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.

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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.

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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

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.
OUR PROGRAMS

• CORE DRESSING PROGRAM
• CAREER SUPPORT PROGRAM
• OUTREACH PROGRAM

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.

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


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

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

Client Ethnicity (since inception)
- The Americas 2%
- Africa 2%
- Middle East 4%
- Asia 22%
- Europe 9%
- Australia 50%
- ATSI 11%

Client Ages (since inception)
- <21 17%
- 21-30 21%
- 31-45 36%
- 46-60 25%
- 61+ 1%

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

Employment Agencies 46%
Disability Service Providers 15%
Financial Services 1%
Legal Services 1%
Homeless Services 2%
Indigenous Services 6%
Community Organisations 10%
Corrective Organisations 8%
Training & Education Services 9%
Mental Health Services 2%

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

- <21 years: 40%
- 21-31 years: 18%
- 31-40 years: 20%
- 41-50 years: 12%
- 51-60 years: 10%

[Pie chart showing age distribution]
CAREER SUPPORT PROGRAM (CSP)

Proud clients receiving their CSP workshop certificates with Right Management trainers & Dress for Success Sydney volunteer Adriana.

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

Girls from Links Parks Community (Nov 12)

HIGHLIGHTS

Our 4,000th Client, October 2012

Launched Pack & Send Program
MARKETING & COMMUNICATIONS

HELP US DRESS OUR FIRST 100 WOMEN IN 2013!

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

Annual Christmas Appeal
Dress for Success Sydney provides the professional attire, support and the career development tools for disadvantaged women to work and in life.

We’re on a mission to raise $13,000 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.

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

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HELP US DRESS OUR FIRST 100 WOMEN IN 2013!

SOCIAL MEDIA

MARKETING & COMMUNICATIONS

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HELP US DRESS OUR FIRST 100 WOMEN IN 2013!

SOCIAL MEDIA

It’s been a busy year for us On-Line!

We’ve achieve 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.
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

- Net Income from Fundraising Events: 48%
- Donations received from corporate supporters: 9%
- Income from fundraisers held on our behalf: 4%
- Donations received from individuals: 8%
- Membership: 8%
- Grants awarded: 23%

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 Szoeke
- 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

<table>
<thead>
<tr>
<th></th>
<th>2012</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Income</td>
<td>$</td>
<td>$</td>
</tr>
<tr>
<td>Fundraising</td>
<td>223,619</td>
<td>146,278</td>
</tr>
<tr>
<td>Donations and Grants</td>
<td>164,363</td>
<td>103,812</td>
</tr>
<tr>
<td>Membership</td>
<td>13,879</td>
<td>-</td>
</tr>
<tr>
<td>Interest</td>
<td>6,854</td>
<td>1,982</td>
</tr>
<tr>
<td><strong>Total Income</strong></td>
<td>408,715</td>
<td>252,072</td>
</tr>
<tr>
<td>Less: Expenses</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fundraising</td>
<td>310,884</td>
<td>215,531</td>
</tr>
<tr>
<td><strong>Net Surplus for the year</strong></td>
<td><strong>97,831</strong></td>
<td><strong>36,541</strong></td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th></th>
<th>2012</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Assets</td>
<td>$</td>
<td>$</td>
</tr>
<tr>
<td>Total Liabilities</td>
<td>32,190</td>
<td>24,208</td>
</tr>
<tr>
<td><strong>Net Assets</strong></td>
<td>178,050</td>
<td>80,219</td>
</tr>
<tr>
<td>Retained Surplus and Equity</td>
<td>178,050</td>
<td>80,219</td>
</tr>
</tbody>
</table>

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.