

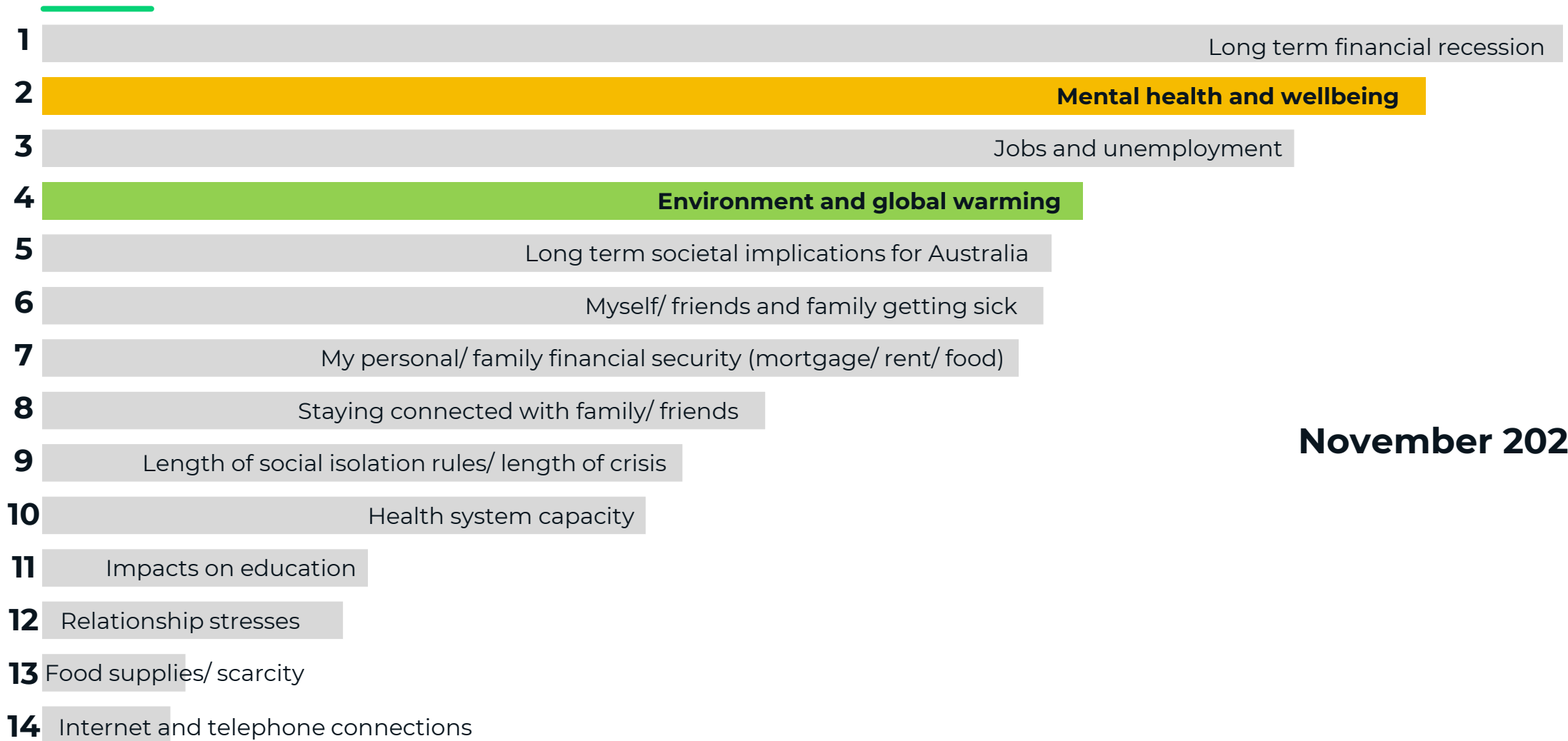
The background of the slide features a vibrant green aurora borealis (Northern Lights) dancing across a dark night sky. Below the sky, the dark silhouettes of mountains are visible, with a small town or village glowing with lights at their base. The lights reflect on the calm water in the foreground. The overall scene is serene and majestic.

The
RepTrak
Company™

Charity RepTrak® 2021

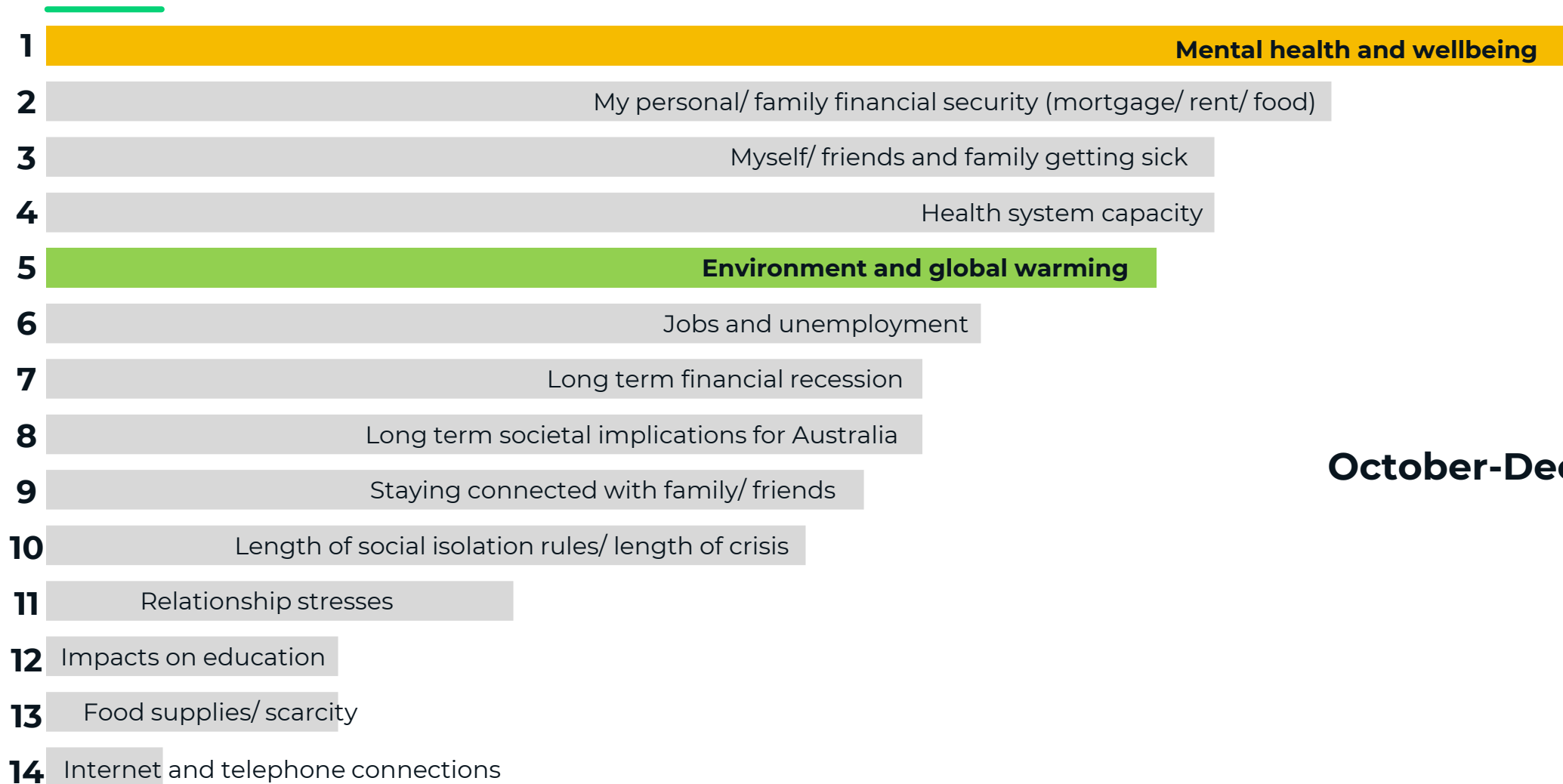
21 February 2022

What were Australians most concerned about in November 2020



November 2020

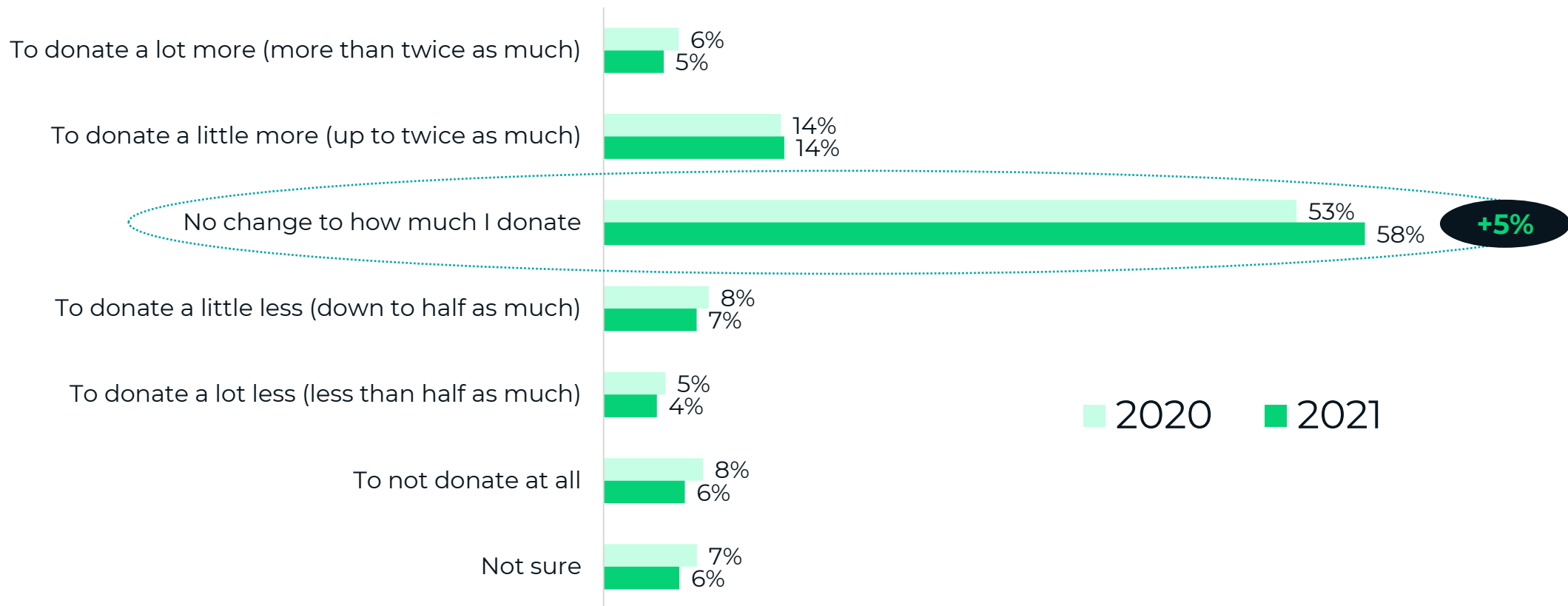
What were Australians most concerned about in Q4 2021



October-December 2021

COVID-19 Impact on Donations

Change in the Amount Australians Expect to Donate Before/After Covid-19



QCVG1. Thinking about COVID-19, do you expect that the amount you donate to **charities in general** will change compared to before the crisis?

Industry Reputation 2021

■ % Very Good Reputation (5-7) ■ % Neutral (4) ■ % Very Bad Reputation (1-3) ■ % Not Sure



Not-for-profit & charity sector are not as high as one would assume.
Charities need to work hard to become established and trusted; an Excellent reputation is not necessarily the industry standard.

Charity Reputation Model

THINK

What do your stakeholders **think** about your charity?

Reputation Drivers

SERVICES
INNOVATION
WORKPLACE
GOVERNANCE
CITIZENSHIP
LEADERSHIP
COST MANAGEMENT

How your stakeholders **assess key areas** that drive your reputation

FEEL

How do your stakeholders **feel** about your charity?



The **emotional connection** stakeholders show towards your charity

DO

What **actions** do your stakeholders want to take?

Impact

DONATE
RECOMMEND
CRISIS PROOF
VERBAL SUPPORT
WORK

The **predicted outcomes** your stakeholders demonstrate

Methodological Overview

RepTrak measures the reputations of the largest charities in Australia that have a high level of familiarity.

The benchmark set of 40 charities is taken from the charities with the highest total revenue sourced from the ACNC.



Research Method

Online survey
~20 minutes



Target Audience

*Australians aged 18+,
who are familiar with the charity
being rated



Total Sample Size

n=4,606**



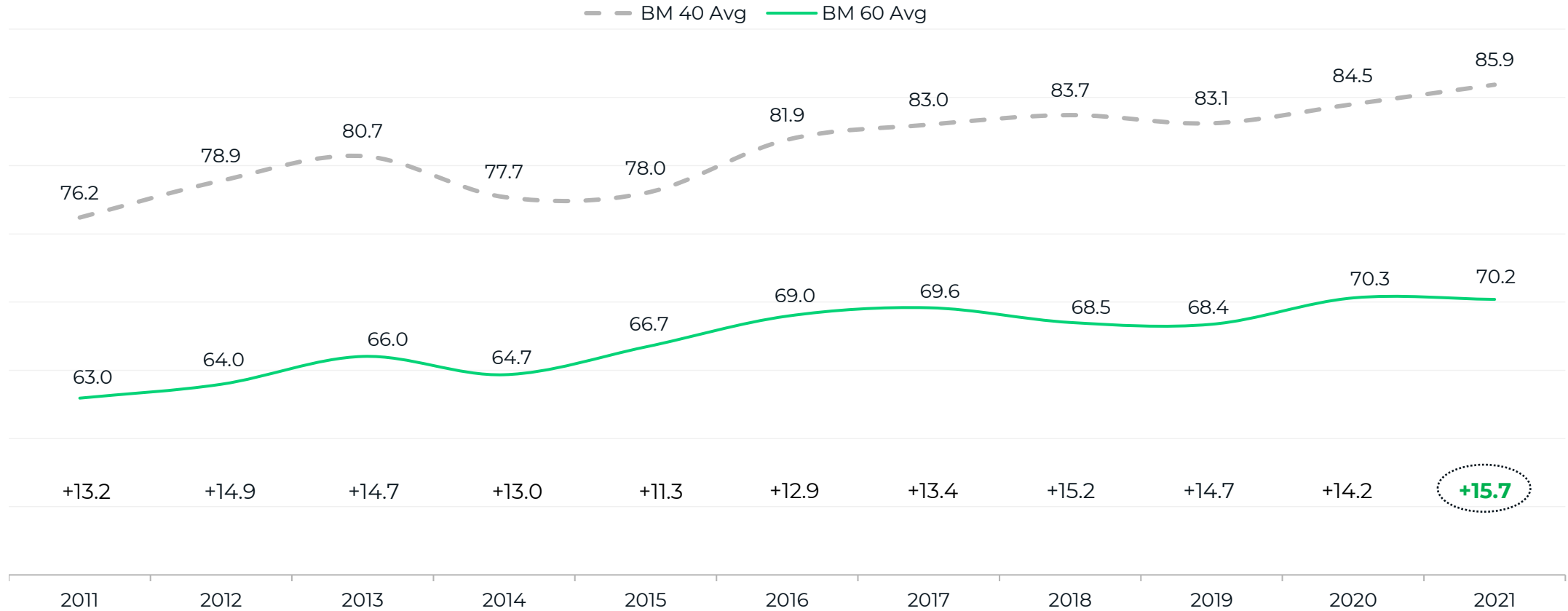
Data Collection

8th Oct – 21st Dec 2021

*General Public nationally representative of population by age and gender. The total survey results are weighted to the general population using several demographic variables.

**n=150-300 ratings per charity

Benchmark 40 Charities vs Benchmark 60 Corporates



**GAP
BM40 vs
BM60**
Green denotes
largest gaps



Australia 2021 Charity RepTrak®

Benchmark 40 Charities Scores

CHARITY	SCORE 2021	CHARITY	SCORE 2021
1 Royal Flying Doctor Service of Australia	98.1	21 Australian Red Cross	86.3
2 Guide Dogs	94.6	22 Diabetes Australia	86.3
3 Surf Life Saving Australia	92.9	23 The Smith Family	84.7
4 Foodbank	91.8	24 National Heart Foundation of Australia	84.7
5 Starlight Children's Foundation	91.7	25 Wesley Mission	83.5
6 St John National	91.6	26 St Vincent de Paul Society	83.4
7 CanTeen	90.6	27 CARE Australia	83.4
8 CareFlight	90.4	28 Vision Australia	83.1
9 National Breast Cancer Foundation	90.3	29 World Wide Fund for Nature (WWF)	82.5
10 The Fred Hollows Foundation	89.4	30 Variety	82.4
11 Ronald McDonald House Charities	89.4	31 UNICEF Australia	81.9
12 RSPCA	89.3	32 Life Without Barriers	81.6
13 Cancer Council	89.2	33 The Salvation Army	81.6
14 Leukaemia Foundation of Australia	88.3	34 Oxfam Australia	80.7
15 Médecins Sans Frontières Australia	88.1	35 Mission Australia	80.1
16 Lifeline Australia	87.8	36 YMCA Australia	79.8
17 Headspace National Youth Mental Health Foundation	87.2	37 Save the Children Australia	79.2
18 Beyond Blue	86.5	38 Amnesty International Australia	78.6
19 Dementia Australia	86.5	39 World Vision Australia	77.3
20 The Movember Foundation	86.3	40 Yourtown	76.0

POOR 0-39

WEAK 40-59

AVERAGE 60-69

STRONG 70-79

EXCELLENT 80+

Australia 2021 October to December

Benchmark 60 Companies Ranks

COMPANY	Q4 2021	COMPANY	Q4 2021	COMPANY	Q4 2021
1 Air New Zealand	EXCELLENT 80+	21 Virgin Australia	STRONG 70-79	41 Origin Energy	WEAK 40-59
2 Toyota Motor Corporation		22 Wesfarmers		42 Toll Group	
3 JB HI-FI		23 Ingham		43 EnergyAustralia	
4 Samsung		24 Rest Super		44 Optus	
5 Mazda Australia		25 IBM Australia		45 BHP	
6 Woolworths		26 Reserve Bank of Australia		46 AGL Energy	
7 Reece Australia		27 Insurance Australia Group (IAG)		47 7-Eleven	
8 Aldi Australia		28 Ford Australia		48 Ampol	
9 AustralianSuper		29 Macquarie Group		49 Lendlease	
10 Apple Australia		30 Suncorp Group		50 BP Australasia	
11 Myer		31 Medibank Private		51 ANZ	
12 HESTA		32 QBE Insurance Group		52 National Australia Bank (NAB)	
13 Australia Post		33 Coca-Cola Amatil		53 Australian Taxation Office (ATO)	
14 Qantas Airways		34 Allianz Australia		54 Commonwealth Bank of Australia (CBA)	
15 Bluescope Steel		35 Harvey Norman		55 Telstra	
16 SUNSUPER		36 Flight Centre		56 Westpac	
17 Microsoft		37 Stockland		57 RioTinto	
18 Coles		38 Alinta		58 AMP	
19 Bendigo and Adelaide Bank		39 Bupa		59 Crown Resorts	
20 HCF		40 TPG		60 News Corp Australia	

POOR 0-39

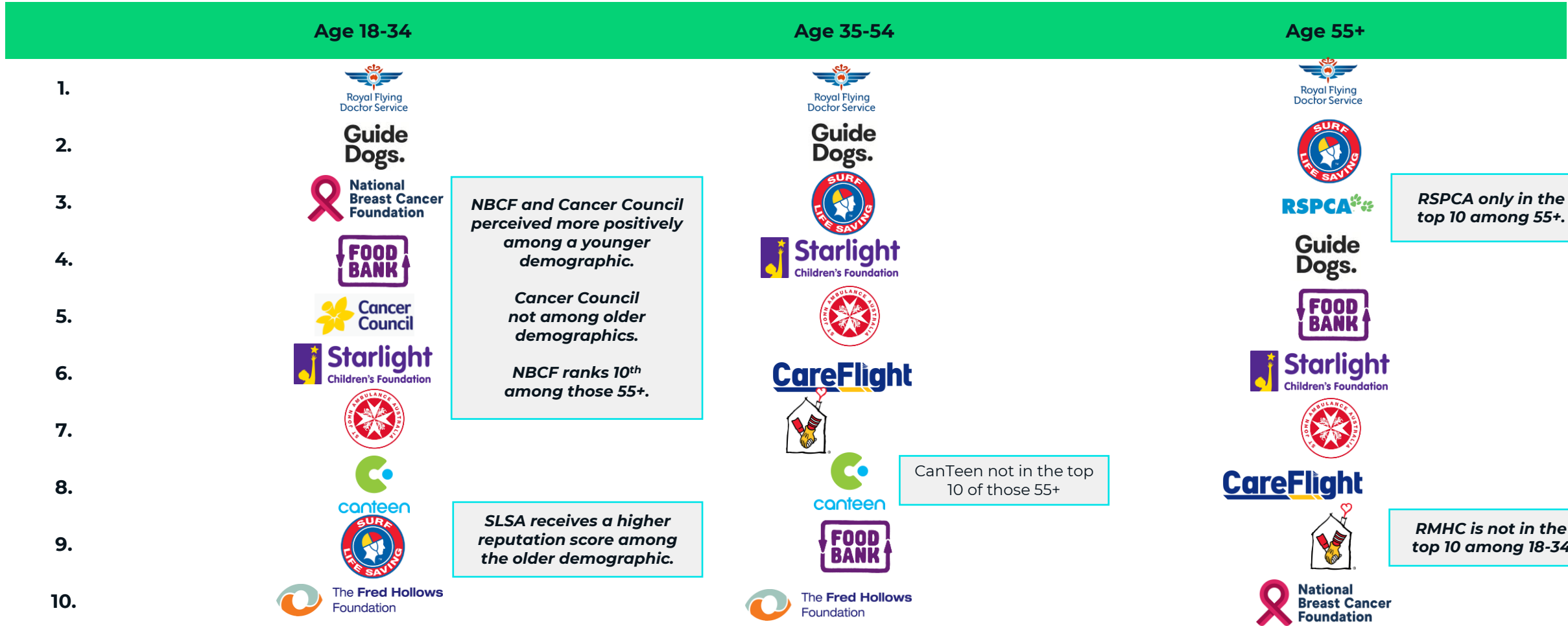
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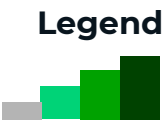
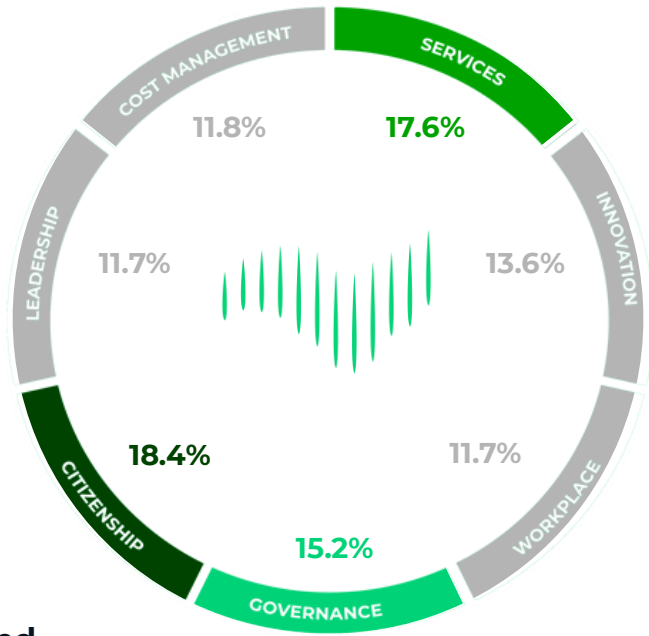
EXCELLENT 80+

11 Top Performing Charities by Age Bracket



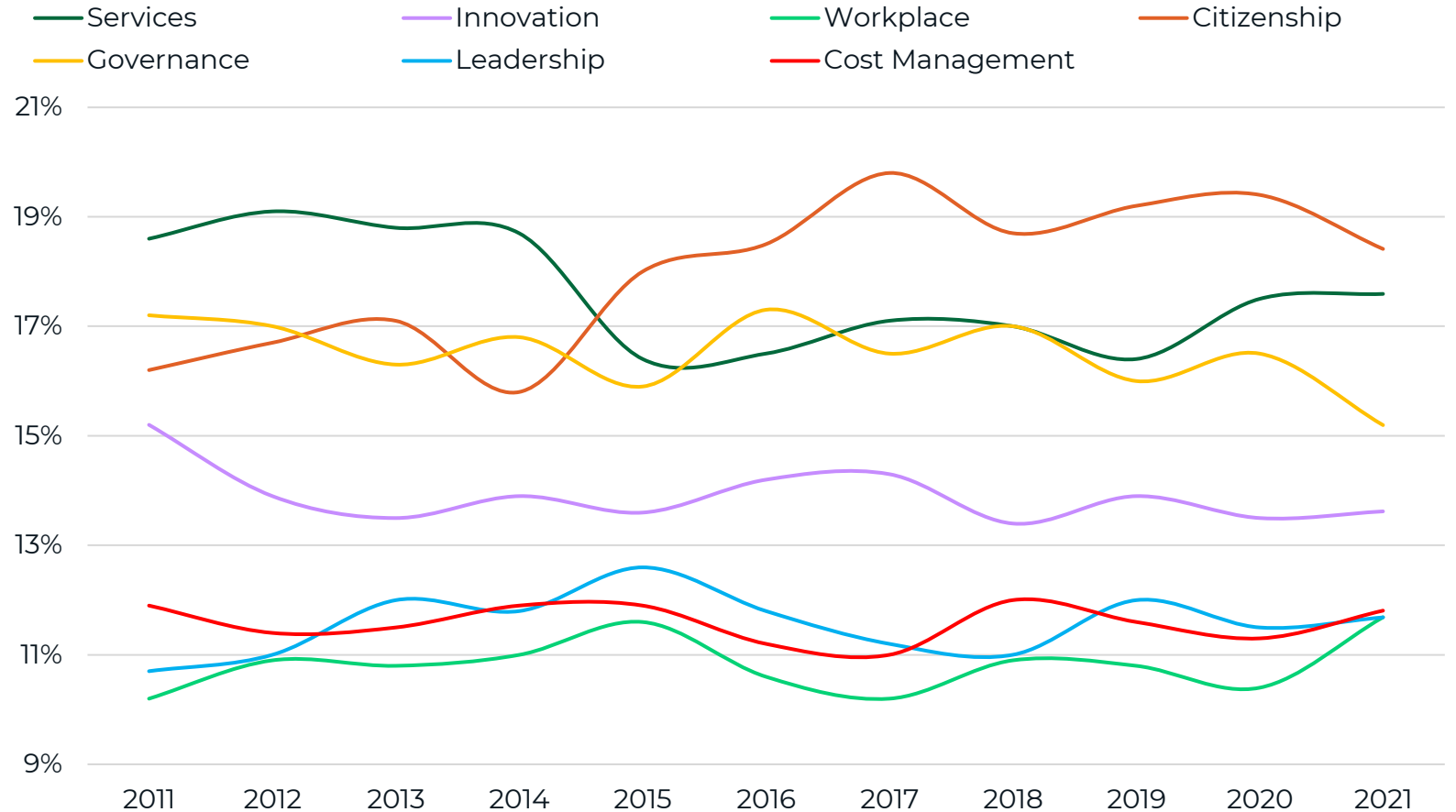
Driver Importance: Benchmark 40 Charities

Charity Reputation Drivers 2021

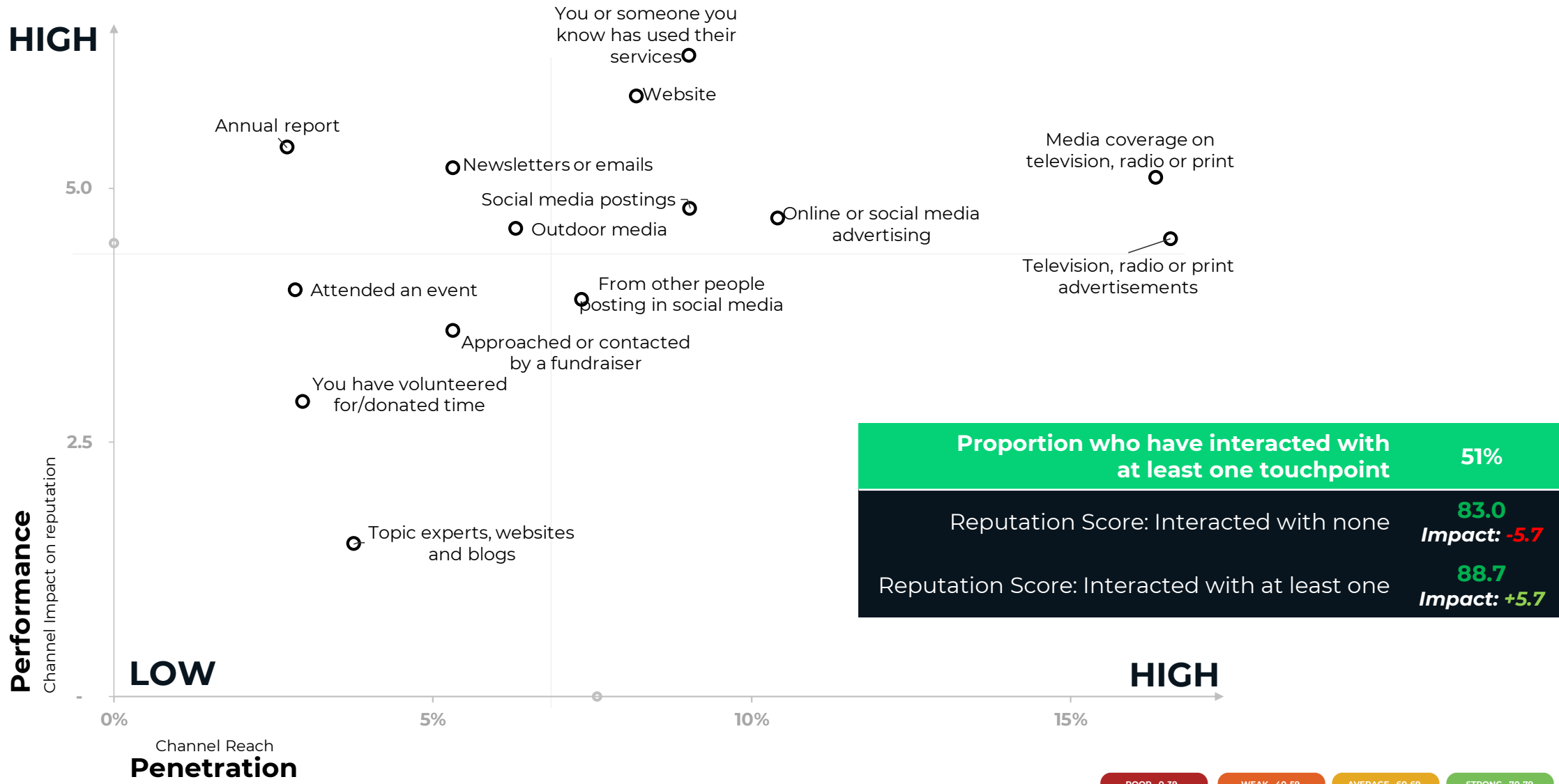


Importance

Charity Reputation Drivers Trended



BM40 Touchpoints: Reach vs Reputation Impact



Communications Best Practice

Be Unique



Link to Core



Benefit vs Features



Community Awareness



Longevity/ Consistency

