



DRESS FOR SUCCESS®
SYDNEY

ANNUAL REPORT FY21

Serving women across New South Wales



TABLE OF CONTENTS

03	Letter from the Chair
04	Letter from the CEO
07	Our Vision and Purpose
08	Our Clients
09	Program & Service Overview
10	Our Volunteers
11	FY21 Highlights
12	Financial Statements
14	Our Supporters
15	Our Board
18	Our Staff
19	Our Locations

MESSAGE FROM THE CHAIR

FY21 was a challenging year for Dress for Success Sydney. The year started and ended with lockdown conditions across NSW which made it difficult for us to maintain business as usual with clients, volunteers, staff, and supporters. However, with creative reshaping of our business model and practices we were able to work around the restrictions and support our community whilst building momentum for the future. I am enormously proud to be associated with this organisation and all we have been able to achieve.

In June 2021 there were 90,000 women across NSW who were unemployed and needed a helping hand to get back into the workforce, to help after a natural disaster or to provide essential clothes when they have a court appearance or other life event. The stories and reactions of clients in our showrooms regularly produces goosebumps, tears and laughter – and the joy of seeing shoulders go back and smiles on faces – this is what motivates us to continue this work no matter the challenges.

By taking our Career Support Program online during the COVID-19 years we have been able to expand our complete offering across NSW. Now all women can benefit from our workshops, resume assistance, and interview skills practice. The pandemic has accelerated our move in the digital space and helped position us strongly for the future. We look forward to improving this with the launch of our digital hub in 2022.

On a final note, I would like to thank all the people who make this organisation such a special and safe place for our clients. To our supporters, a huge thank you. To my fellow Directors, CEO and Management team, the staff, and volunteers, all of you are integral to our success I thank you for your continued commitment and contribution. Without this teamwork we would not be the organisation we are today.



Vicki Hartley

Chairperson



DRESS FOR SUCCESS®
SYDNEY

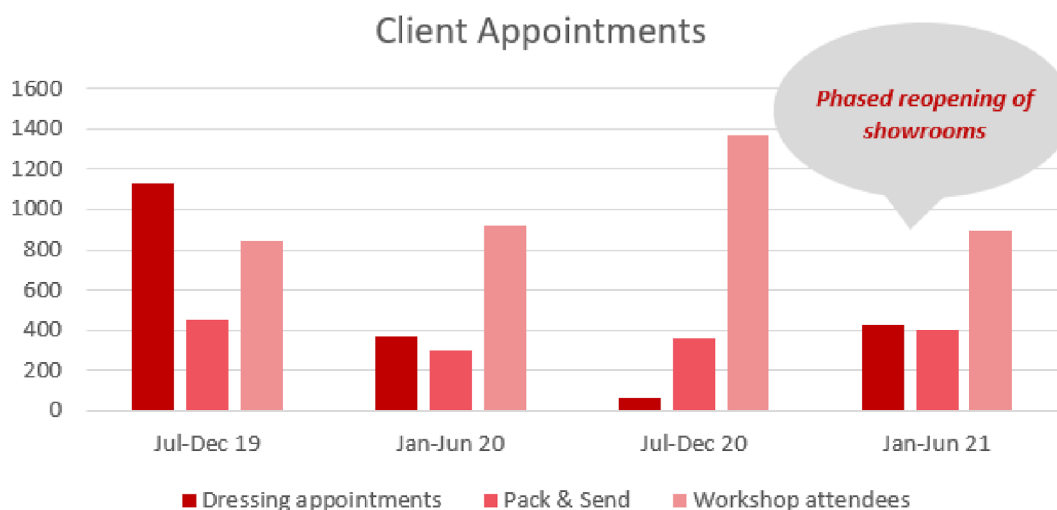
MESSAGE FROM THE CEO

As with many organisations, the 2020-2021 financial year was marked by ongoing challenges presented by the COVID-19 pandemic. The year commenced in a state of reduced services, following the prudent but difficult decisions made by the Dress for Success Sydney Board at the end of the previous year. With a reduced staff and lean team of volunteers, led by Chair & Acting CEO Vicki Hartley, we continued servicing clients from the Marrickville and Illawarra showrooms delivering our 'Pack & Send' clothing packages and online Career Support workshops.

COVID-19 financial relief provided by the federal government as part of the JobKeeper program, provided support required for the Board to reignite the growth strategy that had been put on hold due to the pandemic. This was signposted with my appointment as CEO in December 2020.

When joining the Dress for Success Sydney community, I was immediately struck by the depth of impact our volunteers achieve, dedicated to supporting thousands of women to help themselves on their pathway to employment and financial independence. The energy and commitment of our volunteer community is embodied as 'better together'.

In line with government health guidelines, we adopted a phased 'reopening' strategy from November 2020 for our Marrickville showroom and from January 2021 for our Illawarra and Newcastle branches. Our styling program was supplemented by 'Pack & Send' and our Career Support Program continued to meet demand with increased workshops and virtual delivery of our coaching program, resume reviews and mock interviews. The distribution of client interactions with our services shows the heavy reliance of clients on our digital program and 'Pack & Send' over the July 2020 to June 2021 year.



My first experience of a busy Marrickville showroom was filled with joy and inspiration, seeing the smiles on clients and the hearing the positive conversations they engaged in with our volunteers. By March 2021, with an optimistic outlook, we cautiously commenced a limited series of onsite workshops at reduced capacity. Unfortunately, we were required to abandon these plans and revert to virtual delivery due to the return of pandemic lockdowns in June.

Despite the relatively 'short year' outside the period of lockdowns we have been able to celebrate some significant achievements.

Thanks to our Fashion Sale volunteers and the many keen shoppers, our first pop-up event, in partnership with Rotary Club of Sydney Darling Harbour, after the 2020 pandemic was held at Customs House in Circular Quay and sold over 300 tickets. In February, our iconic Bubbles & Bargains was held at the Tram Sheds in Glebe, setting new records for our pre-loved clothing sales. These sales are only possible with the amazing support of our committed fashion sale volunteers. In May 2021 we reinstated our Fashion Frenzy sale, supporting our fundraising efforts while further delivering against our sustainability goals and opening up our sales to new shoppers.

Our signature International Women's Day fundraising campaign, Empower Hour, was our most successful ever. We started IWD on the top of Sydney Tower Eye, setting the scene for more highs to follow. Despite pandemic related disruptions and many face-to-face events cancelled, we achieved a 56% increase funds raised from 2020, with 138% increase in number of online donations.

In March 2021 we opened our new showroom location in Newcastle-Hunter, conveniently located close to transport hubs, in Broadmeadow. The Newcastle-Hunter volunteer committee, led by Victoria Clay, worked tirelessly to refit the showroom for our clients, with a charming reception area, three changing rooms, and easy to access merchandise display, creating a relaxed and feminine styling space for our clients.

Our Illawarra branch were quick to reset post the 2020 lockdowns and held our first in-person event for the region, 'In Conversation with Kellie Doust', hosted by Nicki Bowman. It was a sell-out success and wonderful to see likeminded supporters enjoying inspiring conversations and supporting our cause. The Illawarra team also held their biggest Bubbles & Bargains fashion sale in June, just scrapping in before lockdown was announced the following week. They achieved fantastic results with 250 tickets sold for the one-day event. The team also relaunched our 'Back on Your Feet' client program supported via \$10,000 funding from NSW Ports Authority.



At the end of May 2021, we learnt we were successful in securing our largest single grant to date, a national grant from the Federal Government's Women's Leadership and Development Program (WLDP), to fund over 3 years the national Dress for Success Career Hub. This project represents a very significant development for our Career Support Program as it will facilitate online accessibility 24/7 for our clients, while expanding our reach to clients in regional areas. This Learning and Development hub is our first project to have national reach, collaborating with Dress for Success affiliates in all states. We are grateful to our partners Oracle for their in-kind support, and to The Funding Network for their financial support, of the development of the first phase of the project. Over the next 12 months we will be leading the collaboration with our state affiliates as we work towards the public launch at the end of FY2022.

The challenges presented by COVID-19 in 2021 have been felt by us all in one way or another. The impact for many of our clients has been ongoing, building on the already increased vulnerability of their employment and financial security from 2020. Many of our clients have been juggling family pressures created by successive lockdowns while trying to secure work. Some have found themselves out of work because their role was insecure, or their workplace had to close. For these women, their world has been turned inside out, navigating the employment market for the first time in years, while coping with the pressure of providing for their families.

It is so very reassuring to know that we are part of an extremely committed community of supporters who are willing to help women in our community needing extra support. More than ever our lives are filled with uncertainty, and more than ever our clients need our services to help them navigate the uncertainty they are facing in their lives.

Thank you all for your continued support, whether financial, your time, clothing or other donations. I would also like to thank our Chair Vicki Hartley and the Board for their confidence in my appointment as CEO, and to the DFSS team for their collaboration and commitment to their roles.



Leisa Sadler

Chief Executive Officer



OUR VISION & PURPOSE

OUR VISION

A world where a woman's disadvantage no longer means her unemployment.

OUR PURPOSE

We help disadvantaged women face their job search with the confidence, clothing and tools to get hired.

WHAT WE DO

- Give women the skills and means to gain employment
- Give women a safe environment to learn skills and prepare for interviews
- Help disadvantaged women move from welfare to work
- We get disadvantaged women interview/work-ready

HOW WE DO IT

- We use donated clothing to style women for job interviews and her new job
- Help women improve their CV, interview technique, career support, career coaching and job search skills
- At no cost to the client

OUR CLIENTS

Through two COVID impact surveys during and after lockdown, it was evident that our services were needed more than ever:

- 66% of clients were not receiving an income
- 72% were facing financial difficulties due to income/job loss
- 51% were finding it difficult to afford groceries
- 29% were at risk of losing their housing due to income/job loss

“ Dress for Success Sydney has been a constant support in my career journey. Whether it was workshops (I am a regular) or the Mock Interviews that I attended. Thank you for everything you do to empower us. Falling short of words to express my gratitude.”
Suchi

“ I just wanted to say a huge thank you for my parcel. I love all of it and wore the jacket to work yesterday and received so many compliments. I cannot thank you enough as it made me feel fantastic after being unemployed and no funds left to buy anything nice and then having some new clothes to wear was amazing. When I have cleared some bills I will definitely pay it forward by donation to help someone else.”
Vicki



Julia's story

Julia discovered Dress for Success Sydney after an exceptionally turbulent year. Julia was referred by a social worker to our styling services; she had an interview lined up but circumstantially, owned very little clothing.

Julia bravely and generously shared her story for our Empower Hour campaign, with advice that "pain and suffering is temporary - it passes. Do not ever give up hope."

OUR PROGRAMS & SERVICES



Dressing & styling

Our volunteers work with clients to choose an interview outfit to help them feel their best. We also provide guidance and support for the upcoming interview. Once a job is secured, clients can come back for a week's worth of clothing to help them through to their first pay cheque.



Career Support Program

We provide a holistic suite of practical workshops and webinars to assist women in their search for employment. We partner with industry experts to deliver resume drafting support, mock interviews and one-on-one coaching.



Regional outreach

Our Style Delivered program provides work appropriate clothing to women in regional NSW who cannot attend in-person styling appointments. We also support women affected by bushfires and floods, and women leaving the correctional system.



Success Works

Our Success Works program provides work readiness and employability skills development and transitional support for women affected by the criminal justice system.

OUR VOLUNTEERS

With over 1,000 volunteers and nearly 6,000 hours donated every year, Dress for Success Sydney Volunteers are the lifeblood of operations and fundraising events across three branches. After lockdown, our Vollies were back in full force to help with the increased volume of clothing donations and return to in-person services and events. Special mention to our newest inductees of the 1,000 Hour Club Vicki Hartley and Pauline Fawlkner!



Gucci Team Volunteering



Pack & Send during lockdown



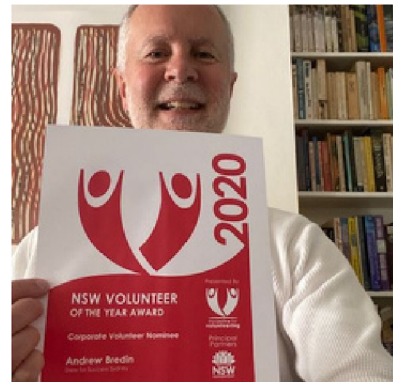
Illawarra in-person styling



COVID-safe donations



Newcastle Volunteer feature



Andrew Bredin Volunteer of the Year

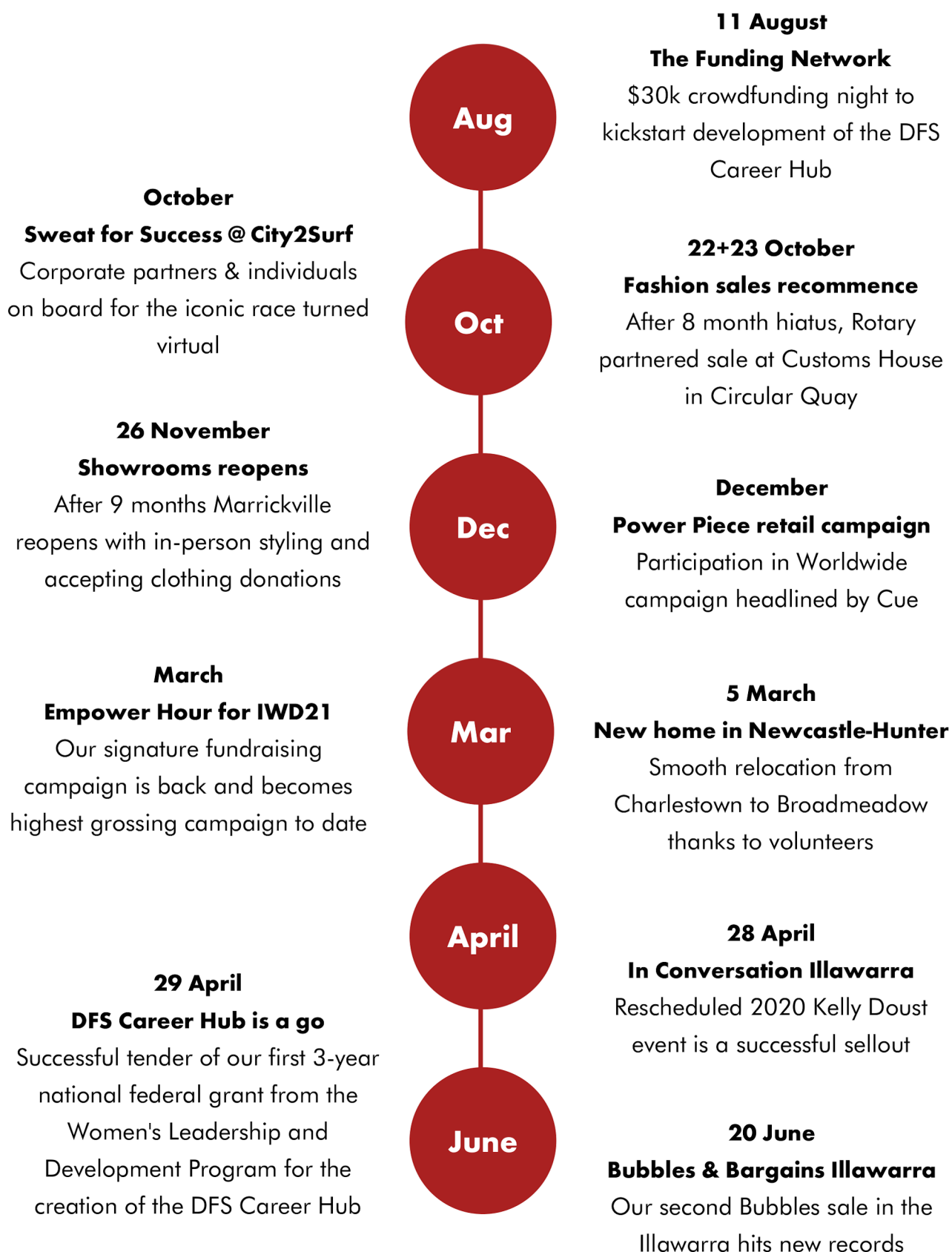


Biggest Bubbles & Bargains Sydney to date!



National Volunteer Week appreciation night

FY21 HIGHLIGHTS



FINANCIAL STATEMENTS

Results at 30 June 2021

Profit \$133,742

Income - \$1.138m 7%
under FY20

Expenses - \$1.004m 16%
under FY20

Statement of profit or loss and other comprehensive income

For the year ended 30 June 2021

	Notes	2021 \$	2020 \$
Revenue			
Donations		423,295	377,498
Fundraising events		162,868	320,418
Grants		314,094	349,070
Markets/Sale of goods		17,625	25,558
Referral agency fees		1,050	10,048
Interest income		3,324	9,761
Government COVID support	11	215,850	127,000
Total revenue		1,138,106	1,219,353
Accounting		981	1,042
Advertising and marketing		1,533	7,237
Affiliates receipts		51,135	27,322
Client expenses		21,618	11,243
Movement in Bad debt provision		(1,308)	18,270
Amortisation of ROU Property	5	71,038	118,881
Depreciation		14,442	11,532
Fundraising Expenses		37,664	55,976
General expenses		32,385	41,154
Insurance		26,588	19,232
Postage and stationery		158	315
Rent and utilities	5	60,034	51,338
Shop costs		1,089	3,914
Software, internet and telephone		9,260	7,081
Staff training		1,079	13,891
Subscriptions		14,772	13,710
Superannuation		51,429	64,170
Travel		970	428
Volunteer Expenses		7,832	3,387
Wages and Salaries		596,150	713,612
Finance Costs	5	5,515	9,187
Total Operating Expenses		1,004,364	1,192,922
Net profit for the year		133,742	26,431

FINANCIAL STATEMENTS

Net Assets \$752,797

Increased by 22% year on year

Statement of financial position

For the year ended 30 June 2021

	Notes	2021 \$	2020 \$
Assets			
Cash and cash equivalents	6	1,191,367	763,161
Other financial asset		32,400	32,400
Prepayments		13,726	22,087
Accounts receivable		22,017	74,262
Other financial asset		10,899	62,221
Total current assets		1,270,409	954,131
Other financial assets			
Lease liabilities	5	103,149	126,707
		174,959	135,176
Total assets		1,445,368	1,089,307
Liabilities			
Trade and other payables		129,360	1,836
Accruals		19,926	18,362
Employee Benefit Liabilities		31,975	17,812
Unearned revenue	7	382,522	274,846
Lease liabilities	5	86,787	63,186
Total current liabilities		650,570	376,042
Employee benefits		4,378	15,373
Provisions		13,650	10,052
Lease liabilities	5	23,974	68,785
Total non-current liabilities		42,002	94,210
Total liabilities		692,572	470,252
Net Assets		752,797	619,055
Equity			
Profit for the year		133,742	26,431
Total equity attributable to equity holders of the Company		619,055	592,624
Total equity		752,797	619,055

OUR SUPPORTERS

We thank the generous support of our community and corporate partners:

Adobe	Fuji Xerox	Oracle
Accenture Australia	GlamCorner	Organon
American Express	GHD	Palo Alto
ANZ Staff Foundation	GINIA	Perpetual
Are Media	Good Day Girl	P.E Nation
Aria	Google	QBE
ARNA	HP	RSM
BAE Systems	Hugo Boss	Rotary Club Gregory Hills Next Gen
Batch Brewing Co	Illion	Rotary Club Sydney Darling Harbour
BNY Mellon	Illawarra Women in Business	Rotary Club Macarthur Sunrise
Bluescope	Inner West Council	SC Johnson
Canterbury Bankstown Council	Insight Australia	Solotel
Carlii Lyon	Institchu	Suncorp
Clayton Utz	James Hardy	Sydney Community Foundation
Clémence Organics	Josophan's Fine Chocolates	Transport for NSW
COTY Australia	Law Partners	The Capsule Wardrobe
Cue	L'Occitane En Provence	The Charlotte Smith Fashion Collection
Deloitte	LION Co	The Destroyer Enterprise
Dryrideg Estate	Macquarie Bank	The Ian Potter Foundation
Eastis Group	Mara & Mine	The Mighty
Elixr	Mercy Foundation	The Workplace Employment Lawyers
Edge Fit	Metcash	United Nations Association of Australia
Embellish Atelier	Newcastle Port Authority	Uniting
First Sentier Investors	NIB	Vincent Fairfax Family Foundation
Forever New	Novotec	Westpac
Foundation for Rural & Regional Renewal	Nuix	Whisk & Pin
	OFX	Xplore for Success

Australian Government

- Department of the Prime Minister and Cabinet / Office for Women
- The Department of Infrastructure, Transport, Regional Development and Communications

New South Wales Government

- Premier and Cabinet / Office for Women

OUR BOARD OF DIRECTORS

Vicki Hartley – Chairperson



Vicki Hartley is a Fellow of the Institute of Chartered Accountants and a Graduate Member of the Institute of Company Directors, she has over 25 years of finance experience.

Prior to commencing her Non-Executive Directorship career, Vicki was Chief Financial Officer at Lendi, a leading Australian online home loans business. Prior to Lendi, Vicki was General Manager, Finance at Challenger Limited, an Australian listed financial services organisation with core businesses in annuities and funds management. Vicki has also run finance teams at QBE Insurance, Deutsche Bank (UK) and UBS Investment bank (UK).

Vicki has over seven years of experience as a Non-Executive Director in the not-for-profit area. Vicki is a Non-Executive Director and Treasurer for Domestic Violence NSW Service Management (DVSM). DVSM is a registered charity which aims to prevent and support recovery from domestic and family violence and homelessness. Vicki also has advisory roles with Western Sydney University and NSW Aboriginal Land Council.

Amanda Webb – Deputy Chairperson and Director, Volunteers



Amanda Webb is the CEO at 'Xplore for Success', an Australian consultancy that specialises in 'driving gender equality' and career development and advancement for women – and men.

Amanda is an experienced and highly respected Human Resources practitioner with over 25 years business expertise in banking, finance, professional services, FMCG and management consulting, having worked for a number of Australian, global and private companies including Deloitte, Westpac, AMP, and the Sydney Olympic Games.

Amanda is an advocate for women and human rights and is committed to driving gender equality. Additional to Dress for Success Sydney, she is an Ambassador for Human and Hope Association, Cambodia.

Emily Bates – Director, Marketing and Public Relations



Emily Bates is an award-winning marketer and leading expert on positioning brands to become an integral part of people's lives. Over the last 20 years she's helped organisations design customer-focused strategies that drive results, for leading businesses such as the Commonwealth Bank, Macquarie, L'Oréal Luxury and Mission Australia.

With specialties in brand positioning, communications, events and sponsorships, Emily is known for creating unique and compelling initiatives that make a real difference. She's also an inspiring leader and visionary, known for her ability to galvanise people towards a common goal and inspire action and accountability.

An active leader in the marketing industry, Emily judges a number of industry awards programs and mentors the marketers of the future. A Graduate Member of the Institute of Company Directors, Emily is passionate about recognising the role of working women. Through Dress for Success Sydney she aims to change the lives of more Australian women by helping them find work and gain financial independence.

Nicki Bowman – Director, Rural and Regional



Wollongong born and bred, Nicki Bowman runs her own leadership consultancy, following a 20+ year career in leadership roles in sectors as diverse as mining, manufacturing, law and sport, including seven years as a Non-Executive Director of two ASX-listed companies. The focus of her work is teaching and inspiring leaders to provide the limitless psychological safety which allows people to do their best work and teams to thrive, even as we all face a volatile and uncertain future.

As a keen soccer player since high school, Nicki was also a founding Director of Football South Coast Limited and a member of the former FFA Women's Advisory Group, representing Australia at the 2011 FIFA Women's Football Symposium.

Nicki has been recognised locally and at State level for her not-for-profit activities, including the 2018 Illawarra Volunteer of the Year and 2019 Australia Day Ambassador for Wollongong. Nicki founded the Illawarra Branch of Dress for Success Sydney in 2017 and is Chair of the Illawarra Management Committee.

Nicki holds a Bachelor of Economics and Bachelor of Laws (Hons) from the University of Sydney and has also completed two Executive Education courses at Harvard Business School, as well as the Australian Institute of Company Directors course.

Denise Cheng – Director of Fundraising



Denise Cheng is a member of the Charitable Trusts and Philanthropy Team at Equity Trustees, supporting individuals and families on their philanthropic journey by activating their giving objectives. Denise is a graduate of the AICD Company Directors Course.

Following a 13-year career as a Business Development and Marketing Professional in the corporate sector (professional services and membership associations), Denise moved into the for-purpose sector as a fundraiser for YWCA and then The Reach Foundation. Her move into the charity sector was inspired by many years of volunteering, her belief in education and the empowerment of women and young people. She was formerly a Non-Executive Director of her alma mater, Loreto Normanhurst and Chair of the Loreto Development Committee; she was a volunteer at Mater Hospital in North Sydney for over 12 years and regularly lends her skills to fundraising events hosted by The Reach Foundation, YWCA, Buildcorp Foundation, Arnott's Foundation, Redkite and The Funding Network.

Declan O'Callaghan – Director and Treasurer



Declan O'Callaghan is an audit partner at Deloitte in Sydney. He has over 24 years' experience in audit in the UK and Australia. Declan has significant experience auditing fund managers, including the various regulatory compliance obligations for fund managers and Controls Assurance reports.

Declan is a senior partner in Investment Management audit practice. He is the national leader of the Deloitte's Fund audit practice. Declan is a member of Deloitte's National Investment Management executive team. He is also the national leader of the hedge fund practice for the firm.

Julie Stocca – Director and Secretary



Julie has spent her entire career in customer service, with many wonderful years as a Flight Attendant for Ansett Airlines of Australia and five and a half years as Front Office Manager at Football Australia. Julie's work has offered the opportunity to interact with people from all walks of life and Julie's ability to connect with others is one of her greatest strengths.

Julie was introduced to Dress for Success Sydney in 2015 as a client, after she found herself in a vulnerable position financially and emotionally. Julie attributes Dress for Success Sydney and the amazing volunteers for giving her the confidence and skills to regain financial independence. In 2017, Julie was invited to share a personal life-changing experience at a diversity and inclusion event, where Dress for Success Sydney was the charitable partner. This kick-started an interest in public speaking, which has resulted in numerous media engagements and opportunities to present in a range of settings as an advocate speaker for Dress for Success Sydney.

OUR STAFF



Leisa Sadler

Chief Executive
Officer



Beverly Brock

Fundraising
Manager



Sarah Cranitch

Operations &
Volunteer
Manager



Stephanie Cowan

Marketing &
Communication
Manager



Jodie Bergsma

Career Support
Manager (p/t)



Desley Fleming

Coaching Program
Manager (p/t)



Rachel Starkey

Career Support
Coordinator (p/t)



Melanie Silburn

Illawarra
Operations
Manager (p/t)



Shari Bonnette

Newcastle
Operations
Manager (p/t)



Eleni Psillakis

Success Works
Program Manager



Juanita Schaffa

Success Works
Peer Support
Coordinator (p/t)



Kris Honeycomb

Client Liaison (p/t)



Cat Miller

Client Liaison (p/t)



Lyn Holt

Finance Officer (p/t)

OUR LOCATIONS



Sydney Showroom
132 Marrickville Road
Marrickville NSW 2204



Illawarra Showroom
128 Wentworth Street
Port Kembla NSW 2205



Newcastle Showroom
116A Belford Street
Broadmeadow NSW 2292



@dressforsuccesssydney

sydney.dressforsuccess.org / 1800 773 456

ABN 86 294 993 663