

Nadia — Australia's Cate Blanchett-Voiced NDIS Virtual Assistant That Never Launched

Digital Inclusion · Good practice · Australia

Quality score: 52/100

Evidence strength: Moderate

Summary

Australia's NDIS built an AI avatar voiced by Cate Blanchett to help citizens navigate an 8,000-call weekly hotline. After AU\$3.5m+ and 18 months, co-design collapsed under bureaucratic caution and Nadia was shelved before ever launching.

Key dimensions

Dimension	Score
Innovation level	3/5
Sustainability (ongoing)	0/1
Evaluation evidence	1/1
Demonstrated reach	0/1
Documented learning	1/1

Evaluated by C-NAPSE

Data sources

[C-NAPSE web research](#) — accessed 2026-08-25

[National Disability Insurance Agency \(NDIA\), Australian Government](#) — accessed 2026-08-25

[ABC News: NDIS virtual assistant Nadia stalls](#) — accessed 2026-08-25

[iTnews: No launch date in sight for Nadia](#) — accessed 2026-08-25

[ScienceDirect: Inclusion interrupted \(academic case study\)](#) — accessed 2026-08-25

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