

Air New Zealand most reputable company in Australia; annual survey

New Zealand's national airline is now viewed as the most reputable company in Australia, with an annual report showing it has jumped ahead of other established brands to gain the confidence of Australian consumers.

It is the first time Air New Zealand has taken line honours in the Australian Corporate Reputation Index, climbing five places from its ranking of 6th overall in 2016. Air New Zealand also ranked highest for its reputation in New Zealand; both the NZ and Australian Corporate Reputation Index are part of a global study conducted each year by leading research consultants AMR in conjunction with the Reputation Institute¹.

In addition to measuring overall reputation, the Australian study also measures how Australians feel about the country's top 60 companies on the seven individual drivers of reputation; Products & Services, Innovation, Workplace, Citizenship, Governance, Leadership and Financial Performance, and ranks them accordingly².

AMR's Managing Director Oliver Freedman said Air New Zealand's overall reputation and individual dimension scores have been trending upwards since 2013, with Australians particularly impressed by its Products & Services.

"This is an incredibly strong results for a company clearly based overseas, and shows Air New Zealand's ability to engage and create an emotional attachment with the Australian public," he explained. "Australians view the company to be authentic and focussed on the community, rating highly across the individual measurements of Workplace, Citizenship, Governance, and Leadership. In addition, our research showed a clear relationship between its reputation and advertising recall."

In ranking first this year, Air New Zealand beat Mazda (which jumped three places to rank 2nd overall). JB Hi-Fi, which ranked first overall in 2016, fell two places to rank third in 2017. Toyota also had a marginal fall in rankings, coming in fourth this year compared to 2nd in 2016, while Qantas fell one place to rank 5th overall according to the annual survey. ING Direct jumped 11 places to rank 6th overall.

While all companies in the top six are still highly regarded, Australia Post, which ranked first in 2009, has had continued its reputational decline, falling 10 places from last year to rank 29th overall in 2017. "Australia Post now falls into the 'average' reputation category, and is viewed poorly on the individual measurements of Innovation, Leadership, and Financial Performance in particular. Its rankings on Citizenship and Governance also continue to fall, pointing to further degradation of trust over time. This does not bode well for its reputational future," Freedman said.

Several companies also saw a significant drop in overall reputation according to the 2017 rankings; Samsung fell from 3rd in 2016 to rank 14th overall this year. Freedman said issues related to the Galaxy battery fires had led to the decline, with the individual measurements of Governance and Products falling significantly from last year. "This suggests significant work is still to be done by Samsung to regain its lost reputational capital," Freedman said.

¹ The Reputation Institute is the leading international organisation dedicated to advancing knowledge about corporate reputations. Founded in 1997, the Reputation Institute has been a pioneer and global leader in the development of measurement tools and counsel to leading corporations around the world.

² Total n=7,033, data was collected online between 10th March - 3rd April with results weighted to be representative of the Australian population

Devondale Murray Goulburn also fell from 8th overall in 2016 to 23rd in 2017, primarily driven by perceived issues related to its Governance. News Ltd ranked lowest among all 60 companies measured for the fourth year running.

Energy Australia and BHP Billiton also saw significant falls in overall reputation, slipping 13 and 10 places respectively to rank 54th and 55th. Freedman said this was indicative of a broader reputational issue facing many energy, gas and oil companies in Australia.

There are six new entrants to this year's rankings due to changes in revenues amongst the top 60, and a full review of familiarity among the Australian public. The companies and their debut rankings are as follows:

- Australian Super – 10th
- Stockland – 21st
- Ingham – 25th
- RBA – 31st
- Lend Lease – 37th
- Crown Resorts – 51st

Freedman said for Australian Super to debut at 10th overall shows the strength of its reputation, particularly in the areas of Financial Performance, Citizenship and Governance. "Australians really see this company acting in an authentic way for the benefit of the community at large. This clearly demonstrates what reputational capital this can build."

Other companies to show strong improvement in this year's ranking include IAG which climbed 14 places to rank 13th overall, and Visy Industries, which moved from 38th in 2016 to rank 17th overall this year.

Other results:

- While Apple's overall reputation remains stable, it has seen improvements in the individual measurements of Governance and Citizenship; dimensions that it previously did not rate highly in
- Woolworths is showing some recovery from its large fall in overall reputation last year (where it declined 23 places to rank 40th overall). In 2017 it rose to rank 26th overall but still has some work to return to its 2015 ranking of 17th
- However, Coca Cola Amatil is showing only limited signs of recovering lost reputational ground, rising just six places to rank 40th overall in 2017. In 2015 it ranked 32nd, and fell to 46th in 2016.

AMR is part of WPP AUNZ, Australasia's leading marketing communications group.

Ends.

Editors please note – a full list of rankings follows.

About the Reputation Index:

The 60 companies included in the Reputation Index are sourced from the IBIS World Top 2000 Company list, which ranks companies by revenue. Other major reputation or Corporate Responsibility studies conducted in Australia use a self-rating system; the companies being analysed voluntarily provide the data, which can then be audited. **However, the Reputation Index is different because it collates insight direct from consumers, and does not rely on any information provided by the companies being studied.**



In addition to collating overall reputation, the Reputation Index also measures how Australians feel about each of the 60 companies according to seven parameters; Products and Services, Innovation, Workplace, Citizenship, Governance, Leadership and Performance.

Adults aged 18 and older are surveyed as part of the Reputation Index in Australia, with results weighted to ensure they represent appropriate gender and age groups.

About AMR:

One of Australia's leading research consultancies, AMR regularly conducts reputation studies on corporations, countries and cities. AMR gathers in-depth data and provides insight into reputation, and how it is measured and valued both in Australia and across the world. AMR is part of WPP AUNZ.

2017 Corporate Reputation Index – Overall Rankings:



COMPANY	RANK 2017	RANK 2016	RANK CHANGE
Air New Zealand	1	6	5 ▲
Mazda Australia	2	5	3 ▲
JB Hi-Fi	3	1	-2 ▼
Toyota Motor Corporation	4	2	-2 ▼
Qantas Airways	5	4	-1 ▼
ING Direct	6	17	11 ▲
Apple Australia	7	9	2 ▲
BlueScope Steel	8	13	5 ▲
ALDI Australia	9	7	-2 ▼
Australian Super	10	-	NEW
Nestle Australia	11	12	1 ▲
Hewlett-Packard	12	10	-2 ▼
Insurance Australia Group (IAG)	13	27	14 ▲
Samsung	14	3	-11 ▼
Hyundai Australia	15	15	0 ▬
Virgin Australia	16	11	-5 ▼
Visy Industries	17	38	21 ▲
Bendigo and Adelaide Bank	18	22	4 ▲
Westfarmers	19	18	-1 ▼
BM Australia	20	23	3 ▲
Stockland	21	-	NEW
Myer	22	21	-1 ▼
Devondale Murray Goulburn	23	8	-15 ▼
Zurich Financial Services	24	39	15 ▲
Ingham	25	-	NEW
Woolworths	26	40	14 ▲
Flight Centre	27	14	-13 ▼
Harvey Norman	28	20	-8 ▼
Australia Post	29	19	-10 ▼
Buncorp Group	30	24	-6 ▼
Reserve Bank of Australia	31	-	NEW
Ford Australia	32	30	-2 ▼
Bupa	33	25	-8 ▼
GM Holden	34	35	1 ▲
ANZ	35	31	-4 ▼
Commonwealth Bank of Australia (CBA)	36	42	6 ▲
Lend Lease	37	-	NEW
QBE Insurance Group	38	29	-9 ▼
Medibank Private	39	43	4 ▲
Coca-Cola Amatil	40	46	6 ▲
Optus	41	28	-13 ▼
Caltex Australia	42	34	-8 ▼
National Australia Bank (NAB)	43	32	-11 ▼
Origin Energy	44	51	7 ▲
Allianz Australia	45	37	-8 ▼
Macquarie Group	46	49	3 ▲
AMP	47	44	-3 ▼
Westpac	48	36	-12 ▼
Telstra	49	50	1 ▲
BP Australasia	50	53	3 ▲
Crown Resorts	51	-	NEW
Australian Taxation Office (ATO)	52	58	6 ▲
RioTinto	53	57	4 ▲
Energy Australia	54	41	-13 ▼
BHP Billiton	55	45	-10 ▼
Vodafone Hutchison Australia	56	55	-1 ▼
AGL Energy	57	52	-5 ▼
7-Eleven	58	56	-2 ▼
Foodst	59	54	-5 ▼
News Corp Australia	60	60	0 ▬