



**DRESS FOR SUCCESS<sup>®</sup>**  
SYDNEY



2017  
ANNUAL  
REPORT

**DRESS FOR SUCCESS SYDNEY INCORPORATED**  
**ABN 86 294 993 663**

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The mission of Dress for Success Sydney is to empower women to achieve economic independence by providing a network of support, professional attire and career development tools to help women thrive in work and life.

By 2021 Dress for Success Sydney aims to be the leading organisation in Australia for the empowerment of women through employability services.

We have supported more than 10,000 women across New South Wales to get back on their feet and get back into the workforce.

# ABOUT US

It has been an exciting and fulfilling year. We have experienced significant and impressive growth across all of our services. Our dressing program increased by 29% compared to the previous year. Most notably, our Pack & Send component of this program grew exponentially by 58%. This part of our dressing program has grown organically and I believe it will continue to do so. Pack & Send represents a real opportunity for us to further expand our services so that we may support more women across NSW to feel confident in preparation for interview or employment.

This year we also identified the need to run workshops tailored for specific demographics that need our services the most. We developed our Get Smart workshops for young women at risk of disengagement from education and society and intergenerational unemployment. We facilitated workshops for our transgender community, to educate them on how to appropriately dress for the workplace, in a safe and friendly environment, free of judgement. We also developed our Next Chapter workshop series to support our mature clients, in view that female job seekers over 50 are at high risk of living in poverty in their later years, often lacking adequate superannuation and savings. In our efforts to reach out to women who have recently arrived in Australia, we devised our New Beginnings workshops offering a holistic introduction into the Australian workplace culture.

Our volunteering community continues to be a key and vital element to our outstanding success. Statistically, the level of volunteering across Australia is declining, however this is not the case at Dress for Success Sydney. We have bucked this trend experiencing a 7% increase in the number of hours donated to our organisation. This year our volunteers donated more than 16,000 hours - that is equivalent to 8 full time employees, which is incredible! We love our volunteers and truly value their commitment and contribution to the achievement of our mission.

Thank you to all our generous supporters and corporate partners. You are an important part of our journey to success. You enable us to continue to deliver and enhance our services through financial, in-kind and skills contributions.

It is a real honour to lead such an outstanding organisation. I know we will continue growing our impact and reach next year so that we can support more women to gain employment and achieve self-sufficiency.



Ursula McGeown  
Chief Executive Officer



# MESSAGE FROM THE CEO

xxxxxxxxxxxxxx

Robyn De Souke  
Board Chairperson

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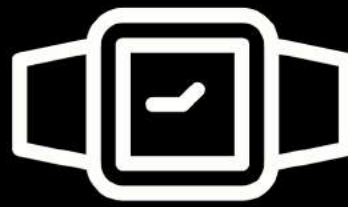


# MESSAGE FROM THE CHAIR





24,173  
PIECES OF  
CLOTHING  
DONATED



16,116  
VOLUNTEER  
HOURS

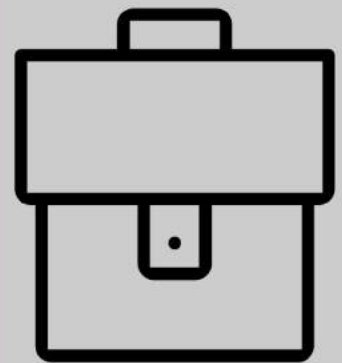
118

CAREER SUPPORT  
WORKSHOPS

333 MOCK INTERVIEWS

87%  
OF WOMEN LEFT  
STYLING SESSIONS FEELING  
**HIGHLY CONFIDENT**  
FOR JOB INTERVIEWS


2,243  
WOMEN  
STYLED



SNAPSHOT

# DRESSING

## CLIENT DRESSING STATISTICS

Total Client Suitings	2243	INCREASE OF : 	29%
Interviews	1168		17%
Employment	324		24%
Court	52		30%
Life Events	87		64%
Outreach/ Regional	62		22%
Corrective Services	139		19%
Pack & Send	399		58%

87% of women left styling sessions feeling highly confident for their job interview

# DONATION LIFECYCLE





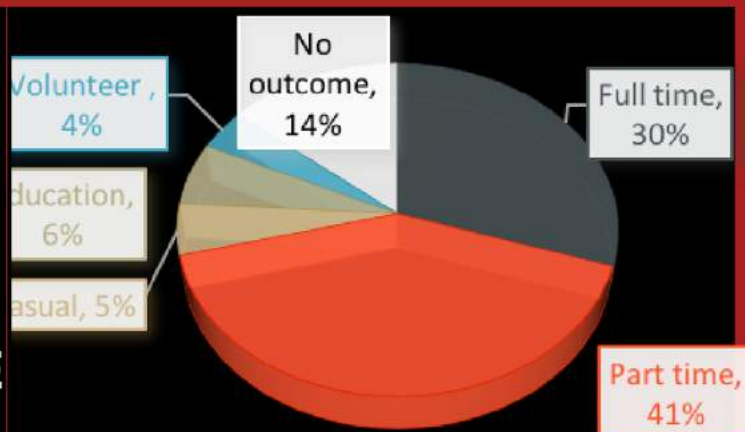


## RESULTS IN NUMBERS

Total Workshops	118		57%
Workshop participants	1153		56%
% of coaches securing employment	33%		74%
Mock interviews conducted	333		27%
% of clients participating in mock interviews securing employment	54%		29%
Number of coaching relationships	45		-9%

## CLIENT OUTCOMES

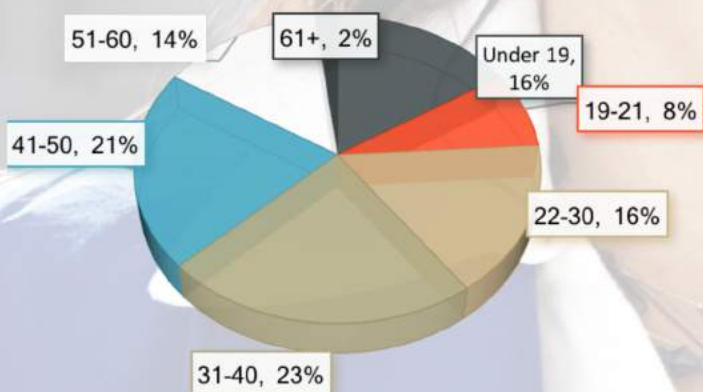
**86% OF THE WOMEN THAT PARTICIPATED IN OUR CAREER PROGRAMS ACHIEVE A POSITIVE OUTCOME**



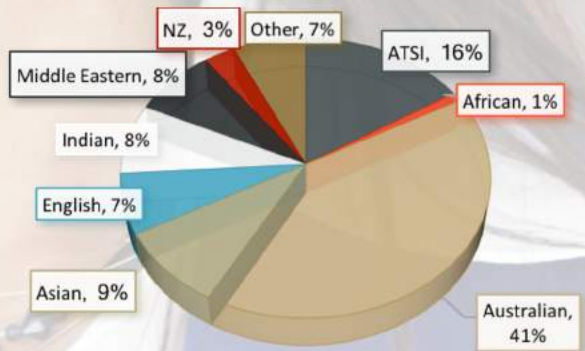
# OUR CLIENTS

## WHO ARE THEY?

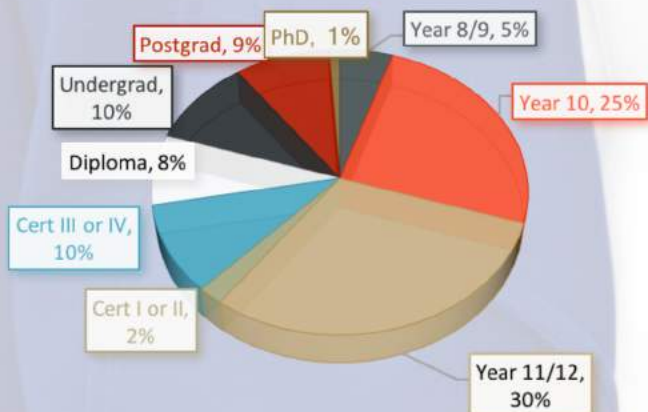
### AGES



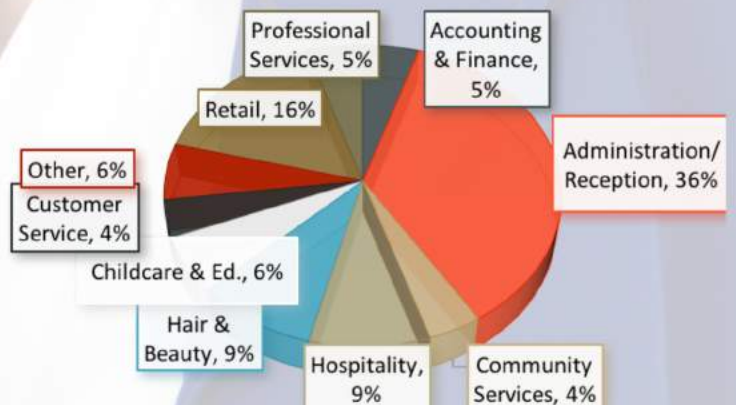
### ETHNICITY



### EDUCATION



### SEEKING EMPLOYMENT IN





# OUR VOLUNTEERS

## RESULTS IN NUMBERS

		change from FY15
Number of volunteers	465	13%
Volunteer hours	16,116	7%
New Volunteers in 2016	283	11%



### WHAT MOTIVATES YOU TO BE A VOLUNTEER?

"To make a difference  
in society"

"To use own skills to  
help others"

"To engage in a role  
different to my usual  
occupation"

"Enjoy working  
alongside other  
volunteers"

"Satisfaction from  
observing the confidence  
grow in our clients"

"To network and  
develop different skills  
or use existing skills in  
another environment"





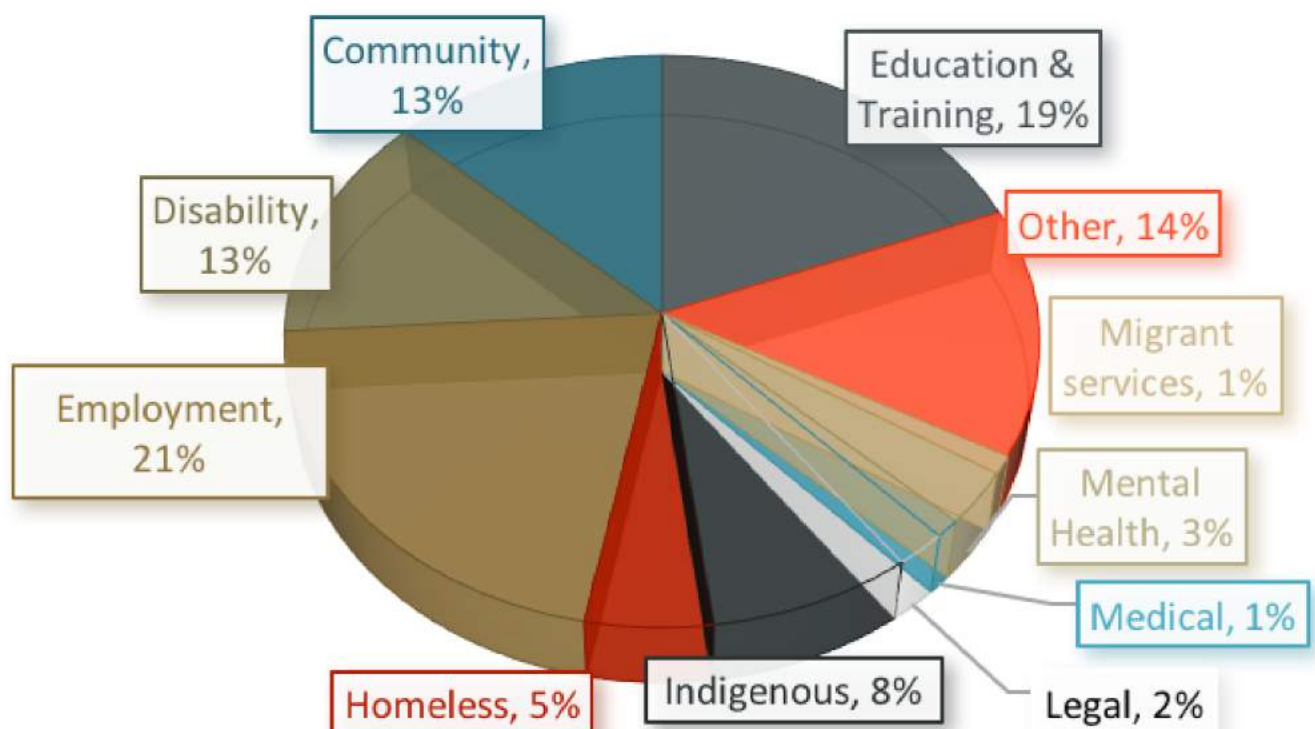


**"I CAN'T BELIEVE HOW WONDERFUL I FEEL. THE VOLUNTEERS AND STAFF ARE AMAZING. I WAS NERVOUS FOR MY INTERVIEW TOMORROW, BUT NOW I FEEL EMPOWERED AND CONFIDENT. I AM GOING TO GET THIS JOB!"**



## OUR REFERRAL AGENCY PARTNERS

- Our clients were referred to us from 568 partner referral agencies
- Number of new referral partners = 131
- Who are our RA partners:





## OUR SIGNATURE FUNDRAISING INITIATIVES

100 Years of Power Dressing raised \$54,000



Bubbles & Bargains raised \$101,000



## WE GREW ON SOCIAL MEDIA



Facebook grew from 5,448 to 8,100 likes



Instagram grew from 500 to 1,056 followers



**WE DRESSED OUR 10,000TH CLIENT!**

Meet Fiona from Orange, Feb 2016

# HIGHLIGHTS



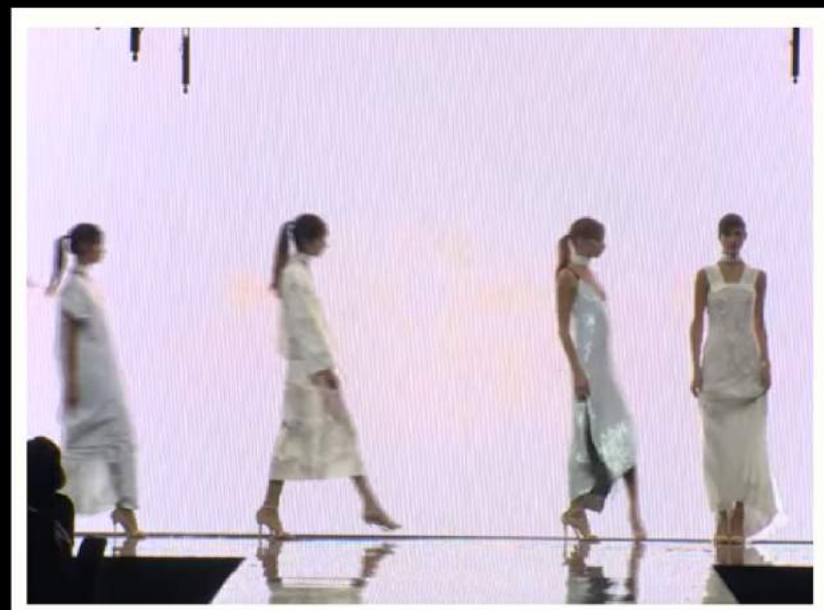


## VOLUNTEER TEAM OF THE YEAR FINALIST:

The Dress for Success  
Sydney Bubbles &  
Bargains Team

## TELSTRA BUSINESS AWARDS - NSW CHARITY FINALIST:

Ursula McGeown, CEO, and  
Megan Etheridge, Founder & Patron,  
receive this acknowledgement on  
behalf of Dress for Success Sydney



## BT RUNWAY FOR SUCCESS

## RESULTS AT 30 JUNE 2016

<b>NET ASSETS</b>	<b>2016 \$</b>	<b>2015 \$</b>
and cash equivalents	554,096	51
payments	8,376	
nts receivable	12,819	3
<b>current assets</b>	<b>575,291</b>	<b>56</b>

<b>CURRENT ASSETS</b>		
and equipment	3,543	
<b>non-current assets</b>	<b>3,543</b>	

<b>NET ASSETS</b>	<b>578,834</b>	<b>56</b>
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<b>NET LIABILITIES</b>		
and other payables	23,028	2
ed liabilities	17,153	
oyee benefit liabilities	23,946	
rned revenue	148,973	7
<b>current liabilities</b>	<b>213,100</b>	<b>9</b>

<b>ASSETS</b>	<b>353,177</b>	<b>46</b>
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<b>EQUITY</b>		
(it)/Surplus for the year	(111,458)	(14)
nulated funds	464,634	47

<b>NET EQUITY</b>	<b>353,176</b>	<b>46</b>
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# STATEMENT OF PROFIT OR LOSS

Dress for Success Sydney Incorporated

Statement of profit or loss and other comprehensive income

For the year ended 30 June 2016

	2016 \$	2015 \$
Donations	169,260	133,955
Fundraising events	233,501	304,559
Grants	150,286	200,085
Markets/Sale of goods	9,879	8,857
Membership	-	6,422
Workshops	10,400	180
Interest income	9,276	10,741
	<u>582,602</u>	<u>664,799</u>
<b>Operating expenses</b>		
Accounting	15,259	1,015
Advertising and marketing	5,181	6,053
Client expenses	14,204	11,046
IT and computers	9,513	-
Depreciation	446	-
Fundraising Expenses	39,249	90,025
General expenses	25,572	32,062
Insurance	8,767	12,594
Postage and stationary	3,139	6,413
Rent	78,478	65,821
Shop costs	20,204	24,669
Software, internet and telephone	7,550	5,384
Staff training	7,214	1,469
Storage	4,100	3,000
Subscriptions	6,332	-
Superannuation	33,988	29,181
Travel	384	3,382
Volunteer Expenses	4,352	1,976
	<u>694,060</u>	<u>679,136</u>
<b>Net loss for the year</b>	<u>(111,458)</u>	<u>(14,337)</u>



## BOARD OF DIRECTORS



**Robyn De Szeoke**  
Chairperson & Director  
Fashion Events



**Vicki Hartley**  
Deputy Chair &  
Treasurer



**Pat Evans**  
Deputy Chair & Director -  
Referral Agencies



**Julia Chaplin**  
Director -  
Volunteers



**Victoria Pickles**  
Secretary



**Ursula McGeown**  
Chief Executive  
Officer



**Rosanna Iacono**  
Director -  
Strategy



**Winsome Bernard**  
Director -  
Business Development



**Nicole Brown**  
Director - Career  
Program Support

## DRESS FOR SUCCESS SYDNEY STAFF



**Beverley Brock**  
Fundraising  
Manager



**Toni Purnell**  
Showroom Operations  
Manager



**Lyn Vicary**  
Career Support Program  
Manager



**Catharine Miller**  
Volunteer Coordinator



**Nicole Bowers**  
Reception

# OUR TEAM

DRESS FOR SUCCESS SYDNEY  
132 MARRICKVILLE ROAD  
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