

Royal Flying Doctors Service named most reputable charity in country; new research

Australia's Royal Flying Doctor Service has again been named the country's most reputable not-for-profit organisation, ranking highest in the 2013 AMR Charity Reputation Index.

It is the third year running that the organisation has ranked first in the annual Index, which surveys Australians¹ to measure the reputation of the country's top 40 charities on a range of dimensions including Innovation, Workplace, Citizenship, Governance, Leadership and Cost Management, and ranks them accordingly.

Coming in a close second in this year's Index was the McGrath Foundation – which rose eight places from 2012 to come 2nd in 2013. The charity was also viewed as having the strongest Leadership and demonstrating the most outstanding Citizenship among the individual charity attributes measured.

Other charities to fare well this year include the Guide Dogs (4th), National Breast Cancer Foundation (5th), Fred Hollows Foundation (6th), Starlight Children's Foundation (7th), Beyond Blue (8th), the RSPCA (9th) and The Salvation Army (10th).

AMR's Managing Director Oliver Freedman said all charities in the top 10, but in particular the Royal Flying Doctors, had built a strong reputation "across a broad base".

"The research demonstrates that for a charity to have a strong reputation, it is not enough simply to be supporting a good cause," he explained. "These organisations also need to be innovative, strong community leaders, demonstrate appropriate cost management, be transparent in their governance and provide a good workplace for employees. The Royal Flying Doctors came up well in all these dimensions, and their overall reputation ranking reflects this community view."

Freedman also said improvement shown by the McGrath Foundation could not only be attributed to their leadership and citizenship, but also because they showed great improvement in how Australian's view the service they provide.

"The Foundation communicates clearly about what it is raising money for, and where it will go," he said. "This has contributed to its overall reputation in the eyes of Australians because they understand what the charity stands for and can see the work it is undertaking out in the community."

Freedman said the 2013 Index also showed that environmentally linked charities generally have lower scores than other sectors, particularly those seen as activists. Greenpeace ranked last in this year's Index, coming in 40th. WWF ranked highest among the 'green' charities this year, ranking 25th overall.

He said there were also generally lower scores for global charities such as CARE (37th), Oxfam (34th), Amnesty (30th), World Vision (29th) and UNICEF (26th).

¹ N=3730. Data was collected in October 2013.

“According to our measurement however, the top 22 charities measured all score well above the highest Corporate Reputation rankings, which shows that Australian’s still view the not-for-profit sector as a trusted community voice,” Freedman said.

About the Charity Reputation Index:

The Charity Reputation Index is produced each year by research consultants AMR, which also produces the annual Corporate Reputation Index, Country Reputation Index and City Reputation Index.

The Charity Reputation Index collates insight directly from consumers, and does not rely on any information provided by the organisations being studied.

The list of the Top 40 Australian charities studied in the Charity Reputation Index is compiled by AMR, based on revenue reported in the Givewell database. Organisations are excluded if they are not national, or only have a regional presence.

In addition to collating overall reputation, the Charity Reputation Index also measures how Australians feel about each of the 40 charities according to seven parameters; Products and Services, Innovation, Workplace, Citizenship, Governance, Leadership and Cost Management.

Adults aged 18-64 are surveyed as part of the Charity Reputation Index in Australia, with results weighted to ensure they represent appropriate gender and age groups. For the 2013 index, N=3730. Data was collected in October 2013.

Ends.

A full list of 2013 Charity Reputation Rankings follows.

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Organisation	Ranking
	2013
Royal Flying Doctor Service	1
McGrath Foundation	2
St John Ambulance	3
Guide Dogs	4
National Breast Cancer Foundation	5
The Fred Hollows Foundation	6
Starlight Childrens Foundation	7
Beyond Blue	8
RSPCA	9
The Salvation Army	10
National Heart Foundation of Australia	11
Camp Quality	12
Cancer Council	13
Autism Spectrum Australia	14
Lifeline Australia	15
St Vincent de Paul Society	16
Surf Life Saving Foundation	17
Leukaemia Foundation of Australia	18
Australian Red Cross Society	19
The Smith Family	20
Diabetes Australia	21
Wesley Mission	22
Cerebral Palsy Alliance	23
Multiple Sclerosis Society	24
Worldwide Fund for Nature (WWF)	25
UNICEF Australia	26
Vision Australia	27
Compassion Australia	28
World Vision Australia	29
Amnesty International Australia	30
The Wilderness Society	31
ChildFund Australia	32
Barnardos Australia	33
Oxfam Australia	34
Mission Australia	35
Australian Conservation Foundation	36
CARE Australia	37
Save the Children Australia	38
BoysTown	39
Greenpeace Australia Pacific	40