



Annual Report 2021/2022



DRESS FOR SUCCESS®
HOBART

Going Places. Going Strong.

CONTENTS

01. Our Vision, Our Mission, Our Team
02. Dress for Success Board
03. Introduction
04. A Message from The Chair
05. The Financial Year in Review
06. What Programs Do We Offer
07. What is Our Client Impact?
08. Welcome Backpack Program
09. Our Referral Partners
10. Our Volunteers
12. Client Success Stories
14. Volunteer Success Story
15. Communication & Marketing
16. Our Partners
17. Ruth's Story
18. Financial Statements

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 TEAM

5 staff, 2.7 FTE

Amanda French Chief Executive Officer

Vicki Thompson Volunteer Coordinator

Rebecca Wilson Client Coordinator

Nichola Millard Finance & Administration Coordinator
(March 2022 - current)

Taryn Griffith Events & Fundraising Coordinator
(June 2022 - current)

Julie Homer Operations Consultant
(November 2021 - February 2022)

Our Global History

143 affiliates in **23** countries.

1.3 million women served, **14,000** volunteers.

DRESS FOR SUCCESS BOARD

Debbie Evans - *Chair*

Sophie Fahey - *Deputy Chair*

Belinda Bresnehan - *Treasurer*

Louise Bishop

Robin Barnes

Sonia Caton

Ningning Lyons

Michael Giudici

Maria Skillern - *Volunteer Board Secretary* *

*not an Official Director

INTRODUCTION



Amanda French, CEO

The world is a very different place to when we first set out on the journey to bring Dress for Success to Tasmania, but with change and uncertainty, comes opportunity

Demand for our services and programs has increased and the need has never been so clear. The end of our initial start up grant from the Tasmanian Community Fund means we have reached a significant milestone in our business plan. Finding and developing multiple and diverse revenue streams has been a key strategy for Dress for Success Hobart since we began operating and the hard work we put in to build awareness and brand recognition has paid off.

We're thrilled to have received funding from the State Government to further enhance and build upon the services we've provided to Tasmanian women over the past 3 years.

During the 2021/22 financial year we had the privilege of supporting almost 300 women who accessed our programs and service. Up over 50% on FY21. The women who accessed our programs and services are from diverse backgrounds and experiences and all have a unique story. There are so many clients that share the true impact of what Dress for Success has given them, but Ruth, our Dress for Success Client Ambassador has so articulately expressed this to us. Read Ruth's story at the end of this report.

In addition to our signature styling and career support programs, we've continued to deliver backpacks of essentials to women exiting from the Mary Hutchinson Women's prison, thanks to funding from the Department of Justice.

We've worked with Dress for Success national affiliates to develop and launch an online Career Hub, where resources and tools can be accessed 24/7 by women looking for work and we've trialed new and different approaches to our core programs, like Style and Send and Outreach Styling to ensure we are able to meet the needs of women in our community who need our services the most.

Revenue for the year was on par with FY21, however expenses were higher and we did end the year in a planned deficit position due to a dedicated commitment to increasing staff capacity. This paid off with revenue increasing significantly in fee for service, clothing sales and donations and is also evident in our client numbers increasing by over 50% for the period.

As I have said each year, we literally could not do any of the above without the engine room of our organisation - our volunteers. Supported by our dedicated and talented team of staff, our volunteers give so much of themselves to assist in the delivery of our transformational services.

Thank you to the volunteers and team for all you do to support Tasmanian women overcome barriers to employment. Also, my thanks to the Board for their guidance and support during 2021/2022.

The next chapter for Dress for Success is an exciting one, there are so many opportunities in our future and with the support of the Tasmanian community and our incredible supporters, we have much work to do.

A handwritten signature in black ink that reads "A French".

Amanda French, CEO

A MESSAGE FROM

The Chair



Debbie Evans, Chair

The Not-for-Profit Sector has faced many challenges over the last 2 years and the need for services like Dress for Success has never been more apparent. The economic and social recovery of Tasmania post the pandemic means that now more than ever women entering or re-entering the workforce are turning to the organisation for support.

At the same time small organisations such as ours continually balance the issue of increased costs in service delivery, continuation of funding and low indexation. The ongoing need to secure financial viability through funding and sponsorship is one of the biggest challenges we face in order to support the community.

As the brand and reputation of Dress for Success grows so do the number of champions in the community who assist in providing resources and advocating for ongoing financial support.

This will be my last report as the Chair of Dress for Success, and I would like to take the opportunity to reflect on the changes that I have seen in the organisation and to pay tribute to those who are key to its ongoing success.

As is commonly known small not for profits often require the same level of governance as larger organisations and in the early stages this often requires a much greater contribution from a Board. I have been extremely privileged to work with a strongly committed group of Directors who have provided the organisation with sound strategic oversight, support and encouragement helping to build the Governance Framework that will support the organisation into the future.

I would like to thank them for their contribution and to welcome new Directors to the Board who will bring new and diverse skills to the table.

It is often said that an organisation is only as successful as the people who choose to work or volunteer in delivering the services and this has never been truer than with Dress for Success. The passion, commitment and true belief in the vision of the organisation shared by both the CEO, the staff and our volunteers is what truly makes this an amazing initiative that will change the lives of many Tasmanian women, their families and communities.

I would like to congratulate Amanda and her team and extend my gratitude to staff and volunteers who are the backbone of the organisation.

I know that the organisation will go from strength to strength and will continue to be a strong voice supporting women to reach fulfilling employment into the future.

Debbie Evans, Chair

THE FINANCIAL YEAR

in review



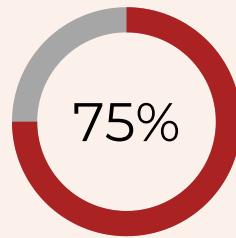
Belinda Bresnehan,
Treasurer

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 2022.

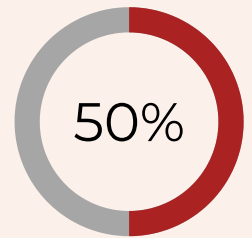
As for many in our community, the Financial Year ending 30 June 2022 has been a challenging one for Dress for Success Hobart with both cost increases and the reduction in government pandemic support as we have seen our economy realise the impacts of COVID over the past 2 years.

The organisation is reporting a deficit of \$55,235 for the year. Whilst the organisation is reporting a deficit for the first time it is aligned to the projected result. Cash reserves from prior year profits, including cash flow stimulus, were reinvested back into the business to support establishing a sustainable organisational framework to set Dress for Success Hobart up for beyond 2022.

Some highlights included establishing a risk management framework, new funding confirmed from the Tasmanian Government Department of State Growth (commencing in July 2022) and a 50% increase in donations for the financial year due to the success of our participation in the national Empower Hour Campaign as part of International Women's Day.



Clothing Sale Income



Donation Income

Successful participation in Empower Hour campaign



Fee for Service Income

Operationally we saw a 75% increase in clothing sales income due to an increase in the volunteer capacity to deliver these events and the introduction of a fee for service structure to engage with referral partners who can pay for their clients to access our services. These operational revenue streams are an important part of the long term sustainability and business model for the organisation.

Sponsorship activity for the year increased, although not represented in the financial reports due to the timing of receipt of payments, Dress for Success Hobart continues to align with corporate and community sponsorship partners.

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.

Belinda Bresnehan, Treasurer

WHAT PROGRAMS DO WE OFFER?

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.

Career Support

We support women to develop their resume, write a cover letter and to put together a job application for a specific purpose. This is done on an individual basis either virtually, via email or face to face.

Interview Styling

If clients are preparing for interview, or have an interview lined up, we offer a styling session where they take away a full outfit, head to toe including shoes and accessories (if required). This is all free of charge and the clothes are theirs to keep.

Employment Styling

If a client has been successful at interview, or already has a job but needs some support with work appropriate clothing, we offer an employment styling which provides a full week's worth of clothing. Again, all free of charge and theirs to keep.

Life Event Styling

We provide clothing to women who have a reason in their life for a particular outfit - such as a graduation, funeral etc. or need to attend court.

Style and Send

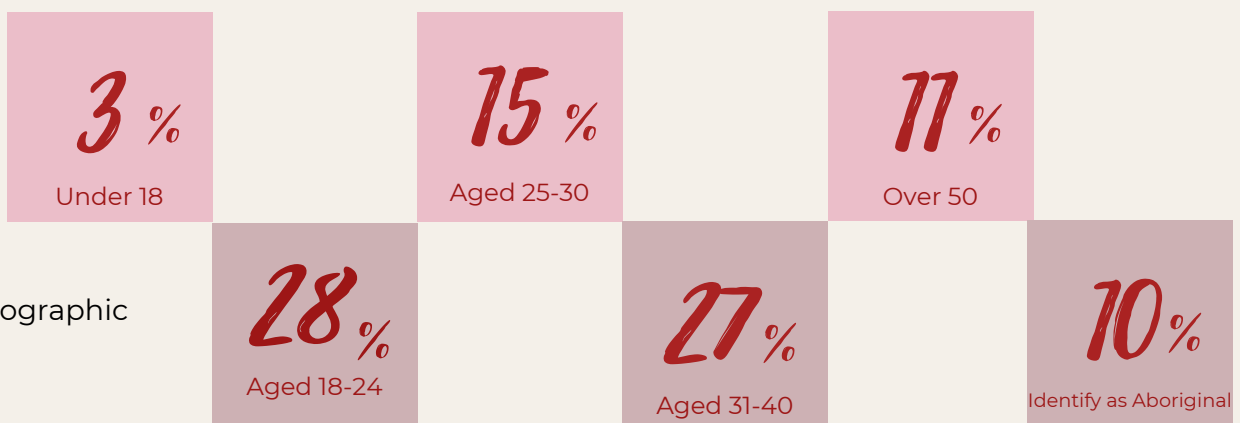
If a client is unable to come into our boutique we offer a Style and Send option. Our volunteers curate an interview outfit for each client based on information they provide to us. The outfit is then sent directly to the clients home via Australia Post.

Workshops

A range of tailored workshops are offered to women looking for work or looking to upskill. The workshops are offered for free and include advice and guidance provided by experts in their field.

Welcome Backpack

Dress for Success Hobart works with the Department of Justice to deliver this program which provides basic clothing and toiletries to women exiting from the Mary Hutchinson Women's Prison.

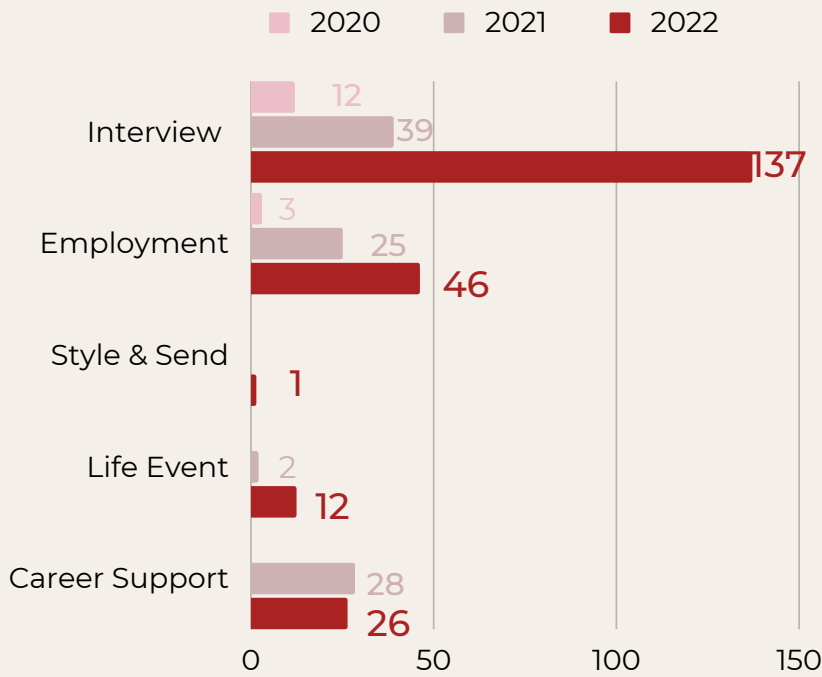


Our Client Demographic

WHAT IS OUR *Client Impact?*

286 Women accessed Dress for Success programs in 2021/2022

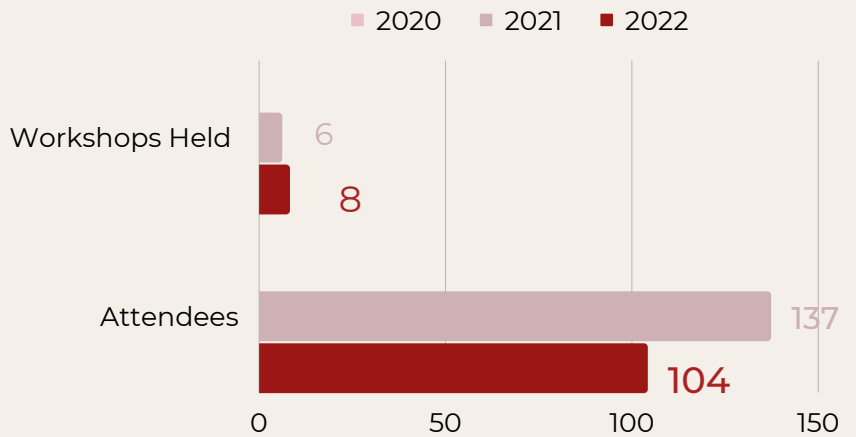
Client appointments



1051 Number of items of clothing distributed in 2021/2022

“Dress for Success helped me with styles i would never have picked for myself. I felt great!”

Workshops



96%

Clients following their appointment, reported feeling more ready and able to engage in employment activities

WELCOME BACKPACK PROGRAM

The Welcome Backpack initiative was started by a group of graduates of the Tasmanian Leaders Program. Dress for Success helped get the program off the ground in 2019 and has subsequently taken over the delivery of this crucial service.

Funded by the Department of Justice, this program provides basic clothing and toiletries to women exiting from the Mary Hutchinson Women's Prison.

“ *Im so overwhelmed I now have new clothes / toiletries / shoes etc. Plus a backpack to carry my personals from jail in. Thank you ever so much for the people that put this pack together, I feel like a new lady.* ”

- Backpack Recipient

79

Women received a Welcome Backpack in 2021.

81

Women received a Welcome Backpack in 2022.

147

Women have received a Welcome Backpack since 2019.

OUR REFERRAL PARTNERS

2022 saw us grow our referral partners from 12 to 22. We continually strive to build trust and respect with our referral partners.

- APM
- At Work Australia
- Brave Foundation
- Catholic Care
- Colony47
- Community Corrections
- Department of Education
- Glenorchy Jobs Hub
- Hamlet
- Headspace
- Hobart City Mission
- Hobart Women's Shelter
- Interact Australia
- Max Employment
- MyPathway
- National Job Link
- Salvation Army
- Searson Buck / Job Ready Fund
- SEEHUB
- TasTAFE
- Total Workfit Solutions
- Wise Employment

Total Partners 22

The Glenorchy Jobs Hub appreciates the support Dress for Success has provided to local job seekers in the Glenorchy Community. Dress for Success has facilitated several outreach sessions at the Hub which helped women returning to work with outfits. The Hub staff have been given great feedback about these sessions from the participants and noted the instant change in confidence in the women that have been styled.

A participant of the Glenorchy Jobs Hub recently had a styling session with Dress for Success

"It is always daunting going back to work but the styling session with Dress for Success was wonderful. I felt so comfortable, and the ladies were so friendly. I walked out with outfits including a bag, shoes, and a jacket that I know I will wear so much. I would give this service 10/10!"

OUR VOLUNTEERS

Our volunteers play a key role in the positive outcomes our clients achieve in accessing our programs and they really are the engine room of everything we do.

What we also know is that the benefits they receive as being volunteers also make a significant impact.

Our Volunteer Satisfaction evaluation allows us to ensure we are capturing this impact and can measure our effectiveness over time. The following results were reported by our volunteer group in December 2021

100%

Of volunteers said they were proud to volunteer with Dress for Success

1,211

Number of hours contributed by Volunteers in 2021/2022

100%



would recommend Dress for Success as a great place to volunteer

67%



reported rarely thinking about looking for another volunteer role

75%



said they still see themselves volunteering at DFS in two years time

84%



report that the DFS team keep them informed

92%



said that have access to adequate training

75%



said they receive appropriate recognition



CLIENT SUCCESS STORIES

Annie (Client) *

After landing an interview for a job, friends suggested Annie* contact the Dress for Success Career Support Program for advice.

They had learnt about the work of the Program at a UTAS Jobs Fair.

"My friends told me the Dress for Success Career Support Program gave good professional help and my experience with them was very good.

"I got a lot of support from the Dress for Success team. They looked through the selection criteria and my application and developed a list of possible questions.

They were very patient and helpful and gave me lots of options and guidance. I really felt the consultation built my interview skills. Having better skills in communication and engagement I think advanced my competitiveness,"

Annie got the job and returned to Dress for Success for help with clothing for her first few weeks at work. The volunteers styled Annie with a 'capsule' wardrobe, ensuring that Annie felt confident and comfortable as a new employee.

• name has been changed



“ The Dress for Success team was very helpful and I believe has a really positive influence on the community generally. ”

98%



Clients reported that Dress for Success had a positive impact on them

Claire (Client) *

After graduating from University, Claire had no experience applying for jobs and was quite daunted by the process.

She had never been through a job interview and was confused about what was needed for her resume, cover letter and how to prepare for a job interview.

A friend suggested she approach Dress for Success saying they offered a professional and helpful Career Support Program.

“Dress for Success provided advice on how to prepare for the interview and what was required in the written documentation. I did not have the proper dress to attend an interview so they provided suitable clothing.

Dress for Success provided advice on what to expect at the interview and helped me with the type of questions I might be asked. This helped me do much better in answering the questions.

They provided great professional advice and gave me some tips on how to mentally prepare for the interview. This was important in reducing my stress levels and building my confidence.”

- name has been changed

Claire bravely admitted she was confused and a little lost about the whole process, but thanks to the help of the Dress for Success Career Support Program, she now understands the requirements of the written documentation and just how important the interview is to getting a job.

“But the interview is also the most difficult part of the process.”

Claire said the help she gained from the Dress for Success Career Support Program improved her performance at interview by understanding the questions that might be asked and developing answers.

Tips on how to calm down before the interview was also really valuable.

Claire is currently working in hospitality while looking for work in her chosen field.

“

Dress for Success provided advice on what to expect at the interview and helped me with the type of questions I might be asked. This helped me do much better in answering the questions

”

VOLUNTEER SUCCESS STORY

Kylie (Volunteer)

Joining the Dress for Success team has been such a pleasant and fulfilling experience. This was my first volunteer role, I'd been wanting to do something meaningful for a while and this fit nicely with my skill set as I have previously worked with the women's prison. I was returning from a long stint of maternity leave and working with the DFS team re-ignited my passion for helping woman succeed.

Working with clients in the boutique has allowed me to meet so many interesting people, and it's such a good feeling knowing you have helped them put their best foot forward in gaining employment, which is all it takes to literally change someone's life.

I've also been blown away seeing behind the scenes of the boutique, how generous people are with beautiful donations and their time, continually reminding me of the 'good' people have to share.

I'm really grateful to be a part of a movement like this and even now that I have returned to work, DFS have been so flexible with the time I can give; some weeks it's only a little or nothing, other weeks can be more, but it's just great to be involved as I truly believe that this is changing lives.



**“
...it's just great to
be involved as I
truly believe that
this is changing
lives.”**

COMMUNICATION AND MARKETING

Dress for Success uses Social Media as a key mechanism for advertising and promoting our services, connecting with clients and volunteers and sharing the stories of impact to our supporter network.

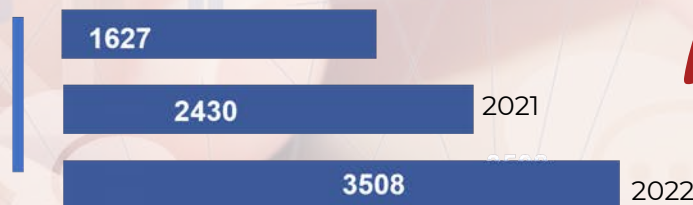
We are especially proud to see how much our reach across these platforms has grown in our first three years of operation.

2020



Facebook

Followers



↑ 115%



Instagram

Followers



↑ 85%



LinkedIn

Connections

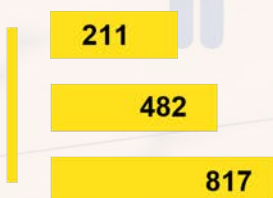


↑ 197%



Mailchimp

Subscribers



↑ 117%

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



Community Partners



Federal Group
Proudly Tasmanian

Sponsors

Fuji Xerox Business Centre /
The Print Division

Empower Hour Supporters

Hydro Tasmania
TasGas
TasNetworks

Donors

Hutchins School
Memi Espresso
PRD
Tourism Industry Council
Wise Lord & Ferguson Accounting

Supporters

MyState Foundation
Department of State Growth - Digital Ready Program
Sustainable Timber Tasmania
Department of Treasury & Finance - Social Club
Tasmanian Ports Corporation
It's After Eight

Clothing Drive Partners

TasTAFE - Clarence & Hobart
The Henry Jones Hotel/ Federal Group
Cricket Tasmania
Electorate Office of The Hon. Elise Archer MP
Raine & Horne Kingborough Rentals
Raine & Horne Hobart

TasOgs
Relationships Australia Tasmania
UTAS - College of Business & Economics
Electorate Office of The Hon. Jane Howlett MLC

Ruth's Story



Since I moved to Tassie in 2013, I have only been able to get casual work. I undertook a Diploma course to improve my chances of a better position, but nothing went my way. I was resigned to doing my job into perpetuity. Or until my body gave out.

Then a friend told me about a job going near my home. My problem was that for the past 8 years, my work and home attire consisted of jeans, t-shirts and work boots. So when I decided to apply for it, I had nothing suitable for a job interview, let alone a working wardrobe.

My husband had seen something on TV about Dress For Success and urged me to contact your organisation. I am so very glad that I did. From the first contact I was treated with respect and consideration. I arrived for my consultation with trepidation and more than a little anxiety. I looked around the room at the abundance of gorgeous clothes, then down at my old jeans and shirt and felt like bolting. But the non-judgemental and friendly way I was welcomed helped to ease my nerves.

The clothes that were selected for me to try were stylish (right out of my league, I thought). As the consultation went on, outfits were tried and kept or discarded. At no time was I made to feel like I was unworthy of the time and effort.

When my consultation was over, I had a couple of full outfits suitable to wear for my interview. And a more positive outlook. Thank you so much for that. The feedback I got after my interview, was that I was the best presented applicant. I was fortunate enough to be selected for the position.

My follow-up visit to Dress for Success was fun. I was gifted some lovely mix and match outfits by two of the friendliest ladies I've had the pleasure to meet. You were all busy getting ready for your Spring Sale, but still gave me undivided attention and good advice. My husband, who was with me that day, was also impressed with how much time and energy was spent on getting the right outfits for my new job.

A few times now, I've arrived at the office and the other ladies have asked where I got my outfit. It's a real ego-boost, let me tell you.

When I first visited you, I had such a low self-esteem and felt so unworthy of all the effort. The combination of a new job and a new wardrobe has lifted my spirits so very much. I walk taller now. I feel like I have a lot to contribute and approach life a lot more confidently. It's strange. Life had been so hard and I was becoming hardened too. But the way I was treated there brought me to tears. I'm not as tough as I thought.

I am so grateful that my husband saw your organisation on TV and told me about it. I am beyond grateful for all the time, effort, style tips, and advice I received from Dress for Success. It may sound cheesy, but it truly changed my life.

Some words to describe your organisation...nurturing, non-judgemental, informative, supportive and a defibrillator to self-esteem.

God Bless lovely ladies. You've helped me more than I can say.

*Forever in Gratitude
Ruth*



FINANCIAL STATEMENTS

INCOME AND EXPENDITURE STATEMENT FOR THE YEAR ENDED 30 JUNE 2022

	2022	2021
	\$	\$
INCOME		
Grants	161,628	168,136
Donations Received	32,030	18,493
Donated Clothing sales	14,096	4,676
Client Services income	12,463	182
Consultancy Income	800	500
Ticket Sales / Event income	2,541	1,995
Sponsorship	-	30,000
Cash Flow Boost	-	10,000
JobKeeper Monies	-	21,900
Other/Sundry Income	1,879	10,473
	225,436	266,355
EXPENDITURE		
Accounting & Bookkeeping Fees	5,701	6,846
Advertising, Marketing & Promotion	5,812	1,918
Bank Charges	295	618
Board/Governance Expenses	3,447	1,730
Business Development	90	28
Computer Expenses	10,274	6,147
Consultancy/Evaluation Fees	-	1,200
Fundraising Expenses	-	786
Insurance - General	5,356	4,413
Membership Fees & Subscriptions	1,147	959
Motor Vehicle Expenses	4,562	2,374
Motor Vehicle Lease arrangement	4,545	4,545
Office Expenses	4,560	6,922
Printing, Stationery & Postage	1,172	1,101
Program Costs	14,454	3,665
Rent	1,000	1,182
S&W Salaries & Wages	180,706	128,620
S&W Superannuation	17,886	11,102
S&W Fringe Benefits Tax	7,993	10,473
Telephone, Fax & Internet	2,781	2,578
Training & Development (Staff)	855	819
Travel & Accommodation	504	168
Volunteer Costs	1,910	5,569
Annual Leave Costs	5,621	4,532
	280,671	208,296
SURPLUS (DEFICIT) FROM ORDINARY ACTIVITIES	(55,235)	58,059
NET SURPLUS (DEFICIT)	(55,235)	58,059

FINANCIAL STATEMENTS

BALANCE SHEET AS AT 30 JUNE 2022

	2022	2021
	\$	\$
CURRENT ASSETS		
Cheque Account	127,911	122,824
Debit Card	2,539	2,074
Accounts Receivable	1,555	5,517
Pre-paid Rent	91	91
Prepayments	5,169	8,610
TOTAL CURRENT ASSETS	137,265	139,116
TOTAL ASSETS	137,265	139,116
CURRENT LIABILITIES		
Accounts Payable	836	2,129
GST	11,071	1,844
PAYG Withholding Payable	6,974	5,566
Superannuation payable	938	-
Unexpended Grants	52,450	15,470
Provision for Annual Leave	15,510	9,889
Fringe Benefit Liability	3,861	2,000
TOTAL CURRENT LIABILITIES	91,640	36,898
NON-CURRENT LIABILITIES		
Welcome Backpack Funds Held	-	1,358
TOTAL NON-CURRENT LIABILITIES	-	1,358
TOTAL LIABILITIES	91,640	38,256
NET ASSETS	45,625	100,860
EQUITY		
Retained Earnings	100,860	42,801
Net Surplus (deficit)	(55,235)	58,059
TOTAL EQUITY	45,625	100,860

We thank you for your
ongoing support of
Dress for Success
Hobart



Dress for Success Hobart Inc
ABN: 61 769 200 885
Level 4, 24 Davey Street
Hobart 7000

hobart@dressforsuccess.org
0437 771 947