

Fitted for Work

ANNUAL REPORT 2009-10



The year in review

During 2009-10:

2,685 women were assisted
by Fitted for Work.

1,504 women attended Fitted for
Work's free boutique services.

1,181 attended Fitted for Work's
workshops and training sessions.

214 volunteers regularly provided
hours of service to Fitted for Work.

On average, corporate volunteers
provided 24 hours a month in support
of Fitted for Work's boutique
and warehouse operations.

12,000 volunteer hours valued at \$30
per hour equalled a financial contribution
of \$360,000 back to the community.

154 agencies referred clients to
Fitted for Work during the year.

50% of these agencies made more
than two referrals during the year.

Clothing to the value of \$422,000
was donated to Fitted for Work.

More than \$140,500 worth of pro bono
and in-kind services were provided
to Fitted for Work in 2009-10.



Women wanting to work: who are Fitted for Work's clients?

In its October 2010 *Perceptions of Poverty* report, the Salvation Army noted that over 50% (11.6 million) of Australians agree or strongly agree that just about anyone can find themselves becoming disadvantaged and living in poverty. Understanding that misfortune can happen to anyone helps us identify with, be concerned for and strive to make a difference to the lives of those less fortunate than ourselves.

At Fitted for Work we are in a unique position to understand why so many Australians responded to the Salvation Army as they did. Every day we hear first-hand the issues disadvantaged women face, particularly in their transition to work.

In this section, we'll share some of our experiences and draw on information we've gathered to demonstrate the issues confronting those we assist, as well as, hopefully, raise awareness and understanding. As one of the respondents to our 2009 Volunteer Survey commented, "through volunteering I now have a better understanding of the multitude of problems facing so many of the women we help... I've certainly become much more compassionate towards them".

For many of the women with appointments to attend Fitted for Work, disadvantage forms a barrier not only to them getting a job, but also to their ability to access our services. 18% of the clients who made appointments to attend the Melbourne outfitting "boutique" in 2009 were unable to keep their appointments, citing reasons such as the cost of public transport, anxiety at never before having travelled to the City, physical and/or mental health issues, insecure housing or homelessness.

These barriers stem from or are a result of poverty. In our experience, there is no such thing as "noble poverty" - for example not being able to access medical help, dentistry or facilities to store and cook food erodes your physical health and sense of self-esteem.

To demonstrate this, in December 2009 we were very fortunate to meet Debbie, a client whose referral agency made three appointments for her to come to Fitted for Work, appointments which were continually not attended. On what would have been her fourth cancellation, a staff member, sensing the client's anxiety and low self

esteem, suggested meeting at the train station and walking together to the boutique. As a consequence of this simple and sensitive suggestion, Debbie felt cared for and supported and, after being outfitted by two volunteers, she broke down and cried because, as she said, "I haven't felt so good in years".

As with many of our clients, Debbie keeps in contact with Fitted for Work. In her first letter she wrote that her friends had commented on her healthy appearance and how she could "now look people in the eye". In her last communication, she described with pride and joy her participation in a Business Administration course. Once she completes it Debbie wants to work in office administration. We have no doubt she will!

Debbie's story also highlights the importance of education. All of the women Fitted for Work assists want to work. Unfortunately the majority are disadvantaged by having low levels of educational attainment (74% of women accessing Fitted for Work's Melbourne and Parramatta (Sydney) services in 2009 had completed Year 12 or less). Educational attainment is a strong predictor of employability - leaving school early or at Year 12 can have a long-term impact on a woman's chances of securing employment.

Young people

12% of Fitted for Work's Parramatta clients and 2.5% of Melbourne clients are aged between 15 and 20. According to the Foundation for Young Australians' *How Young People are Faring* 2010 research report into the education, employment and overall well being of young Australians, since the start of 2010 the national unemployment rate for those between the ages of 15 and 19 has increased sharply. By October it was 17.2%, up from 12% 18 months earlier. This rise in unemployment of young people is one of the largest annual increases experienced by this group in 20 years. In May 2010 there were 193,000 unemployed people aged below 25 on Youth or Newstart allowances, of whom 48% (94,000) had been unemployed for over 12 months. A high proportion of them came from families where there is generational unemployment.

We are concerned that these young people need support now (and the earlier the better) to gain employment.



In our experience the longer they are out of work the harder it will be to get work. This is supported by the Dusseldorp Skills Forum's *Honouring our Commitment* report which cites evidence that early school leavers are three times more likely to be unemployed than Year 12 completers. Though prepared in 2002, subsequent evidence shows little has changed since the Dusseldorp report was released. If anything the situation has got worse. At Fitted for Work, we see that young women who did not complete Year 12 are three times more likely to be unemployed than males who did not complete Year 12.

Thankfully there are good stories. Everyone who volunteers or works at Fitted for Work meets a client who leaves a lasting impression. One such client was a 16-year-old young woman who came to the boutique the day after an argument with her mother and stepfather, an argument that resulted in her being asked to leave her home. Fortunately, one of her female teachers let her stay overnight, and, on her second day away from home, she came to Fitted for Work wearing tracksuit pants, a jumper and thongs - the only clothes she possessed.

When she arrived she was tentative and clearly bewildered by the situation in which she found herself. The volunteers gently took her through the job application and interview process and outfitted her in clothes appropriate for a retail position. She left Fitted for Work with her head held high and knowing exactly what she needed to do to secure the job she wanted. Two months later she emailed to let us know that she had a full-time position and was renting a flat. It's a remarkable journey for a 16-year-old whose future when she first visited us was hanging by a thread, and could have swung either way. We like to think that Fitted for Work made a real difference to this young woman's life.

Women returning to work: single parent families and jobless families

... it's a hard life, just me and my child, and I have not shopped for myself for seven years.

- Mina, Fitted for Work client.

We hear comments like Mina's often at Fitted for Work. In 2009 74% of our clients in Melbourne and 56% in Parramatta were aged 20-45 and the majority were not only jobless but also had children.

The number of children growing up in jobless families in Australia is confronting. Our experience confirms the research by the Organisation for Economic Cooperation and Development (OECD) that Australia has one of the highest levels of joblessness among families with children. In fact, "across OECD countries, on average, only around 30% of poor families with children are jobless ... in Australia, however, around 70% of poor children live in jobless families". These figures equate to one in seven children growing up in a family where no one works.

According the Australian Bureau of Statistics (2007), 87% of one-parent families in Australia, with children under 15 years, are headed by women. Alarmingly, the Salvation Army's report *Perceptions of Poverty* found many single parent families are experiencing poverty, with 57% saying they could not pay utility bills in the past 12 months and 12% going without meals. Amid these distressing figures, the good news is that investment in the programs Fitted for Work offers (that specifically target women), do make a difference to the lives of women and their families by enabling them to obtain and maintain work.

Mature age workers

The Australian Bureau of Statistics defines anyone over the age of 45 as a "mature age" worker. Based on this definition, last year 19% of women preparing for work through Fitted for Work in Melbourne and 27% through Parramatta were mature age workers. In addition, volunteers and staff at all Fitted for Work sites have noticed an increase in the number of women aged over 55, with 3.3% now falling into this category.

The reasons this group of women seek work are varied. For some their partner has been retrenched, has left the family or has died. Others have recognised that they have insufficient savings to enable them to maintain a reasonable standard of living post retirement.

Research consistently highlights the precarious socio-economic situation for many women in mid-age and beyond. Women's traditionally poorer attachment to the labour force in their younger years results in disadvantage; it negatively impacts on their ability to re-enter the workforce and earn sufficient retirement income. This is particularly the case for those who are separated or divorced, as are many of the women who attend Fitted for Work.

Research also points to close links between paid work and women's health. This is particularly so for women who have been carers and not been in paid employment, as well as for those who have withdrawn from the labour force to become carers. The research highlights the importance of education for women, including access to ongoing further education and training in their mature years, as well as the importance of maintaining a level of participation in paid work as they mature.

A former teacher, Rachel was referred to Fitted for Work. She was in her late forties, looked exhausted, certainly lacked confidence and appeared quite depressed. She had left the workforce 20 or so years earlier when she became pregnant with her first child. She and her husband had two boys in quick succession, both of whom had significant disabilities. While trying to manage the care and schooling of the boys, she helped her husband in his small business. The business failed, and subsequently her husband left the family.

Rachel struggled for years as an advocate and carer for her boys. Once the boys left school and moved into supported accommodation, Rachel was required to look for employment. With little confidence and an inability to see she had gained many skills as a carer and an advocate, with Fitted for Work's support, she recognised that she did have skills that were transferable to a work environment.

After a number of failed attempts, Rachel found work as a teacher's aide. Not only was her experience with Fitted for Work clearly transformational, but also the volunteer who worked with Rachel said, "I get such a good feeling when I know I am contributing in a small way and giving something to women who have found themselves in situations that have been difficult for them to get out of by themselves".

What can you do to assist?

As one of the volunteers commented this year, the work at Fitted for Work is effective because of the "ability to reach women of diverse backgrounds and really help them".

You too can make a difference. For example, you can:

- Become a mentor.
- Provide work experience opportunities.
- Donate vital financial resources or pro-bono opportunities to help us provide services (refer to the last page of this report).
- Sponsor a woman to participate in the Transition to Work program.
- Donate work appropriate clothes, accessories and products.
- Host a fundraising event.
- Buy some beautiful clothes at *Dear Gladys*, our vintage retail shop.



A message from the Chair

It's almost impossible to believe that in five years Fitted for Work has grown from a fledgling two-room operation, driven by six committed and idealistic volunteers, into what it is today.

Not only is it the first national organisation of its kind in Australia, but also - with four established sites and two others currently in development, plus a vintage clothing outlet (*Dear Gladys*) - the service has surpassed even our wildest expectations. The simplicity of the Fitted for Work concept has clearly resonated across the country; it's one that inspires and motivates women and men to support it in so many different, generous and creative ways.

July 2009 saw the implementation of the national structure of Fitted for Work Ltd, led by a committed and strategic Board of talented women who provide strong governance, policy direction and support to the CEO, staff and volunteers, all of whom work in so many different ways to support our work.

Above all else, the Board is committed to ensuring that as the organisation continues to grow, it must remain totally client focused and continue to provide the best possible core dressing and related services to women who need them.

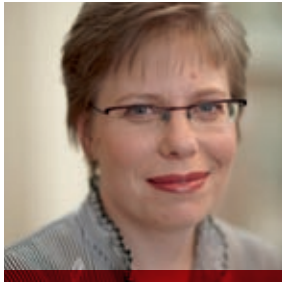
In addition, the Board recognises that if it is to be really effective and fulfil its vision for Fitted for Work, it must use the knowledge learnt over the last five years to develop new opportunities so that women seeking work can access other training options and work related support services. It must also ensure that, wherever possible, Fitted for Work positively impacts on the barriers that women face as they struggle to gain employment.

Of course, none of the achievements so far achieved would be possible without the incredible support of so many individuals and organisations. These include the dedicated volunteers who provide the personalised dressing service and facilitated interviews in the boutique, the many women who work on sub committees and working groups, those across Australia who so generously donate their clothing and money, the many corporations that offer speaking engagements, clothing drives and in-kind support, and the trusts, foundations and other supporters who provide financial assistance. I want to thank all of you for the faith you maintain in Fitted for Work.

In finishing, I must thank our CEO Jane Hunt and the talented staff team she has built over the last 12 months. Through her extraordinary dedication, skill and hard work, Jane has grown Fitted for Work to a point where it can now proudly take its place as a pioneering service assisting women seeking employment.

With a strong Board in place, a talented staff team and a continuously growing group of skilled volunteers, we will continue to strive to meet the needs and address the barriers of the increasing number of women seeking to access Fitted for Work.

Marion Webster OAM
Chair, Fitted for Work Ltd.



Chief Executive Officer's Report

I wore the suit to a meeting yesterday, feeling a million dollars and remembered you all at Fitted for Work. It wasn't just Mary's warm and welcoming manner and tolerance with my indecisions, but also her words of encouragement saying that I looked fantastic, that I was going to do really well and all I needed was a bit of confidence. Sometimes that's all we need.

To back ourselves and have the confidence to step up and be our best selves and having the support of caring others makes all the difference.

– Email received from Jen about the impact of the service, May 2010.

In 2009-10 Fitted for Work helped 2,685 women, including Jen, step up and out of disadvantage. Theirs is the hardest journey of all. While all the women who come to Fitted for Work want to work, most of them face barriers such as poverty, poor health, geographical isolation, lack of role models and social isolation.

I am always struck by the resilience and tenacity these women demonstrate in their journey to sustainable employment. Jen, for example, went on to complete her Certificate 4 in Small Business Management and then launched her own business that is growing slowly but steadily.

The good news is that the combined efforts of all those involved in Fitted for Work - volunteers, staff, women who donate clothing and our other wonderful supporters - make a tangible, long-lasting difference to the lives of women and their families.

2009-10 was an extraordinary year for Fitted for Work. We celebrated our 5th birthday and we more than doubled our income; the value of our clothing donations increased to over \$422,000 and we received pro bono support of approximately \$140,500. This enabled us to expand our services and assist more women.

In particular, we:

- Opened the successful retail social enterprise, *Dear Gladys*, in Northcote, Victoria.
- Launched a service in Parramatta, NSW.
- Developed the regional service to be launched in Morwell, Victoria, in late 2010.
- Received funding for the Transition to Work program which will assist over 50 women a year to step up to work in retail and business administration.

This is a remarkable achievement for an organisation just five years old. None of it was possible without the contribution of over 214 volunteers nationally who collectively have given over 12,000 hours to assist clients. The value of this contribution is in excess of \$360,000 back to the community. The generosity of the volunteers we work with is one of the most heart-warming aspects of Fitted for Work. Simply, without their contribution we couldn't, and wouldn't, be as effective as we are.

As mentioned by Marion Webster in the Chair's report, the Fitted for Work service clearly resonates with its supporters in so many ways that help women transition to sustainable employment. For example:

- Women donated more than \$422,000 worth of clothes and accessories during the financial year.
- The national partnership with Westpac Women's Markets enabled us to develop and implement the regional service in Morwell, Victoria.
- Macquarie Group provided workplace familiarisation sessions.
- Melbourne CityMission collaborated with us to support women exiting prison.
- ANZ and NAB volunteers provided critical volunteer assistance.

I am very grateful to the National Board whose strategic thinking, entrepreneurship and deep belief in Fitted for Work has enabled us to grow and become even more effective. They are an exceptional group of women that I, and the staff, feel very privileged to be working with.

I am also very lucky to be working with an outstanding staff team of 16 people nationally. They are all deeply committed to assisting our clients and they are bright, capable and work extremely hard. Fitted for Work would not be where it is today without them.

To all of our supporters, volunteers and staff, thank you. You have made the first five years possible and in that time, have assisted over 5,000 women gain financial independence.

Jane Hunt
CEO, Fitted for Work Ltd.



Patrons, Board and staff

Patrons

Lorraine Elliot AM

BA, DipEd, BEd.

Former member of the Victorian Legislative Assembly and current member of the St Vincent's Hospital and Melba Support Services boards.

Kathleen Townsend

BA, MEd Studies, DipEd.

Deputy Chancellor of Swinburne University, current member of the Risk and Audit Committee of Australian Volunteers International, Fellow of the Australian Institute of Management, and a member of the Australian Institute of Company Directors.

Fitted for Work Ltd, National Board 2009-10

Marion Webster OAM (Chair)

BA, DipSocStud, Senior Fellow City University New York. Director, Almalia Pty Ltd. Board member Auckland Community Foundation (NZ), Melbourne Community Foundation, Arts Access. Vice Chair, Changemakers Australia. Patron, Education Foundation Australia. Trustee, Philip and Vivien Brass Foundation.

Carolyn Morris (Treasurer)

BCom, MBA.

Associate, Institute of Chartered Accountants of Australia.

Renata Singer

BA(Hons), DipEd, BEd, GradDip Arbitration and Mediation. Chair, Oxfam New York Committee. Member, Leadership Council of Oxfam America. Committee member, Yiddish Australia.

Jacqueline Phillips

GradCert Corporate Leadership, DipPR, Fellow and Certified Practising Marketer (CPM) of Australian Marketing Institute (AMI). Senior Manager, ANZ. Director, Cheekwear Pty Ltd. Non-executive director of Skin and Cancer Foundation, Victoria.

Kerri Thompson

MBA.

CEO, Global Television Pty Ltd. Director, Global Television Pty Ltd, Catalyst Media Services Holdings Pty Ltd, TMS Liveshows Pty Ltd, Studio Productions Victoria Pty Ltd.

Jaclyn Grant (Company Secretary)

LLB (Hons).

Cathy Yuncken

BCom, LLB, GAICD.

Executive General Manager, CBA Institutional Banking & Markets.

Janice Van Reyk

MComm, MEnv, LLB (Hons), BA, MAICD.

Non-executive Director, Citywide. Chair, Citywide Finance & Operations Committee. Non-executive Director, Gippsland Water. Chair, Gippsland Water Safety, Health and Environment Committee. Leadership Victoria Fellow, Cranlana Programme Alumnus.

During the reporting period Dr Sharon Winocur, Debra Holder and Markela Peck retired from the National Board. We thank them for their contribution.

We are also grateful to the following who generously share their expertise:

Sally Sinclair, CEO, National Employment Services Association (Industry expert).

Rosemary Grieve, Principal, Rosemary Grieve & Associates Pty Ltd (Board adviser).

Fitted for Work Ltd, staff 2009-10

Jane Hunt

BA (Hons), MA (Hons), MBL.

Chief Executive Officer.

Kathy Robb

DipTeaching (Primary), GradDip Conflict Resolution (Family Law Mediation).

National Client Services Manager.

Kim Hutchinson

BA (Hons).

Melbourne Program Manager.

Angela Hawkins

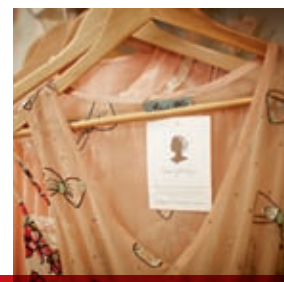
BA (Hons).

National Administration Manager.

Amanda Worthington

BA, GradDip Vocational Education & Training, DipBusMgmt.

Latrobe Valley Outreach Program Manager.



Jey Jeyakumaran

BSc, ASA.
National Accountant.

Merredith Hillebrand

BEd, DipTeaching.
Transition to Work Manager, Melbourne.

Courtney Smith

BSocialWork.
Sydney Program Manager.

Rowena O'Neill

BCom, LLB (Hons), MFinance (INSEAD).
National Fundraising Manager.

Sarah Rossiter

National Marketing Manager.

Liz Kacew

BEd, CertII & III BusAdmin.
Receptionist, Melbourne.

Melissa Westwood

Manager, *Dear Gladys*.

Dyana Gray

Sales Assistant, *Dear Gladys*.

Inez Mansergh

Senior Sales Assistant, *Dear Gladys*.

During the reporting period, Samantha Prideaux (Fitted for Work Project Manager), Amber Doyle (Melbourne Program Manager) and Kim Broad (National Operations Manager) left Fitted for Work. We thank them for their contribution to the organisation.



Dear Gladys - our first social enterprise

Fitted for Work's first retail social enterprise, *Dear Gladys*, was launched in August 2009. This gorgeous store sells vintage and contemporary clothes and accessories in a beautiful setting. In its first year the business contributed more than 24% of Fitted for Work's total income. This is invaluable support for services to women experiencing disadvantage as they transition to work.

Dear Gladys increased her community involvement during 2009-10 by joining Northcote's Northern Exposure - High Views Festival in June. The event showcased a huge range of artworks from professional artists through to primary school students. The store's window was used to display the work of female artist Maria Pena. During the year we were also excited to be nominated for the Northcote Leader's "Favourite Business" award as Northcote's favoured fashion store.

Building on its popularity, a Facebook page was launched in September 2009. It has attracted a large, growing and very loyal following of *Dear Gladys* friends who are proving to be great ambassadors for the enterprise.

Dear Gladys' success is attributable to the dedicated team of vintage fashion experts who help women mix contemporary and vintage clothes. In particular, thanks are owed to Mel Westwood (Manager), Dyana Gray and Inez Mansergh for their fabulous work. We also appreciate the work of one of our volunteers, Audrey Thomas Hayes, a fashion design student, who generously donated her time and sewing skills as a tailor.

In 2010-11 Gladys will be venturing online and creating her first *Dear Gladys* products. Sewing circles and styling sessions are also on the drawing board which should ensure we have an even more exciting and profitable year.

The successful establishment of *Dear Gladys* clearly demonstrates Fitted for Work's determination to diversify its income stream to ensure its sustainability.



The impact of Fitted for Work programs

2,685 women were assisted by Fitted for Work in 2009-10. 1,504 attended the free boutique services at our Melbourne, Sydney (Parramatta), Rosebud and Frankston sites and were fitted with work appropriate outfits. 1,181 women also attended Fitted for Work workshops and training sessions.

154 agencies referred clients to Fitted for Work during 2009-10. 6.5% of appointments were follow up. These were with women who had been outfitted by us, had then been successful at their employment interview and were returning to Fitted for Work for a second outfit – one suitable for commencing their new job.

214 volunteers regularly provide hours of service to Fitted for Work. The range of activity that our volunteers undertook included:

- Fitting out women in our four boutiques (an average of 150 hours a month).
- Sorting clothing in our warehouses (an average of 100 hours a month).
- Undertaking fundraising activities, including clothing sales and markets.
- Developing and leading client workshops.
- Contributing to the operations of the services through specific project activity.

Volunteers also served on our site specific advisory or national working groups. These groups include:

- Melbourne Advisory Group.
- Sydney Advisory Group.
- Frankston and Rosebud Operations Group.
- National Research Evaluation and Development Working Group.
- National Client Programs Working Group.
- National Corporate Partnerships Working Group.
- National Marketing and Media Working Group.

12,000 hours were donated by our regular volunteers across the four sites with the financial contribution of this volunteer effort equating to \$360,000. In addition to our regular volunteers, a number of corporate volunteers provided an average of 24 hours a month in support of our boutique and warehouse operations.

Client profile

The clients seen by Fitted for Work's Melbourne and Sydney sites have the following profile:

- 68% of women are aged between 20 and 45 years.
- 74% of women have completed Yr 12 or less.
- 32% of women require size 16 or above clothing.

	Boutique clients	Workshop clients	Volunteer hours	Value of volunteer hrs (@\$30 ph)	Value of clothing donations#
Melbourne	923	230	3288	\$ 98,640	\$208,000
Sydney [^]	58		1560	\$ 46,800	\$130,000
Frankston ⁺	122		2200	\$ 66,000	\$ 20,000
Rosebud [*]	401	951	5000	\$150,000	\$ 64,000
Total	1504	1181	12048	\$361,440	\$422,000

[^]Data covers period from April-June 2010.

⁺Data covers period from February-June 2010.

^{*}Frankston and Rosebud operate under license to Fitted for Work Ltd.

Expanding the service

There were a number of exciting changes during the year. Most importantly, the expansion to four sites in 2009-10 denoted another growth phase for Fitted for Work. We also commenced operating nationally under a National Board from 1 July 2009, thus becoming the first national organisation of its kind in Australia.

A new service was launched in Sydney (Parramatta) in April 2010 and a new Frankston service (operating under license to Fitted for Work Ltd) commenced in February 2010. The Brisbane service that we had incubated now operates independently from Fitted for Work. These changes in the number and period of operation of all Fitted for Work sites are reflected in the number of clients serviced and the number of volunteer hours provided during the year.

Melbourne

The consolidation of Fitted for Work's original operation saw a number of new volunteers joining the service. In addition, we received funding for the proposed Transition to Work Program, planning for a regional service in the La Trobe Valley continued, and we consolidated partnerships with the Macquarie Group, Melbourne CityMission and VicHealth.

The Melbourne Advisory Committee also recognised the contribution of its retiring Chair, Carolyne Cohn, who has since taken on the role of Warehouse Coordinator, a role that is vital in ensuring that our boutique stock levels are managed and the value of our excess clothing is maximised through regular clothing sales.

Sydney (Parramatta)

The Parramatta site was launched on 29 April 2010. We are proud to have opened a service for the women of Sydney, one that is well located and close to a large number of employment agencies which have welcomed the availability of the niche service that Fitted for Work provides. The filming by Evolution Media of an e-documentary about the service will be an asset for our ongoing corporate partnerships and advocacy work throughout our area.

The Sydney Advisory Committee was established and ably led by Lorraine Williams who brought her leadership and networking experience to the new service. Lorraine's contribution in driving the Committee through its establishment phase has been significant, and since the end of her initial term as Committee Chair, Lorraine has gone on to act as a local ambassador for Fitted for Work.

Rosebud (Mornington Peninsula)

The work of the Rosebud service was recognised with two significant awards - the NAB Rosebud Business Excellence Award and the Victorian Premier's Volunteering Achievement Award. Rosebud volunteers undertook a mentoring role during the establishment of the second Mornington Peninsula service at Frankston. The Rosebud service has also been active in ensuring extensive local media coverage has kept Fitted for Work in the local spotlight.

Frankston

The opening of the Frankston service in February 2010 was the culmination of planning that commenced in July 2009, with exceptional support provided by the Rosebud team. Since opening, the number of volunteers has grown quickly and the service has been well supported by local government and a strong fund raising committee.

National client services goals

The establishment of a quality framework to ensure that all Fitted for Work services are working in a continuous improvement cycle is a strategic goal for 2010-11. Our key stakeholders of clients, volunteers, referring agencies, corporate partners, donors and supporters will see the establishment of a framework that collects, analyses and utilises the data available to us across all client services. Through its introduction we can be confident of delivering and reporting on our activity from a sound evidence base. Ongoing growth and development will be informed by this evidence base.

New services and programs

A number of new services are being developed by Fitted for Work for implementation 2010-11. They include:

- The first Transition to Work program that will deliver training in preparation for a retail career, along with related work experience and a mentoring component.
- A research project with refugee and migrant women to identify the barriers they face in securing and maintaining employment.
- Mentoring programs for women to help them obtain and maintain employment.
- Training programs for volunteers to help them better assist women with disabilities.
- The launch of a new service in Morwell.
- Client workshops in Parramatta.

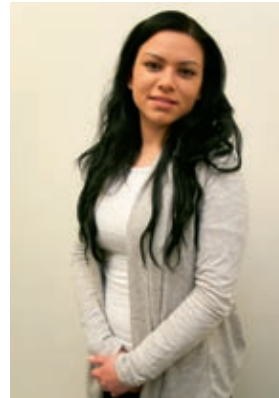


Fitted for Work Volunteers

Fitted for Work provides a FREE personalised fitting service where clients are provided with everything they need to make a great first impression at their job.

We see transformation in women as their self esteem and confidence builds and they are assisted on their path to self sufficiency.

– Marion Webster OAM National Chair, Fitted for Work.



Asli Cecen
Before Fitted for Work



Asli Cecen
After



I just looked into the mirror and got this boost of confidence because I looked so professional.

Asli Cecen – Fitted for Work Client.

Asli Cecen

Asli Cecen had been enrolled into a customer service retail course with her employment agency prior to her referral to Fitted for Work. The 19-year-old had been seeking employment unsuccessfully for months, in spite of having a firm interest in retail and administration. Asli says she had high hopes for her entry into the workforce and looked forward to seeing how Fitted for Work could help her. "I was curious about what it was before I got there, but it was a good experience," Asli said. At the Parramatta branch, Asli was spoiled for choice as the volunteers picked out work shirts, jackets and pants. "There was a lot to choose from so I tried everything on, the girls made me feel so comfortable," Asli said. "And they were so helpful!"

After running through interviewing skills, Asli felt her transformation was complete. "I just looked into the mirror and got this boost of confidence because I looked so professional," Asli said. "Then I felt really excited about entering the workforce." Asli says her confidence was further boosted when the volunteers went that extra mile to offer her little tips and tricks to become job ready. Since her visit to Fitted for Work, Asli bounded through her two weeks worth of work experience, and has gained employment in administration. "The organisation needs to keep going because it can really help a lot of women."



Volunteering with Fitted for Work has taught Niluka real world experience.

Niluka Wickremasuriy – Fitted for Work volunteer.

Niluka Wickremasuriy

Volunteering at Fitted for Work was a life changing experience for Niluka Wickremasuriya, who feels as though she can relate to her clients. "In some ways I could relate to these women who came into the boutique. You were a mum for 10 years, but now you want to work again," Niluka says. "I have a young family too and my last [full-time] job was in 2000". Born in Sri Lanka, Niluka spent the last decade living in the Middle East with her family before making the journey to Australia. Keen to meet new people, she jumped at the chance to become a volunteer after a friend recommended it. Niluka says she is constantly fascinated by the Fitted for Work process.

Volunteering has taught Niluka real world experiences where she thrives on human interaction with the added bonus of helping others. "It's my choice that I'm putting all this hard work into volunteering," she says. The best thing about being a volunteer is seeing the distinct shift in the clients when they step out of a change room. "Being able to see these ladies' faces when you dress them for their job interview and you see how happy they are; it's like you transform them," Niluka says.



I have met many amazing people through Fitted for Work.

Catherine Johnston – Fitted for Work volunteer.

Catherine Johnston

Fitted for Work offers volunteers a myriad of opportunities in different areas of the organisation where their skills can be best utilised. For 22-year-old Catherine Johnston, becoming a member of the Fundraising Committee seemed a perfect fit. A lawyer by trade and an avid promoter of human rights, Catherine says she has always been passionate about issues facing women in today's society.

Having discovered Fitted for Work via the Women's Lawyer's Association NSW website, Catherine says she was attracted to Fitted for Work's core values of helping disadvantaged women obtain employment and financial independence. "Some time ago, I realised how lucky I am, and wanted to help other women have access to some of the opportunities I have had," Catherine says. After attending a volunteer information session in June, Catherine hasn't looked back

Catherine says her fondest memory since becoming a volunteer has been the success of the recent movie night organised by the Fundraising Committee. "The night ran according to plan, we had amazing raffle prizes and everyone had a great time," Catherine says. "In addition we significantly exceeded our financial target which added to the overall success of the event." Being involved with Fitted for Work has taken Catherine to different areas of the organisation. Aside from her logistical duties on the Fundraising Committee, Catherine has also taken on a myriad of different roles including volunteering at the boutique and fundraising at market stalls.

Catherine says she feels humbled by the idea of being able to improve the conditions for women experiencing disadvantage, while forming strong professional and personal relationships with the other volunteers.



Fitted for work supporters

Significant donors to Fitted for Work include:

Annie Duncan
 Debbie Dadon
 Louise Myer
 Bequest of Lexie Morell and friends
 Jaclyn Grant
 Ede Horton
 Schapper Family
 Singer Family Foundation
 Fleur Spitzer
 Marion Webster

Fitted for Work greatly appreciates the personal donations made by these and other supportive individuals who have been the bedrock for the organisation as it has grown. During 2009-10 individual donors contributed more than \$139,000 to Fitted for Work, enabling us to have a positive impact on the lives of so many women as they seek and gain employment.

The following trusts and foundations, pro bono contributors, corporate and program partners, and government departments also have generously supported Fitted for Work Ltd and the Fitted for Work Melbourne service throughout the year.

Trusts and foundations:

- Philip and Vivien Brass Charitable Foundation
- Clayton Utz Foundation
- The Collie Foundation
- Freehills Foundation
- Lord Mayor's Charitable Foundation
- The Miller Foundation
- Sidney Myer Fund and the Myer Foundation
- Tattersall's George Adams Foundation
- Westpac Foundation
- Auburn RSL Club
- Westpac Women's Markets
- RE Ross Trust
- Helen Macpherson Smith Trust
- UPS Foundation

Corporate partners:

- Freehills for legal services.
- Oeuvre Creative for design services.
- Westpac for business services.
- Martin Goodrich & Associates for audit services.
- Kathleen Townsend Executive Solutions for executive recruitment services.
- AJF Partnership for design and layout of the Annual Report, branding and marketing services.
- Stream Solutions and Gunn & Taylor for printing.

We also wish to acknowledge the donation of money and/or goods and time from our many other corporate partners, including:

- AEGIS
- An Air of Distinction
- AON
- ASX
- Auburn RSL
- Australia and New Zealand Banking Corporation (ANZ)
- BDO
- Bennelong Foundation
- Black Listed
- BP Australia Pty Ltd
- Brown Sugar
- Business and Professional Women Australia
- Cellini Melbourne
- Cheekwear Australia
- Cisco (Melbourne)
- Clothing Exchange
- Deloitte
- Evolution Media
- Fair Work Ombudsman
- Females in IT&T
- Forever New
- Gazal
- Gentle Fawn
- Great Connections
- Herbert Green
- HSBC Australia Ltd
- InsuranceLine
- KPMG
- Lisa Barron
- Macquarie Foundation
- Macquarie Group Ltd
- Madras Link
- Manidis Roberts
- Marie Claire

- Merrill Lynch
- National Australia Bank (NAB)
- NNT Uniforms
- Pacific Brands
- PriceWaterhouseCoopers
- Secure Parking
- Serious Women's Business
- SKM
- Slimwear
- Soroptimist International
- Sphinx
- TDA
- Telstra
- The Ark Clothing Company
- Tiffany Treloar
- TS 14+
- Women in Policing
- Women in Super
- Women's Style Events
- Zonta Club Melbourne

Community organisations and program partners:

- AMES
- Berry Street
- Macquarie Group Ltd
- Melbourne City Mission
- National Women's Alliance

Government support has also been received from:

- Women's Leadership Development Program – Australian Government, Office for Women, Department of Families, Housing, Community Services and Indigenous Affairs.
- Women's Leadership Grant - Department of Planning and Community Development, Victorian Government.
- Jobs Fund Temporary Financial Relief - Australian Government, Department of Education, Employment and Workplace Relations.
- VicHealth - Victorian Health Promotion Foundation.

Fitted for Work makes every effort to provide an up to date and accurate listing of its donors. We apologise for any inaccuracies that might be included herein.

Financials and Summary

Abridged Financials as at 30 June 2010

Fitted for Work Ltd*

Profit and Loss for the period ended 30 June 2010

	2010 (\$s)	2009 (\$s)
Total Income	960,450	450,792
Total expenses	785,125	363,143
Operating Profit	175,325	86,305

Fitted for Work Ltd*

Balance Sheet as at 30 June 2010

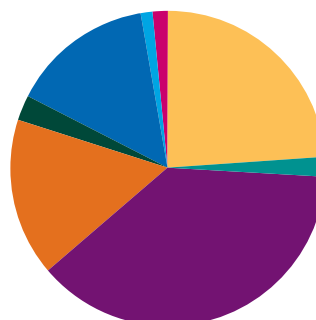
	2010 (\$s)	2009 (\$s)
Total Assets	758,237	710,009
Total Liabilities	421,532	502,558
Net Assets	382,776	207,451
Retained Profits and Total Equity	382,776	207,451

Audit and Accounts

Fitted for Work complies with all applicable Australian Accounting Standards and guidelines, as well as relevant Corporations Law provisions. The financial statements are audited by Martin Goodrich & Associates. These statements are available upon request from Fitted for Work.

*During the financial year 2009-10, Fitted for Work Ltd encompassed Fitted for Work's National head office, the Melbourne boutique and the Sydney boutique operations. The Mornington Peninsula operation is accounted for separately and is not included in this report

- Dear Gladys, Retail Store
- Federal Government Grants
- Interest recieved
- State Government Grants
- Trust & Foundation Grants
- Donations
- Clothing Sales
- Events





How to donate

Fitted for Work is a not-for-profit organisation committed to helping long-term unemployed and disadvantaged women obtain work, maintain employment and ultimately achieve financial independence.

Fitted for Work offers a wide range of opportunities for you to play an active role in transforming the lives of women experiencing disadvantage.

Financial support

Fitted for Work welcomes your financial support to allow us to deliver our free services to women experiencing disadvantage. You can make a donation through our secure online donations site at www.givenow.com.au/fittedforwork. All contributions will make a significant difference to our clients and their families.

Specifically, financial support is vital in helping us:

- Provide the boutique outfitting service to enable women to go to job interviews with confidence.
- Develop the support and mentoring programs needed by women to help them mitigate the impact of loneliness and social isolation.
- Assist women transition to work with appropriate support, training and work experience.

All financial donations to Fitted for Work over \$2 are tax deductible.

Quality clothing

The supply of quality work appropriate clothing is critical to the Fitted for Work. You can organise a clothing drive in your workplace or with family and friends.

Volunteering

You can also volunteer your time and expertise. Opportunities include:

- Helping women select outfits and accessories in the boutique.
- Assisting with fundraising events.
- Sorting clothing.
- Training women to handle job interviews.
- Participating in mentoring training and support programs for clients.
- Contributing to our operational committees and working groups.

With your help Fitted for Work can continue to grow and change the lives of women in need. Please contact Jane Hunt, Fitted for Work's CEO, if you would like to support Fitted for Work.

Fitted for Work

ABN 78 126 256 862

Level 2, 535 Flinders Lane, Melbourne 3000
(PO Box 558, Collins Street West, Victoria 8007)

Telephone: 03 9620 5533

Facsimile: 03 9620 5533

Email: info@fittedforwork.org

Website: www.fittedforwork.org



Fitted for Work

**Fitted for Work has sites in Melbourne (CBD and Northcote),
Sydney (Parramatta), and Frankston and Rosebud on the Mornington Peninsula.**

**If you are interested in working with Fitted for Work to establish a site, please
contact Jane Hunt, CEO, at the National Office (Tel: 03 9629 9127).**

Fitted for Work thanks the following for their generous pro bono assistance in producing the 2009-10 Annual Report: the directors and staff of AJF Partnership for design and layout; Stream Solutions and Gunn & Taylor for printing; Ronita Neal for photography and Michael Webster for editorial services.