



Dress for *Success*

**Empowering women,
building confidence,
developing skills**

**annual report
2019/2020**



DRESS FOR SUCCESS®
HOBART

Our Purpose

Dress for Success Hobart is a not for profit organisation that empowers women to achieve economic independence through employment. Our programs provide donated work clothing, job search skills, career coaching and networking to give our clients the best chance of securing a job that can change their life for the better.

Our Vision

Tasmanian women are empowered to overcome barriers to employment

Our Values

- Respect
- Empathy
- Transparency
- Accountability
- Diversity, equity and inclusion

Our History

Dress for Success Hobart was established in 2017 by a group of participants from the Tasmanian Leaders Program (TLP10).

There was a demonstrated need in Hobart, and the broader Tasmanian community, for a service like Dress for Success. Women in Tasmania face greater levels of disadvantage when it comes to getting a job and the unemployment rate for men and women is high.

As such, the project team applied to the worldwide head office of Dress for Success to open an affiliate in Hobart. A lengthy process ensued and in 2019, thanks to the generous support of the Tasmanian Community Fund, Dress for Success Hobart opened it's doors for the first time.

We are now part of a global network of affiliates, first established in New York in 1997. With 155 affiliates in 29 different countries, Dress for Success is having an enormous impact on women throughout the world.

We support women who have made the decision to enter (or re-enter) the workforce. Some may be entering for the first time, while others may be entering due to a change in circumstances. For all women, entering the workforce can bring a number of different challenges, it is the access, or lack of access, that individuals have to networks of support that see's them access our service.

The opportunity to access the support provided by Dress for Success Hobart enables women to build their confidence and establish hope in their lives. It gives them access to someone who is there for them and wants to see them succeed.

It feels pretty great knowing that by donating a tiny amount of my time, I'm helping another woman in my community gain employment and in turn find financial independence"

VOLUNTEER





Our Programs

Interview & Employment Styling

Our interview and employment styling program launched in November 2019 and provide support to 15 women between then and the end of June 2020. The purpose of this program is to provide women with an outfit for interview that they feel confident in and that will help them put their best foot forward. They are gifted a head to toe outfit, including shoes, handbag and accessories. Our volunteer stylists work with the client to ensure they leave our boutique feeling confident and empowered and ready to give their best at interview.

Additionally, we can provide women with up to a week's worth of clothing when they secure employment. This can help them with the outfits to see them through the first few weeks until they receive their first pay check, or simply may just give them the basics they need to feel comfortable and confident at the beginning of their new career.

Career Support & Mentoring

Due to the impact of COVID-19, we realised quickly that women in our community, many who hadn't applied for a new job in a long time, were finding themselves without work and in need of an updated resume / CV. As such we launched our Career Support and Mentoring program with advice provided to clients on reviewing and developing their resume, writing job applications, and preparing for interviews. This service has been gratefully received by the women who have accessed it and our dedicated volunteers are showing care and compassion when working with women facing this difficult situation.

"Dress for Success has made a significant impact on me, I look and feel more confident. Great many thanks to Dress for Success for helping and spending time with me in choosing the best outfit possible. I'm very grateful for the service. Dress for Success is doing a wonderful job in empowering women!"

CLIENT

Chair's Report

This is the first Annual Report for Dress for Success Hobart and it is a great pleasure to have been in the Chair role for the second half of the year. The first year of operations started with the commencement of our General Manager Amanda French on 1 September 2019 and the formal opening of our services on the 19th November 2019.

As with many not for profits COVID-19 had a significant impact on our operations with face to face service delivery being largely unavailable however in true community sector form we were able to refocus our operations to respond to the needs of our community. It is a credit to Amanda and our volunteers that we did not simply ride out the initial impacts of the pandemic but proactively found new ways to support our clients and secure new funding and donations throughout that period.

- Highlights of the first year were
- Serving our first client in November 2019
- Celebrating the success of our first client who got the job in December 2019
- Hosting our first Bubbles & Bargains event in February 2020, attracting more than 40 women and raising nearly \$3000.
- Hosting our inaugural Stretch for Success event on International Women's Day in March 2020
- Launching our Career Support Program in June 2020

The success of our first year is due in part to our founding partners, the Tasmanian Community Fund and Aurora Energy. It was also a pleasure to welcome Jackson Motor Company into this group in March where they provided support for us in the form of a vehicle to promote the work of Dress for Success Hobart. We wish to acknowledge our partners role in making our first year possible and look forward to working with them into the future.

We would also like to acknowledge the support we receive from the community in terms of financial donations and the provision of donated items for our clients – we couldn't deliver this service without this support. We also acknowledge the support we have had from our volunteers who give up their time to support the mission of Dress for Success with enthusiasm and commitment. This includes my colleagues on the Board who have played an integral role in setting up and supporting the ongoing governance of the organisation.

Dress for Success has a very important role to play in the economic recovery of Tasmania in ensuring that we provide every opportunity for women who are seeking new employment or are returning to the workforce after a period of not working to make sure that they are supported in their endeavours.

While we are currently operating as Dress for Success Hobart we hope to increase our footprint across Tasmania recognising that rural and remote areas of the state have been hard hit economically through Covid-19. We will only achieve this goal with the ongoing support of our corporate and government partners and the continued generosity of the Tasmanian community.

I wish to congratulate Amanda on an excellent result for Dress for Success through what can only be described as unexpected and challenging times and reiterate that never has an organisation like this been more needed and relevant to the needs of the Tasmanian community as it is now.



Debbie Evans

Chair, Dress for Success Hobart

"It has been very satisfying to see the organisation progress to dressing clients, and even through the interruptions caused by COVID-19, work out how to remain sustainable. I've enjoyed being part of bringing new high calibre Board members into the organisation"

BOARD MEMBER



Treasurer's Report

As the current Treasurer of Dress for Success Hobart I am pleased to report that the financial accounts for Dress for Success Hobart have been audited by WLF Accounting and Advisory and the financial statements approved by the Board as a fair representation of the financial position of Dress for Success Hobart as at 30 June 2020.

In September 2019, Dress for Success Hobart successfully received funding from the Tasmanian Community Fund which enabled the full suite of Dress for Success services to commence.

During the first operational financial year, Dress for Success was able to secure several other grants and raise funds through events, workshops and donations, whilst also enduring the effects of Covid19. The impact of the Global Pandemic has reduced our ability to increase revenue due to strict shutdown measures which has also had some impact on our ability to serve clients across this period.

I am pleased to report that despite this, Dress for Success Hobart recorded a reasonable surplus for the year of \$34 682. I am pleased to report that Dress for Success Hobart remains a financially viable organisation with the capacity to continue to deliver services in the community for women needing assistance in gaining employment.

I would like to acknowledge the excellent work of Liza Goodall of Orange Trunk Consulting in assisting with the finance function of Dress for Success Hobart. Liza has worked diligently to provide the General Manager with finance function support and reporting to the Board.

An Audit and Risk subcommittee of the Board has been formed and will work together in the 2021 financial year to review the financial performance and monitor the performance of structures and controls required to ensure the sustainability of the organisation.

All in all, a positive start to the Dress for Success Hobart journey and one that we hope to continue to build upon.

Anita Dahlenburg

"I love knowing that whatever I do at DFS whether it be clothes sorting, promoting DFS in our community or helping out with fund raising nights, it's giving women in our community a possibility to lighten their load through financial independence."

VOLUNTEER

General Manager's Report

It has been an honour and a privilege to lead Dress for Success Hobart through our first year of operations. The first year didn't go exactly to plan thanks to the Global Pandemic - but then again, when do things ever really go to plan? What did happen, is that we started a journey of making a real difference to the lives of women we served and we delivered outcomes that had the potential to change lives.

Thank you to our incredible supporters, many of whom jumped on board to support us at the very beginning without knowing what we were able and capable of delivering. I hope that we have made you proud to be aligned with us.

Thank you to our referral partners who continue to entrust us to support their clients through their employment journey.

Thank you to our volunteers who have displayed so much patience in starting their journey with Dress for Success. COVID-19 definitely put a halt to many of our plans regarding our volunteer program but we are so grateful for the support our volunteers have shown in that time and can't wait to get them onboard and delivering services to women as soon as possible.

Thank you to our clients, especially those who accessed our service in the beginning. This was a journey for us as well, to develop a service that responded to the needs of our clients and that hopefully delivered client focused outcomes. We are so excited about what the future has in store for Dress for Success Hobart and the increased programs and services that we will be able to deliver to Tasmanian women in the future.

A big thank you to our truly dedicated Board for the many hours of support and dedication to Dress for Success and for their endless guidance. Being the only paid staff member can at times be lonely, but knowing I have the support of our Board has been such a reassurance for me.

I also wanted to take this opportunity to say a huge thank you to my family. To my husband Damian, my daughter Matilda, my parents, Glenn and Vickie and to my sister and brother in law, Hayley and Jarrod. Their unwavering support of me personally, and their commitment to making sure Dress for Success became a reality has meant more to me than I can ever really put into words. From helping put together flat pack furniture, to setting up the office, installing change rooms, sorting clothes and attending each and every fundraising event – they've been there for every moment. Taking on the role of General Manager of Dress for Success Hobart was never going to just be a "job" for me, it was about fulfilling a dream, and I am grateful every day that I get to do what I do.

2019/20 was a big year for Dress for Success Hobart but I truly believe that the best is yet to come. I hope that the next year brings growth and opportunity and that we can empower more and more women to achieve their goals in Tasmania.



Amanda French

General Manager

I first heard about DFS from a friend and it was immediately something I wanted to be a part of – the charity's aim of supporting and empowering vulnerable women to participate in the workforce really resonated with me and I'm so pleased that I can contribute in any small way."

VOLUNTEER

Our People

Board of Governance

Debbie Evans
(Chair – April 2020 – Current)

Sophie Fahey
(Chair – September 2019 – April 2020)

Robin Barnes
(Vice Chair – September 2019 – Current)

Anita Dahlenberg
(Treasurer)

Amanda French
(General Manager and Public Officer)

Louise Bishop

Michael Giudici
(Chair, Governance Subcommittee)

Jane Yarham

Subcommittee Members

Sonia Caton
(Governance)

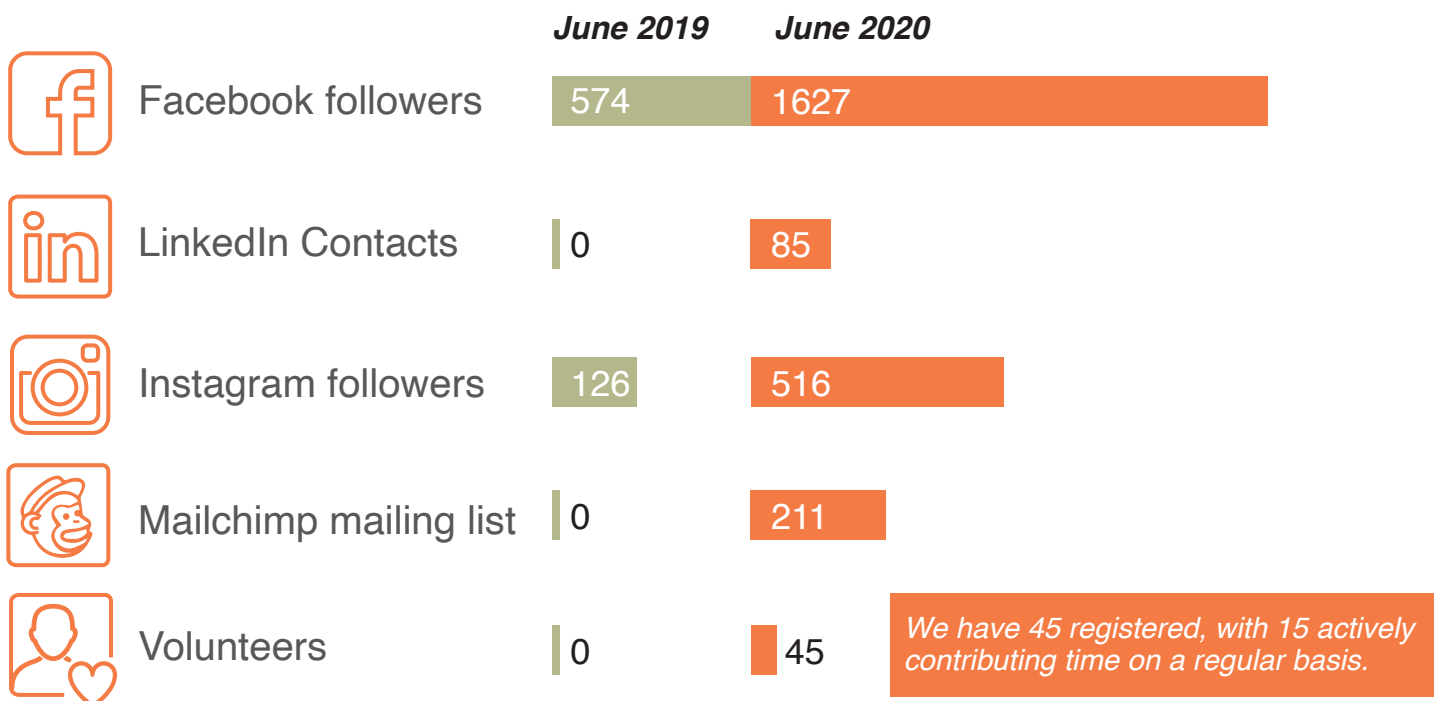
Volunteers

In our first year of operations, Dress for Success Hobart has relied heavily on a dedicated group of volunteers who have supported the establishment of the organisation. Moving forward these roles will be even more integral to the success of the organisation. We are so grateful for the support of our existing volunteers and look forward to welcoming more into the team in 2020 and beyond.

Dress for Success Worldwide

We acknowledge the support from Dress for Success Worldwide as well as our Australian affiliate partners, working in collaboration to achieve great things.

Annual report statistics



15

Number of clients

5

Number successful
at obtaining work

67

Number of workshop
attendees

Dress for Success took the weight off my shoulders as I was stressed a lot about what I was going to wear. But now with this amazing program, it has made me feel ready and more confident about myself in going to interviews.

CLIENT

Outcomes

100%

FELT MORE CONFIDENT AND PREPARED FOR THEIR NEW JOB / INTERVIEW

100%

FELT THEY WERE TREATED WITH COURTESY, DIGNITY AND RESPECT

93%

HAD AN INCREASED UNDERSTANDING OF THE OTHER PROGRAMS ON OFFER BY DFS

100%

WERE HAPPY WITH THEIR EXPERIENCE OF DFS AND INDICATED THAT IT HAD A POSITIVE IMPACT ON THEM

100%

FELT MORE READY AND ABLE TO ENGAGE IN EMPLOYMENT OPPORTUNITIES

100%

AGREED THEY WOULD RECOMMEND THE SERVICE TO A FRIEND OR FAMILY MEMBER

100%

FELT HAPPY WITH THE CLOTHES THEY LEFT WITH

“My hope for the future of DFS Hobart moving forward is for the organisation to continue to become financially sustainable through increasing self-generating income and income streams”

BOARD MEMBER



Our year in a nutshell

Amanda transitioned from chair to General Manager commenced in the role

Delivered our first instant impact workshop face to face

Held our first international women's day event, Stretch for Success with 40 guests

Delivered our first instant impact online workshop

JUL 2019

SEPT 2019

NOV 2019

DEC 2020

FEB 2020

MAR 2020

MAY 2020

JUN 2020

Successfully landed a major grant from the Tasmanian Community Fund

Officially launched the program and served our first client

Held our first Bubbles and Bargains event with over 60 guests

Launched our pack and send program to service women remotely

Thank You

Founding Partners

The Tasmanian Community Fund

Aurora Energy

Jackson Motor Company

Referral Agencies

atWork Australia

Hamlet Inc.

The Hobart Women's Shelter

The Link / Headspace

Red Cross

Work & Training

Supporters

Commonwealth Bank

Community Underwriters

Collective

De Stijl

Fuji Xerox Business Centre / The Print Division

The Henry Jones Hotel / Federal Group

Hobart City Council

Hydro Tasmania

Millington's Funerals

Raine & Horne Kingborough Rentals

Raine & Horne Hobart

Tourism Industry Council of Tasmania

The Little Black Dress Club Members

Thank you to our inaugural members of our regular giving campaign, The Little Black Dress Club.

Robin Barnes

Sophie Fahey

Michael Giudici

Katrina Spark



"Being part of DFS Hobart as a Board member is about paying it forward. I want to be part of building and maintaining an organisation that is there to support women as they build their confidence and chase their dreams. I want to know that if I ever needed this support that I had played my part to develop and support the service that I needed."

BOARD MEMBER

Not only did I leave with an outfit I felt a lot more confident in how to approach my interview and how to prepare for it.

CLIENT

INCOME AND EXPENDITURE STATEMENT

FOR THE YEAR ENDED 30 JUNE 2020

	2020 \$	2019 \$
INCOME		
Grants	134,462	-
Donations Received	6,579	549
Donated Clothing Sales	549	-
Client Services Income	200	-
Consultancy Income	2,100	-
Ticket Sales/Event Income	4,205	-
Cash Flow Boost	10,000	-
JobKeeper	6,000	-
	164,095	549
EXPENDITURE		
Accounting & Bookkeeping Fees	11,065	-
Advertising, Marketing & Promotion	7,053	-
Bank Charges	-	(312)
Board/Governance Expenses	90	-
Business Development	1,045	-
Computer Expenses	3,684	-
Equipment Hire/Lease	-	179
Fundraising Expenses	1,274	-
Insurance - General	3,230	1,691
Legal, Finance and Government Costs	1,112	-
Membership Fees & Subscriptions	1,426	756
Motor Vehicle Expenses	3,152	-
Motor Vehicle Lease arrangement	1,643	-
Office set up costs	5,382	-
Printing, Stationery & Postage	1,222	-
Program Costs	4,864	-
S&W Salaries & Wages	65,287	-
S&W Superannuation	6,178	-
Telephone, Fax & Internet	1,352	-
Training & Development (Staff)	808	-
Travel & Accommodation	2,953	2,172
Volunteer Costs	1,236	-
Annual Leave Expense	5,357	-
	129,413	4,486
SURPLUS (DEFICIT) FROM ORDINARY ACTIVITIES	34,682	(3,937)
NET SURPLUS (DEFICIT)	34,682	(3,937)


BALANCE SHEET


AS AT 30 JUNE 2020

	2020	2019
	\$	\$
CURRENT ASSETS		
Cheque Account	71,061	8,119
Debit card	1,233	-
Accounts Receivable	500	-
Cash Float	250	-
Pre-Paid Rent	91	-
Prepayments	11,993	-
TOTAL CURRENT ASSETS	85,128	8,119
TOTAL ASSETS	85,128	8,119
CURRENT LIABILITIES		
Accounts Payable	1,751	-
GST	(1,651)	-
PAYG Withholding Payable	3,640	-
Unexpended Grants	30,108	-
Provision for Annual Leave	5,357	-
TOTAL CURRENT LIABILITIES	39,205	-
NON-CURRENT LIABILITIES		
Welcome Back Pack Fund Held	3,122	-
TOTAL NON-CURRENT LIABILITIES	3,122	-
TOTAL LIABILITIES	42,327	-
NET ASSETS	42,801	8,119
EQUITY		
Retained Earnings	8,119	12,056
Net surplus (deficit)	34,682	(3,937)
TOTAL EQUITY	42,801	8,119


"I am really proud to be a member of the Dress for Success Hobart board. This organisation has the potential to change a women's life and that of her family and community. When I was young, my mum found herself divorced with 3 kids and no job and in need of help so I have seen how hard it can be to ask for that help. The service that we provide can be the confidence builder that is needed at the right time. We all need a helping hand at times and if Dress for Success Hobart can be that helping hand, I am so proud to be involved."

BOARD MEMBER




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Hobart

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 **DRESS FOR SUCCESS**[®]
HOBART

Going Places. Going Strong.