



DRESS FOR SUCCESS[®]
SYDNEY

ANNUAL REPORT 2013



Going Places. Going Strong.

MISSION STATEMENT

THE MISSION OF DRESS FOR SUCCESS IS TO PROMOTE THE **ECONOMIC INDEPENDENCE** OF WOMEN IN NEED BY PROVIDING PROFESSIONAL ATTIRE, A NETWORK OF SUPPORT AND THE CAREER DEVELOPMENT TOOLS TO HELP WOMEN THRIVE IN WORK AND IN LIFE.



STATEMENT FROM CHAIR

On 3 December, 2013, Dress for Success Sydney held its fifth Annual General Meeting. The venue was the spectacular office of Accenture Australia, a generous supporter of Dress for Success. Champagne and beautiful food, donated and served by Accenture, contributed to a wonderful evening for our members, guests, volunteers and supporters. Dress for Success Sydney used the opportunity to celebrate a stellar year where we dressed almost two thousand women, built our Career Support Program, expanded the innovative Outreach Program, launched a landmark research report on Lookism and significantly built our financial resources. We were especially delighted to present an unqualified audit report to our members and thank KPMG for, once again, acting as our auditors pro bono.



Throughout 2013, Dress for Success Sydney focused on enhancing its mission through major efforts in communications with referral agencies who refer our clients, relationship building with sponsors and individuals who help resource our programs and attention to our volunteers who enable us to deliver what has become a valued and vital component of the job seeking process for women who need that bit of extra assistance to move to economic self-sufficiency.

We look with energy and excitement to a new year where

we not only aim to dress at least 2,000 women but also to enhance the experience of our clients through new career support opportunities and an expanded Outreach Program. This will offer more women the opportunity to access our service despite their remote locations.

Our thanks go to our generous supporters who have enabled us to continue and enhance our mission through contributions to our lease payments, sponsorship of our Career Support Program and major fundraising events which will allow us to refurbish our Showroom to better support our

client experience, our volunteer service and, not least, our staffing accommodation.

Our Board and Committees continue to lead with integrity, energy and commitment and I thank them for their support and friendship.

On behalf of the Board I acknowledge the dedication and skill of our small staff who, together with our volunteers, manage to ensure that all women who need our service receive the support and encouragement they need to build a new life.

A handwritten signature in black ink, appearing to read 'M. Etheridge', written in a cursive style.

Megan Etheridge OAM
Founder and Chair
Dress for Success Sydney

DRESS FOR SUCCESS SYDNEY

Dress for Success Sydney is a volunteer led registered charity that improves the employability of women in need by increasing confidence and restoring dignity. It does this by outfitting women in need, free of charge, in high quality professional attire and providing practical advice in preparation for job interviews. Dress for Success Sydney is an affiliate of Dress for Success Worldwide, a global charity with 130 affiliates across thirteen countries.

Dress for Success Sydney launched its service in May 2009. In four years the service has prepared over 5,000 women for interviews and other important events in their lives, giving them the confidence and self-esteem to present their best case and maximise their chance of achieving self-sufficiency.

LOOKISM – THE SILENT DISCRIMINATION

First impressions count. Research shows that employers rank personality and appearance as significantly more important than skills and experience when selecting front line staff. Being excluded from employment on the basis of appearance – lookism - is a very real issue though difficult to prove.

Our challenge is to ensure that our clients are aware of the potential for discrimination in their search for employment and to provide them with the tools to avoid it. Presenting for a job interview in a suit says "I am ready to work".

MAKING AN IMPACT

To build a strong and cohesive community, research shows that investing in women has an enormous impact. Every positive step made by the woman is returned at least fourfold by her impact on her family and the community.

With over 87,000 women seeking employment in NSW, our highly targeted, practical programs deliver maximum impact in a woman's journey towards economic self-sufficiency.

We impact the lives of women who have experienced long-term unemployment, domestic abuse, injury and illness and homelessness. Our clients are often new arrivals to this country, juveniles at risk of disengagement and ex-inmates of correctional centres. They could be your next-door neighbour.

“I WANT TO KEEP MOVING FORWARD.
TO ACCOMPLISH SOMETHING I HAVE
NEVER ACCOMPLISHED BEFORE. I MUST
BE WILLING TO DO WHAT I HAVE NEVER
DONE BEFORE, TO GO WHERE I’VE
NEVER GONE BEFORE, TO EVOLVE AND
ADAPT. THE JOURNEY STARTS NOW”.

KRISTINE

PROGRAMS

Dress for Success Sydney concentrates its mission around three Programs.

THE DRESSING PROGRAM

Clients are referred to our Showroom by a wide network of Referral Agencies. Our only criterion for accepting a client is that the referral agency believes the woman will benefit from our service.

Each client is dressed professionally and appropriately by a trained volunteer. If she is a jobseeker, once she is successful in her mission, she is able to return to be fitted in clothing for a week's work.

Our comprehensive selection of clothing and accessories is generously donated by individuals, corporations and retail outlets.

This service is free of charge to our clients.

THE OUTREACH PROGRAM

This innovative program delivers the Dressing Program to women who are unable to access the Showroom due to location.

Our service to correctional centres in Sydney offers a monthly dressing service to inmates facing a court appearance or release and who have no access to appropriate clothing.

Our Pack and Send Program offers a virtual styling and dressing service to women seeking employment in regional areas of NSW. Specially selected clothing and accessories are packaged in our Sydney Showroom and couriered to the requesting centre.

THE CAREER SUPPORT PROGRAM

In accordance with its mission, Dress for Success Sydney offers a program providing a support network and career development tools for women actively seeking employment.

A suite of professional development workshops and practical exercises are offered throughout the year and mentoring relationships nurtured.

This service is free of charge.

Through this Program we also offer workshops tailored to the needs of specific groups which are offered at a small charge to participating organisations.

"IT'S NOT JUST ABOUT CLOTHES. IT'S ABOUT FINDING CONFIDENCE, BUILDING UP SELF-ESTEEM AND LOOKING PROFESSIONAL, SO THEY CAN GO OUT THERE AND FIND THE JOB THAT THEY ARE DREAMING OF".

LYLLIETTE

Y.E.S! PROGRAM

Young Executives For Success (Y.E.S!) Sydney is a membership group supporting Dress For Success Sydney through out-of-hours fundraising, networking and volunteering events and activities for professional women in Sydney. Founded in 2012 by a committee of seven women of diverse professional backgrounds, their vision is to be a cause that their members believe in and want to support. The Program attracted 100 members in 2013 and raised \$13,000. Major sponsors for the Program are Jigsaw and Lion.

100 members \$13,000 raised



THE DRESSING PROGRAM

Appointments in the Dressing Program are available over five days per week. We provide support to almost 2,000 women annually. Over 200 volunteers support the dressing program, spending on average one hour with each client to ensure she is confident to face the challenge of an interview or other important event.

"I CANNOT PRAISE YOUR SERVICE ENOUGH, THE STAFF ARE SO LOVELY. THEY MAKE EVERYONE FEEL HONOURED AND RESPECTED AND, WOW, THE RESULTS AFTER A MAKEOVER ARE AMAZING. THE SERVICE IS TRULY A SOCIAL JUSTICE SERVICE WHERE EVERYONE IS TREATED EXCEPTIONALLY". **REFERRAL AGENCY**

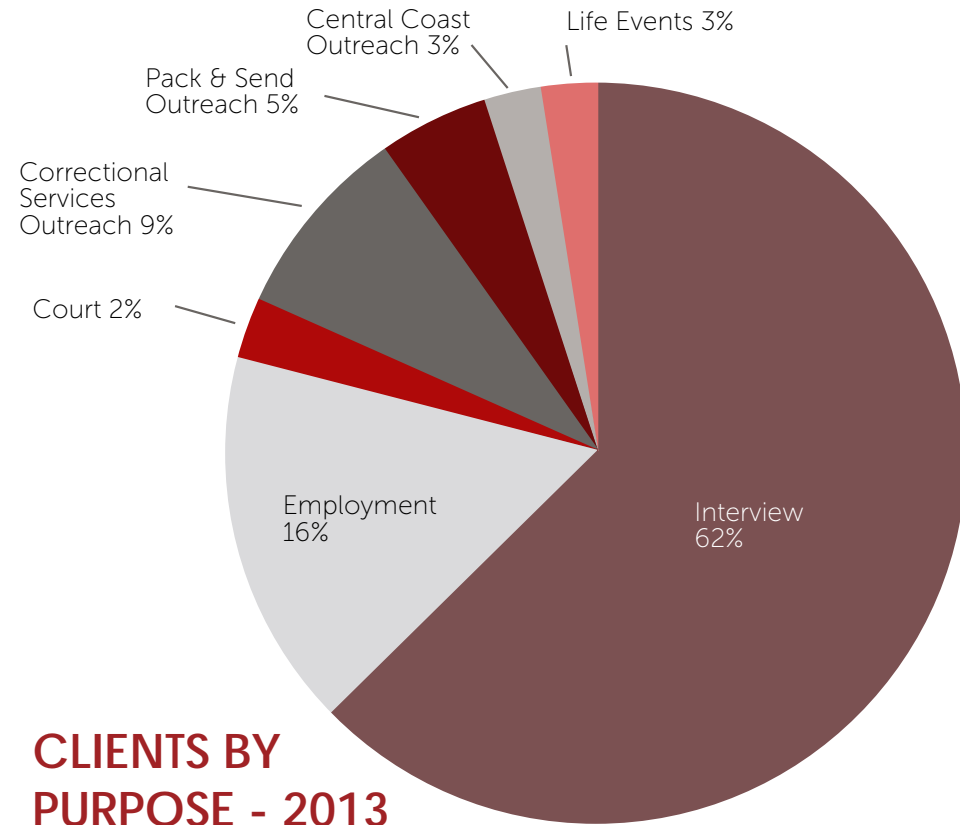
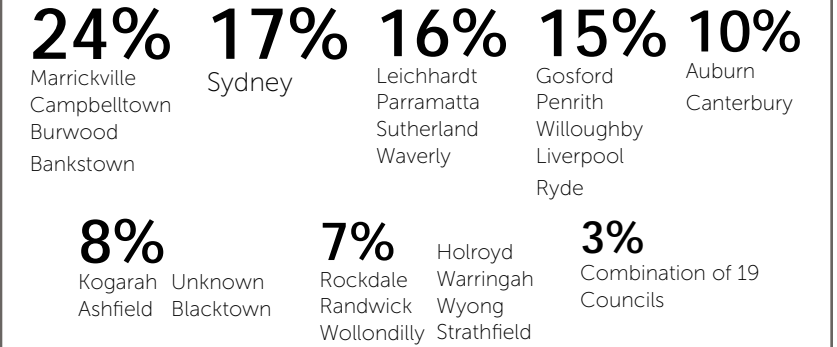
"GETTING THAT OUTFIT BOOSTED MY CONFIDENCE AND GAVE ME A SENSE OF FEELING THAT I AM CAPABLE AND PUT TOGETHER. THAT CONFIDENCE WAS THE MAIN GIFT". **GENEVIEVE**

"WHEN I WALKED INTO THE WAITING ROOM AND SAW WHAT THE OTHER WOMEN WERE WEARING I WAS SO GLAD I HAD MY NEW OUTFIT ON. I START ON MONDAY, MY MUM'S SO PROUD"

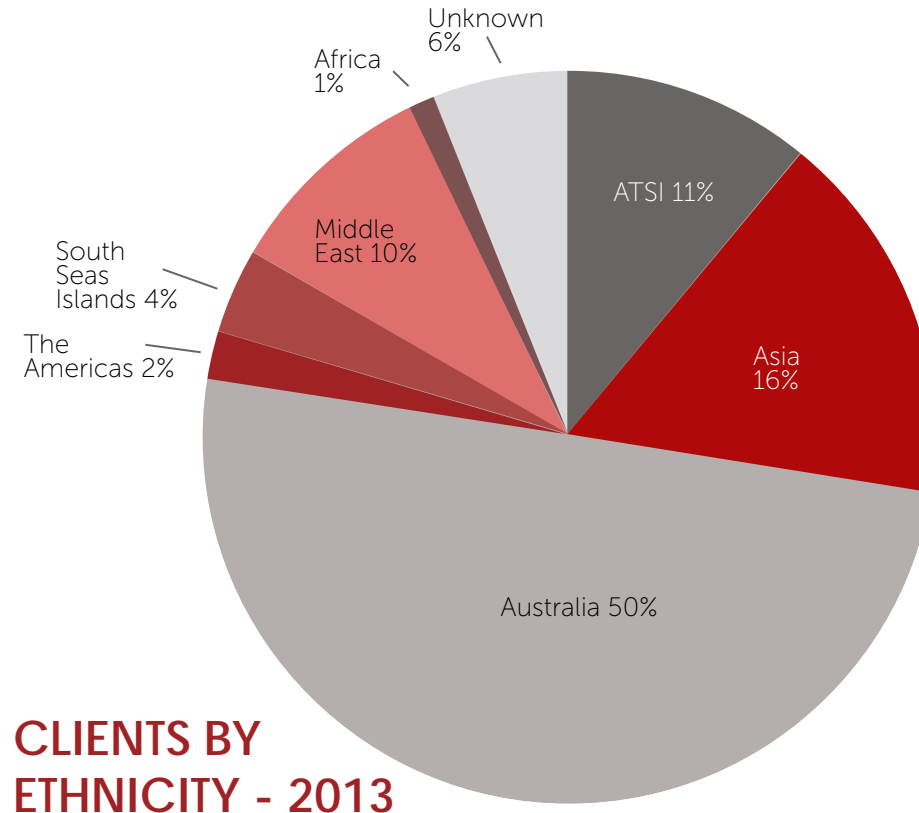
SAMANTHA

"YOU HELP ME FEEL LIKE I CAN ACHIEVE WHAT I WANT, YOU MAKE US FEEL LIKE WE WANT TO COME BACK, JUST TO MAINTAIN SUCH A GREAT RELATIONSHIP WITH YOU". **KUMARA**

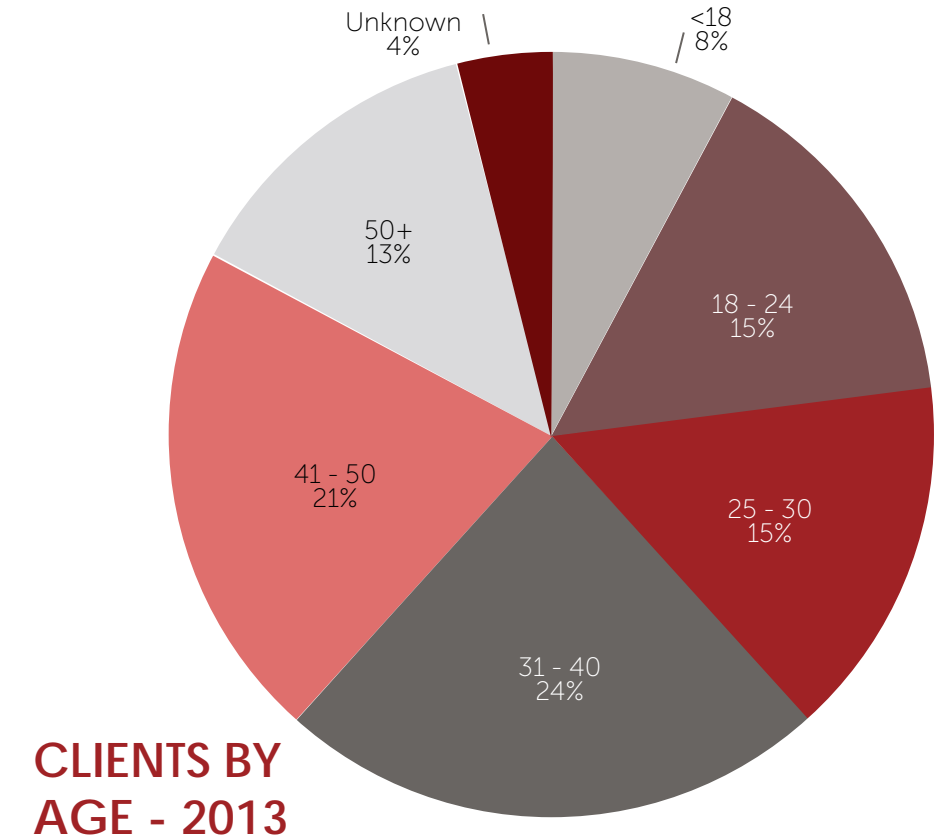
CLIENTS BY COUNCIL



CLIENTS BY PURPOSE - 2013



CLIENTS BY ETHNICITY - 2013



CLIENTS BY AGE - 2013

THE CAREER SUPPORT PROGRAM

Providing specific career support programs to clients seeking employment is integral to the mission of Dress for Success.

The following Workshops are offered to clients on a rolling weekly basis throughout the year.

- Make Up for Interview
- Styling for Interview
- Creating a Better Resume
- Discover the Hidden Job Market
- Interviewing for Success
- Money Management
- Workplace Computer Essentials
- Workplace Communication Essentials
- Goal Setting and Time Management

Dress for Success Sydney acknowledges the substantial financial and professional support of Accenture in enabling us to establish, maintain and grow this Program.

Essential professional support is donated by

- Right Management,
- Bloomberg,
- PeopleBank,
- Lee Willis,
- Sharon Billingham,
- Paula Taylor,
- Caitlin Stewart,
- Jenny Melocco,
- Carole Webb,
- Marie-Gai Oberlander,
- Pina Brandi,
- Christine Sykes.

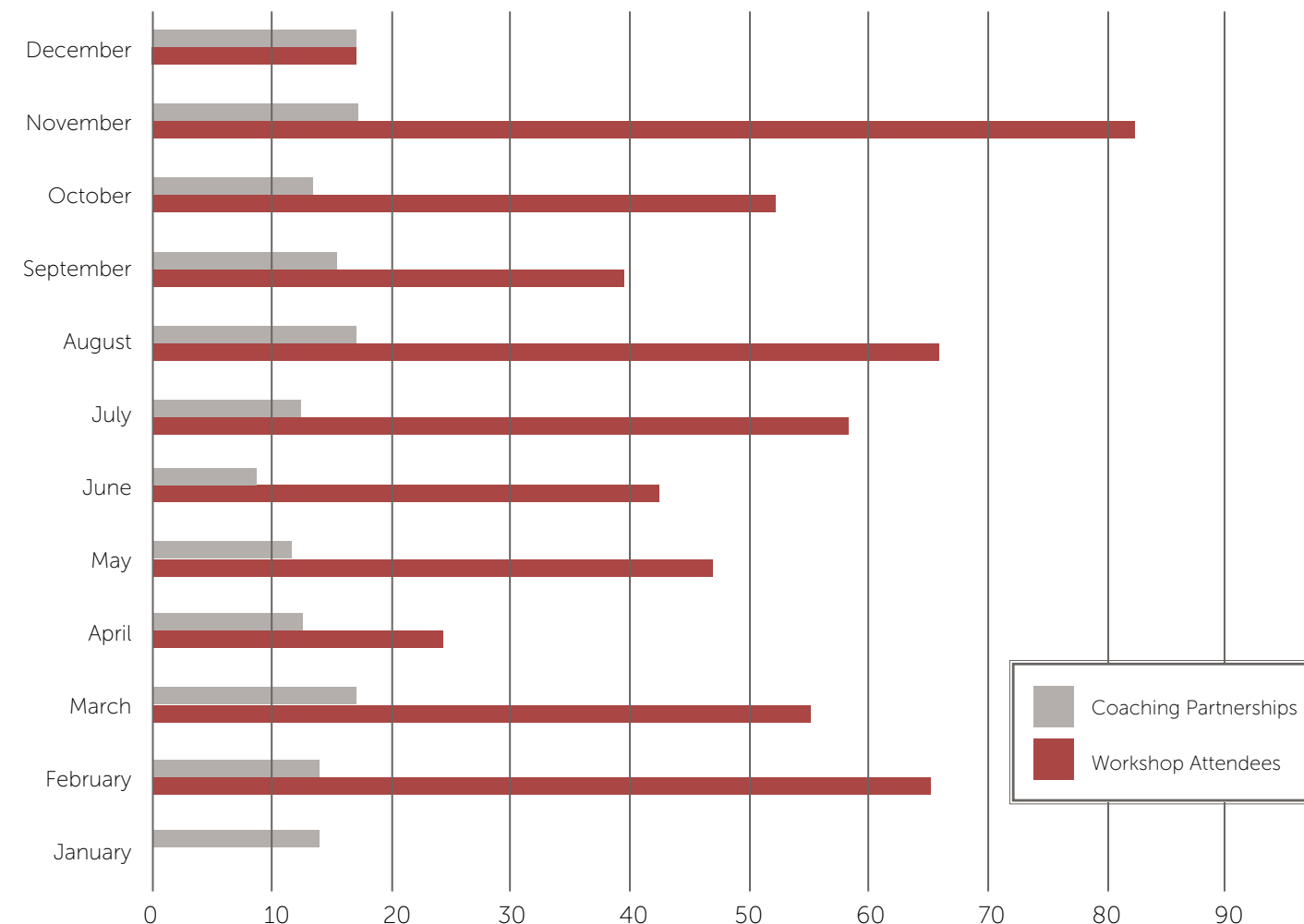
We also offer practical sessions in interview skills and access to internet, computers and printer.

Our Coaching Program offers each client the opportunity to establish a productive relationship with a trained mentor to assist with the job search or job retention.

“NOT ONLY WAS THE QUALITY OF THE WORKSHOPS VERY INFORMATIVE BUT THE INTERACTION WITH THE OTHER LADIES MADE IT VERY HELPFUL. AS A NEW IMMIGRANT TO THIS COUNTRY IT REALLY GAVE ME CONFIDENCE.”

FAROOZAN

GROWTH OF THE 2013 CAREER SUPPORT PROGRAM



THE OUTREACH PROGRAM

The Outreach Program commenced in 2010 with monthly visits to Silverwater Women's Correctional Centre. This project continues to increase in demand with similar visits to Emu Plains Correctional Centre also being run monthly.

In 2013 we continued our monthly dressing service to Gosford with volunteers travelling each month to dress clients at the office of ET Australia. We are currently planning our launch of a monthly service to Campbelltown, thanks to funding from Maddocks Lawyers.

Although we have offered a Pack and Send service to regional NSW for several years, 2013 saw significant increase in demand for the program due to leadership from an additional staffing resource.

This innovative Program continues to support clients who are unable to access our Showroom in Marrickville and are often located in areas experiencing the highest unemployment rates in NSW.

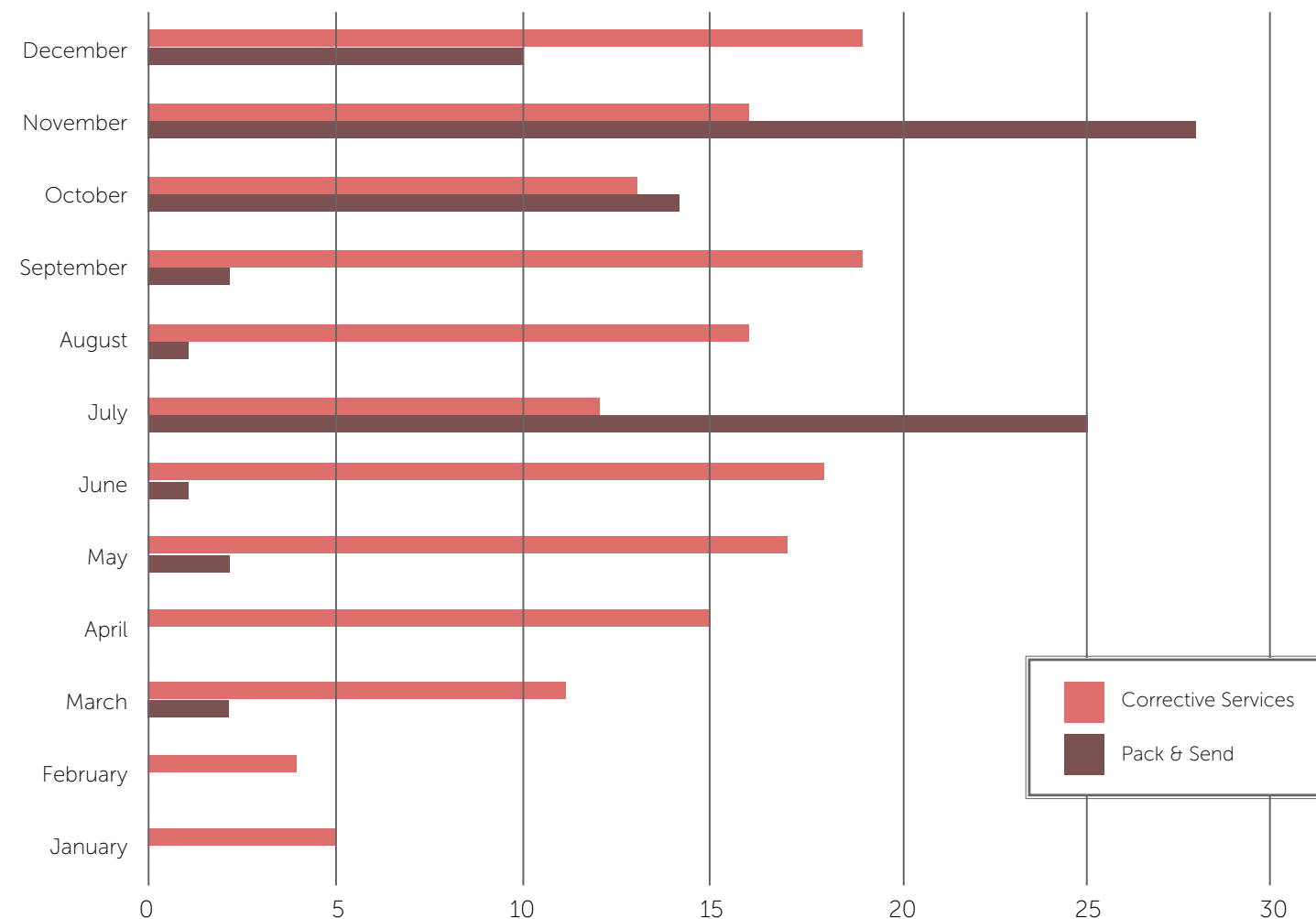
"WHAT A GREAT SERVICE YOU ARE DOING FOR THESE WOMEN. YOU MAY NOT KNOW IT BUT YOU ARE HELPING TO CHANGE LIVES".

WELFARE OFFICER, CORRECTIONAL CENTRE

"THE BOX ARRIVED ON MONDAY AND I MEET WITH ANN YESTERDAY. SHE SAID IT WAS BETTER THAN CHRISTMAS OPENING THE BOX AND LOOKING THROUGH THE CLOTHES. SHE HAD TEARS OF JOY. THE CLOTHES WERE FANTASTIC AND ALL SEEMED TO FIT BEAUTIFULLY. THE ACCESSORIES ALL MATCHED PERFECTLY. YOU HAVE DONE A FANTASTIC JOB CHOOSING AND MATCHING THE OUTFITS. I HAVE AN INCREDIBLY HAPPY AND GRATEFUL CLIENT. SHE AND I CANNOT RECOMMEND YOUR SERVICE MORE HIGHLY. THANK YOU".

REGIONAL REFERRAL AGENCY

GROWTH OF THE 2013 OUTREACH PROGRAM



Special thanks to the individuals, businesses, and foundations who have financially supported our work.

MAJOR SPONSORS



SUPPORTERS

2 Define U	Canterbury Hurlestone RSL	Jane Huxley	OZ Stand Up Paddle
Acte3 Lingerie	Carla Zampatti	Jigsaw	Paul Battams
Allegria Designs	Clover Moore	Joe Gibara	Paul Conti
Allen&Unwin	Corporate Technology Services	Jonah's	PIA
Amber Adora	Crescendo Partners	Kate Lumby	Rachel Gilbert
Andiamo	Darnell Collection	Knight Frank	Renato Mendoza
Air Services Australia	Dell	Ladybird Gifts	Robertson Kirkwood
Atoll	Denise Hanlon	Leaders in Heels	Robomaid
Australian Women's Chamber of Commerce	Diageo	Lollypotz	Roses Only
Baileys	Dick Smith	Luxottica	Royal Bank of Canada
Blue Fin Resources	Elicit Health	Manpower	Ruth Tate
Burwood RSL	esteem Jewellery	Maria Rosselli	Sally Treeby
BHP Billiton	Event Cinemas	Marrickville Council	She Business
Big Box Self Storage	FDC Construction & Fitout	Meerea	Sixty Darling St
Bistro Bruno	Gabby Wise	Metro Computers	STM
Bobbi Brown	Gauri Maini	Mirva	Style & Threads
Brother	Goldman Sachs	misschu	Success Women's Network
Brown-Forman	Gino Nalini	Nareen Young	Tailored Virtue
Business Expos	GoodDay Girl	Orgill Family Foundation	The Iconic
Café Morso	Heavenly Curves	Pia Cosmetics	Toyota
Campbell Arnotts	Hopscotch	Randwick Council	West Ashfield Leagues Club
Canon	Ipac	Oroton	Winevault

FINANCIAL HIGHLIGHTS

Net surplus
for the year of
\$175,567
(2012 = \$97,831)

Revenue has
increased by **25%**
from 2012 results

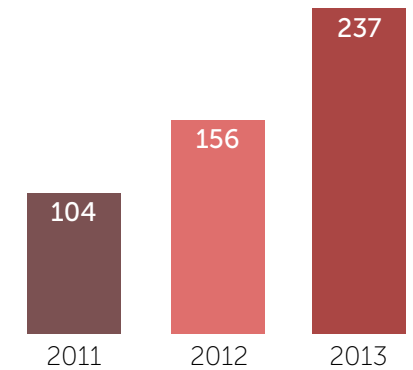
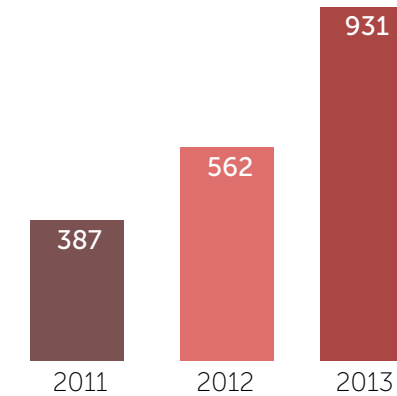
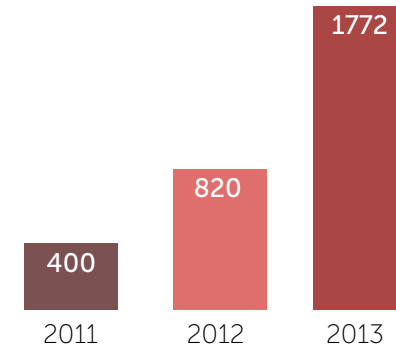
FY 2013 results

Expenses have
increased by **8%**
from 2012 results

Net assets of
\$353,617

[Click here](#) for the full financial statements for the financial year ending June 2013.

SOCIAL MEDIA



New Channels in 2013



BOARD AND STAFF

OUR FABULOUS STAFF



Executive Director
Kate Wiechmann



Executive Director & Operations Manager
Kirsten Junor



Operations Manager
Suzanne Kuntz



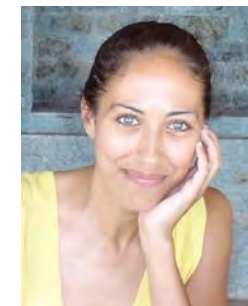
Career Support Program Manager
Lyn Vicary



Business Development Manager
Beverley Brock



Coordinator Volunteers
Catharine Miller



Social Media Manager (Volunteer)
Ozlem Beldan



Administration Support (Volunteer)
Tanya Renaud

OFFICE BEARERS FORMING THE BOARD OF DIRECTORS

Founding Chair

Deputy Chair, Director- Business Events

Deputy Chair, Director- Fashion Events

Treasurer

Secretary

Director - Volunteer Management

Director

Director - Career Support Program

Director - Marketing & Communication

Director - Referral Agency Partnerships

Director

Executive Director

Megan Etheridge OAM

Diana Ryall AM

Robyn de Szoeki

Jackie Woosnam

Natalie Mina

Michelle Thompson

Anne Milne

Tanya Gilson

Rosanna Iacono

Pat Evans

Winsome Bernard

Kate Wiechmann/Kirsten Junor

2013 BOARD MOVEMENTS

- Jan Bingley
- Kerri Jacobson
- Sara Keli
- Karen Powell
- Judith Vincent

The substantial contribution made by these Board members over many years is gratefully acknowledged.

CORE SERVICES SHOWROOM

Dhivya has now started her new role as an office administrator for a firm of Immigration Lawyers. Her first job since she arrived in Australia.



IF YOU WORK IN YOUR OWN COMMUNITY, YOU CAN WEAR WHAT EVERY YOU WANT, BUT IF YOU'RE WORKING IN THE GENERAL COMMUNITY, YOU CAN'T



SHOWROOM HIGHLIGHTS



Gianna was our 5000th Client we dressed mid-June.

Pack and Send program expanding.



CAREER SUPPORT PROGRAM – SUCCESS STORIES 2013

Cheryl attended all of our 8 workshops and then successfully secured a place in The Australasian College to train as a beautician. She was recently selected by The Australasian College to go to their conference in Hong Kong. The increase in her confidence has been significant.



'Coach A': The client didn't believe she deserved a coach and felt so low she struggled to get out of bed in the morning. After attending all the workshops, she felt that having a coach was like 'icing on the cake'. She now has a full time job.



'Coach B': At the first meeting, the client's confidence was at rock bottom. She was a new immigrant and felt she was unemployable in Australia. Within 3 months of the coaching relationship she has successfully identified 3 career paths and put a business plan together.

CONTACT

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www.dressforsuccess.org/sydney



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