



Annual Report 2012



DRESS FOR SUCCESS[®]
SYDNEY

Going Places. Going Strong.

CHAIRMAN'S REPORT

Your clothes tell the world who you are. Research shows that employers rank personality and appearance as significantly more important than skills and experience when selecting front line staff.* If you cannot afford to dress professionally for a job interview, you stand a very high chance of being discriminated against.

87,000 women are currently seeking employment in NSW and Dress for Success Sydney is working to assist women to avoid this discrimination.



Since the launch of our service to the women of NSW in 2009 we have dressed over 4,225 women, held 82 Career Support Workshops and matched 33 coaching relationships. In 2012 alone we have dressed over 1,800 women and overseen the steady expansion of our Programs to include the Career Support Program and the Outreach Program reaching women in Correctional Centres and regional and remote areas of NSW.

This remarkable growth could not have been accomplished without the generous support of volunteers, supporters and partners. In 2012 over 14,000 volunteer hours were donated with volunteers styling clients, sorting and ironing clothing donations for the Showroom, choosing and packing clothing and accessories for clients in the Outreach Program, working through the committee structure to hold fundraising events,

managing the volunteer program, ensuring our communication and marketing channels were effective, managing our relationship with referral agencies, preparing grant applications and developing important corporate partnerships.

The number of clothing donations, through individuals, corporations and clothing manufacturers and outlets, has increased dramatically as has our supply of beauty products. Generous organisations and individuals have supported us financially through sponsorships, donations and membership payments.

We rely, for the effectiveness of our service, on Referral Agencies to take the time to refer their clients to Dress for Success Sydney. We currently have 270 agencies referring clients. These agencies include employment agencies, disability service providers, mental health agencies, indigenous

service agencies, training and education providers, homeless services and corrective services.

We look forward to sustainable growth in 2013 and aim to dress 2,000 women, develop new opportunities through the Outreach Program and enhance the Career Support Program through the launch of the Professional Women's Group, a networking program for clients who have found employment.

I thank the Board of Dress for Success Sydney for their consistent support and encouragement throughout the year and for their commitment to our clients. Our small staffing team, under the guidance of Executive Director, Kate Wiechmann, has delivered an outstanding level of service always showing empathy to clients and support for volunteers and supporters.

In the words of a referral agency "What a great job you are doing for these women. You may not know it, but you are helping to change lives".

Megan Etheridge
Founder and Chair
Dress for Success Sydney

* Warhurst, C., van den Broek, D., Hall, R. and Nickson, D. 'Great expectations: gender, looks and lookism at work', Int. J. Work Organisation and Emotion.

OUR 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.





CASE FOR SUPPORT

Your clothes tell the world who you are. Research shows that employers rank personality and appearance as significantly more important than skills and experience when selecting front line staff.* If you cannot afford to dress professionally for a job interview, you stand a very high chance of being discriminated against.

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Warhurst, C., van den Broek, D., Hall, R. and Nickson, D. 'Great expectations: gender, looks and lookism at work', Int. J. Work Organisation and Emotion.

HOW ARE WE TRACKING RIGHT NOW?

Since opening our doors in May 2009 we have...

- Dressed over 4,225 clients
- Held 82 Career Support Workshops
- Trained 483 clients at our workshops
- Matched 33 coaching relationships

OUR PROGRAMS

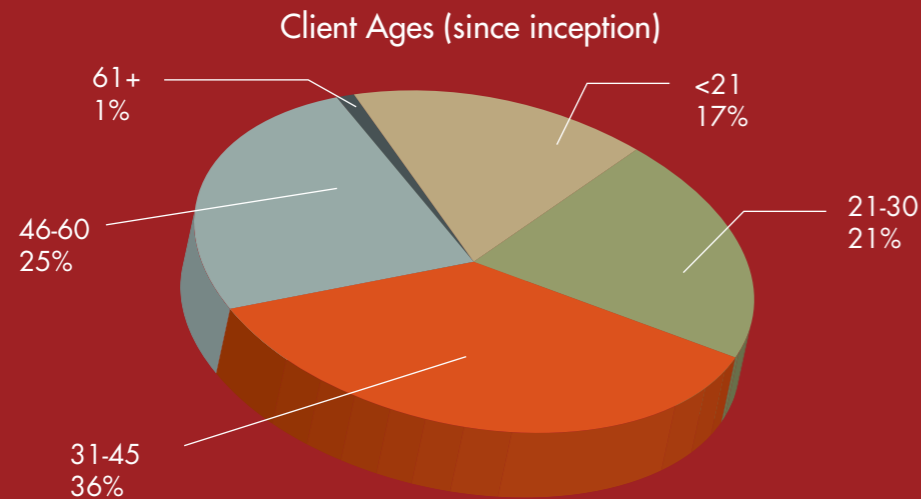
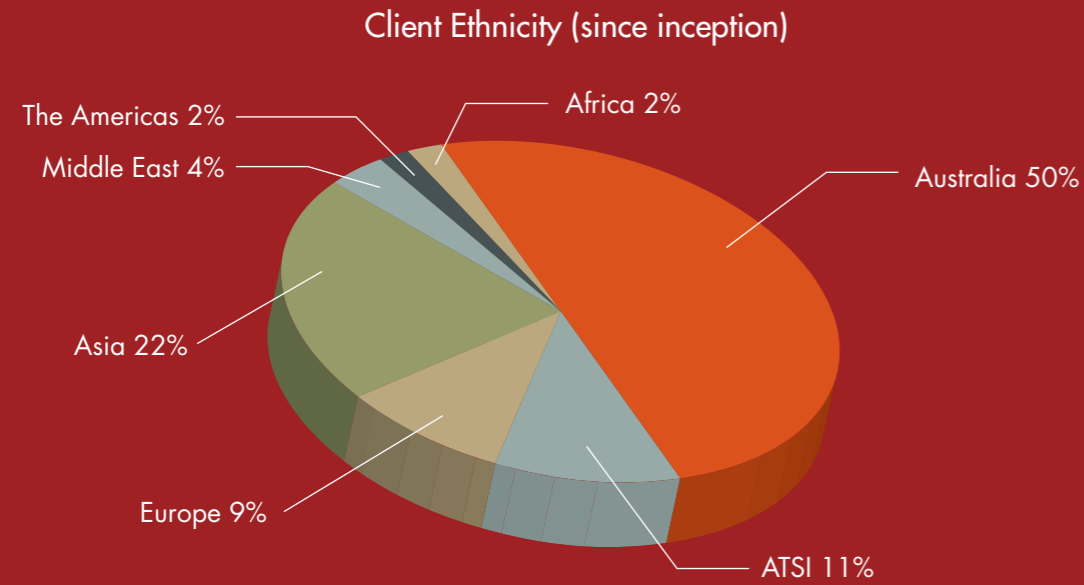
- CORE DRESSING PROGRAM
- CAREER SUPPORT PROGRAM
- OUTREACH PROGRAM

2012 DRESSING SERVICE

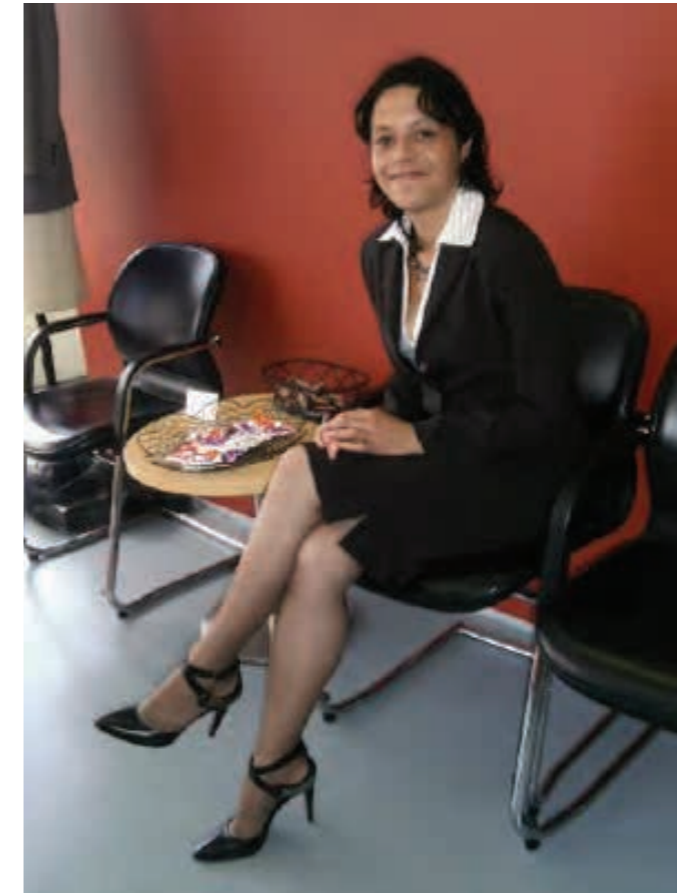
(to 31 December 2012)

- Total Client Dressings 1,893
- Estimated Value of Items Distributed \$317,000
- Volunteer Hours 14,841
- Referral Agencies Sending Clients 270
- Outreach Service:
 - Gosford 86
 - Corrective Services 137
 - Pack & Send 41

OUR CLIENT DEMOGRAPHICS



OUR CLIENTS



'TOTALLY IMPRESSED WITH THE LADIES' ASSISTANCE AND CHOICES OF CLOTHING FOR ME. EVERYONE WAS SO POSITIVE, HONEST AND SUPPORTIVE. WHAT A BOOST TO MY CONFIDENCE. THANK YOU SO MUCH.'

Client Comment

OUR CLIENT EXPERIENCE



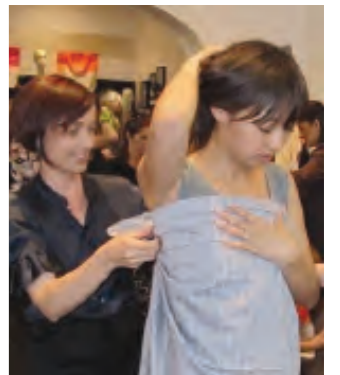
"MY EXPERIENCE HERE TODAY HAS BEEN AMAZING. I AM SO GRATEFUL. THANK YOU SO VERY MUCH. I AM GOING TO BE GOING TO MY NEW JOB SO CONFIDENT AND DRESSED SO WELL."

Client Comment

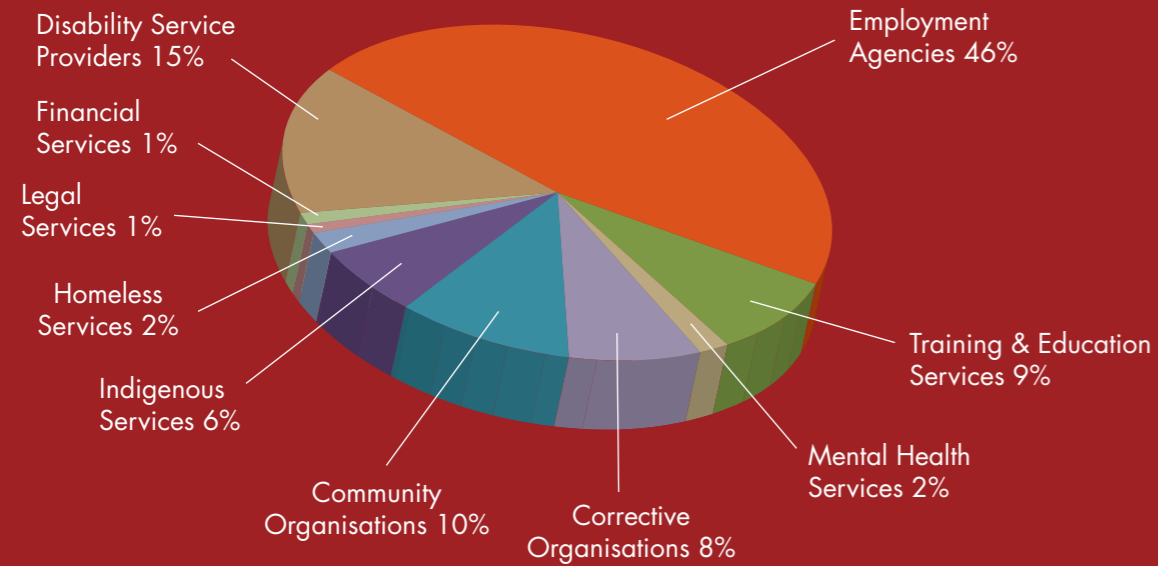
VOLUNTEERS

- 13 Orientation Sessions
- 195 Registered Volunteers
- 3 Volunteer Events
- 7 Corporate Volunteer Days
- Monthly Communications

VOLUNTEERS EVENTS



REFERRAL AGENCIES



GETTING THE WORD OUT



OUTREACH SERVICE



FEEDBACK FROM AN INMATE, EMU PLAINS CORRECTIONAL CENTRE

"...THE DRESS FOR SUCCESS TEAM GIVES A LOT US
WOMEN THE CONFIDENCE THAT WE NEED FOR
SITUATIONS LIKE COURT AND TRIALS AND IF IT WASN'T FOR
DRESS FOR SUCCESS, 99% OF US WOMEN HERE IN PRISON
WOULD BE GOING TO COURT OR GETTING RELEASED
FROM PRISON IN PRISON ISSUE GREENS..."

2012 CSP WORKSHOPS KEY ACHIEVEMENTS

- 59 workshops held*
- 353 participants

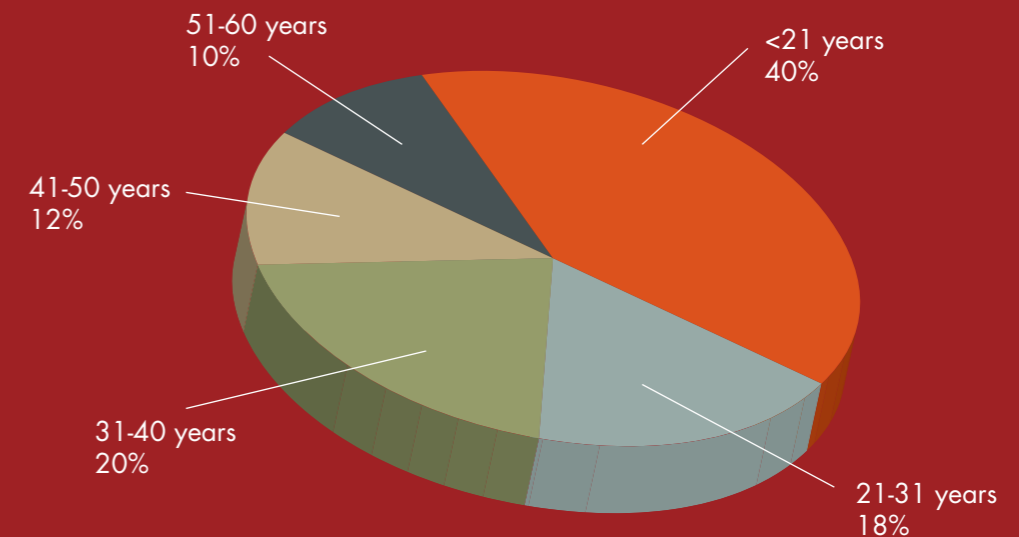
All workshops received excellent feedback most common quotes:

"I felt the information was very helpful, giving plenty of detail."

"This has really helped my confidence and I felt like people really cared."

* Excludes 'Saver Plus' Workshops

CSP CLIENT AGE PROFILE YTD



CAREER SUPPORT PROGRAM (CSP)

HIGHLIGHTS



Lee Willis (presenter) doing a final adjustment on ladies from Petersham TAFE Oct 12.



Girls from Links Parks Community (Nov 12)



Our 4,000th Client, October 2012



Launched Pack & Send Program

PROUD CLIENTS RECEIVING THEIR CSP WORKSHOP CERTIFICATES WITH RIGHT MANAGEMENT TRAINERS & DRESS FOR SUCCESS SYDNEY VOLUNTEER ADRIANA.



MARKETING & COMMUNICATIONS

12 12 12

HELP US DRESS OUR FIRST 100 WOMEN IN 2013!

Annual Christmas Appeal

Dress For Success Sydney provides the professional attire, support and the career development tools that help disadvantaged women thrive in work and in life.

We're on a mission to raise \$15,000 to support, style and develop the first 100 women in need of our services next year and you can help!

A dozen friends working together can make a difference to hundreds of women in 2013.

Simply visit everydayhero.com.au/dressforsuccesssydney to register for the 12:12:12 campaign and reach out to others in your network who may have 12 friends to join the cause.

IT'S SO SIMPLE! 12 FRIENDS 12 DOLLARS EACH 12 DECEMBER

DRESS FOR SUCCESS SYDNEY

Going Places. Going Strong.

Dress for Success Sydney is a registered charity and all donations are tax deductible.

Our famous fashion fundraising sale

"Bubbles and Bargains"

a look and this time it's bigger & better than ever!

SHOP WITH YOUR WHOLE HEART!

Entry Fee just from \$20 or \$30 with Shampoo & Dry Cleaning included. \$10 with D.F. Shampoo & Dry Cleaning included.

When: Sunday 11th November 2012. 10:30am - 4pm. Entry for Members and Emergents. Want to become a member? Membership packages start from just \$100 - go to dss.org.au/dressforsuccess

11:30am - Volunteers & General Public with Orders: Emergents only. FREE entry until community resource centre.

Where: The Australian College of Beauty, 31 Bloor St, NSW

Tickets: Book Online: dss.org.au/BubblesAndBargains

Verze & Hair Vouchers Sponsored by:

DRESS FOR SUCCESS SYDNEY

SOCIAL MEDIA

Go into the world and do well. But more importantly go into the world and do good.

Minor Myers, Jr

12 12 12

HELP US DRESS OUR FIRST 100 WOMEN IN 2013!

IT'S SO SIMPLE! 12 FRIENDS 12 DOLLARS EACH 12 DECEMBER

4000

It's been a busy year for us On-Line!

We've achieved a high level of engagement and relationship with our Facebook fans and Twitter followers.

Our statistics indicate that the most popular Facebook posts are about our client success stories, for example, mother & daughter clients, Wendy & Jessica both got the job.

Our followers also like to learn about clothing donations or financial support from organisations and sponsors. Our most popular Facebook post was Elizabeth Arden's make up donation.

Our main online demographics is women aged 35-44. However in October, over 15% of our overall reach were aged between 15-24 years old (first time ever!).

In October we forayed into the Pinterest world, we have 6 boards so far and we look forward to building a following in this media channel.



FACEBOOK

Likes: 820
(100% growth this year)
Highest reach: 13,655 unique people saw our posts
The most popular post (Elizabeth Arden) has been seen by 1,500 people



TWITTER

Followers: 563
(Over 45% growth this year)
Highest reach: 11,800 impressions



PINTEREST

Launched in October 2012



LINKEDIN

BUBBLES AND BARGAINS



- Bubbles & Bargains raised \$52,000 in 2012!

2012 GALA AND MEMBERSHIP PROGRAM



2012 GALA

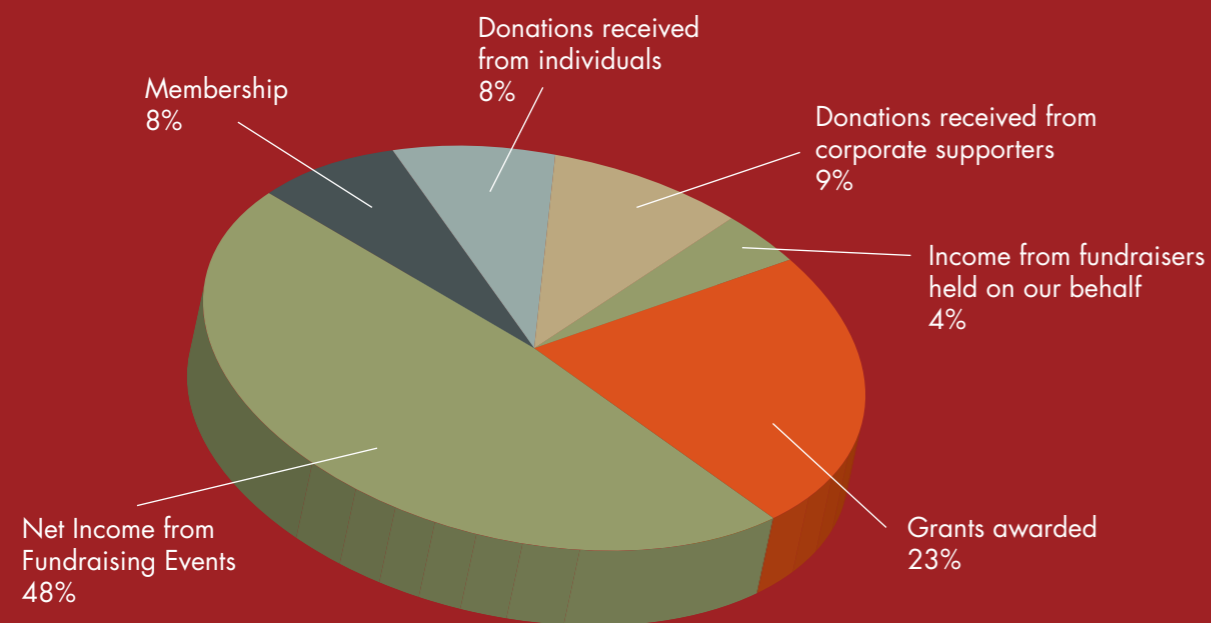
- Raised \$50,000



MEMBERSHIP PROGRAM

- Introduced 12 months ago
- 120 members
- Raised \$25,000

SOURCES OF FUNDING



2012 BOARD OFFICE BEARERS

Founding Chair	Megan Etheridge
Deputy Chair	Diana Ryall AM
Treasurer	Jan Bingley
Secretary	Natalie Mina
Director – Volunteer Management	Sara Keli
Director – Showroom Management	Kerri Jacobson
Director – Corporate Partnerships	Robyn de Szoeki
Director – Fundraising	Diana Ryall
Director – Grants & Foundations	Judith Vincent
Director – Career Support Programs	Judy Vergison
Director – Marketing & Communications	Karen Powell
Director – Referral Agency Partnerships	Pat Evans
Executive Director	Kate Wiechmann

ABRIDGED FINANCIAL STATEMENTS 2012

DRESS FOR SUCCESS SYDNEY INC STATEMENT OF INCOME AND EXPENDITURE FOR YEAR ENDED 30 JUNE 2012

Income	2012 \$	2011 \$
Fundraising	223,619	146,278
Donations and Grants	164,363	103,812
Membership	13,879	-
Interest	6,854	1,982
	408,715	252,072
Less: Expenses	310,884	215,531
Net Surplus for the year	97,831	36,541

DRESS FOR SUCCESS SYDNEY INC BALANCE SHEET AS AT 30 JUNE 2012

	2012 \$	2011 \$
Total Assets	210,240	104,427
Total Liabilities	32,190	24,208
Net Assets	178,050	80,219
Retained Surplus and Equity	178,050	80,219

AUDIT AND ACCOUNTS

Dress for Success Sydney is an incorporated association domiciled in Australia.

The Association is a not for profit entity primarily involved in promoting the economic independence of disadvantaged women by providing professional attire, a network of support and the career development tools to help women thrive in work and life.

In the opinion of the Directors, the Association is not a reporting entity.

Dress for Success Sydney complies with all applicable Australian Accounting Standards and guidelines and as well as the requirements under the Associations Incorporation Act 2009 and the Charitable Fundraising Act 1991.

The Dress for Success Sydney financial statements are audited by KPMG.

These statements are available upon request from Dress for Success Sydney.

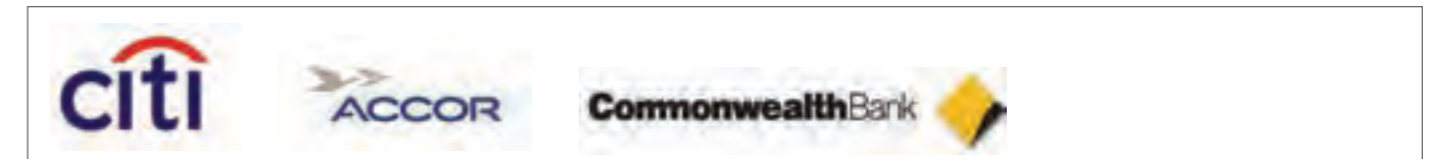
MAJOR FINANCIAL DONATIONS



KEY SERVICE AND PRODUCT SPONSORS



2012 EVENT SPONSORS



CAN WE PUT YOUR LOGO HERE IN 2013?

CONTACT

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<http://www.dressforsuccess.org/>

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SYDNEY

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