

Thursday, 23 October 2025

Australia Post, ABC, Aussie Broadband, YouTube, Medicare and the Red Cross are the Most Trusted Services and Communications Brands for 2025

Roy Morgan presented the annual Roy Morgan Trusted Brand Awards for 2025 to services companies **Australia Post**, **Red Cross**, and **Medicare** alongside the highly regarded media and communications brands the **ABC**, **Aussie Broadband** and video sharing service **YouTube**.

The 'Most Trusted Brand in Services' has been won again by **Australia Post** – a brand that nearly all Australians use on a frequent basis. **Australia Post** has now notched up seven consecutive victories in the category and is rated highly by Australians as the ninth most trusted brand overall in 2025.

The **Australian Red Cross** maintained a high level of trust in 2025 to win the 'Most Trusted Brand in Charities' Awards again ahead of fellow 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.

Victorian-based Internet Service Provider (ISP) **Aussie Broadband** has been Australia's 'Most Trusted Brand in Telecommunications', for five years. The ISP, which began operations 16 years ago, has taken out a fifth straight victory in one of the toughest categories ahead of Amaysim and Vodafone.

The **ABC** has retained its crown as Australia's 'Most Trusted Media Brand' for a seventh straight year winning every edition of the survey so far. The **ABC** has been part of Australian media for over 90 years and easily led the media category including television, radio, newspapers, websites, and newer media.

Australia's publicly funded universal health care scheme **Medicare** has emerged as a first-time winner of the 'Most Trusted Brand in Government Services' for 2025. **Medicare** was one of only two finalists to achieve a positive Net Trust Score, with former winner the CSIRO securing second place.

For the first time at Roy Morgan's annual Trusted Brand Awards we are able to congratulate a winner of the 'Most Trusted Brand in Video Sharing Services & Social Media' with **YouTube** taking the title for 2025. In a category marked by widespread distrust, **YouTube**, Alphabet/ Google's widely used video sharing service was the only brand to achieve a positive Net Trust Score.

Over 50 brands were in the running for these awards across the six categories of Services, Charities, Government Services, Media, Telecommunications and Video Sharing Services & Social Media 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 2025:

Charities	Australian Red Cross
Services	Australia Post
Government Services	Medicare (NEW WINNER)
Media	ABC
Telecommunications	Aussie Broadband
Video Sharing Services & Social Media	YouTube (NEW WINNER)

Most Trusted Brand for Charities: **Australian Red Cross**



Picture: Director of Marketing, Communications & Funding of the **Australian Red Cross**, Kira Reed, accepts the award for the 'Most Trusted Charity Brand' for 2025.

The **Australian Red Cross** has been named as the country's 'Most Trusted Brand in Charities' for a second consecutive year after an initial victory a year ago. The **Australian Red Cross** came out on top in a competitive category with many highly regarded brands. The Salvation Army came in behind the Red Cross, followed by the RSPCA.

As well as the three finalists there were other notable brands including well-known names such as the Cancer Council, Greenpeace, Smith Family, St Vincent's (Vinnies) and World Vision in the category.

Some of the comments from Australians about why they trust the **Australian Red Cross** were "*The Red Cross is a global organisation that supports the most vulnerable*" and "*The Australian Red Cross do good work, and they seem to genuinely care about helping people.*"

Australian Red Cross: "🏆 We're honoured to be named Australia's Most Trusted Charity at the [Roy Morgan](#) 2025 Trusted Brand Awards.

"At [Australian Red Cross](#), we know that trust isn't something you claim. It's something you earn - through consistent, compassionate action grounded in integrity and humanitarian values.

"Every day, that trust is being built by extraordinary people across our organisation and this award celebrates the efforts and collective impact of our members, volunteers, and staff.

"However, this award also belongs to our supporters, our corporate, sector and government partners and donors whose belief in humanity makes our work possible. Thank you.

"Thank you to [Roy Morgan](#) for this honour, and for recognising how trust empowers Australian Red Cross to act for humanity - and to be there for everyone, always."

Video of award acceptance for **Australian Red Cross:** https://www.youtube.com/watch?v=Es5_xwRTRck

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



Picture: Roy Morgan CEO Michele Levine presents **Australia Post's** General Manager of Brand & Marketing, Aimee Dixon, with the 'Most Trusted Brand for Services' for 2025 – a seventh straight win.

The national postal service, **Australia Post**, has won the 'Most Trusted Brand in Services' Award again in 2025 – a seventh straight victory. **Australia Post** emerged victorious ahead of comparison advocacy and comparison site Choice and Wesfarmers, one of Australia's largest conglomerates, Wesfarmers.

The Services category tracks a diverse range of sectors and as well as the three finalists includes the highly regard Agribusiness focused brand Elders as well as the worldwide professional services brand PricewaterhouseCoopers, also known as PwC.

Some of the positive comments from Australians about why they trust **Australia Post** were "**Australia Post** always good service and are Australian owned" and "**Australia Post** provides reliable delivery service that we can count on."

Video of award acceptance for **Australia Post**: <https://www.youtube.com/watch?v=pugxFp-MXbw>

Most Trusted Brand for Government Services: **Medicare**



Picture: Services Australia (Acting) CEO Randall Brugeaud accepts the award for 'Most Trusted Government Services Brand', **Medicare's** first win in the prestigious category.

For the first time, Australia's publicly funded universal health care scheme **Medicare** has emerged as the 'Most Trusted Brand in Government Services' in 2025. **Medicare** was one of only two finalists to achieve a positive Net Trust Score, with former winner the CSIRO securing second place.

Although there were few brands to emerge in positive territory, the category is heavily contested and scrutinised and as well as the two finalists also includes Australian Taxation Office (ATO), Centrelink, NDIS (and NDIS providers), Reserve Bank of Australia and Federal, State and Local governments.

Some of the comments from Australians about why they trust **Medicare** were that "**Medicare** have a large amount of personal information and treat it with the respect and security it deserves" and "**Medicare** has always provided my rebate back if needed."

Medicare: 'For more than 40 years, Australians have trusted the Medicare brand.'

"This year Medicare has been awarded the Roy Morgan 2025 Government Services Most Trusted Brand Award.

"The awards are based on extensive nationwide research and are awarded to brands across 20 categories.

"The win reflects the strong connection Australians have with Medicare and their confidence in the services we deliver every day.' Thankyou to [Roy Morgan](#) for the recognition."

Most Trusted Brand for Media: **ABC**



Picture: Roy Morgan CEO Michele Levine presenting the award for the 'Most Trusted Media Brand' for 2025 to **ABC** Director of Strategy, Mark Tapley

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

Some of the positive comments from Australians about why they trust the **ABC** were that *"I think the **ABC** give the most unbiased news and current affairs"* and *"The **ABC** us aimed at being objective, informative, unbiased; it has processes that actively assess when there are bias issues; it is aimed at the public interest rather than only focused on making a profit."*

Video of award acceptance for **ABC**: <https://www.youtube.com/watch?v=OohpbrtVTc0>

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



Picture: The team from **Aussie Broadband** including Chief Executive Officer Brian Maher (middle), flanked by General Manager of Corporate & Regulatory Affairs Libby Hay (left) and Communications Manager Holly Matthews Way (right) with the award for 'Most Trusted Brand in Telecommunications.'

Aussie Broadband has again been named as the 'Most Trusted Brand in Telecommunications' for a fifth straight year in 2025. **Aussie Broadband's** victory in the category is on top of dual victories earlier this year in the Customer Satisfaction Awards for Internet Service and Mobile Service. **Aussie Broadband** came out ahead of fellow finalists Amaysim and Vodafone in the category.

Customers of the five-time winner of the telecommunications category appreciated the good customer service and reliability of the winner in a highly competitive category of ten well-known brands. As well as the three finalists these brands include Belong, Dodo, Huawei, iiNet, Optus, Telstra and TPG.

Some of the positive comments from Australians about why they trust **Aussie Broadband** were "**Aussie Broadband** are transparent with how they operate, and they have good support" and "They give you all the options and don't try to force you into anything you don't want."

Aussie Broadband: "For the fifth year straight, Aussies have named us their most trusted telco!"

"We appreciate the recognition from , reflecting the hard work of our team and the trust customers have in us. To our staff, customers, and everyone who champions us, thank you for your support.

"The year ahead is set to bring some exciting changes to the industry, and we can't wait to have you along with us."

Video of award acceptance for **Aussie Broadband:** <https://www.youtube.com/watch?v=hEsheLsF2HY>

Most Trusted Brand for Video Sharing Services & Social Media: YouTube

For the first time Roy Morgan has awarded 'The Most Trusted Brand for Video Sharing Services and Social Media' in 2025 to the ubiquitous worldwide video sharing service **YouTube** – bought by Google (Alphabet) almost two decades ago in November 2006.

The reason this is the first time the category has been awarded is because it's the first time one of the brands in the category has had a positive Net Trust Score in an often highly contentious and criticised category that includes brands such as Facebook (Meta), Instagram, TikTok and Twitter (X).

Some of the comments from Australians about why they trust the video sharing service **YouTube** were *"I love their platform, it's so entertaining. There's always something for any mood you're in. I've been using them for a really long time, both to learn and just for entertainment and expressing myself"* and *"I like to watch **YouTube** with my brother and sister while we eat after school."*

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

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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 22 leading brands for the 12 months to June 2025 and all 22 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 Net Trust Score or Net Distrust Score provides an overall benchmark to quantify brand risk, via the simple calculation of positive sentiment (trust) minus negative sentiment (distrust): Net Trust Score (NTS) or Net Distrust Score (NDS) = % Trust - % Distrust.

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 approximately 1,500 to 2,000 interviews each month to measure levels of trust and distrust, in more than 1,000 brands across 27 industry sectors.

Respondents are asked which brands and companies they trust, and why, and which brands and companies they distrust, and why. The survey is specially designed to be open-ended and context-free, i.e. unprompted.

Roy Morgan Risk Monitor data is made 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.

Industry Trust and Brand Health Deep Dive Surveys are also conducted (e.g. Private Health Insurance, Agribusiness, Travel and Tourism, Banking, Retail, etc.) for deep insights into trust and distrust, brand health, customer experience (CX), and much more.

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](#).

For further topline insights into the Most Trusted Award winners, and an overview of trust and distrust trends and insights for each of the categories view the [latest edition of the Roy Morgan Trusted Brands 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 & Transportation

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

Banks

ANZ, Bendigo Bank, Bank Australia, Bank of Queensland, BankSA, Bankwest, CBA, Great Southern Bank (CUA), Heritage Bank, HSBC, ING, Macquarie Bank, ME (ME Bank / Members Equity), NAB, People's Choice Credit Union, St George, Suncorp, Teachers Mutual Bank, Ubank, Westpac.

Charities

Cancer Council, Greenpeace, Red Cross, RSPCA, Salvation Army (Salvos), Smith Family, St Vincent's (Vinnies), World Vision.

Chemical & Pharmaceutical

CSL (CSL Limited), Monsanto, Pfizer.

Consumer Products

Adidas, Blizzard, Body Shop, Bonds, Bosch, Colgate-Palmolive, Cotton On, Dyson, Electronic Arts (EA), Johnson & Johnson, Lego, LG, Nike, Nintendo, Patagonia, PlayStation, Samsung, Sony, Unilever, Who Gives A Crap.

Food & Beverage

Arnott's, Bega, Cadbury, Coca-Cola Amatil (Coke), Hungry Jack's, KFC, McDonald's, Nestlé, Sanitarium, Starbucks.

Gambling

Crown casinos, Sportsbet, TABCorp.

Government Services

Australian Taxation Office (ATO), Centrelink, CSIRO, Federal government, Local government, Medicare, NDIS (and NDIS providers), Reserve Bank of Australia, State government.

Insurance

AAMI, AHM (Australian Health Management), Allianz, APIA (Australian Pensioners Insurance Agency), Bupa, Budget Direct, HBF (Hospital Benefits Fund), HCF (Hospitals Contribution Fund of Australia), GIO Insurance, Medibank Private Limited, nib, NRMA, QBE Insurance, RAA (Royal Automobile Association of South Australia), RAC (Royal Automobile Club of Western Australia), RACQ, RACV, RACT, Shannons Insurance, YOUI.

Media

ABC, Channel 10, Channel 7, Channel 9, Disney, Fairfax Media, Foxtel, Fox, Google, Netflix, NewsCorp (News Ltd), SBS, Sky (Sky News), Seven West Media, Spotify, The Guardian.

Mining & Petroleum

Ampol (Caltex), BP, BHP, Exxon, Fortescue Metals, Hancock Prospecting, Rio Tinto, Santos, Shell, Woodside Petroleum.

Payments, Cards & Loans

American Express (AMEX), PayPal.

Political Parties / Entities

Australian Labor Party (ALP), Liberal Party.

Real Estate / Property Developers

Ray White.

Retail

AliExpress, Amazon, BCF (Boating, Camping, Fishing), Best & Less, Big W, Bunnings, Chemist Warehouse, Costco, David Jones, Dan Murphy's, EB Games, eBay, Harvey Norman, IKEA, JB Hi-Fi, Kmart, Kogan, MECCA, Mitre 10, Officeworks, Myer, Priceline, Rebel Sport, Repco, Reject Shop, Shein, Spotlight, Specsavers, Supercheap Auto, Target, Temu, The Good Guys, The Iconic, Valve.

Services

Australia Post, Choice, Elders, PwC, Wesfarmers.

Sports

AFL / Aussie Rules.

Superannuation & Wealth Management

AMP, Australian Retirement Trust (ART), First State Super (Aware Super), AustralianSuper, BlackRock, HESTA, Rest Super, UniSuper, Vanguard.

Supermarkets & Convenience Stores

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

Technology

Apple, HP (Hewlett-Packard), Microsoft, OpenAI (ChatGPT).

Telecommunications

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

Travel & Tourism

Boeing, Jetstar, Qantas, SpaceX, Virgin.

Utilities

AGL, Alinta Energy, Energy Australia, Ergon Energy, Origin Energy, Red Energy, Synergy, Water Corporation WA.

Video Sharing Service & Social Media

Facebook (Meta), Instagram, TikTok, Twitter (X), YouTube.

