



Friday, 6 December 2024

Australia Post, ABC, Aussie Broadband, CSIRO and Red Cross win most trusted services and communications brands in 2024

Roy Morgan presented the annual Roy Morgan Trusted Brand Awards for 2024 to services companies Australia Post, Red Cross, and CSIRO alongside the highly regarded, and trusted, media and communications brands the ABC and Aussie Broadband.

Victorian-based Internet Service Provider (ISP) **Aussie Broadband** has been Australia's 'Most Trusted Brand in Telecommunications', among a field of over 20 rivals, for 4 years since December 2020. The ISP, which began operations in regional Victoria 16 years ago, has taken out a third straight victory in one of the toughest categories ahead of **Amaysim** and **TPG**.

Red Cross has won the 'Most Trusted Brand in Charities' Award for the first time ahead of other finalists the **RSPCA** and **The Salvation Army**. The **Australian Red Cross** undertakes humanitarian aid and community services, with a rich history dating back to 1914.

The 'Most Trusted Brand in Services' has been won by **Australia Post** – one of the few brands that touches nearly all Australians on a frequent basis. **Australia Post** has had an eventful few years as ordering of goods online rocketed to record highs during the pandemic and has not abated.

There was never much doubt which brand would emerge as Australia's 'Most Trusted Media Brand' with the **ABC** leading this category since the inception of the survey six years ago. The **ABC**, which is affectionately known as 'Aunty', has been a staple of the Australian media scene for over 90 years and has easily led the media category which includes television, radio, newspapers, websites, and newer media.

Australia's national research organisation the **CSIRO (Commonwealth Scientific and Industrial Research Organisation)** is the winner of the 'Most Trusted Brand in Government Services' for 2024. In a category marked by widespread distrust, **CSIRO** was one of only two finalists to achieve a positive Net Trust Score, with **Medicare** securing second place.

Over 200 brands were in the running for these awards across the five categories of Services, Charities, Government Services, Media and Telecommunications and the full list of contenders in each category for these prestigious awards are listed fully later in this release.

Roy Morgan Trusted Services & Communications Brand winners for 2024:

Services	Australia Post
Charities	Red Cross
Government Services	CSIRO
Media	ABC
Telecommunications	Aussie Broadband

Most Trusted Brand for Telecommunications: **Aussie Broadband**



Picture: *Adam Renn, Senior Marketing Manager at Aussie Broadband accepting the award for Most Trusted Telecommunications Brand.*

Aussie Broadband overtook fellow finalist iiNet in December 2020 and has retained top position as the most trusted brand in Telecommunications ever since ahead of Amaysim and TPG. Customers of the four-time winner of the telecommunications category appreciated the good customer service and reliability of one of the newest companies to contest the award – **Aussie Broadband** is less than 20 years old.

There were about 25 brands contesting the award for 'Most Trusted Brand in Telecommunications' including activ8me, Amaysim, Aussie Broadband, Boost Mobile, Dodo, Exetel, HTC, Huawei, iiNet, Internode, iPrimus, Lebara, NBN, Coma, MATE, Motorola, Nokia, Oppo, Optus, Southern Phones, Starlink, Tangerine, Telstra, TPG, Vodafone, Xiaomi.

Some of the positive comments from Australians about why they trust **Aussie Broadband** were "They have local customer service and always have. They are proactive and well-priced." and "Always deals with whatever problem you have, promptly and efficiently."

Aussie Broadband: "We're thrilled to announce we've been named Roy Morgan's Most Trusted Brand for Telecommunications for the third year running.

"This award highlights the incredible work of our team and the trust our customers place in us – we appreciate all who made this possible.

"We're committed to continuing to give our customers the best experience and thank Roy Morgan for the recognition."

Most Trusted Brand for Services: **Australia Post**



Picture: Senior Manager VoC, Insights & Segmentation of **Australia Post**, **Lauren Baker**, accepting the 'Most Trusted Brand for Services' Award for 2024.

The national postal service, **Australia Post**, has won the 'Most Trusted Brand in Services' Award again in 2024. Australia Post emerged victorious ahead of one of Australia's largest conglomerates, Wesfarmers, and comparison advocacy and comparison site Choice.

The Services category tracks over 80 brands across a diverse range of sectors. In Health and Fitness Services, notable brands include the AMA (Australian Medical Association), Anytime Fitness, AVEO, Bay Audio, Bendigo Health, Eastern Health, Fitness First, Jenny Craig, GoodLife Fitness, Greencross Vets, Ramsay Health, Silverchain, and Weight Watchers. In Emergency Services, the list covers Ambulance services in NSW, QLD, SA, and VIC, along with the CFA (Country Fire Authority), Federal Police, NSW Police, QLD Police, Royal Flying Doctor Service, SA Police, St John Ambulance, and VIC Police. Leading Educational Institutions include James Cook University, G8 Education, Griffith University, La Trobe University, Swinburne University of Technology, University of Adelaide, and UNSW. In Legal Services, major brands include Maurice Blackburn and Slater and Gordon, while Trade Unions are represented by the ACTU and CFMEU. The Accounting and Consulting Services sector features BDO, Cambridge Analytica, Deloitte, EY (Ernst & Young), Findex, KPMG, McKinsey, and PwC. Comparison Services include Canstar, Compare the Market, Choice, Finder, and iSelect. Key Postal and Courier Services are Australia Post, DHL, and StarTrack. Ticketing Services are represented by Ticketek and Ticketmaster, while Information Services include Ancestry.com, Bing, and Wikipedia. Other services in the category are provided by CBH/CBH Group, Cleanaway, DoorDash, Elders, Jim's Franchises, Kennards, Landmark Worldwide, Meals on Wheels, Menulog, Nutrien, O'Brien, RSL, Seek, Serco, Wesfarmers, and Wilson Security.

Some of the positive comments from Australians about why they trust **Australia Post** were "They deliver a consistent experience and service, they are working hard to improve people's parcel deliveries, and to minimise the risk of scams." and "Always reliable, always there when I need them."

Australia Post: "Exciting news – We have been named the Roy Morgan Most Trusted Brand in Services for 2024!"



ROY
MORGAN

"This is our third consecutive win in this diverse category, which includes social and professional services like emergency services, health, legal, accounting, and more.

"We're proud to deliver reliable, essential services that keep communities connected and thriving across the nation.

"A heartfelt thank you to our incredible team and valued customers — your trust and support make this achievement possible."

Most Trusted Brand for Charities: Australian Red Cross



Picture: Keira Reed, Director of Marketing and Communications for the **Australian Red Cross**, accepting the 'Most Trusted Brand for Charities' Award for 2024.

In 2024, the **Australian Red Cross** was named the country's Most Trusted Brand in Charities, surpassing the Salvation Army, which had held the title for two consecutive years. The competition was fierce, with many highly regarded brands in the running. The Salvation Army came in behind the Red Cross, followed by the RSPCA.

Around 40 brands were recognized by Australians in the Most Trusted Charity category, including well-known names such as Amnesty International, Anglicare, Animals Australia, Australian Conservation Foundation, Beyond Blue, Black Dog Institute, Brotherhood of St. Laurence, Cancer Council, Canteen, Caritas, Compassion Australia, Doctors Without Borders, Foodbank Australia, the Fred Hollows Foundation, Greenpeace, Guide Dogs, Headspace, Heart Foundation, Lifeline, McGrath Foundation, Movember, Oxfam, OzHarvest, PETA, Planet Ark, Rotary, Sea Shepherd, the Smith Family, St Vincent de Paul, Surf Life Saving Australia, UNICEF, Uniting Care, Vision Australia, World Vision, WWF, and YMCA.

Some of the positive comments from Australians about why they trust **the Australian Red Cross** were *"A charity whose services extend beyond simply receiving donations. It helps struggling people and people in crisis, both medical and civil."* and *"They keep our blood banks free and disease free, they help at times of national & international disasters."*

Keira Reed, Director of Marketing and Communications for the **Australian Red Cross**, stated:

"I think this award absolutely comes down to the work and effort of our 15,000 strong members and volunteers, who are in every community right across Australia. Without their work, we simply couldn't deliver the incredible humanitarian support that we provide to Australians in need. It's also thanks to the fact that we have some incredible donors."

Most Trusted Brand for Government Services: CSIRO



Picture: **CSIRO**, Communications Director, **Crystal Ladiges** accepting the award for 'Most Trusted Brand in Government Services' 2024.

CSIRO has won the title of 'Most Trusted Government Services Brand' for the third consecutive year, finishing ahead of over 20 competing brands. Among these, Medicare ranks as the second most trusted entity. **CSIRO** has maintained its position as the most trusted Government Services brand, surpassing other notable organizations such as the ABS (Australian Bureau of Statistics), ACCC, ASIC, ATO (Australian Tax Office), Australian Electoral Commission (AEC), Centrelink, Comcare, Defence Force, Education Department, Federal Government, Local Government, MyGov, NDIS, NSW Health, Queensland Health, Reserve Bank of Australia, Service NSW, State Government, and the Therapeutic Goods Administration (TGA).

Some of the positive comments from Australians about why they trust the **CSIRO** were *"They are peer reviewed and hire the best of the best. It is their role to be custodians of Australia's collections and scientific resources as well as helping industry."* and *"They are an independent body with the greatest minds, they are a responsible organisation and do research for the greater good."*

CSIRO: *"We're over the moon to share we've been named one of Australia's most trusted brands."*

"The Roy Morgan Trusted Brand Award celebrates the trust established cross 20 categories including government services, retail, automotive, superannuation, media, banking, telecommunications, and more."

"Trust is something we strive for every day. Science and scientists are crucial to solving Australia's biggest challenges. And we know trust in science is built on the track record science has of advancing national interests and creating benefits for our country.

"That's why we're delighted to have received the 2024 Trusted Brand Award for Government Services."

Most Trusted Brand for Media: ABC



Picture: ABC, Head of Marketing, **Rebecca Robertson**, accepting the award for the 'Most Trusted Brand in Media' 2024.

The **ABC** has won the title of 'Most Trusted Media Brand' for the third consecutive year, finishing ahead of over 15 competing brands. Among these, The Guardian ranks as the second most trusted brand ahead of Netflix in third. Other brands include Channel 10, Channel 7, Channel 9, Disney, Fairfax Media, Fox, Foxtel, Google, NewsCorp, SBS, Sky News, Spotify, Sydney Morning Herald (SMH) and The Age.

Some of the positive comments from Australians about why they trust the **ABC** were *"I have always found the ABC to be trustworthy, and an important part of Australian life. They are not motivated by profit."* and *"The ABC are generally more balanced in their news and have in-depth investigations."*

For comments or more information about Roy Morgan's Annual Trusted Brand Awards and insights please contact:

Roy Morgan Enquiries
Office: +61 (3) 9224 5309
askroymorgan@roymorgan.com

Roy Morgan Trusted Brand Awards

The Roy Morgan Trusted Brand Awards bring together outstanding companies and brands from across a range of industries to celebrate and recognise the unmatched levels of trust these organisations hold when compared to their competitors in their respective categories.

The Roy Morgan Trusted Brand Awards have been awarded to 20 leading brands for the 12 months to June 2024 and all 20 winners have displayed market-leading levels of trust, and exceedingly low, or negligible, levels of distrust to outstrip their rivals on the key metric of 'Net Trust'.

The Roy Morgan Risk Monitor collects insights on trust and distrust from around 25,000 Australians each year, or around 2,000 Australians each month. Respondents are asked which companies they trust, and why, and which companies they distrust, and why. The survey is specially designed to be open-ended and context-free, i.e. unprompted. In any one year, a company must be nominated by at least 20 Australians to be included in rankings used in the Roy Morgan Trusted Brand Awards.

Need to know what is driving your trust and distrust?

The Roy Morgan Risk Monitor is an ongoing survey based on over 2,000 interviews each month since 2018 to measure levels of trust and distrust in more than 900 brands across 27 sectors.

Roy Morgan Risk Monitor data is available in a variety of formats, from snapshot overviews to detailed tracking of individual brands and their competitors. To gain a greater understanding of Roy Morgan's Risk research, or to explore the results for specific industries and brands, contact Roy Morgan.

For the latest rankings of key brands, comparison to rankings from a year ago, and examples of reasons Australians trust and distrust key brands view the [latest edition of the Roy Morgan Risk Report](#).

About Roy Morgan

Roy Morgan is Australia's largest independent Australian research company, with offices in each state, as well as in the U.S. and U.K. A full-service research organisation, Roy Morgan has over 80 years' experience collecting objective, independent information on consumers.

Margin of Error

The margin of error to be allowed for in any estimate depends mainly on the number of interviews on which it is based. Margin of error gives indications of the likely range within which estimates would be 95% likely to fall, expressed as the number of percentage points above or below the actual estimate. Allowance for design effects (such as stratification and weighting) should be made as appropriate.

Sample Size	Percentage Estimate			
	40%-60%	25% or 75%	10% or 90%	5% or 95%
10,000	±1.0	±0.9	±0.6	±0.4
20,000	±0.7	±0.6	±0.4	±0.3
50,000	±0.4	±0.4	±0.3	±0.2

Trust and Distrust is monitored for the following ranked brands:

Automotive

BMW, Ford, Holden, Honda, Hyundai, Kia, Mazda, Mercedes-Benz, Mitsubishi, Nissan, Subaru, Tesla, Toyota, Uber, Volkswagen

Banks

ANZ, Bank Australia, Bank of Queensland, BankSA, Bankwest, Beyond Bank, Bendigo Bank, CBA, Citibank, Great Southern Bank, Heritage Bank, HSBC, ING, Macquarie Bank, ME Bank, NAB, People's Choice, Suncorp, St George, Teachers Mutual Bank, ubank, Virgin, Westpac

Charities

Cancer Council, Doctors Without Borders, Greenpeace, Red Cross, RSPCA, Salvation Army, St Vincent de Paul, World Vision

Chemical & Pharmaceutical

CSL, Monsanto, Pfizer

Consumer Products

Adidas, Body Shop, Bosch, Bonds, Colgate-Palmolive, Cotton On, Country Road, Dyson, Electronic Arts (EA), Johnson & Johnson, Lego, LG, Miele, Nike, Patagonia, Samsung, Sony, Unilever, Uniqlo, Who Gives A Crap

Food & Beverage

Arnott's, Bega, Cadbury, Coca-Cola Amatil, Domino's Pizza, Hungry Jack's, Kellogg's, KFC, McDonald's, Nestlé, Norco, Pepsi/PepsiCo, Sanitarium, Starbucks

Gambling

Crown Casinos, Sportsbet, TABCorp

Government Services

ATO / Australian Tax Office, Centrelink, CSIRO, Federal Government, Local Government, Medicare, Reserve Bank of Australia, State Government

Insurance

AAMI, AHM, Allianz, APIA, Bupa, Budget Direct, GIO Insurance, HBF, HCF, Medibank, NIB Health Funds, NRMA, QBE Insurance, RAC, RACQ, RACV, RAA, RACT, YOUI

Media

ABC, Channel 10, Channel 7, Channel 9, Disney, Fairfax Media, Fox, Foxtel, Google, Netflix, NewsCorp, SBS, Sky News, Spotify, Sydney Morning Herald (SMH), The Age, The Guardian

Mining & Petroleum

Ampol/Caltex, BP, BHP, Bravus/Adani, Chevron, Exxon, Fortescue Metals, Glencore, Hancock

Prospecting, Rio Tinto, Santos, Shell, Woodside Petroleum

Payments, Cards and Loans

Afterpay, American Express / AMEX, Latitude Financial Services, PayPal

Political Parties / Entities

ALP / Labor Party, Liberal Party

Real Estate / Property Developers

Ray White, Lendlease

Retail

AliExpress, Amazon, BCF, Big W, Bunnings, Catch Of The Day, Chemist Warehouse, Costco, Dan Murphy's, David Jones, EB Games, eBay, Harvey Norman, IKEA, JB Hi-Fi, Kmart, Kogan, MECCA, Mitre 10, Myer, Officeworks, Petbarn, Priceline, Rebel Sport, Repco, Shein, Specsavers, Spotlight, Supercheap Auto, Target, Temu, TerryWhite Chemmart, The Good Guys, The Iconic, Westfield, Wish/Wish.com

Services

Australia Post, Choice, Deloitte, Elders, Ernst & Young, KPMG, PwC, Royal Flying Doctor Service, St John Ambulance, Wesfarmers

Social Media

Facebook / Meta, Instagram, TikTok, Twitter / X, YouTube

Superannuation and Wealth Management

AMP, Australian Ethical, AustralianSuper, Aware Super, BlackRock, CBUS, First State Super, Hesta, QSuper, Rest Super, UniSuper, Vanguard

Supermarkets / Convenience Stores

7-Eleven, ALDI, Coles, Drakes Supermarkets, Foodland, Harris Farm, IGA, Woolworths

Technology

Apple, Microsoft, HP, Dell, Alphabet, Atlassian

Telecommunications

Amaysim, Aussie Broadband, Dodo, Huawei, iiNet, Optus, Telstra, TPG, Vodafone

Travel & Tourism

Airbnb, Boeing, Flight Centre, Jetstar, Qantas, Singapore Airlines, Virgin

Utilities

AGL, Alinta Energy, Energy Australia, Ergon Energy, Origin Energy, Red Energy, Sydney Water, Synergy

