



Annual Report **2020/21**

*Empowering women, building
confidence, developing skills*



DRESS FOR SUCCESS®
HOBART

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OUR VISION

Tasmanian women are empowered to overcome barriers to employment.

Our Mission

The mission of Dress for Success is to empower women to achieve economic independence by providing a network of support, professional attire and the development tools to help them thrive in work and in life.

Our Global History

Nearly **150** affiliates
in **25** countries.

1.3 million women
served, **13,000**
volunteers.

Our Team

<i>Amanda French</i>	CEO
<i>Vicki Thompson</i>	Volunteer Coordinator (September 2020 - current)
<i>Taryn Brighten</i>	Client Coordinator (September 2020 - April 2021)
<i>Rebecca Wilson</i>	Client Coordinator (May 2021 - current)

OUR PROGRAMS

Whether they are job seekers, employed professionals or ready to be leaders in their community, we deliver services, programs and a network of support to help women overcome barriers for every phase of their personal or professional journeys.

Our programs are outcomes driven, to ensure that participation is contributing to measurable milestones on a woman's journey to financial independence.

“

We empower women with everything they need to succeed while job searching or in the first few weeks of employment – from interview and employment styling, to interview preparation and career workshops.

”



CHAIR'S REPORT



Debbie Evans, Chair

Dress for Success Hobart has now been delivering services to women in the Tasmanian community for 2 years.

Over the past 2 years, we've supported over 250 women access our services and programs. We've provided one on one interview and employment styling, supported women to develop their resume and write job applications, delivered workshops focused on building confidence and skills for women looking to enter or re-enter the workforce and provided backpacks of clothing to women exiting prison. In a nutshell, the Dress for Success team helped women get work, stay in work and be promoted at work during an incredibly challenging time for our community.

With guidance from the Board, a strong governance backbone has been established for the organisation, along with a 3-year Strategic Plan developed with a focus on service credibility, building a strong team, and sustainability and growth. This is driven by the vision to empower Tasmanian women to overcome barriers to employment.

Despite what has been a trying time for many organisations including Dress for Success, there were also significant developments worth highlighting -

- The creation of two new staff roles - Volunteer Coordinator and Client Coordinator. The contribution of Vicki, Taryn and Rebecca has been integral to the success and growth of both client services and the volunteer program.

- Working in collaboration with the National Dress for Success Australia Affiliate Network to secure a three-year funding contract from the Women's Leadership Development Fund to develop and implement a career development portal for clients around Australia regardless of their location.
- The further development and refinement of our service offering to truly meet the needs of the women who access our programs.
- Ongoing support from our founding partners - The Tasmanian Community Fund, Aurora Energy and Jackson Motor Company and the City of Hobart.

The next 12 months will continue to challenge Dress for Success Hobart with the conclusion of our seed funding from the Tasmanian Community Fund in September 2022. However, it is time for the organisation to stand on its own two feet and progress forward with confidence under the capable leadership of the CEO, the guidance of the committed Board, and the passion of the skilled Dress for Success team.

TREASURER'S REPORT



Belinda Bresnehan, Treasurer

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 2021.

In addition to the continued support from the Tasmanian Community Fund, Dress for Success Hobart was successful in obtaining community grants from several organisations through out the year. These sources included the Commonwealth Bank Staff Foundation, the Harcourts Foundation, TasNetworks, Pulse of Tasmania and My State. These grants have enabled Dress for Success Hobart to continue to grow its services to the community.

Whilst it has been a challenging year for many not for profit and charitable entities, I am pleased to report that Dress for Success Hobart delivered a surplus of \$58,150. I am also pleased to report that the organisation remains a financially viable organisation with the capacity to deliver services to the community.

I would like to acknowledge the contribution of the founding and outgoing Treasurer Anita Dahlenburg for her commitment to establishing the financial processes of the organisation as well as the continued work of Liza Goodall of Orange Trunk Consulting in assisting with the finance function of Dress for Success Hobart.

The Audit and Risk subcommittee of the Board has functioned well and continued to build procedures and controls required to ensure the sustainability of the organisation into the future.

“

After another successful year, the outlook for the year ahead is exciting as the focus turns to continuing to secure ongoing funding sources to ensure the future sustainability of Dress for Success Hobart.

”

CEO REPORT



*Amanda French,
Chief Executive Officer*

What a whirlwind first two years for Dress for Success Hobart! There is so much for us to be proud of in setting up the organisation and building strong foundations for a future where we can transform the lives of women in our community.

Now more than ever, there is a demonstrated need for the services and programs provided by Dress for Success. The past 18 months have highlighted the increasing inequality experienced by women in our communities, across all areas. The economic security and financial independence of women in Australia has never been under greater threat.

The mission of Dress for Success is to support women to overcome barriers to employment and achieve financial independence. We know that this is not a short-term goal. We know that there are many facets that need to be addressed in a woman's life to give her the best possible chance of success. That is why we are committed to enhancing our offerings to ensure that women in our community have access to the support that they need.

The past 12 months have seen exponential growth of our programs in relation to both our clients and our volunteers. We supported 151 individual women to access our programs in 2020/21 across our interview and employment styling, career support, and 'Welcome BackPack' initiatives.

Our clients have told us that as a direct result of our services, they feel more confident and prepared for a job interview or new job. They also told us they feel more ready and able to engage in employment. The confidence we bring to the women we work with is transformational.

Employing our first Client Coordinator and Volunteer Coordinator in September 2020 was a definite highlight of my time as Dress for Success Hobart CEO. Vicki and Taryn joined the team just as I was taking some time out to welcome my second daughter into the world. They steered the ship while I was on leave under the guidance of our incredible Board, and for that I will be forever grateful. Taryn left us in May to welcome her own bundle of joy to the world, and Rebecca then joined our team to fill the Client Coordinator role. The fact that each of our paid staff members first joined the organisation as part of our volunteer team brings me such joy. They had a passion and commitment for Dress for Success before it became a job for them. I am so grateful to Vicki, Taryn and Rebecca for the hard work and commitment they have shown to the organisation.



A big thank you to our tremendous volunteers who give and give and give. What we've learnt this year is that they "get" so much from what they give to our clients as well. They've shared stories with us about how being part of a collective, of something that makes a real difference, has given them purpose and connection. We are so grateful for everything they contribute and know that we literally couldn't do what we do each week without them.

I also want to thank the Dress for Success Hobart Board who voluntarily give their time and expertise each week in a range of different capacities.

And finally, I want to thank the clients of Dress for Success. The women who've walked through our doors, ready to change their lives. I've often said that I think every woman who has reached out to us for assistance is incredibly brave. It has been our privilege to support the women who have come to us so far, and we look forward to supporting many more into the future.

The next 12 months will not be without challenges, of that I am certain. We must continue serving women in our community, while securing the financial capacity and capability of the organisation for the future. The team and I are ready for the challenge, and we can't wait to see what the next year has in store for us.

“

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”

DRESS FOR SUCCESS HOBART BOARD



Debbie



Sophie



Belinda



Louise

Debbie Evans **Chair**

Sophie Fahey **Vice Chair**

Anita Dahlenberg **Treasurer**
(July 2020 - April 2021)

Belinda Bresnehan **Treasurer**
(April 2021 - current)

Louise Bishop

Robin Barnes

Sonia Caton

Ningning Lyons **(June 2021 - current)**

Michael Giudici

Jane Yarham



Robin



Sonia



Ningning



Michael



Jane

OUR IMPACT

Clients

Women who come to Dress for Success face a variety of challenges that impact on their economic future - from underemployment, cultural and language barriers, past incarceration, domestic violence, mental health issues, to ageism and discrimination. We help women overcome these barriers by accessing our range of programs.

25% of the women who come to us are aged 18 - 24, 15% aged 25 - 30, 25% aged 31 - 40, and 11% are aged over 50.*

6% of the women accessing our styling services are Aboriginal with a further 1% identifying as Torres Strait Islander. A large proportion of the women who access our programs are from culturally and linguistically diverse backgrounds.

*some women do not identify an age bracket

100%
of respondents said they
feel more confident and
prepared, ready for their job
interview / new job

100%
feel more ready and able to
engage in employment



Over 50% of the referrals received through DFS are self-referrals where women in the community have heard about Dress for Success and sought us out as a support mechanism.



Total number of women assisted through Dress for Success Programs (styling, backpacks, career support)	151
Interview Styling Appointments	39
Employment Styling Appointments	25
Life Event Styling Appointments	2
Career Support	28
Women who got the job*	13
Backpacks	79
Workshop participants	137
Number of items gifted to clients	528
Volunteers	35
Volunteer hours 2020/21	845 hours
Value of items gifted to clients	\$10,560

*we rely on women disclosing their employment success with us to determine this number. We have plans for a more detailed evaluation protocol in the coming 12 months to determine the real number of women who are successful in finding employment.

SUCCESS STORIES



Annie

Annie* found out about Dress for Success when she received a backpack of clothing from us as she left prison (our Welcome Backpack program). She made an appointment to come and see us after she'd been back in the community for a couple of weeks. This is what she said:

“

Dress for Success made me feel beautiful and they made me feel like a normal person and no longer a prisoner. I would like to say thank you so much for all your help. If it wasn't for the help of Dress for Success, I wouldn't have felt prepared to get back into the work force. Thank you for all of your help, you really are making a difference.

”



Georgina

Georgina* had been looking for work for several months without luck. She was referred to Dress for Success for a styling session to boost her confidence, and for help with her application. This is what she said about the process of accessing Dress for Success:

“

It was a wonderful experience. I was treated with dignity & respect where I was not only listened to but heard. After spending time with the ladies & putting together a gorgeous outfit I actually felt very confident standing in front of the mirror looking at myself. I received advice using a step-by-step method on how to piece together a cover letter that was simple but effective, using language known to the employer. This helped me immensely. I am so thankful for the ongoing support with my cover letter & resume. Thank you so much for your kindness, support and absolute professionalism.

”



Jodi (Volunteer)

Jodi joined Dress for Success in late 2020. She applied for a volunteer position as our communications coordinator. An all-encompassing role that to be honest would have been difficult to fulfill in a paid capacity but yet here we were with an amazing cohort of volunteers who all applied to do the role without being paid a cent. Jodi was offered the role and literally hit the ground running. She sent out newsletters, set up our ticketing for events, wrote and uploaded content to our socials and just generally kept things looking professional for us from a social media and comms perspective. She dedicated hours each week and was always able to help with whatever we asked her to do. A couple of months ago, Jodi decided to move away to follow her dream marketing career and we were obviously devastated. She'd become such an essential part of our little family. When she left, she shared with us this beautiful quote:

“

Dress for Success has changed my life and I truly mean that. You have had such a positive impact on me. Before I started volunteering with Dress for Success, I was feeling so lost, my confidence was at an all-time low and I couldn't find my voice. I was dealing with so many challenges at that time and I wasn't sure what direction I was going, but one thing I knew was I didn't want to leave this world without making an impact, big or small, and Dress for Success turned out to be the right fit, at the right time.

Being able to do something so small in my mind, has been so rewarding to me. Knowing that even the small tasks I do, make such a difference to a great cause. It's been so worthwhile! Volunteering with Dress for Success brings me so much joy and motivation to keep pushing myself. So thank you for choosing me! And thank you to all of the other women I've met at DFS that made me feel so loved, even when I didn't love myself!

”

What Dress for Success did for Jodi is what we aim to do for our clients each and every day. We gave her a community, we gave her a purpose, we made her feel valued and that her contribution made a difference. Jodi has since had the confidence to apply for her dream role in marketing in WA and pack up and move away to pursue those dreams. We can't take credit for that - but importantly, she told us, we played a big part in building her confidence to even apply for the role in the first place.

OUR REACH

	2020	2021
Facebook	1627	2430
Instagram	516	773
Linkedin	85	411
Mail Chimp	211	482
Clients	15	151
Active Volunteers	15	35
Referral Agencies	5	12



OUR PARTNERS



Without the support of our partners, we would not be here to support the many women who access our service each year.

Founding Partners

The Tasmanian Community Fund
Aurora Energy
Jackson Motor Company
City of Hobart

Community Partners

Wilson Homes

Referral Agencies

APM
AtWork Australia
Colony47
Glenorchy Jobs Hub
Headspace
Hobart Women's Shelter
Interact Australia
My Pathway
Parenting Next
Salvation Army
South East Employment Hub
Total Workfit Solutions

Supporters

Collective
Fairbrother Foundation
Fuji Xerox Business Centre / The Print Division
Harcourts Foundation
MeMi Espresso
MyState Foundation
PRD - Hobart
Rotary Club of Central Launceston
Tasmanian Government Department of State Growth
TasNetworks
The Pulse of Tasmania
Tourism Industry Council of Tasmania
Women in Tourism

Clothing Driver Partners

Raine & Horne Kingborough Rentals
Raine & Horne Hobart
GHD
The Henry Jones Hotel / Federal Group

Our Donors*

Sophie Fahey
Michael Giudici
Robin Barnes

*over \$500 annual contribution

EVENTS

Our signature fundraising events play a crucial role in advancing our mission and vision.

Our events have been impacted over the last 12 months due to the global pandemic and we hope that 2022 will bring bigger and better opportunities for us in this space. The highlights for the 2020/21 year include:

- *Stretch for Success*
- *Sip and Sale*
- *Paint and Sip*



FINANCIAL STATEMENTS

INCOME AND EXPENDITURE STATEMENT FOR THE YEAR ENDED 30 JUNE 2021

	2021 \$	2020 \$
INCOME		
Grants	168,136	134,462
Donations Received	18,493	6,579
Donated Clothing Sales	4,676	549
Client Services Income	182	200
Consultancy Income	500	2,100
Ticket Sales / Event Income	1,995	4,205
Cash Flow Boost	10,000	10,000
Job Keeper	21,900	6,000
Sponsorship	30,000	-
Sundry Income	10,473	-
	266,355	164,095
EXPENDITURE		
Accounting & Bookkeeping Fee	6,846	11,065
Advertising, Marketing & Promotion	1,918	7,053
Bank Charges	618	-
Board / Governance Expenses	1,730	90
Business Development	28	1,045
Computer Expenses	6,147	3,684
Consultancy Fees	1,200	-
Fundraising Expenses	786	1,274
Insurance - General	4,413	3,230
Legal, Finance and Government Costs	-	1,112
Membership Fees & Subscriptions	959	1,426
Motor Vehicle Expenses	2,374	3,152
Motor Vehicle Lease arrangement	4,545	1,643
Office Expense	6,922	5,382
Printing, Stationery & Postage	1,101	1,222
Program Costs	3,665	4,864
Rent	1,091	-
S & W Salaries & Wages	128,620	65,287
S & W Superannuation	11,102	6,178
S & W Fringe Benefits Tax	10,473	-
Telephone, Fax & Internet	2,578	1,352
Training & Development (Staff)	819	808
Travel & Accommodation	168	2,953
Volunteer Costs	5,569	1,236
Annual Leave Expense	4,532	5,357
	208,205	129,413
SURPLUS (DEFICIT) FROM ORDINARY ACTIVITIES	58,150	34,682
NET SURPLUS (DEFICIT)	58,150	34,682

BALANCE SHEET AS AT 30 JUNE 2021

	2021 \$	2020 \$
CURRENT ASSETS		
Cheque Account	122,824	71,061
Debit card	2,074	1,233
Accounts Receivable	5,517	500
Cash Float	-	250
Pre-Paid Rent	91	91
Prepayments	8,610	11,993
TOTAL CURRENT ASSETS	139,116	85,128
TOTAL ASSETS	139,116	85,128
CURRENT LIABILITIES		
Accounts Payable	2,029	1,751
GST	1,853	(1,651)
PAYG Withholding Payable	5,566	3,640
Unexpended Grants	26,243	30,108
Provision for Annual Leave	9,889	5,357
Fringe Benefits Liability	2,000	-
TOTAL CURRENT LIABILITIES	36,807	39,205
NON-CURRENT LIABILITIES		
Welcome Back Pack Funds Held	1,358	3,122
TOTAL NON-CURRENT LIABILITIES	1,358	3,122
TOTAL LIABILITIES	38,165	42,327
NET ASSETS	100,951	42,801
EQUITY		
Retained Earnings	42,801	8,119
Net surplus (deficit)	58,150	34,682
TOTAL EQUITY	100,951	42,801



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HOBART