

Australia's most reputable company is Toyota - again

Toyota has reclaimed its title as Australia's most reputable company, climbing from 4th place in 2014 to oust previous leader JB HiFi in the latest annual Corporate Reputation Index.

Toyota previously ranked 1st in the 2013 results of the Index¹, which is part of a global study conducted each year by leading research consultants AMR in conjunction with the Reputation Institute². In addition to measuring overall reputation, the study also measures how Australians feel about each company on the seven individual drivers of reputation; Products & Services, Innovation, Workplace, Citizenship, Governance, Leadership and Financial Performance, and ranks them accordingly.

According to this year's results, Toyota was closely followed by Samsung which ranked second overall, in the first year the tech giant has been included in the Index (due to a higher ranking on the list from which companies included in the study are sourced³ as a result of increased revenues). Toyota also ranked 1st for the individual measurement on Products, and it demonstrated a far stronger reputation in the eyes of Australians than Apple, which this year ranked 11th overall. In 2012 Apple ranked 1st.

JB Hi Fi fell two places from 2014 to rank 3rd overall, followed (in order) by Nestle Australia, Air New Zealand, Australia Post, Bendigo and Adelaide Bank (the highest ranked financial institution), and ALDI Australia.

"The fact that Toyota has regained its position as the most reputable Australian company despite announcing the end of its manufacturing operations and the consolidation of its business by the end of 2017 demonstrates how important a strong reputation is in maintaining consumer trust, even after delivering bad news," explained AMR's Managing Director Oliver Freedman.

"In addition, Toyota ranked in the top 10 for all the individual dimensions, showing its reputation is built on a broad range of elements rather than just one single capability."

Freedman also explained that while Samsung had entered the Index for the first time with a high overall ranking, it only came 11th for the individual measurements of Citizenship and Governance. "To address this imbalance Samsung will need to ensure it follows a different path to Apple, and is seen to focus on broader social aspects and behave in an ethical and transparent way as it grows financially," he said.

Freedman said another company to show great improvement in this year's rankings is Qantas, which rose 17 places from 26th in 2014 to rank 9th overall in 2015, putting it ahead of Virgin Australia, which this year came in at 15th; down 7 places from 8th overall in 2014. "Australians to have a far stronger emotional connection with Qantas compared to last year; the brand campaign it has undertaken combined with improved financial measures are likely to be responsible for this," Freedman explained.

¹ n= 12,704. The study was conducted online between 04 March 2015 and 19 March 2015 with results weighted to be representative of the Australian population

² 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.

³ IBIS World Top 1000 Company list.

Vodafone continues to show a slow recovery in its reputation score, ranking 57th overall and only improving one place from 2014. It continues to rate poorly in the individual dimensions of Governance and Leadership. “It’s important to note that in the 2009 Corporate Reputation Index, Vodafone ranked 24th and was well ahead of both Telstra and Optus,” he said.

“This shows the long term impact of mishandling a crisis and the amount of effort needed to recreate an emotional connection,” Freedman continued.

Other results show:

- While Australia Post remains in the top 10 it has dropped out of the Top 5 for the first time. News of the difficulties with the letter business and proposed changes to the mail delivery system appears to have had at this time a limited impact on its reputation.
- Media companies continue to struggle to engage with consumers, with Fairfax and News now ranked 59th and 60th respectively. Both organisations rated particularly poorly on the individual dimension of 'Governance', which relates to honesty, openness and transparency.
- Apple Australia ranked first for the individual dimensions of Innovation, Leadership and Financial Performance, but only 5th on Products. More worryingly for the company, it ranked 19th on Governance.
- Westfield recorded a substantial drop in overall reputation, dropping from 15th to 37th.
- Medibank showed very little change in reputation despite its public listing (25th to 30th)

AMR is part of STW Communications Group, Australia's leading marketing content and communications services 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 1000 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 18-64 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 STW, Australasia’s leading marketing content and communications group.

2015 Corporate Reputation Index – Overall Rankings:

1	Toyota Motor Corporation	31	ANZ
2	Samsung	32	Coca-Cola Amatil
3	JB HI-FI	33	Commonwealth Bank of Australia (CBA)
4	Nestle Australia	34	Zurich Financial Services
5	Air New Zealand	35	QBE Insurance Group
6	Australia Post	36	7-Eleven
7	Bendigo and Adelaide Bank	37	Westfield Group
8	ALDI Australia	38	Allianz Australia
9	Qantas Airways	39	BHP Billiton
10	Mazda Australia	40	Ford Australia
11	Apple Australia	41	National Australia Bank (NAB)
12	The Good Guys	42	AMP
13	Wesfarmers	43	Optus
14	Hewlett-Packard	44	Insurance Australia Group (IAG)
15	Virgin Australia	45	RioTinto
16	ING Direct	46	Shell Australia
17	Woolworths	47	Macquarie Group
18	Lion	48	Foxtel
19	Bupa	49	Caltex Australia
20	Flight Centre	50	BP Australasia
21	Myer	51	Origin Energy
22	BlueScope Steel	52	Westpac
23	IBM Australia	53	AGL Energy
24	Suncorp Group	54	Telstra
25	Visy Industries	55	Citigroup
26	Harvey Norman	56	Energy Australia
27	GM Holden	57	Vodafone Hutchison Australia
28	Hyundai Australia	58	Australian Taxation Office (ATO)
29	Leighton Holdings	59	Fairfax Media
30	Medibank Private	60	News Corp Australia