



DRESS FOR SUCCESS®
SYDNEY

Annual Report 2019



Our Mission

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 14,000 women across New South Wales to get back on their feet and get back into the workforce.



We help women believe in themselves.

CEO Message

This has been yet another remarkable year! I am so proud of the extension and growth of our services across NSW. We have experienced significant increases of 29% in the total number of dressing sessions provided to our clients with a special focus on the number of women we dressed. This was as a result of successfully securing employment and the outstanding growth in both our Illawarra branch and our pop-up dressing services in Newcastle.

Our Career Programs continue to go from strength to strength, in providing quality employment support and skill development for our women. After the restructure of our Coaching Program, we have since seen a marked increase in the number of women securing employment.

I am most excited about the launch of our new pilot program - Success Works. This is the first of its kind in Australia, generously funded by The Ian Potter Foundation and Vincent Fairfax Family Foundation. Launched in March 2019, this program has been specifically designed to support women who have been affected by the criminal justice system. Once released from custody, women with a prior criminal history generally have limited and challenging access to labour market opportunities, which often leads them returning to criminal activity. Our program aims to break down the barrier to employment faced by women with a criminal history – to provide work readiness, employability skill development, and transitional and employment placement support, thus reducing the rate of recidivism. Through this program we provide women - both in prison due to be released, and those in the community who have not been able to re-enter the workforce - with employment skills and placement support, to increase their success transitioning back into society and the workforce. While still in its infancy, this program is gaining serious traction by successfully placing women in sustained employment. Success Works will continue to grow as it provides stellar outcomes for women with a criminal history.

This year we have been working closely with our research partner, CQ University, who have been conducting an Impact Assessment on the services of Dress for Success Sydney. This extensive research piece quantified and confirmed the actual social value in terms of the benefit cost ratio that our services

are providing to the women we serve and the wider community. I am so thrilled to share with you that every \$1 invested into Dress for Success Sydney, we provide \$5.11 in social value. The research findings further confirmed the quality of our service offering when compared to the Australian Government's Job Active (JA) program. The JA providers place 50% of their caseload into work after three months versus Dress for Success Sydney who place 75%.

Another very important finding reported was the significant difference in the type of employment opportunities by JA and Dress for Success Sydney clients. For casual, contract or temporary work, JA have a very high client placement rate at 59% versus Dress for Success Sydney at 35%. For permanent (full- and part-time) roles, Dress for Success Sydney placed 62% of our clients into permanent employment opportunities versus JA at 41%. This is an important differential because stable employment provides greater economic and job security. This is further evidence of the superior quality and impactful nature of our service, demonstrating that a dollar invested into Dress for Success Sydney is a life-changing dollar!

Of course, all we achieved this year would not have been possible without the ongoing and outstanding dedication and support of our volunteers and staff. Every year I am left in awe by their generosity and commitment to the achievement of our vision and mission. It has been a great honour to work alongside so many wonderful women and men, who work so hard to ensure that the care and service we provide is the absolute best that it can be, for the women we serve.

Sincerely,

Ursula McGeown
Chief Executive Officer



Message from our Chair

We have entered our 10th year of operation and finished the financial year in a strong position. Our focus has been unwavering as we continue to build our range of services to the women we serve as well as expanding these services into new demographics. I am proud that we continue to deliver on the vision that our Founder Megan Etheridge (OAM) and her group of like-minded women set out to achieve over a decade ago.

The Board and I are grateful for the generosity of our donors and volunteers – those who contribute financially, in kind and with their time and expertise. Without this unwavering support it would not be possible to impact the lives of our clients and their families. Every day we witness the result of our interactions with women who are overcoming life's challenges and take great delight in restoring their confidence and self esteem and building their skills to enable them to gain employment and financial independence.

We pride ourselves on contributing to the war on waste and have taken on a warehouse facility to ethically process donations of clothing and accessories. We are building a dedicated following of 're-wear' warriors from all walks of life who are committed to reducing their environmental foot print by giving fashion a 2nd or 3rd life.

I am retiring from the Board at the end of 2019. I have fond memories of my 9 years on the Board and as Chair for the past 4 years. I have enjoyed many interactions with our wonderful clients and the relationships I have built with everyone who works with us – our small team of dedicated staff, our volunteer Board, more than 900 volunteers and our extended supporter community. I am delighted that Vicki Hartley will take on the Board Chair role in 2020. Vicki has a deep concern for community, strong business acumen and an inspiring and inclusive leadership style. She has all the attributes to take Dress for Success Sydney into the next decade and I wish her great success.

Thank you to everybody who contributed to a very productive and successful year. We look forward to continuing our work with you.

Robyn de Szoeker OAM



Our Impact

A year in review



2,779
unique **clients served**



32% of clients
engaging in
education/training
Up 18% from 2018



44%
of clients **securing**
employment
down by %14 from 2018



29
Coaching
relationships
down by 25% from 2018



36,312
items distributed
valued at est.
\$496,009



128
career support
workshops conducted
up by 36% from 2018



604
Pack and Sends
distributed



3
Locations
Sydney, Illawarra
& Newcastle

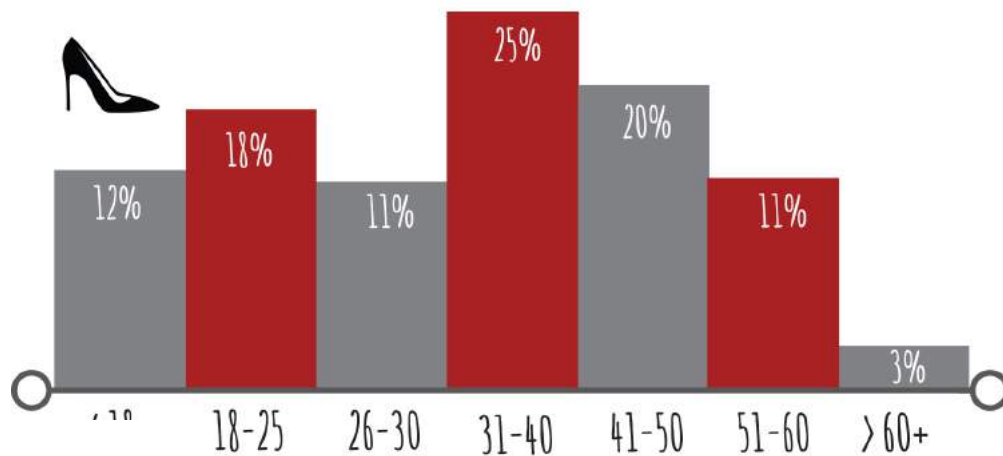


933
Volunteers
donating a total of
20,026 hours

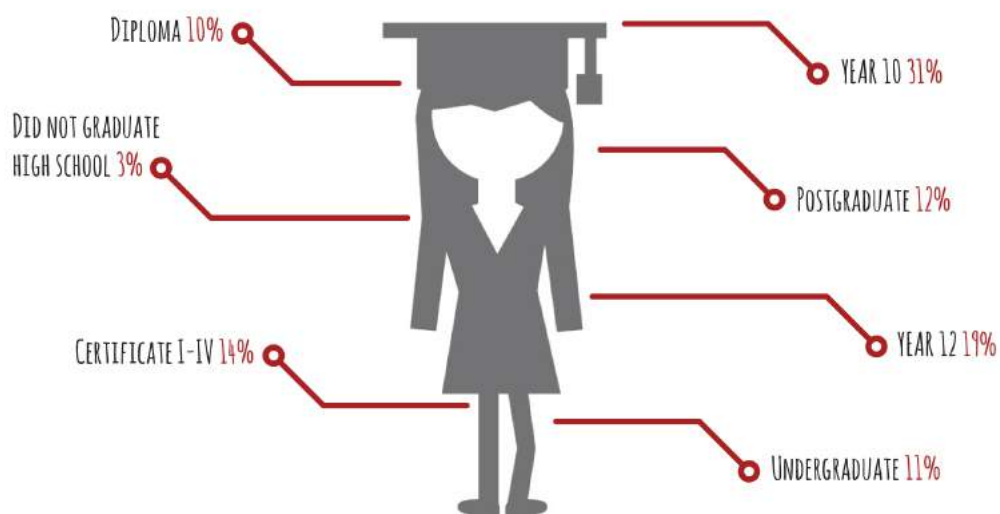
It's about so much more than the outfit.

Our Clients

CLIENT AGE



LEVEL OF EDUCATION



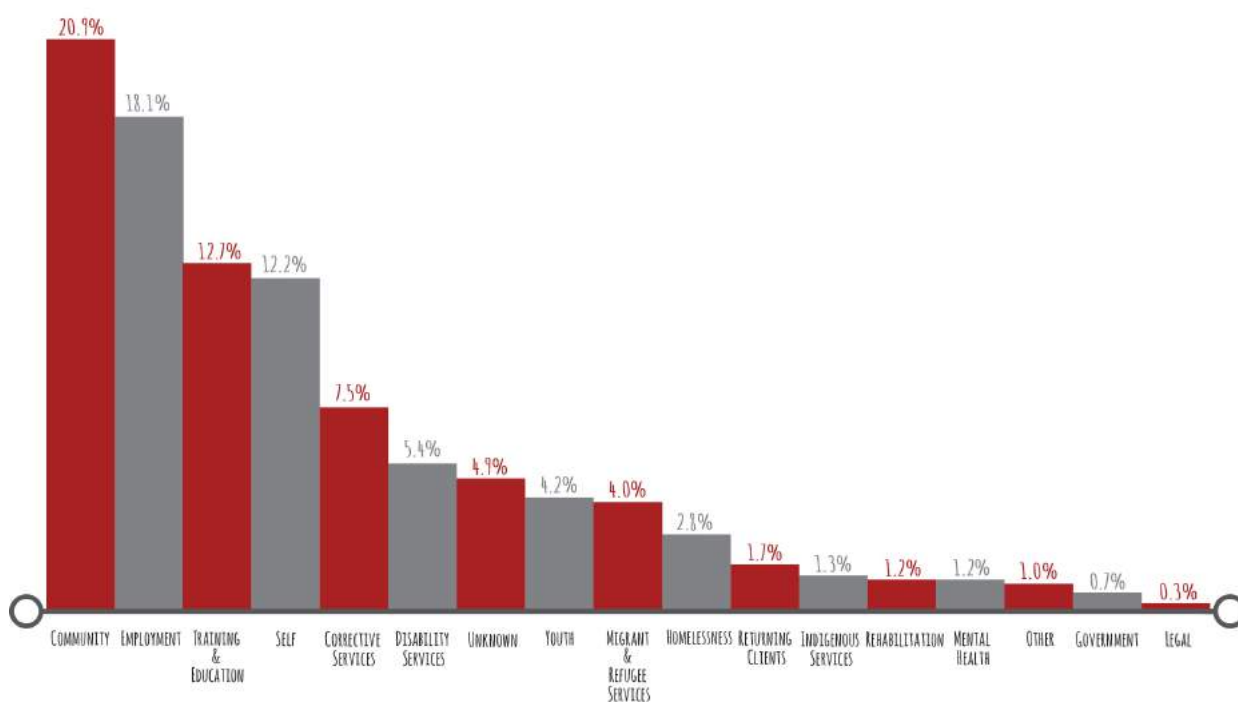
REGION OF BIRTH



CLIENT INDUSTRY



REFERRAL AGENCIES

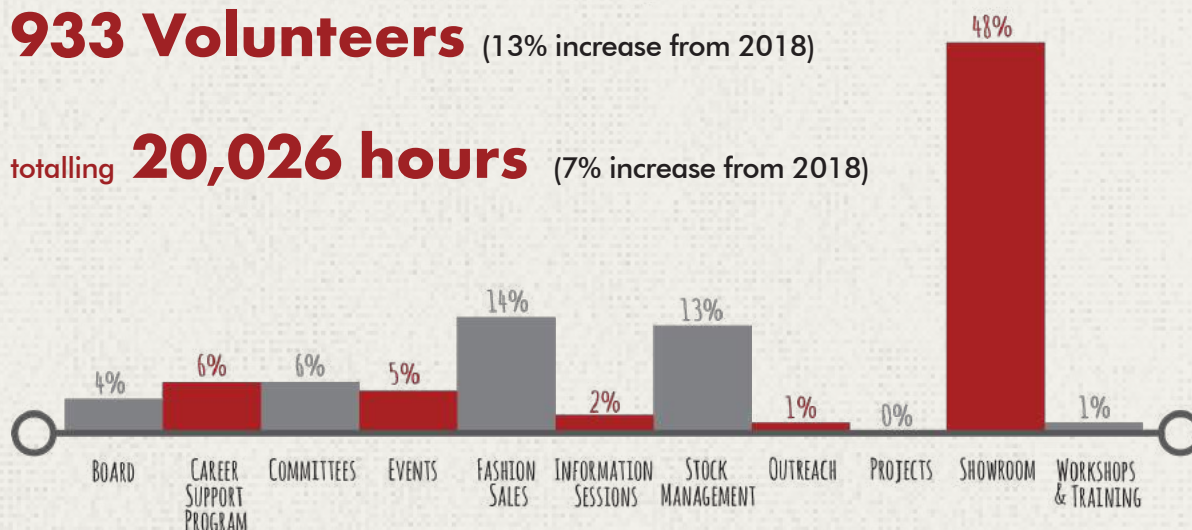


Our Volunteers



933 Volunteers (13% increase from 2018)

totalling **20,026 hours** (7% increase from 2018)



**Our volunteers help
make it happen.**

Our Programs

Career Support Program



44%

44% of clients either secured employment or started a business

31%

31% of clients who did not secure employment participated in education/training

30%

30% took up volunteering roles

41%

41% attended at least 1 interview

128

128 career support workshops were conducted

226

226 mock interviews were held

Job Support Centre (Opened on 22 May 2019)



15

15 attendances with 12 unique clients

Coaching



29

There were 29 Coaching Relationships

17

17 women got the job (59%)

3

3 took up further education and study

1

1 took up volunteering

3

3 set up their own business

Success Works



24

24 women made contact with the Success Works program (both pre and post release)

6

6 women attended the 7week program at Silverwater Correctional Centre

33%

Of the 18 women in the community - 6 women got a job (33%)

Empower Hour

EMPOWER
HOUR

BY DRESS FOR SUCCESS®



\$160,000

raised through Empower Hour in 2019

Sales



**Saved from
Landfill**

130,000 pieces of clothing
were saved from landfill



Highlights

Newcastle opening

Newcastle opened regular dressing appointments

Illawarra Launch

Illawarra launched their career support program

Programs

Success Works launched in March 2019

Logistics Centre

August 2018 saw us take on the lease of the logistics centre

Job Support Centre

Job Support Centre opened in May 2019

10th Birthday

10th Birthday celebrations throughout the year culminating with our Garden Party in October



Job Support Centre
opened in May 2019

Financials



Results at 30 June 2019

Income

\$1.2m (Up 16%)

Expenses

\$1.1m (Up 15%)

Profit

\$111k (Up \$19k)

Statement of profit or loss and other comprehensive income For the year ended 30 June 2019

	2019	2018
Income	\$	\$
Auction income	-	5,792
Donations	401,863	343,845
Fundraising events	467,592	386,601
Grants	286,186	251,577
Markets/Sale of goods	31,447	31,455
Referral agency	30,374	30,550
Interest income	10,213	10,569
	<u>1,227,675</u>	<u>1,060,389</u>
Accounting	954	945
Advertising and marketing	20,266	2,424
Affiliates receipts	13,276	74,909
Client expenses	9,737	7,459
Depreciation	12,733	1,565
Fundraising Expenses	84,970	69,638
General expenses	43,985	34,735
Insurance	19,165	15,675
Postage and stationery	637	1,815
Rent and utilities	165,667	90,704
Shop Costs	6,415	17,386
Software, internet and telephone	11,582	16,056
Staff training	2,999	11,836
Storage	-	12,097
Subscriptions	10,667	8,686
Superannuation	56,280	49,982
Travel	698	972
Volunteer Expenses	5,152	2,101
Wages and Salaries	651,328	548,848
	<u>1,116,511</u>	<u>967,833</u>
Net profit for the year	111,165	92,556

Financials



Results at
30 June 2019

Net Assets
\$592k

Statement of financial position For the year ended 30 June 2019

	2019	2018
Assets	\$	\$
Cash and cash equivalents	820,194	697,126
Other financial asset	32,400	32,400
Prepayments	11,731	44,321
Accounts receivable	74,663	25,374
Total current assets	938,989	799,221
Plant and equipment	19,737	24,193
Total non-current assets	19,737	24,193
Total assets	<u>958,725</u>	<u>823,414</u>
Liabilities		
Trade and other payables	12,212	20,714
Accruals	38,340	41,285
Employee Benefit Liabilities	36,379	37,797
Unearned revenue	252,530	223,620
Total current liabilities	339,461	323,417
Employee benefits	20190	15,088
Provisions	6,450	3,450
Total non-current liabilities	26,640	18,538
Total liabilities	366,101	341,955
Net Assets	<u>592,624</u>	<u>481,459</u>
Equity		
Profit for the year	111,165	92,556
Total equity attributable to equity holders of the Company	481,459	388,903
Total equity	592,624	481,459

Board & Staff

Board



Robyn de Szoeko – Board Chair & Director Fashion Events

Vicki Hartley – Deputy Chair & Treasurer

Amanda Webb – Deputy Chair & Director Volunteers

Nicki Bowman - Director, Rural and Regional

Emily Bates – Director, Marketing & Public Relations

Brett Luntz - Director

Denise Cheng – Director, Fundraising

Julie Stocca – Secretary to the Board

2019 Retired Directors:

Winsome Bernard, Julia Chaplin, Kirsty Simmonds

Staff



Ursula McGeown – CEO

Beverley Brock – Fundraising Manager

Kimme Shaw – General Manager

Michelle Bonner – Career Programs Manager

Nicole Runck – Logistics & Sales Events Supervisor

Suzi Albert - Operations Manger (Illawarra)

Shannon Rhodes – Volunteer Team Lead

Catharine Miller – Client Engagement Coordinator

Eleni Psillakis – Peer Support Coordinator

Rebecca Tully – Marketing Manager

Emily Jane Miles – Accounts & Administration Assistant

Jodie Bergsma– Career Support Coordinator



**Outfitting women
with the tools they
need to succeed.**

Thank you.



Help us outfit women to succeed:



1. Donate Funds

Sponsor one woman's journey to a new job through our programs, either as on donation or split into monthly payments at www.dfss.org.au

Sponsor our fundraising events, speaker series or promote our charity with workplace fundraising by contacting fundraising@dfssydney.org

Sponsor our programs to raise funds on International Woman's Day in March at www.empowerhour.org.au



2. Donate garments

Premium gently worn women's garments are at the core of our service. Please save your best items to pass on to our clients for a second life at info@dfssydney.org



3. Become a volunteer

Sign up your business team for our corporate volunteer program at Volunteer@dfssydney.org.au

Donate your time and expertise to process garments, style clients, mentor and coach clients, or to participate in skilled volunteering opportunities at volunteer@dfssydney.org



DRESS FOR SUCCESS®
SYDNEY

Dress For Success Sydney

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Illawarra Showroom

Located at 128 Wentworth Street,
Port Kembla NSW 2505

P: 0473 875 338 | E: illawarra@dfssydney.org

Newcastle Showroom

Located within Max Employment Newcastle
285 Hunter Street
Newcastle NSW 2300

P: 0468 444 376 | E: newcastle@dfssydney.org

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Dress for Success Sydney



Dress4SuccessSydney