

Brand Finance Australia 100 (AUDm)

Top 100 most valuable Australian brands 1 - 50.

Rank 2017	Rank 2016	Brand name	Sector	Brand value (AUDm) 2017	% change	Brand value(AUDm) 2016	Brand rating 2017	Brand rating 2016
1	1	Telstra	Telecoms	14,275	-2%	14,581	AAA-	AAA-
2	4	Commonwealth Bank of Australia	Banks	10,706	9%	9,786	AAA-	AAA
3	3	ANZ	Banks	10,597	4%	10,157	AA+	AAA-
4	6	nab	Banks	8,443	12%	7,558	AAA-	AAA-
5	2	Woolworths	Retail	8,378	-21%	10,560	AA	AA+
6	8	Coles	Retail	7,936	21%	6,572	AA+	AA+
7	5	Westpac	Banks	7,604	-4%	7,961	AA+	AAA-
8	7	BHP Billiton	Mining	5,148	-28%	7,183	AA	AA+
9	9	Optus	Telecoms	4,325	-12%	4,933	AA+	AA+
10	11	Macquarie	Banks	3,253	-18%	3,955	AA-	AA
11	10	Rio Tinto	Mining	3,227	-23%	4,189	AA	AA+
12	15	Suncorp	Insurance	2,663	21%	2,198	AA-	AA
13	12	Qantas	Airlines	2,638	-11%	2,969	AAA-	AAA-
14	13	QBE	Insurance	2,545	-6%	2,719	AA-	AA+
15	14	St.George	Banks	2,297	-6%	2,438	AA+	AAA-
16	18	Devondale	Food	1,956	29%	1,518	A+	A+
17	16	Westfield	Retail	1,667	-9%	1,828	AAA-	AAA-
19	17	Woodside	Oil & Gas	1,561	-8%	1,692	AA-	AA-
18	20	Crown	Hotels	1,509	13%	1,332	AA	AA-
20	27	Bunnings	Retail	1,461	56%	937	AA	A+
21	19	Origin	Oil & Gas	1,200	-12%	1,365	AA-	AA
22	36	Kmart	Retail	1,126	61%	697	AA+	AA
23	25	AGL	Utilities	1,105	11%	991	AA+	AA
24	42	Jb Hi-Fi	Retail	1,089	75%	623	AA	AA
25	43	Computershare	Pro Services - Commercial	1,012	64%	616	AAA-	AA-
26	21	Flight Centre	Leisure & Tourism	1,002	-7%	1,073	AA+	AAA-
27	33	Holden	Automobiles	981	29%	760	AA+	AA
28	24	Australia Post	Logistics	956	-7%	1,025	AA+	AA+
29	38	Ancor	Pro Services - Commercial	951	40%	680	AA-	A+
30	31	Harvey Norman	Retail	911	4%	875	AA	AA+
31	New	Energy Australia	Utilities	887			AA	
32	New	CHEP	Logistics	874			AA-	
33	41	Leighton	Engineering & Construction	867	32%	656	A	A
34	50	Seek	Internet & Software	841	79%	470	AA	AA
35	30	BT Financial Group	Financial Services	825	-9%	905	AA	AA
36	29	Bankwest	Banks	824	-12%	931	AA	AA+
37	34	Target	Retail	795	7%	740	AA+	AAA-
38	39	CSL	Pharma	790	17%	676	AA-	AA-
39	37	IGA	Retail	789	15%	683	AA-	AA-
40	23	Santos	Oil & Gas	762	-27%	1,045	A+	AA-
41	32	AMP	Insurance	758	-1%	764	AA-	AA-
42	40	Medibank Pvt Ltd	Insurance	750	12%	667	AA-	A
43	28	Virgin Australia	Airlines	729	-22%	935	AA+	AAA-
44	26	Big W	Retail	727	-26%	982	AA-	AA+
45	44	Boral	Engineering & Construction	717	17%	610	A+	AA-
46	New	The Lott	Leisure & Tourism	709		0	A	
47	46	Colonial First State	Financial Services	687	23%	559	AA-	AA
48	New	ASB Bank	Banks	677		0	A+	
49	49	Jetstar	Airlines	667	41%	474	AA+	AA+
50	35	Fortescue	Mining	631	-13%	722	A+	AA-

Brand Finance Australia 100 (AUDm)

Top 100 most valuable Australian brands 50 - 100.

Rank 2017	Rank 2016	Brand name	Sector	Brand value (AUDm) 2017	% change	Brand value (AUDm) 2016	Brand rating 2017	Brand rating 2016
51	51	Lend Lease	Engineering & Construction	628	36%	461	AA-	A
52	47	Reece Australia	Retail	604	24%	485	AA	AA-
53	New	Jupiters	Leisure & Tourism	592			A+	
54	55	iiNet	Telecoms	548	28%	429	AA	A+
55	New	Seven	Media	508			A	
56	48	Asciano	Pro Services - Commercial	497	5%	474	A+	A+
57	52	Myer	Retail	436	-3%	449	AA-	AA
58	59	Bendigo Bank	Banks	413	18%	350	AA-	AA-
59	56	Bank Of Queensland	Banks	400	-6%	428	AA	A+
60	62	Bluescope Steel	Mining	386	17%	330	A	A+
61	54	David Jones	Retail	358	-17%	432	AA	AA
62	New	Liquorland	Retail	356			A	
63	New	Rea	Pro Services - Real Estate	354			AA-	
64	53	TPG Telecom	Telecoms	350	-19%	433	AA-	AA-
65	New	Cochlear	Technology	341			A+	
66	New	AAPT	Telecoms	339			AA-	
67	66	Stockland	Pro Services - Real Estate	339	16%	291	AA+	AA-
68	New	Spotless Group H	Pro Services - Commercial	328			A+	
69	63	Aurizon	Logistics	302	1%	300	AA-	A+
70	61	Priceline	Retail	302	-9%	330	A+	A+
71	65	Incitec Pivot	Chemicals	301	3%	293	AA-	AA-
72	New	IFCO	Logistics	296		0	AA-	
73	67	ASX	Stock Exchanges	295	2%	288	AA-	AA-
74	64	Dulux	Retail	292	-1%	296	A+	A+
75	58	Oil Search	Oil & Gas	288	-20%	358	AA-	AA
76	68	Officeworks	Retail	287	1%	285	AA+	A
77	57	Billabong	Apparel	283	-33%	424	AA	AA
78	New	MAP	Engineering & Construction	275			A+	
79	71	South32	Mining	271	9%	250	A-	A
80	73	CGU	Insurance	256	10%	234	AA-	A+
81	69	Pacific National	Pro Services - Commercial	235	-11%	266	A+	A+
82	82	Sydney Airport	Engineering & Construction	231	51%	153	A+	AA-
83	77	Transurban	Pro Services - Commercial	231	20%	192	AA-	AA-
84	74	Swann	Insurance	228	2%	223	A+	A
85	80	Challenger	Financial Services	227	37%	166	AA	AA+
86	60	Thiess	Engineering & Construction	227	-33%	336	A	A-
87	70	NRMA	Insurance	226	-10%	251	AA	AA
88	New	Vocus	Technology	223			A+	
89	81	Patrick	Pro Services - Commercial	205	24%	165	A+	A+
90	New	MYOB	Internet & Software	197			A+	
91	New	UBET	Leisure & Tourism	190			A	
92	72	Worleyparsons	Engineering & Construction	180	-25%	240	A	A
93	83	UGL	Engineering & Construction	167	10%	152	A-	A-
94	78	Star City	Leisure & Tourism	158	-16%	187	AA-	AA-
95	88	Chandler Macleod	Pro Services - Commercial	156	20%	130	A-	A-
96	New	Flexigroup Ltd	Financial Services	147			A	
97	85	Racv	Insurance	137	-7%	148	AA	AA
98	New	Perpetual	Banks	132			A	
99	87	IOOF	Financial Services	130	-2%	133	A	A
100	90	Brambles	Logistics	130	12%	116	AA	AA

Brand Finance Australia 100 (USDm)

Top 100 most valuable Australian brands 1 - 50.

Rank 2017	Rank 2016	Brand name	Sector	Brand value (USDm) 2017	% change	Brand value (USDm) 2016	Brand rating 2017	Brand rating 2016
1	1	Telstra	Telecoms	10,943	2%	10,707	AAA-	AAA-
2	4	Commonwealth Bank of Australia	Banks	8,207	14%	7,186	AAA-	AAA
3	3	ANZ	Banks	8,124	9%	7,458	AA+	AAA-
4	6	nab	Banks	6,473	17%	5,550	AAA-	AAA-
5	2	Woolworths	Retail	6,423	-17%	7,755	AA	AA+
6	8	Coles	Retail	6,084	26%	4,826	AA+	AA+
7	5	Westpac	Banks	5,829	0%	5,846	AA+	AAA-
8	7	BHP Billiton	Mining	3,947	-25%	5,275	AA	AA+
9	9	Optus	Telecoms	3,316	-8%	3,622	AA+	AA+
10	11	Macquarie	Banks	2,494	-14%	2,905	AA-	AA
11	10	Rio Tinto	Mining	2,474	-20%	3,076	AA	AA+
12	15	Suncorp	Insurance	2,041	26%	1,614	AA-	AA
13	12	Qantas	Airlines	2,022	-7%	2,180	AAA-	AAA-
14	13	QBE	Insurance	1,951	-2%	1,997	AA-	AA+
15	14	St.George	Banks	1,761	-2%	1,790	AA+	AAA-
16	18	Devondale	Food	1,500	35%	1,114	A+	A+
17	16	Westfield	Retail	1,278	-5%	1,342	AAA-	AAA-
19	17	Woodside	Oil & Gas	1,197	-4%	1,242	AA-	AA-
18	20	Crown	Hotels	1,157	18%	978	AA	AA-
20	27	Bunnings	Retail	1,120	63%	688	AA	A+
21	19	Origin	Oil & Gas	920	-8%	1,002	AA-	AA
22	36	Kmart	Retail	863	68%	512	AA+	AA
23	25	AGL	Utilities	847	16%	728	AA+	AA
24	42	Jb Hi-Fi	Retail	835	82%	458	AA	AA
25	43	Computershare	Pro Services - Commercial	776	71%	453	AAA-	AA-
26	21	Flight Centre	Leisure & Tourism	768	-3%	788	AA+	AAA-
27	33	Holden	Automobiles	752	35%	558	AA+	AA
28	24	Australia Post	Logistics	733	-3%	753	AA+	AA+
29	38	Amcor	Pro Services - Commercial	729	46%	500	AA-	A+
30	31	Harvey Norman	Retail	698	9%	642	AA	AA+
31	New	Energy Australia	Utilities	680			AA	
32	New	CHEP	Logistics	670			AA-	
33	41	Leighton	Engineering & Construction	664	38%	481	A	A
34	50	Seek	Internet & Software	645	87%	345	AA	AA
35	30	BT Financial Group	Financial Services	633	-5%	664	AA	AA
36	29	Bankwest	Banks	631	-8%	684	AA	AA+
37	34	Target	Retail	609	12%	543	AA+	AAA-
38	39	CSL	Pharma	606	22%	496	AA-	AA-
39	37	IGA	Retail	605	21%	502	AA-	AA-
40	23	Santos	Oil & Gas	584	-24%	768	A+	AA-
41	32	AMP	Insurance	581	4%	561	AA-	AA-
42	40	Medibank Pvt Ltd	Insurance	575	17%	490	AA-	A
43	28	Virgin Australia	Airlines	559	-19%	686	AA+	AAA-
44	26	Big W	Retail	557	-23%	721	AA-	AA+
45	44	Boral	Engineering & Construction	549	23%	448	A+	AA-
46	New	The Lott	Leisure & Tourism	544			A	
47	46	Colonial First State	Financial Services	527	28%	411	AA-	AA
48	New	ASB Bank	Banks	519			A+	
49	49	Jetstar	Airlines	511	47%	348	AA+	AA+
50	35	Fortescue	Mining	483	-9%	530	A+	AA-

Brand Finance Australia 100 (USDm)

Top 100 most valuable Australian brands 50 - 100.

Rank 2017	Rank 2016	Brand name	Sector	Brand value (USDm) 2017	% change	Brand value (USDm) 2016	Brand rating 2017	Brand rating 2016
51	51	Lend Lease	Engineering & Construction	481	42%	338	AA-	A
52	47	Reece Australia	Retail	463	30%	356	AA	AA-
53	New	Jupiters	Leisure & Tourism	454			A+	
54	55	iiNet	Telecoms	420	33%	315	AA	A+
55	New	Seven	Media	389			A	
56	48	Asciano	Pro Services - Commercial	381	9%	348	A+	A+
57	52	Myer	Retail	334	1%	330	AA-	AA
58	59	Bendigo Bank	Banks	317	23%	257	AA-	AA-
59	56	Bank Of Queensland	Banks	307	-2%	314	AA	A+
60	62	Bluescope Steel	Mining	296	22%	242	A	A+
61	54	David Jones	Retail	274	-14%	317	AA	AA
62	New	Liquorland	Retail	273			A	
63	New	Rea	Pro Services - Real Estate	272			AA-	
64	53	TPG Telecom	Telecoms	268	-16%	318	AA-	AA-
65	New	Cochlear	Technology	262			A+	
66	New	AAPT	Telecoms	260			AA-	
67	66	Stockland	Pro Services - Real Estate	260	21%	214	AA+	AA-
68	New	Spotless Group H	Pro Services - Commercial	252			A+	
69	63	Aurizon	Logistics	232	5%	221	AA-	A+
70	61	Priceline	Retail	232	-5%	243	A+	A+
71	65	Incitec Pivot	Chemicals	231	7%	215	AA-	AA-
72	New	IFCO	Logistics	227			AA-	
73	67	ASX	Stock Exchanges	226	7%	212	AA-	AA-
74	64	Dulux	Retail	224	3%	217	A+	A+
75	58	Oil Search	Oil & Gas	221	-16%	263	AA-	AA
76	68	Officeworks	Retail	220	5%	209	AA+	A
77	57	Billabong	Apparel	217	-30%	311	AA	AA
78	New	MAP	Engineering & Construction	211			A+	
79	71	South32	Mining	208	13%	183	A-	A
80	73	CGU	Insurance	197	15%	172	AA-	A+
81	69	Pacific National	Pro Services - Commercial	180	-8%	195	A+	A+
82	82	Sydney Airport	Engineering & Construction	177	58%	112	A+	AA-
83	77	Transurban	Pro Services - Commercial	177	26%	141	AA-	AA-
84	74	Swann	Insurance	175	7%	164	A+	A
85	80	Challenger	Financial Services	174	43%	122	AA	AA+
86	60	Thiess	Engineering & Construction	174	-30%	247	A	A-
87	70	NRMA	Insurance	174	-6%	184	AA	AA
88	New	Vocus	Technology	171			A+	
89	81	Patrick	Pro Services - Commercial	157	30%	121	A+	A+
90	New	MYOB	Internet & Software	151			A+	
91	New	UBET	Leisure & Tourism	146			A	
92	72	Worleyparsons	Engineering & Construction	138	-22%	176	A	A
93	83	UGL	Engineering & Construction	128	15%	111	A-	A-
94	78	Star City	Leisure & Tourism	121	-12%	138	AA-	AA-
95	88	Chandler Macleod	Pro Services - Commercial	120	25%	95	A-	A-
96	New	Flexigroup Ltd	Financial Services	113			A	
97	85	Racv	Insurance	105	-3%	109	AA	AA
98	New	Perpetual	Banks	101			A	
99	87	IOOF	Financial Services	100	3%	97	A	A
100	90	Brambles	Logistics	100	17%	85	AA	AA