



Empower Hour Key Messages

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International Women's Day

International Women's Day (March 8) is a global day celebrating the social, economic, cultural, and political achievements of women. The day also marks a call to action for accelerating women's equality.

<https://www.internationalwomensday.com>

Break the Bias theme

Imagine a gender equal world.

A world free of bias, stereotypes, and discrimination.

A world that is diverse, equitable, and inclusive.

A world where difference is valued and celebrated.

Together we can forge women's equality.

Collectively we can all [#BreakTheBias](#).

Dress for Success Worldwide

Dress for Success is a global not-for-profit organization that empowers women to achieve economic independence by providing a network of support, professional attire and the development tools to help women thrive in work and in life.

Since starting operations in 1997, Dress for Success has expanded to almost 150 cities in 25 countries and has helped more than 1.2 million women work towards self-sufficiency.

Dress for Success in Australia

Powered by volunteers, every year Dress for Success Australian Affiliates support more than 5,000 women into employment across the country.

EMPOWERHOUR

BY DRESS FOR SUCCESS®

The signature Styling service and suite of Career Support offerings aim to help women overcome bias and discrimination when entering or re-entering the workforce - at no cost to the women needing the services.

[Find your local Dress for Success Affiliate here.](#)

Collective annual impact:

- 2,070 styling sessions
- 989 outreach parcels delivered
- 436 career support workshops
- 3,140 workshop attendees
- 26,013 clothing items gifted
- 26,501 volunteer hours

Empower Hour

Dress for Success' Empower Hour is a high impact 'pay it forward' campaign, and simple for you to support. Individuals pledge an hour of their pay to help a woman overcome the distress of unemployment and financial difficulty, supporting her journey to economic independence for herself and her family.

This International Women's Day, 8 March, Dress for Success is on a mission to raise \$250,000 to transition more than 700 women to face their job search with the confidence, clothing, and tools to get hired.

Calculate your hour: simply take your annual salary and divide by 2,000. For example, a \$80,000 salary is \$40/hour.

Campaign Hashtags

#IWD22 #EmpowerHour #BreaktheBias #DressforSuccess #empoweringwomen

Call to Action

We/I support Dress for Success in their mission to transition more than 700 women from welfare to the workforce. Help #BreakTheBias and donate one hour of your pay to empower a woman to change her future.

Donate now at www.empowerhour.org.au

Why Empower Hour is so critical right now:

Dress for Success services are more important than ever.

1. Dress for Success's COVID client impact survey showed that during the height of the pandemic:
 - 66% 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
2. The COVID-19 pandemic has shone a light on the gender gap in Australia. Women have been disproportionately impacted, magnifying the barriers they already face in getting a job and staying in the workforce.
 - Women make up 47% of the workforce but are more likely to be in casual and insecure work, more likely to be employed part-time, and typically earn less per hour.¹
 - Women are more likely to be employed in the industries hit the hardest and with the longest road to recovery; hospitality, arts & recreation, higher education, and tourism.²
 - Remote learning, the loss of childcare and household support services led to a big rise in unpaid work during the lockdowns, disproportionately borne by women.³
 - Time out of the workforce is magnified for women, especially mothers. Six months out of work can add another \$100,000 to the \$2 million average lifetime earnings gap between men and women.⁴
 - Women in Australia retire with an average 35% less retirement savings than men.⁵
3. In 2022, whilst there is dialogue and movement, we are still far from achieving equality, whether in terms of age, disability, ethnicity, race, gender identity, sexuality, and socioeconomic status. For women, it's the intersection of these factors with gender bias that intensifies the experience of discrimination.

At Dress for Success, achieving this equality for women isn't just a talking point, it's a movement.

¹ [Grattan Institute](#): Women's Work, The impact of the COVID crisis on Australian women. 2021. Pg 8.

² [Grattan Institute](#): Women's Work, The impact of the COVID crisis on Australian women. 2021. Pg 15.

³ [Grattan Institute](#): Women's Work, The impact of the COVID crisis on Australian women. 2021. Pg 3.

⁴ [Grattan Institute](#): Women's Work, The impact of the COVID crisis on Australian women. 2021. Pg 3.

⁵ [Australian Bureau of Statistics](#): Gender Indicators, Australia. 2020.

EMPOWERHOUR

BY DRESS FOR SUCCESS®

The impact of your donation

\$1000 Transform a woman's future with six months of one-on-one career coaching, resume drafting support, interview preparation, access to digital career support workshops and webinars, connections to prospective employers and her new interview outfit. Plus, a full week's wardrobe when she gets the job.

\$500 Transform a woman's future with three months of one-on-one career coaching, resume drafting support, interview preparation, access to digital career support workshops and webinars, connections to prospective employers and her new interview outfit. Plus, a full week's wardrobe when she gets the job.

\$350 Provides the support a woman needs to move from welfare to the workforce – professional clothing and access to digital workshops, resume and mock interview support.

\$200 Provides a woman a styling session with a fashion stylist and clothing and accessories for that all-important interview.

\$150 Provides access to three professional development workshops, facilitated by experts in their field.

\$50 Provides a woman resume drafting and mock interview support to help her secure and nail that interview.

\$25 Provides a woman one-on-one resume drafting support with an HR / Recruitment Specialist.