

ANNUAL REPORT

FINANCIAL YEAR 2014 - 2015

DRESS FOR SUCCESS SYDNEY INCORPORATED

ABN 86 294 993 663

Going places. Going Strong



DRESS FOR SUCCESS[®]
SYDNEY



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.

Since opening our doors in 2009 we have supported over 9,000 women in need across New South Wales. Every year there are over 100,000 women who need our services. We seek to provide dressing services to over 2,000 women annually and to provide quality career development support services to our clients to enhance their employability skills so that they secure and maintain employment.

We are recognised by stakeholders as a professionally run and compassionate organisation that makes a real difference in the lives of disadvantaged women by building their confidence and optimising their potential to achieve self-sufficiency and financial independence.

Message from the CEO - Ursula McGeown

I am very proud to lead Dress for Success Sydney. During my first year as CEO I have been consistently impressed by the level and nature of impact that our services have on our clients. I watch their confidence grow as they are empowered to take control of their employability and, ultimately, their lives. I see the stress and worry leave their faces as they stand before a mirror and smile at their reflections. These transformations serve as a daily reminder of how fortunate I am to hold this position.



We will continue to enhance client experiences by providing them with quality employability skills training through our Career Support Program, which will be designed and aligned with the Australian Government's Core Skills for Work framework.

My small but agile team of staff achieve so much. They are constantly innovating and enhancing our client services and experiences. We also owe an enormous debt of gratitude to our dynamic network of volunteers for their support. The level of generosity and care that our 273 active and highly engaged volunteers offer to the organisation and our clients overwhelms me. They are the lifeblood of our organisation and I am immensely proud of their commitment and contribution. This year our volunteers donated approximately 15,000 hours to Dress for Success Sydney. To me, this demonstrates the importance and value that our organisation has not only to the lives of our clients, but also to the lives of our volunteers.

Thank you to all our generous supporters and corporate partners who enable us to continue to deliver and enhance our services through their financial, in-kind and skilled contributions.

As I look forward to next year, I am excited by what all that is to come, including reaching our target of dressing and up-skilling 2000 women.

Ursula McGeown
Chief Executive Officer



2015 OBJECTIVES - ENGAGE MORE WOMEN



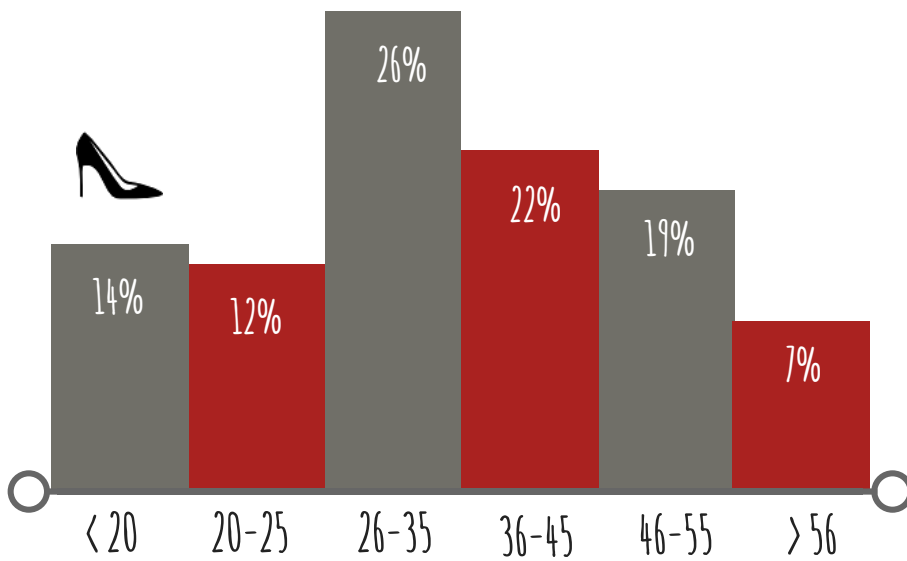
In 2015, we dressed 1,729 women for job interviews, employment, court appearances or other important life events.

Our Career Support Program engaged 1,042 participants into one or more of the 95 workshops that were delivered throughout 2015. We offered a diverse range of workshop topics to promote the employability of clients including resume development, understanding and navigate the job market, interview preparation, dealing with conflict, computer essentials, money management, goal setting, and time management and resilience.

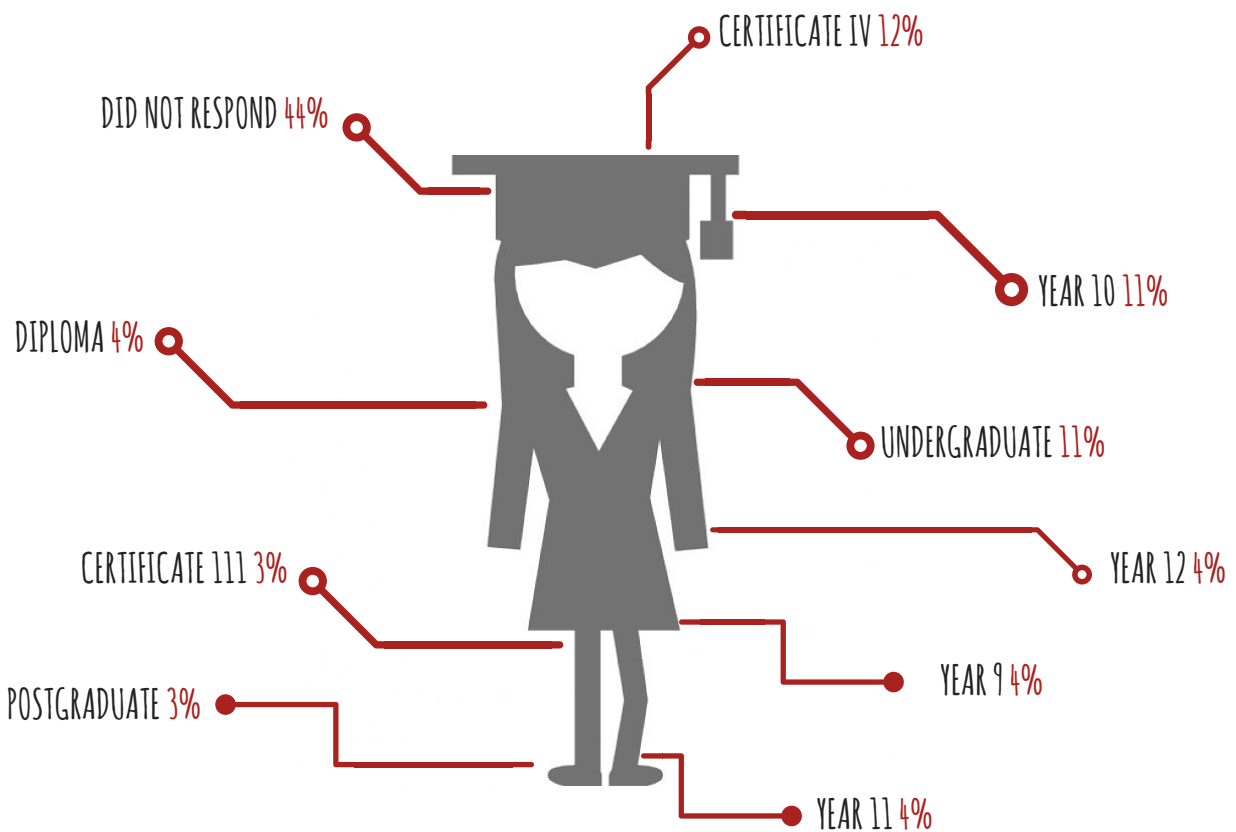
We also engaged 273 active volunteer who donated 15,020 volunteer hours over the course of the year.



CLIENT AGE



CLIENT LEVEL OF EDUCATION

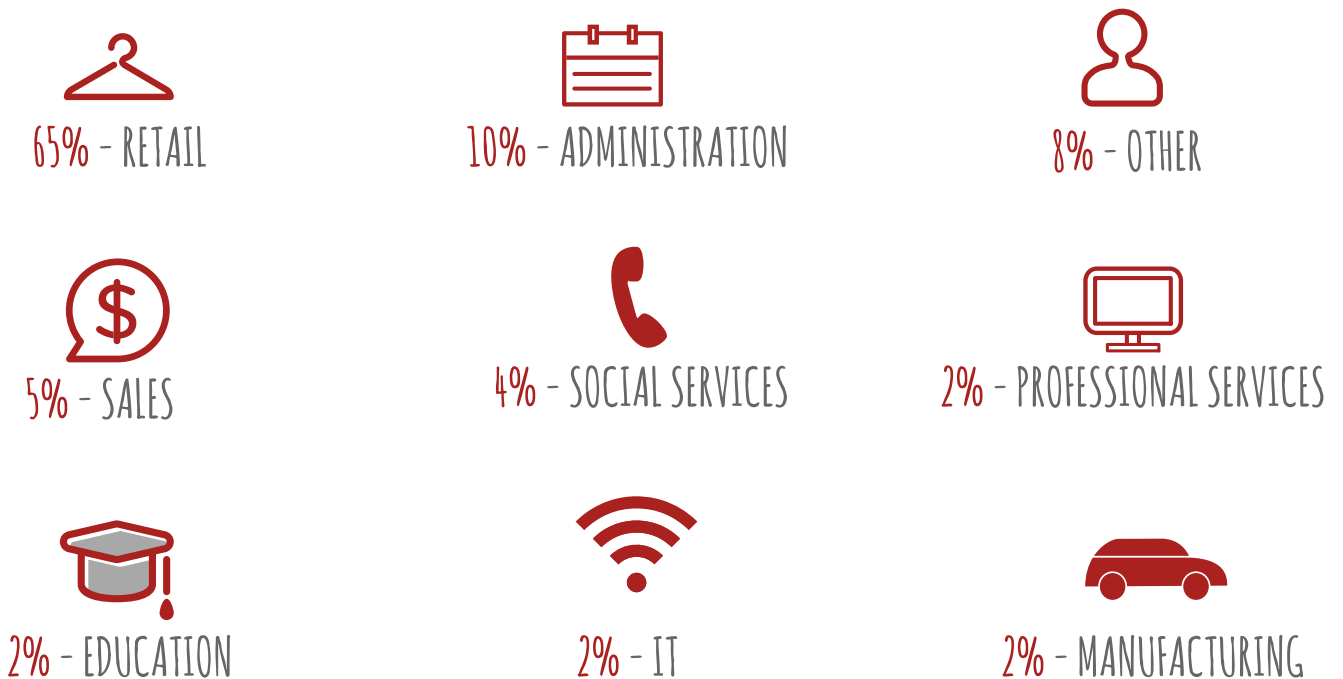




CLIENT ETHNICITY



CLIENT INDUSTRY





This year we had an increased emphasis on enhancing our corporate partner relationships and building our individual donor program, these contributions represented 20% of total revenue (up from 11% in 2014).

\$152,000 was raised through our corporate partners. This was received through corporate and employee donations and workplace giving programs.

Our new individual donor program raised approximately \$31,000 in 2015 up from \$4,500 in 2014. Grant revenue represented 30% of total revenue up from 23% in 2014.

The Australian not for profit/charity arena is highly competitive and extracting fundraising dollars is becoming increasingly difficult. As a result, our fundraising portfolio declined in revenue during 2015 representing 40% (\$267,524) of total revenue, down from 52% (\$338,512 in 2014) in the previous year.

The changing landscape encouraged us to develop new fundraising ideas and resulted in the launch of our new signature event - 100 Years of Power Dressing. The inaugural event was an invaluable experience with successes and lessons learned. This has enabled us to develop the event into a strong fundraising proposition for 2016.

Our Bubbles & Bargains fundraising sales continue to grow and strengthen, raising more than \$130,000, representing 49% of the total fundraising dollar earned this year.

During FY15 we exceeded our financial revenue target, raising \$664,779.00 - 132% of our financial target (Refer to Signed Financial Report FY15)



New Referral Agency Relationships

During 2015 we sought to create new relationships with agencies that supported young people in response to the high levels of youth unemployment throughout our state - 12.7% (as at July 2015, Australian Bureau of Statistics).

We established 143 new referral agency relationships – this represents an increase of 23% compared the new referral agency relationships established last year (116 in 2014). This year referrals from youth organisations represented 33% of our total referrals, up from 21% in 2014.

Further, we applied for and secured grant funding from the IOOF Foundation & Western Sydney University to fund workshops specifically for young women, permitting us to tailor our programs and services to meet the often complex and varying needs of our young clients.

This year, in response to the difficulties that we encountered obtaining referrals due to the changes within the employment/welfare sector we launched a 'Walk the High Streets' campaign. The objective of the campaign was to promote our services to new and existing referral agencies.

The referral agency volunteer committee reviewed historical referral agency data and identified areas and regions that experienced a decline in engagement. Using this information the committee developed a strategy of re-engagement, targeting areas where they would 'Walk the High Streets' to promote and inform the staff and clients of services that Dress for Success Sydney could provide. We believe that the exhaustive work of this volunteer committee significantly reduced the potential downward impact that changes within the sector could have had on Dress for Success Sydney's client dressing numbers.



In early 2015, we commissioned a project to develop a framework that would permit us to measure our impact and success against our organisational purpose.

In April, we launched the first phase of this framework with the implementation of a client assessment and evaluation survey of our dressing program.

During 2015, 399 clients were surveyed yielding some valuable results that illustrate the impact of our dressing service.

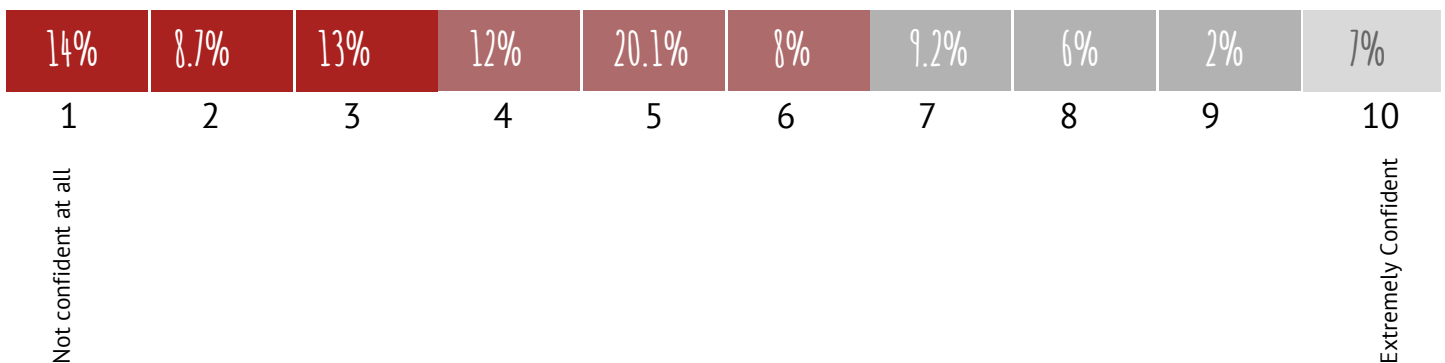
Above highlights the change in how interview ready our clients felt:

- Before their appointments 68% of our clients rated their readiness a 5/10 or lower.
- After their appointment 43% rated their readiness 10/10

Phase two of this project will commence in July 2015 and will include planning and analysis of the Australian Government's Core Skills for Work (CSfW) framework against Dress for Success Sydney's workshops and resources.

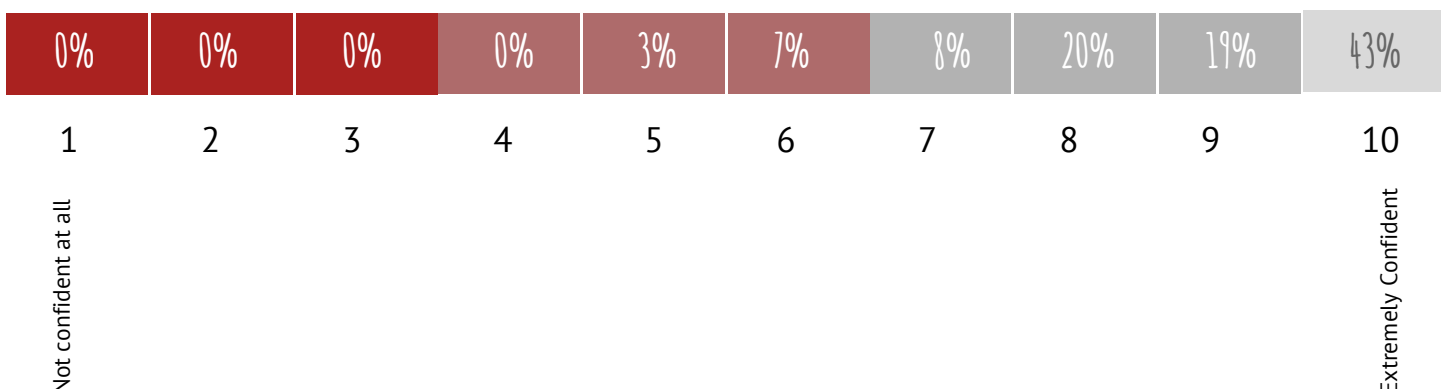
BEFORE YOUR APPOINTMENT:

How ready did you feel for a job interview before your styling session today?



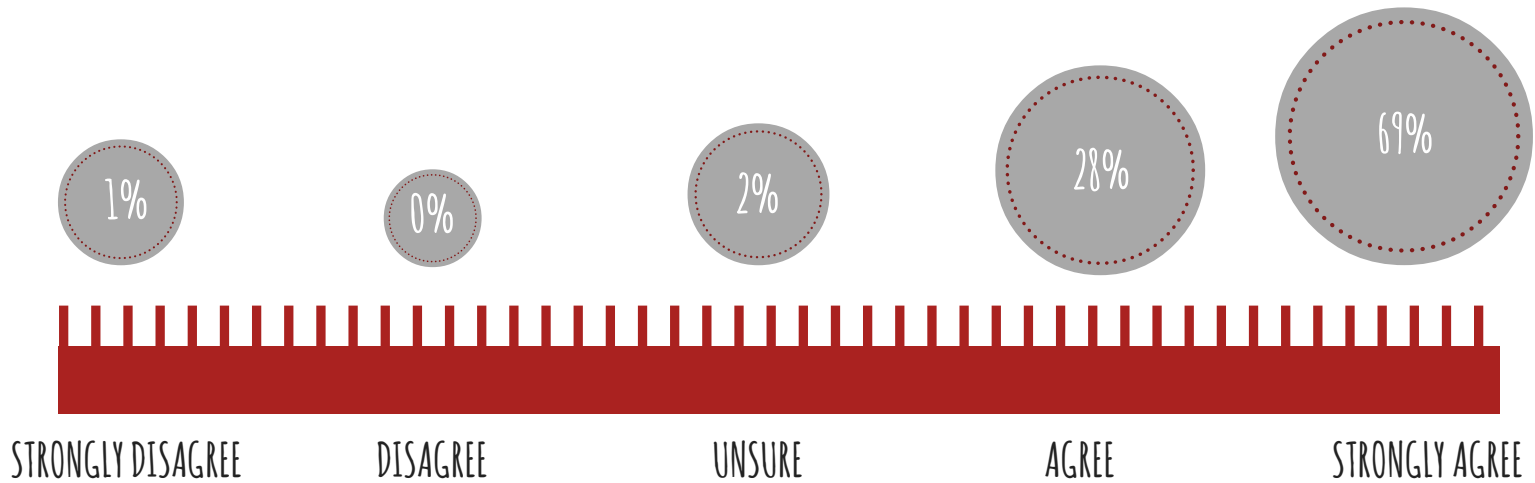
AFTER YOUR APPOINTMENT:

How ready do you feel now?

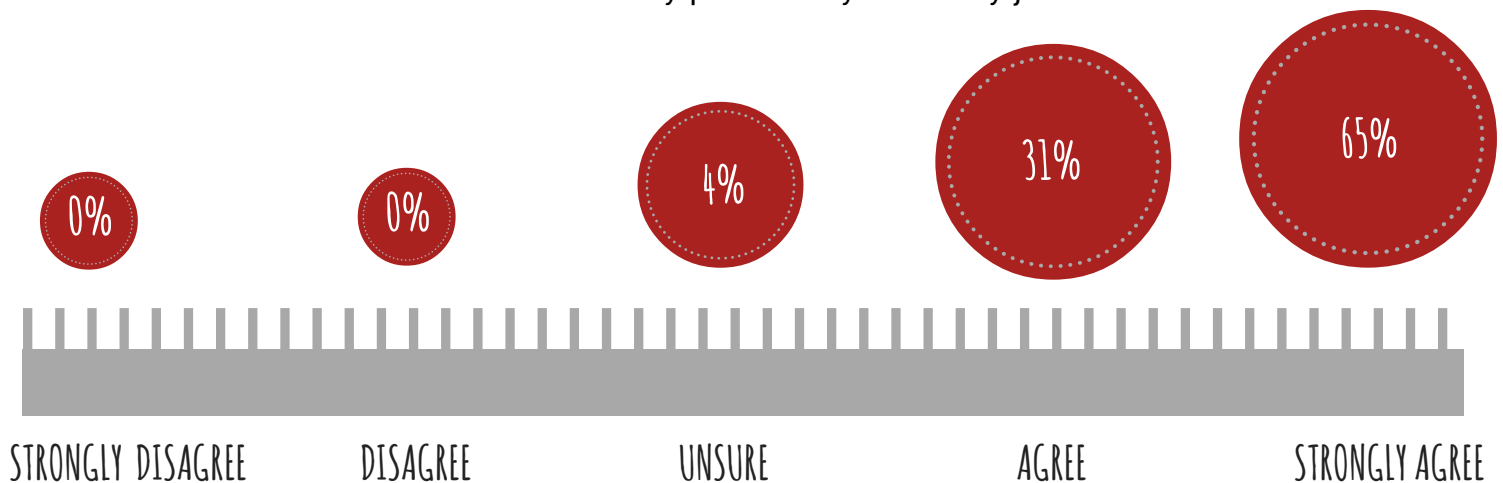




My interaction with my stylist today has positively contributed to my job interview preparation



I now have the confidence to successfully present myself at my job interview



We are proud of the positive impact that our volunteer stylist are having on our client's job interview preparation as well as the increased confidence they have after their dressing session.

Phase two of this project will commence in July 2015 and will include planning and analysis of the Australian Government's Core Skills for Work (CSfW) framework against Dress for Success Sydney's workshops and resources.



CLOTHING DONATIONS

In 2015, more than 15,462 items of clothing valued at an estimated \$270,000 were distributed to our clients.

Dress for Success Sydney is fortunate to have a regular stream of donated clothing from corporates and supporters. This requires the effective management of stock quality and quantities.



For the year ended 30 June 2015

CURRENT ASSETS	2015 \$	2014 \$
Cash and cash equivalents	518,336	476,940
Prepayments	7,435	14,005
Accounts receivable	36,115	36,280
Total current assets	561,886	527,225

NON-CURRENT ASSETS		
Plant and equipment	2,705	571
Total non-current assets	2,705	571

TOTAL ASSETS	564,591	527,796
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CURRENT LIABILITIES		
Trade and other payables	20,294	27,708
Accrued liabilities	-	4,472
Employee benefit liabilities	9,663	11,646
Deposits held for future fundraising events	-	1,150
Unearned revenue	70,000	3,849
Total current liabilities	464,634	478,971

NET ASSETS	464,634	478,971
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EQUITY		
(Deficit)/Surplus for the year	(14,337)	121,354
Accumulated funds	478,971	357,617

TOTAL EQUITY	464,634	478,971
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OUR TEAM

Together with our volunteers, our dedicated and passionate team is the backbone of our operation. They bring a wealth of experience and skills from the corporate, not-for-profit, government and business sectors to our organisation. You can read more about them at <https://sydney.dressforsuccess.org/about-us/who-we-are/>

BOARD OF DIRECTORS



Robyn De Szeoke
Chairperson & Director
Fashion Events



Pat Evans
Deputy Chair & Director
Referral Agencies



Vicki Hartley
Deputy Chair &
Treasurer



Ursula McGeown
Chief Executive Officer



Winsome Bernard
Director - Business
Development



Sharon Dunn
Director - Business
Events



Nicole Brown
Director - Career Program
Support



Kristin Carlos
Director - Marketing &
Communications



Rosanna Iacono
Director - Strategy



Julia Chaplin
Director - Volunteers



SHOWROOM STAFF



Lyn Vicary
Career Support Program
Manager



Beverley Brock
Business Development
Manager



Toni Purnell
Showroom Operations
Manager



Catharine Miller
Volunteer Coordinator



Nicole Bowers
Reception



Dress for Success Sydney

132 Marrickville Road, Marrickville NSW 2204

P: 1800 773 456 | E: info@dfssydney.org

www.dressforsuccess.org/sydney



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