



**DRESS FOR  
SUCCESS**  
SYDNEY

# ANNUAL REPORT

---

**Serving Women in New South Wales**

**2022**



# TABLE OF CONTENTS

---

**02**

Message from  
the Chair

**04**

CEO  
report

**07**

Our Purpose &  
Vision

**08**

Our  
Clients

**09**

Our programs  
& services

**10**

Our  
Volunteers

**11**

Our sustainability  
model

**12**

FY22  
highlights

**13**

Financials

**15**

Our Supporters  
& Partners

**16**

Our Board &  
Staff

**20**

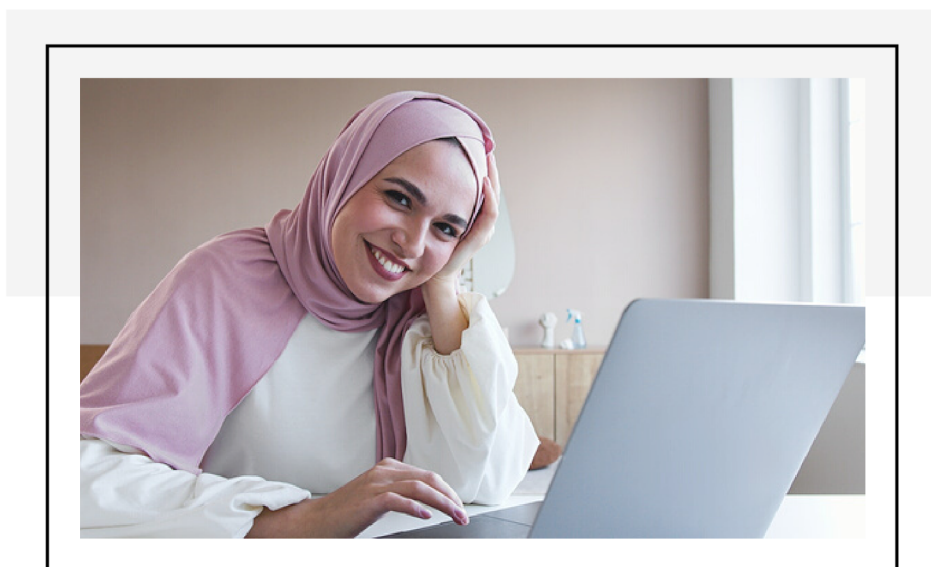
Our locations

# MESSAGE FROM THE CHAIR

I'm delighted to share our 2022 Annual Report\* as we come to what is the end of a challenging period for many. Dress for Success Sydney (DFSS) has been significantly impacted by the current environment and I, as Chair, am extremely proud of the way we have adapted, focused on supporting our purpose of assisting our clients in their journey to employment, and worked with our team of staff and volunteers to build for the future.

The year started with more lockdowns for NSW, unfortunately this meant client face to face services were again put on hold and fundraising events were cancelled. This was not the start we had hoped for, yet we rolled back our reopening plans and focused on supporting our clients and running services using virtual workshops and our Style Delivered (previously Pack & Send) clothing delivery service.

For 2022, coming out of the initial lockdown with a vision for increasing and improving our services, the Board made the decision to invest some of our prior year profits in the future of the organisation and budgeted to incur a loss for this reporting period. Investments were made in technology including the implementation of Salesforce and the development of a national virtual client portal known as the Dress for Success Career Hub. We also invested in the team to allow growth of our services across NSW. The results of this investment have left us in a strong position for the future and the benefits are expected to be realised with increased client impact, expanded services, and a return to profit in 2023.



We are very proud of the transition of the DFSS Success Works pilot program and from 1 July 2022, the program will continue to operate as an independent charity, chaired by Megan Etheridge AO, under the dedicated organisation Success Works Partners Inc. The DFSS Success Works pilot program was funded through the support of grants from the Ian Potter foundation, the Vincent Fairfax foundation, ADOBE, and various generous donations. We are extremely gratified to share that the program has achieved significant milestones, supporting over 120 women 56% of whom have achieved employment and been able to take significant positive steps forward to change their lives.

Other highlights of the year were the recognition of our impact by the Third Sector Awards in announcing Dress for Success Sydney as their Small Charity of the Year 2021.

In January 2022, Dress for Success Worldwide appointed Michelle Meyer-Shipp as their new CEO and we would like to welcome Michelle to the DFS family.

Finally, I would like to thank my fellow Board Members, our CEO, and her team and all our amazing volunteers and supporters for their continued commitment to our vision to help women achieve financial independence.



*Vicki Hartley*

Chairperson



**DRESS FOR SUCCESS®**  
SYDNEY

# CEO REPORT

---

Like many organisations in our sector, the start of 2021-2022 financial year saw DFSS move quickly into response mode with the return of COVID-19 lockdown restrictions (from July to October 2021). At the time we had no foresight as to the impact that this would have throughout our communities, the division and inequity it would highlight across Greater Sydney and the ongoing 'post COVID' implications it would leave so many of our clients juggling.

From July 2021 both our Styling and Career programs shifted to virtual delivery, the staff adopted flexible working arrangements and volunteers were on standby. With coordination from staff, we continued to provide clothing via our Style Delivered (previously Pack & Send) service operated by the Newcastle-Hunter branch, and then later by the Illawarra branch.

As a direct outcome of the suspension face-to-face services from July to October 2022 clients quickly adapted to our online service delivery. Critically, over the past three years of COVID related disruption online services we have been able to reach more women across NSW. This trend dominated in first half of FY22, with increased uptake by clients of our online workshops and style delivered services across NSW. Moving into the current 'post pandemic' era, there has been a return towards in-person styling sessions and a stabilization of online services. This shift has gained further momentum in the most recent months following the end of June 2022.



The strategic plan for July 2021 – June 2022 was anchored by three intersecting pillars, 'Organisational Productivity' supported by 'Financial Stability' to maximise 'Client Impact'. While all three pillars were challenged during the first half of the year by the disruption of COVID19 lockdown the team responded positively, quickly transitioning to hybrid working arrangements, delivering a series of process improvements and client program projects, fine tuning and expanding virtual content for clients while implementing real time systems changes.

The year was marked by key transformational milestones for the organisation:

- In September 2021 we launched our new Community Fundraising platform. This platform was designed to streamline the donation pathway in a fun and engaging way, while being remotely accessible to community groups considering the postponement of physical events.
- By November 2021 we were 'live' with the first phase migration of all client and supporter data to our new customer relationship management system Salesforce.
- Virtual Styling launched in November 2021, providing access to our styling services to many isolated regional clients and easing the obstacles of travel during COVID restrictions for metropolitan clients. Virtual Styling clients received their clothing packs under the rebranded 'Style Delivered' service.
- The most significant client facing program development was the soft launch of the National Career Hub in February 2022, followed by the full launch in July 2022. This platform provides 24\*7 access to on demand career development resources and a calendar of live workshops. A promotional campaign enabled by an in-kind advertising grant from LinkedIn drove membership sign up of 1,535 by June 2022.



Our 2022 Empower Hour campaign will remain a memorable success on many fronts. March 2022 was marked with severe floods across New South Wales and Southeast Queensland. Despite the understandable diversion of media attention from International Women's month, our Empower Hour campaign achieved record results nationally. Retail partners, Michael Hill and Forever New, were a significant source of funds while the number of online donations through our Empower Hour page increased by 5% from 2021. The return of in person events were a welcome highlight of the month, with our In Conversation events being sold out.

Our sustainable clothing model continues as our corner stone. The generous clothing donations from our supporters allow us to provide beautiful outfits to our clients to support them on their journey to employment. Whenever a donation is surplus to current needs or unsuitable for an occasion, we repurpose it through vital fundraising fashion sales. Following the return to public events in October 2021, our iconic fashion sales Bubbles & Bargains, and our community fashion sales Fashion Frenzy, achieved record numbers for volunteer support, tickets sold, items of clothing upcycled, revenue earned, and most critical, clients supported. The success of these sales has driven our decision to open these popular events to sponsors, offering tiered sponsorship packages for partners.

A key pillar of our FY22 strategy was establishing a sustainable and diversified funding model. While navigating the setbacks of the COVID19 lockdown restrictions at the beginning of the financial year we were able to meet our planning objectives of this strategy and established a solid foundation to build from in FY23. Our Corporate Partnership program has been clearly defined and we successfully onboarded our first 'Success' partners, Global360 Degrees and Clayton Utz. Under our Small Business Big Impact program, we secured three partners before the end of the financial year.

We are sincerely grateful for the support and engagement of our Dress for Success Sydney community. I would like to pay a special thanks to the DFSS team for their passionate dedication to our cause, to our Board for their encouragement of our strategic direction, to our volunteers for their tireless commitment and valued hours of service, and to our generous donors and partners for their financial and in-kind support to enable us to achieve our purpose. Together we are part of the journey, transforming so many women's lives to thrive in work and in life, thank you.



*Leisa Sadler*

Chief Executive Officer



**DRESS FOR SUCCESS®**  
SYDNEY

# 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.

With branches in Sydney, Illawarra and Newcastle-Hunter, every year Dress for Success Sydney supports more than 2,500 women into employment across New South Wales.

Our 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. Transgender and nonbinary individuals, comfortable in women's spaces, are warmly welcomed.

Our purpose has been designed in line with the Sustainable Development Goals of the United Nations.



### **POVERTY ALLEVIATION & FINANCIAL STABILITY**

Through our complimentary Styling service and Career Support Program we support more than 2,500, every year, to face their job search with the confidence, clothing, and tools to get hired and become financially independent.



### **WOMEN'S EMPOWERMENT**

We work to bridge the gap for vulnerable women by addressing unconscious bias and creating fairness and equality for female jobseekers, instilling confidence, building resilience, and restoring dignity.



### **SUSTAINABILITY**

We style our clients in pre-loved and end-of-the-line workwear, committing to the circular fashion economy and the ethical disposal of clothing that may otherwise end up in landfill or a life unloved.

# OUR CLIENTS

Our clients come from all walks of life and have often been through a great deal before even walking through our doors; we have dressed women who have escaped domestic violence with only the clothes on their back, we've recently supported Afghani and Ukrainian refugees restarting their lives, we've supported women who've been out of work for years and need to build the confidence to re-enter the workforce. Giving a chance to women across all facets of life and circumstance without any discrimination has always been of upmost importance to Dress for Success Sydney.

Our most recent client outcome survey for June 2021 has revealed wonderful results for our services: 98% of clients were satisfied or very satisfied after using our services, and 96% of clients felt more prepared and job ready when they completed our service. This indicates that we are making real progress in helping people to develop the skills they need to thrive in their chosen career. Our team is deeply gratified that so many clients have found success in their job searches because of our assistance and making the impact we had set out to achieve for the year.

"I was treated like ROYALTY when I usually feel more like hired help."

"I'm absolutely amazed that this service exists. It's so incredibly valuable to help people feel confident on their first days back in the workplace."

"Everyone was so lovely and I always feel 110% better when I leave than when I walked in!!"



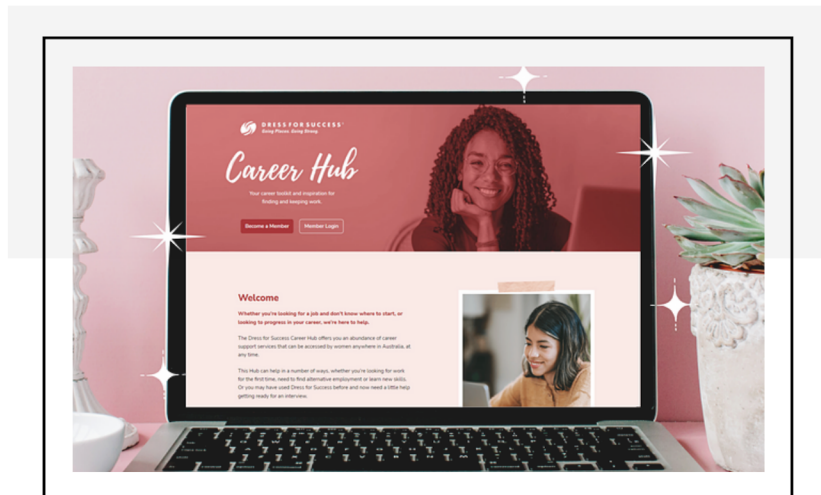
# OUR PROGRAMS & SERVICES

## Styling & presentation skills

In-person styling and presentation skills are a must for any job interview, special event or life event. Our services specialise in professional styling and presentation as we know it makes the difference for our clients to succeed. The introduction of Virtual Styling and Style Delivered services offer clients convenient access to styling expertise no matter where they live, including regional NSW, disaster relief services and correctional services outreach. This ensures they have a well-coordinated capsule wardrobe that will convey self-confidence and positive self-presentation. Whether dressing up for an important occasion or brushing up for an upcoming job interview, these professional style tips ensure clients look and feel their best.

## Career Support Program

As the job market becomes more competitive, it is important that we are able to equip our clients with the right tools to land a job. With that idea in mind the Dress for Success Career Hub was developed to provide a broad range of resources to help individuals throughout their job search. Our on-demand content and holistic suite of workshops give individuals a better understanding of their strengths and weaknesses. Our one-on-one job preparation services, resume assistance and interview preparation, mentoring sessions and career coaching, all offer personalised guidance to our clients looking for help to achieve their professional goals. The Career Hub is specifically designed to provide trusted and easily accessible 24\*7 support for women who need it.



# OUR VOLUNTEERS

With an unwavering commitment to our mission of empowering women and inspiring change, Dress for Success Sydney is incredibly fortunate to be supported by over 1,000 passionate volunteers - donating a collective 10,000 hours in FY22. Volunteers partner with us from big and small businesses alike across ASX-listed companies while also building on their skillsets through skilled volunteer opportunities.

This year we are especially proud as three outstanding team members have reached the remarkable milestone of giving 1000+ hours each! Congratulations Deirdre, Shirley and Kate – welcome to the 1,000 Hour Club!

Suncorp hosted our "Better Together" conference on 16th May to commemorate National Volunteer Week. Clare Press and Licia Heath, two of the esteemed guest speakers, were invited to provide inspiring conversations about sustainability and empowering women while also reminding us about what it means for us all to volunteer together.

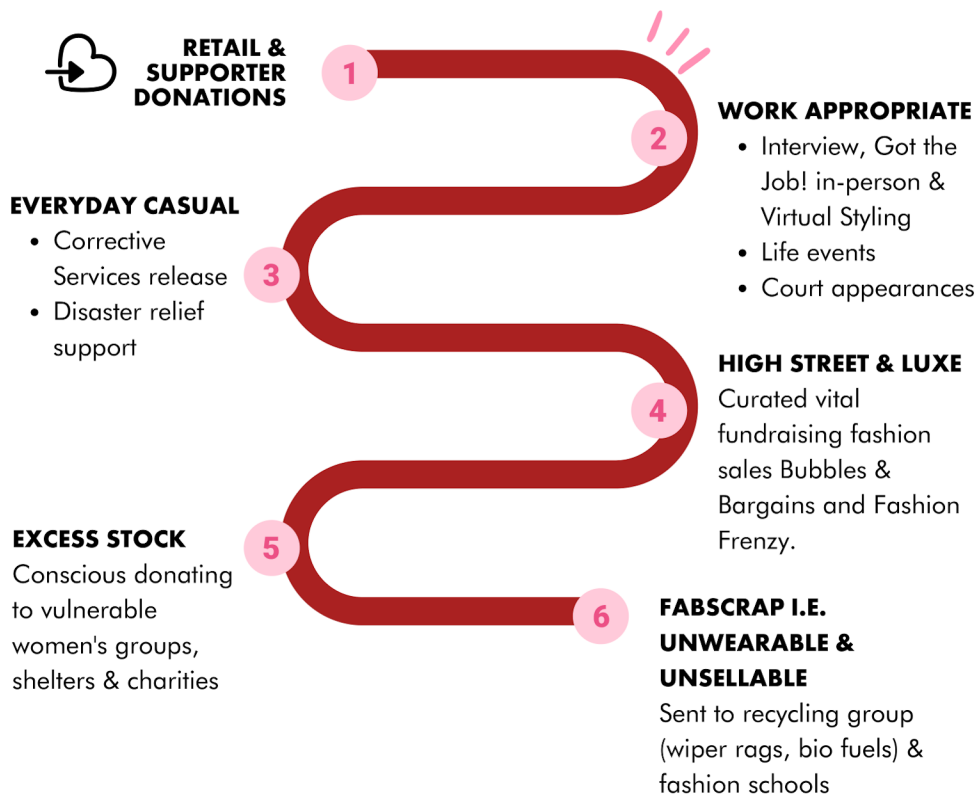


# OUR SUSTAINABILITY MODEL

Through our sustainable clothing model, we provide beautiful outfits to our clients to support them on their journey to employment. Whenever a donation is surplus to current needs or unsuitable for an occasion, we repurpose it through vital fundraising fashion sales.

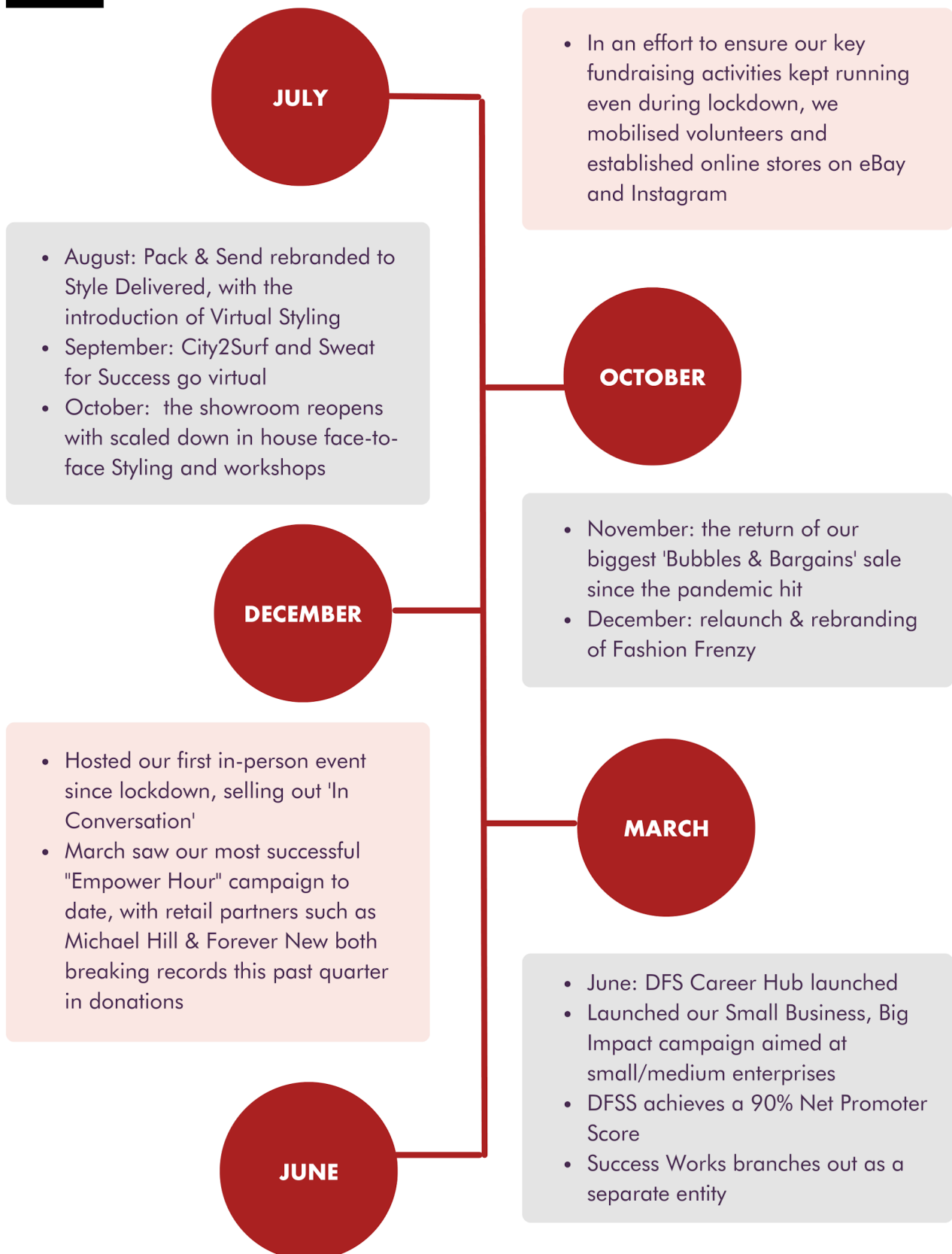
We are grateful for the generosity of our clothing donors, enabling us to support our clients with over 18,000 new and pre-loved items. Furthermore, our Sydney events gave a second life to 32,000 items by recycling them through Bubbles & Bargains and Fashion Frenzy sales. With this approach every year we are preventing more than 50,000 unwanted items from going into landfill.

## Dress for Success Sydney Sustainable Donation Model



# FY22

## HIGHLIGHTS



# FY22

# FINANCIALS

Results for year ended  
30 June 2022 are  
deficit -\$269k

Income of \$1.153m is  
+6% to FY21

Expenses of \$1.423m are  
+49% to FY21

## Dress for Success Sydney Inc

### Statement of profit or loss and other comprehensive income

For the year ended 30 June 2022

In AUD

	Note	1 Jul 2021 to 30 Jun 2022	1 Jul 2020 to 30 Jun 2021
<b>Revenue</b>			
Donations		439,439	430,974
Fundraising events	4	298,617	172,812
Grants	5	455,324	314,094
Government Covid Support		104,201	215,850
Other income		3,658	4,380
<b>Gross Revenue</b>		<b>1,301,239</b>	<b>1,138,110</b>
DFS Australia Affiliates payments	6	(147,450)	(51,135)
<b>Net Revenue</b>		<b>1,153,789</b>	<b>1,086,975</b>
<b>Expenses</b>			
Accounting		(1,069)	(981)
Advertising and marketing		(1,546)	(1,533)
Client support costs		(26,360)	(21,618)
Movement in bad debt provision		-	1,308
Amortisation of ROU Property		(80,660)	(71,038)
Depreciation		(31,199)	(14,442)
Fundraising expenses	7	(55,363)	(37,664)
General expenses		(33,668)	(32,387)
Insurance		(19,667)	(26,588)
Postage and stationery		(202)	(158)
Rent		(65,922)	(60,035)
Shop costs		(6,673)	(1,089)
Technology and website	8	(34,596)	(2,569)
Telephone and internet		(4,851)	(6,691)
Staff training and development		(2,120)	(1,079)
Subscriptions		(26,619)	(14,772)
Superannuation		(88,391)	(51,429)
Travel		(37)	(970)
Volunteer expenses		(1,283)	(7,832)
Wages and salaries		(932,429)	(596,151)
Finance costs		(10,521)	(5,515)
<b>Total Expenses</b>		<b>(1,423,176)</b>	<b>(953,233)</b>
<b>Net surplus /(deficit) for the period</b>		<b>(269,387)</b>	<b>133,742</b>

# FY22

# FINANCIALS

Net Assets of \$483,411 remain strong.

## Dress for Success Sydney Inc

### Statement of financial position

As at 30 June 2022

*In AUD*

	Note	30 June 2022	30 June 2021
<b>Assets</b>			
<b>Current assets</b>			
Cash and cash equivalents	9	590,703	1,191,368
Trade and other receivables		26,053	22,899
Rent deposit		42,417	42,417
Other assets		35,947	13,726
<b>Total current assets</b>		<u>695,120</u>	<u>1,270,410</u>
<b>Non-current assets</b>			
Property, plant & equipment	10	135,709	174,957
<b>Total non-current assets</b>		<u>135,709</u>	<u>174,957</u>
<b>Total assets</b>		<u>830,829</u>	<u>1,445,367</u>
<b>Liabilities</b>			
<b>Current liabilities</b>			
Trade and other payables		29,492	149,284
Employee Provisions		25,370	25,216
Deferred revenue		184,629	382,521
Property lease liability	11	82,888	86,787
<b>Total current liabilities</b>		<u>322,379</u>	<u>643,808</u>
<b>Non Current Liabilities</b>			
Property lease liability	11	5,703	23,974
Other liability		17,249	13,651
Employee provisions		2,087	11,137
<b>Total Non Current Liabilities</b>		<u>25,039</u>	<u>48,762</u>
<b>Total liabilities</b>		<u>347,418</u>	<u>692,570</u>
<b>Net assets</b>		<u>483,411</u>	<u>752,797</u>
<b>Equity</b>			
Accumulated surplus		483,411	752,797
<b>Total equity</b>		<u>483,411</u>	<u>752,797</u>

# OUR SUPPORTERS & PARTNERS

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

## Success Partners

CLAYTON UTZ



### Small Business, Big Impact

- Palo Alto
- Women Rising
- Xplore for Success

### Supporters

- Accenture
- Australian Government Department of Social Services
- Be Kind Sydney
- Beyond Bank Australia
- BlueScopeWIN Community Partners
- Channel 9
- Charles & Keith
- CommBank Staff Foundation
- Country Club Gledswood Hills
- Department of Communities and Justice, NSW
- Department of the Prime Minister and Cabinet, Office for Women
- The Drinks Association
- Forever New
- Lion Co
- Moorebank Sports Club
- Multicultural NSW
- Novita Diamonds
- NSW Ports
- South 32
- Westpac Community Foundation
- Xplore for Success

### In kind Supporters

- Alf the Label
- Charles & Keith
- Cue
- Deloitte
- Figur
- First Sentier Investors
- Fujifilm
- Illawarra Mercury
- Lindt Chocolates
- LinkedIn
- Michael Hill
- MJ Bale
- Novita Diamonds
- Novotel Wollongong Northbeach
- RSM
- Single Vineyard Sellers
- Shona Joy
- Suncorp
- Total Image Group
- Towradgi Beach Hotel
- Winc
- The Workplace Employment Lawyers
- Zeno IT

Special thanks to all brand and retail supporters that provided us with donations of funds and clothing throughout FY22, particularly those that support us through i=Change.

# OUR BOARD

---

## **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.

## **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.

## **Denise Cheng – Director, 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.

## **Kimber Chang – Director, Digital and Technology**

---



Kimberly is a Consulting partner at Deloitte in Sydney. She is a member of the Deloitte Asia Pacific and Australian Boards, Consulting Executive and Client and Industry Executive with a focus on Sales and Pursuits excellence across both leadership teams. She is the AP Consulting Sales and Pursuits leader and the Firmwide AU Sales Leader responsible for leading the AU Sales Office.

Kimberly has been a client facing TMT executive for over 25 years working with clients in the U.S., Asia Pacific and Europe to define and manage complex business transformations and to identify opportunities for simplification and optimization.

## Marg Lennon – Director

---



Marg Lennon is the Director of Unlimited People Potential, an executive coaching consultancy providing mentoring and leadership development services to clients across a variety of industries including health, finance, insurance, mining, telecommunications and education.

With a Masters in Organisational Coaching from the University of Sydney, Marg has a strong background in human resources and organisational development in the pharmaceutical and medical device industries, holding senior executive roles at Cochlear, MSDA and Merck and Co. Marg was previously Chair of the YMCA NSW and a Director of YMCA Australia. She has also been Chair of Aftercare, an NGO dedicated to helping the mentally disabled lead independent lives.

Marg volunteers for Lifeline as a Crisis Supporter and mentors young people at school through the Raise organisation.

## 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.

We thank the following Directors who resigned or retired in this period:

Emily Bates – Director, Marketing and Public Relations (resigned 7 December 2021 at the end of term)  
Julie Stocca – Director (resigned 1 January 2022 on joining the DFSS team)

# OUR STAFF

---



**Leisa Sadler**

Chief Executive  
Officer



**Amelia Lawrence**

Head of  
Philanthropy and  
Partnerships



**Sarah Cranitch**

Operations &  
Volunteer  
Manager



**Stephanie Cowan**

Marketing &  
Communication  
Manager



**Bonnie Comber**

Illawarra  
Operations  
Manager (p/t)



**Heidi Adnum**

Newcastle  
Operations  
Manager (p/t)



**Vidya Madhavan**

Fundraising &  
Marketing  
Administrator



**Julie Stocca**

Client Liaison



**Rachel Starkey**

Career Support  
Coordinator (p/t)



**Desley Fleming**

Coaching Program  
Manager (p/t)



**Lyn Holt**

Finance Officer (p/t)

# OUR LOCATIONS



## **Marrickville**

132 Marrickville Road  
Marrickville NSW 2204



## **Illawarra**

128 Wentworth Street  
Port Kembla NSW 2205



## **Newcastle-Hunter**

116A Belford Street  
Broadmeadow NSW 2292



@dressforsuccesssydney

[sydney.dressforsuccess.org](http://sydney.dressforsuccess.org) / 1800 773 456

ABN 86 294 993 663