

MEDIA RELEASE

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RFDS named most reputable charity for sixth time

Trust in Australian charities is at its highest level in years with the Royal Flying Doctor Service (RFDS) named Australia's most reputable charity for the sixth year in a row in the 2016 Charity Reputation Index.

In the ranking of 40 of Australia's largest charities, the RFDS scored 96.9 out of a possible 100 points.

Compiled by research consultants AMR, the index examines Australia's 40 largest charities and how they are viewed by the public, and ranks them using a scoring system.

Those surveyed are asked to rank charities in seven categories of measurement: Services, Innovation, Workplace, Citizenship, Governance, Leadership and Cost Management.

For the first time, the RFDS topped all of the rankings for each individual category.

RFDS Central Operations Chief Executive Officer, John Lynch, said the RFDS' investment in providing the highest quality of services and care had been consistently rewarded with continuing public trust in the RFDS.

Mr Lynch said construction of the new Adelaide Base, replacement of long-serving aircraft and upgraded medical equipment were part of a five-year, \$65 million capital expenditure program by RFDS Central Operations.

"These major projects are critical to the RFDS maintaining its proven track record of innovation, outstanding patient care and the highest safety standards to benefit our staff, health delivery partners and the community we serve," Mr Lynch says.

"The continuing support of the community, our government partners, donors, corporate sponsors and volunteers – will be essential to us meeting our future financial challenges."

AMR managing director, Oliver Freedman, said the overall scores in the 2016 Charity Reputation Index showed a marked improvement in trust and respect in charities in the eyes of Australians compared to 2015.

"Charities such as the Royal Flying Doctor Service continue to top the index as they have an authentic and sincere message and services which resonates with Australians and helps the high level of trust felt towards them," Mr Freedman says.

"The RFDS has now ranked first for the sixth year running. The consistent level of trust, admiration and respect highlights the ongoing emotional attachment felt by Australians and the fact the Service was ranked first across all reputation categories speaks volumes for the organisation's solid foundation."

RFDS Central Operations assists more than 48,000 patients a year in South and Central Australia through its aeromedical retrievals, inter-hospital transfers, primary health care fly-in clinics, oral health clinics, and telehealth among other services.

RFDS aircraft land more than 15,000 times a year in destinations in SA and Central Australia from three aeromedical bases in Adelaide, Port Augusta and Alice Springs.

The top five rankings for the 2016 Charity Reputation are:

1. Royal Flying Doctor Service of Australia
2. St John Ambulance
3. Beyond Blue
4. Guide Dogs
5. National Breast Cancer Foundation

Find out more about the Charity Reputation Index: <http://www.amr-australia.com/news/2016-amr-charity-reputation-index->

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