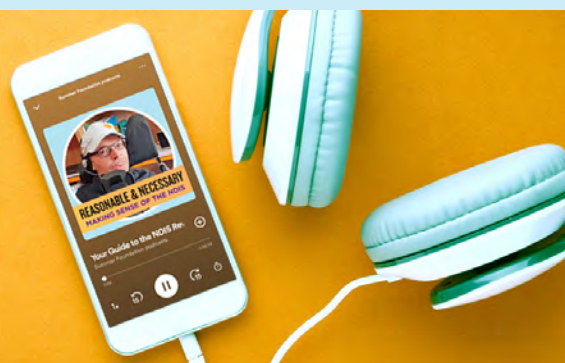
WITH DR GEORGE – MAKING SENSE OF THE NDIS



SUMMER  
FOUNDATION

## MEDIA KIT

# About the podcast



**Reasonable & Necessary with Dr George – Making Sense of the NDIS is a podcast series hosted by Summer Foundation’s Senior Policy Analyst, Dr George Taleporos.**

Dr George is an NDIS participant and policy expert who was one of the original advocates for the NDIS. He combines his lived experience with his in-depth and extensive professional knowledge of the NDIS to ensure that each episode has just the right mix of policy analysis and practical application.

The Reasonable & Necessary Podcast series was launched by Dr George in 2018 to provide a platform for discussion and debate about how the NDIS could achieve its promise of choice, control and great outcomes for people with disability.

“It is extremely gratifying to hear from George with his wealth of knowledge and expertise in the NDIS and disability space. He is an extremely highly regarded voice in the community, and the podcast is a clear demonstration of this, getting high profile voices at the table where he constantly challenges both them and the status quo in view to seeing stronger outcomes across the board.”

Chris Meaney, person with disability and policy expert

Dr George asks the tough questions and gets to the heart of what’s working and what needs to change.

Guests have included Bill Shorten, Minister for the NDIS, Rebecca Falkingham, NDIA CEO, NDIS Review Co-chair Professor Bruce Bonyhady AM, and NDIS Chair Kurt Fearnley.

Each podcast episode examines issues facing NDIS participants, their families and close others to better understand how to make the scheme work for them.

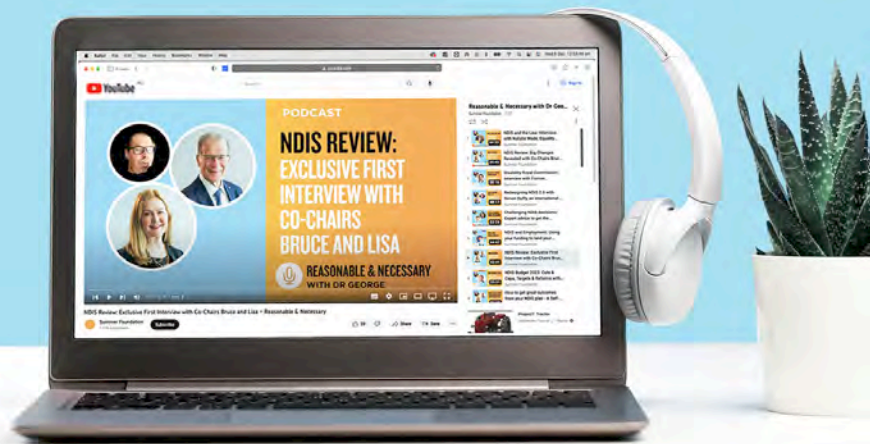
**To download, listen and watch this podcast series on:**



Or head to our Reasonable & Necessary webpage:

**[www.summerfoundation.org.au/reasonable-and-necessary](http://www.summerfoundation.org.au/reasonable-and-necessary)**

# Audience engagement



Since the very first episode in early 2018, the podcast has developed a strong following, with each series attracting thousands of listeners.

The podcast has a loyal audience and has an extensive social media following on Summer Foundation social media channels.

Our target audience is people with disability and their families, support coordinators, health professionals, disability advocates and all interested individuals within the disability sector.

## Followers on Summer Foundation social media (as at January 2024)



Facebook: 18K+



LinkedIn: 7K+



Twitter/X: 2K+



Instagram: 1.5K+



Youtube: 1.3K+ subscribers

## Engagement (as at January 2024)

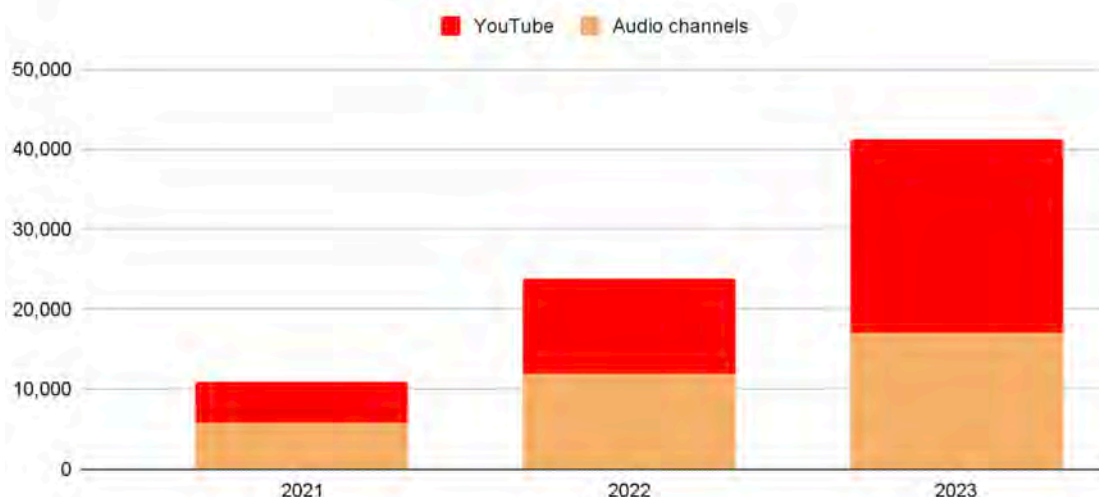


Youtube: 33K views



Audio channels: 61K+ plays (Apple/Spotify/SoundCloud/RSS feed for apps)

## Podcast growth (based on episode plays released per year)



## Podcast profile

### BUDGET SPECIAL



15 May 2023

#### Key statistics:

**YouTube:** This episode attracted 1,700+ views.

**Soundcloud (audio):** 1,040 listens

**Twitter:** Promotional post reached 17,000+ accounts.

### Interview with Minister for the NDIS, Bill Shorten

On this episode of Reasonable & Necessary, Dr George speaks with Minister Bill Shorten about the 2023 NDIS budget to understand what the budget will mean for people with disabilities and our families. Is there a cap on the NDIS, will our funding packages be cut and will it be harder to get onto the NDIS? You will get the answers to these questions and more.

## Industry/guest testimonials



Dr George's podcast is always insightful, interesting and well informed, a "go to" spot for what's important and topical around the NDIS. It is also a very enjoyable listen. It is both reasonable and necessary that you add it immediately to your favourites!



Dr Sam Bennett, Disability Program Director, Grattan Institute



If you're interested in disability policy in Australia this is a **MUST LISTEN**. George asks insightful questions which lead to conversations that are challenging, informative and sometimes fun.



Graeme Innes, NDIA Board Member and Former Disability Discrimination Commissioner



“

I recently had the great pleasure of being a guest on the podcast. George's detailed and forward-thinking preparation ahead of the recording meant that the recording itself was very smooth. George also thought of all my access requirements which meant I didn't have to worry about anything. It was a seamless and very enjoyable experience.

”



Alastair McEwin, Former Disability Royal Commissioner and Disability Discrimination Commissioner

“

The podcast has the necessary conversations about disability and the NDIS. As host, George always has our community in mind as he helps build an understanding of the challenges of navigating life with a disability in Australia.

”



Kurt Fearnley, NDIS Chair

## Podcast profile



### Key statistics:

**YouTube:** This episode attracted 3,175+ views.

**Soundcloud (audio):** 1,450 listens

**Social media promotion** reached around 4,000 people

## Unregistered NDIS Providers: What Participants Really Think

Did you know that NDIS participants over all spend about 60% of our funding on unregistered providers. And this number is growing.

On this episode of Reasonable and Necessary, Dr George speaks with Prof Helen Dickinson from UNSW and NDIS participants and disability advocates Nick Avery and Jarrod Sandell-Hay about why more and more participants are turning to unregistered providers for NDIS support and how to stay safe.



## Podcast profile



### Key statistics:

**YouTube:** This episode attracted 4,100+ views

**Soundcloud (audio):** 1,450+ listens

14,900 YouTube impressions.

### NDIS Review: Big Changes Revealed with Co-Chairs Bruce and Lisa

On this episode of Reasonable and Necessary, Professor Bruce Bonyhady and Lisa Paul give their final interview and reveal major changes that will be recommended in the NDIS Review final report. This is a must see episode for anyone interested in the NDIS.

“

Reasonable & Necessary, hosted by the brilliant George Taleporos is the podcast that effortlessly strikes the perfect balance between wisdom and wit, making it an indispensable source of knowledge and entertainment. George’s insights and engaging storytelling transform each episode into one of Australia’s ‘must listen’ podcasts!

”



Rebecca Falkingham, CEO National Disability Insurance Agency

“

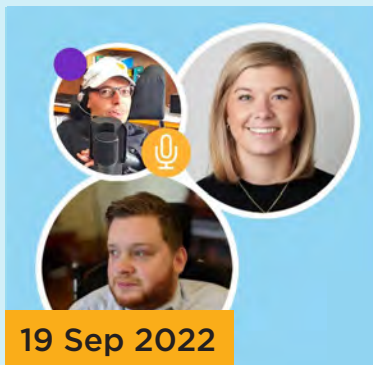
I’ve been a fan of the show since episode 1. Dr George cuts through the noise and gets to the heart of the issues, and these days it’s one of my favourite ways to stay up to date with what’s happening in our sector! When I was doing events about transitioning to the NDIS in WA I used to tell people to listen as it took a lot of the fear out of the process.

”



Clare Gibellini, Board member of People with Disability Australia

## Podcast profile



### Key statistics:

**YouTube:** This episode attracted 2,650+ views

**Soundcloud (audio):** 1,400+ listens

**2,260+ social media impressions.**

### What does good NDIS support look like?

In this episode of Reasonable and Necessary, find out what good support looks like and what NDIS participants want from support workers. Dr George speaks with La Trobe University PhD research student Megan Topping and NDIS participant and the director of support coordination provider Sort Your Support, Carl Thompson.

## Partnership opportunities

The Reasonable & Necessary podcast engages in strategic and mutually beneficial partnerships that enable us to reach and inform more people about how to get great outcomes from the NDIS.

Our partners to date have included the National Disability Insurance Agency, Every Australian Counts, the NDIS Review, Australian National University, and the NDIS Quality and Safeguards Commission. If you would like to work together, please get in touch.



NDIS Quality  
and Safeguards  
Commission



UNSW  
THE UNIVERSITY OF NEW SOUTH WALES



## Listener feedback



"I love your podcast Dr George, I'm an autistic mum, with 2 autistic kiddos, we're all on the NDIS and find your videos helpful. Thank you for your advocacy."

"Great interview, and good to see the minister being allowed to actually answer! Keep up the good work."

"George, that was amazing, thank you so much. We desperately need this kind of levelled conversation... Your podcast is necessary and you are reasonable."

"We should all be on this channel being educated by the people we serve, in order to understand what they need and what they want in the services provided to them. Thank you Dr George for your commitment to educating us. I just wish more providers would take note."

"Personally, what resonates most with me is George's conversational interview style, the genuine stories of those navigating the NDIS, and the forward-looking discussions that instill hope for the future of disability support. It's both personal and informative, making it a must-listen for anyone keen on understanding this domain."



## Contact us

If you are interested in finding out more about the Reasonable & Necessary podcast series, including available opportunities, please contact:

Gareth Thomas – Communications and Marketing Manager, Summer Foundation

Email: [gareth.thomas@summerfoundation.org.au](mailto:gareth.thomas@summerfoundation.org.au)



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