

NDIS marketing essentials

An independent NDIS Advertising planning resource. Not an NDIA or NDIS Commission document, legal advice or a guarantee of funding or marketing results.

A practical marketing review guide for providers, not a compliance certification.
Requirements and official guidance can change; verify the current rules for your services.

1. Be accurate about your offer

Describe the services, locations and availability you can actually provide. State registration status accurately. Do not imply NDIA endorsement or promise eligibility, funding decisions or participant outcomes.

2. Respect choice and privacy

Use respectful language and a clear, non-ppressuring next step. Obtain appropriate informed consent for identifiable images and testimonials. Ordinary enquiry forms should collect contact details and service interests, not participant health histories.

3. Separate different supports

Explain distinctions that matter to a visitor: for example, SIL is daily support while SDA concerns specialist accommodation. A service page is not a funding eligibility assessment.

Claims or content to review in your current marketing

Your practical review checklist

4. Check the visitor journey

- ☐ Clear service description and actual areas covered.
- ☐ Registration claims checked against current status.
- ☐ Availability reviewed and dated internally.
- ☐ Funding and outcome guarantees removed.
- ☐ Consent and privacy approval checked.
- ☐ Contact alternatives visible.
- ☐ Forms request only information needed at first contact.
- ☐ Keyboard navigation, headings, contrast and image descriptions checked.
- ☐ Paid campaign targeting reviewed against platform policies.
- ☐ Enquiry sources recorded without exposing participant details.

Highest-priority correction

Responsible person and review date

General guidance only

This checklist does not establish legal or NDIS compliance. Ask a qualified adviser where your obligations or specific advertising claims are unclear.

Official reading and your next step

5. Start with current official guidance

NDIS Code of Conduct: ndiscommission.gov.au/providers/ndis-code-conduct

Provider responsibilities: ndis.gov.au/providers/working-provider/provider-responsibilities

Working with providers: ndis.gov.au/participants/working-providers

6. Prepare for a growth discussion

Your service areas and current capacity

What you want visitors to understand or do next

Questions to discuss with your marketing team

Request a free growth plan at ndisadvertising.com/free-tools. No payment is needed to submit your request.