

Fitted for Work

ANNUAL **REPORT** 2010-11

VISION

Independence and transformation for women.

MISSION

Fitted for Work prepares women to get and keep work.

Since 2005, Fitted for Work has transformed the lives of 6,500 women. As a not-for-profit organisation and the first of its kind in Australia, our mission is to help women experiencing disadvantage to get work and keep it.

We provide free interview-appropriate clothing at our personal dressing services as well as mentoring and transition to work programs.

Through mutual respect, compassion, integrity and trust, our dedicated staff and trained volunteers help women gain the self-esteem and confidence to achieve their goal of sustainable employment.

A year of success...

- **2,584** women were assisted by Fitted for Work.
- **2,008** women attended Fitted for Work's free boutique services.
- **75%** of women employed within three months.



"I remember the day I came into the boutique. Elspeth, the volunteer, was warm and caring and showed genuine interest in me. She spent ages finding me just the right clothes and accessories. She said to me 'Jenny, you're great! You just need a bit of confidence and you'll fly!' I had a bit of a cry with her but I took her words to heart." - Jen, Client



"I recall clearly the day Jen came into the boutique. I've been volunteering at Fitted for Work for over five years now. It's clients like Jen that keep me coming back. In just one hour we literally transform a woman's life by giving them the clothes and the confidence they need to get into the workforce." - Elspeth, Volunteer



A MESSAGE FROM THE CHAIR

"Literally hundreds of our women participants have had their lives turned around by your service over the last few years. Many have cited Fitted For Work as the single most supportive experience of their time in Australia. In particular, the warmth of your volunteers is the key that opened the door to their confidence. It may not be evident to your volunteers, but this little boost is often all that it takes to get an applicant over the line. We give them the documents and the blurb, but it's you who give them the flair and the self-belief."
- Peter, Referral partner (migrants and refugees)



"I love seeing the amazing transformations that occur and it's a privilege to meet so many diverse women and be involved in their journey to work and independence. My fabulous volunteer co-workers also make coming to FFW a wonderful experience."
- Gayle, Volunteer

This testimonial from Peter is a heart-warming reminder why Renata Singer and I started Fitted for Work all those years ago in 2005 as a volunteer organisation with a handful of dedicated women. I can hardly believe that since then we've helped over 6,500 women.

And this year has been another massive year; a year when the focus has been on consolidating existing services and ensuring we continue to provide the highest quality service to our ever-increasing numbers of clients. We've also greatly improved our research capabilities to ensure we're well placed to advocate on behalf of the women we help, to directly change policies that create barriers to work.

This year has truly confirmed that Fitted for Work is a thriving generous community of women supporting other women. To those 180 volunteers engaged in the service across all activities, from governance to providing the dressing service, sorting clothes, mentoring and fundraising, I give my heartfelt thanks. Without their dedicated commitment to Fitted for Work, the service would cease to exist.

This year has seen further strengthening of the National Board, whose energy, guidance, wisdom and strategic capacity has ensured the highest possible standard of governance for the organisation. Thank you to Kathleen

Townsend and Rosemary Grieve for their ongoing support in assisting to both build the Board and review its functioning. All volunteers across every aspect of Fitted for Work's services give of their time freely and selflessly – being driven by the desire to provide a quality service in support of our clients.

Partnerships are also central to the success of Fitted for Work. Our partners include referring agencies, pro bono supporters, in-kind supporters, training providers, the hundreds of companies that conduct clothing drives and of course the generous organisations that provide

much needed funding. The growth in these partnerships has demonstrated there is a strong resonance with the work we do.

I would also like to pay credit to the extraordinary staff at Fitted for Work. Jane, our outstanding CEO, has built a national team of talented and dedicated staff, all of whom commit time and energy way above what is expected of them.

I cannot finish without paying tribute to the clients who attend the Fitted for Work services. Their commitment to find work and keep it, often in the face of very real and long-term disadvantage, is truly inspiring. It is their resilience, their stories and their successes that keep driving us all.

Marion Webster OAM
National Chair

"THE AVERAGE SUPERANNUATION PAYOUT TO A WOMAN IS PROJECTED TO BE \$150,000, THAT'S HALF OF THE AVERAGE PAYOUT TO A MAN IN 2010-2011. WOMEN WORKING FULL TIME, YEAR-ROUND IN AUSTRALIA ARE PAID ONLY 83¢ FOR EVERY DOLLAR EARNED BY MEN."

- Sydney Women's Fund Equal Pay Day Report

"AUSTRALIA'S WORK PARTICIPATION RATE OF ALMOST 60% OF WOMEN IS EXTREMELY LOW BY INTERNATIONAL STANDARDS. THAT'S TOO MANY WOMEN MISSING OUT ON THE DIGNITY OF WORK AND ESPECIALLY THOSE SINGLE MUMS AND OLDER WOMEN WHO WANT TO WORK BUT DON'T ALWAYS HAVE THE CHANCE." - Prime Minister Julia Gillard at the inaugural Emily's List Oration



CHIEF EXECUTIVE OFFICER'S REPORT

"My mother is caring, smart and committed to our family. When she got divorced she had to work full time. One day she sought financial advice and was told she had very little super and that she'd have to work much longer than she'd planned. Even when she does retire she'll barely have enough to live on." - Claire

At a function recently, I was talking with a group of dynamic young men and women. One of the young women, Claire, shared the story of her mother Jan. She and her brother felt guilty that their mother had given up so much for them and that her financial independence was severely at risk. Claire was also outraged that this too could be her future and that things hadn't changed much. There was a ripple around the room as a number of men and women shared similar stories. I was struck by the compassion and empathy of the young men and women in the room.

There was humble acknowledgement that any one of these women could one day be in Jan's position or that any one of them could have a mother, aunt or sister in her position.

This is the very real situation that many clients at Fitted for Work face. In the last financial year, 20% of the clients we assisted nationally were mature-aged women (over 46 years old) who simply could not afford to retire - women like Jan.

As the first organisation of our kind in Australia, Fitted for Work has led the development of innovative programs to assist women experiencing disadvantage to get work and keep it, in order to be financially independent and retire in comfort and dignity.

Over the past year Fitted for Work has:

- Assisted 2,584 women
- Launched our Latrobe Valley dressing service in Morwell
- Extended the Transition to Work program in Melbourne
- Helped 140 women in the Women Exiting Prison program
- Skilled up volunteers in partnership with Scope Disability Services
- Conducted our first online fundraising campaign raising over \$35,000
- Raised over \$92,000 in our Annual Appeal
- Received grants and funding totalling more than \$420,000

- Received pro bono support of more than \$400,000
- Presented at over 100 public and company events
- Hosted over 50 Fitted for Work events
- Accepted clothing donations from over 100 companies
- Conducted a major research project to identify locations for future service expansion
- Expanded Dear Gladys to account for 30% of our revenue.

In addition we've been recognised with the following awards:

- The Melbourne Business 3000 Award for Community Responsibility
- The Ernst and Young Social Entrepreneur Award – Southern Region
- Finalist for the Telstra Business Women's Awards – Victoria.

During the year ahead and because of the many stories we hear just like Jan's, Fitted for Work is focusing on three main areas:

- To expand our transition to work, mentoring, work experience programs and services to clients ensuring real employment outcomes
- To build social enterprises like Dear Gladys to create work opportunities for clients and grow sources of un-tied funding
- To actively advocate for (and with) women to directly improve women's access to sustainable employment opportunities.

The next few years will be very exciting for everyone involved with Fitted for Work. But most importantly they will be exciting for the thousands of women that need our support. I am deeply grateful for the commitment, expertise and compassion shown by our volunteers, staff, board and supporters. Because of their contribution and the resilience of the women we assist, Fitted for Work will continue to have a significant and positive impact on the lives of women and their families.

Jane Hunt
CEO, Fitted for Work

OUR ADVOCACY AGENDA

Women and Sustainable Employment

Fitted for Work actively advocates on behalf of (and with) women experiencing disadvantage to improve their opportunities for sustainable employment. Our advocacy program is at the heart of our vision of independence and transformation for women. It's our goal to ignite change within Australian businesses and government to ensure women experiencing disadvantage have access to sustainable employment. Why?

Australia's female participation rate is low in an international context. In 2009 Australia ranked as 41 out of 210 countries for workforce participation despite being one of the strongest economies in the world.

Recent research by Goldman Sachs argues that lifting female workforce participation from around 40% in the mid 70's to its current level of 60%, boosted economic activity in Australia by 22%.

"In May 2006, close to one in five young adults in Australia had not completed year 12 or a Certificate III vocational qualification." - Salvation Army, Perceptions of Poverty

There are close to 300,000 women in Australia actively seeking full or part-time work and who may be receiving unemployment benefits. Many of these women are experiencing disadvantage and face multiple barriers to entering the workforce.

Therefore it makes economic sense to create sustainable employment opportunities for these women.

Bad things can happen to us all

There are many causes of disadvantage. It can happen to any woman at any time. At Fitted for Work we've seen a significant increase in the number of clients that have experienced a change in their circumstances.

They've gone from relative advantage to disadvantage after an event such as the death of their partner, an accident, a serious health problem, divorce or loss of wealth.

Youth

Youth unemployment is a significant issue in Australia. While the overall unemployment rate has hovered around 5% this year, the youth unemployment rate is double that at 10%. Worse still, the teenage unemployment rate (aged 15-19) is closer to 16%.

"Australia has one of the highest levels of joblessness among families with children. 1 in 7 children grow up in a family where no one works." - OECD

There is clearly a direct correlation between education and employment. The higher the education level attained, the greater the opportunity there is to access sustainable employment. More than 50% of the women Fitted for Work has dressed over the past six years had not completed year 12 or equivalent.



"I'm 19 and I've been unemployed for two years. It's been really tough and I've lost a lot of confidence. I've just got my TAFE certificate and have a job interview next week. Now I have my gorgeous new clothes from Fitted for Work I feel much more confident about the job. I think I've scrubbed up quite well and look really professional. Thank you Fitted for Work!" - Bianca, Client

"THE MAJORITY OF ONE-PARENT FAMILIES IN AUSTRALIA, WITH CHILDREN UNDER 15 YEARS, ARE HEADED BY WOMEN (87%) COMPARED TO MEN (13%)."

- ABS 4102 Australian Social Trends 2007

OUR ADVOCACY AGENDA

Single mothers

In Australia, with every third marriage ending in divorce, women and children are the big economic losers. A huge percentage of the women we support at Fitted for Work are single mothers facing the stress of being the sole carer, and in many cases, the sole financial provider for her children. Single mothers are also more likely to have lower levels of educational attainment and lower levels of workforce participation.



Older women

This year there was an alarming increase in the number of older women (aged 46+) requiring the services of Fitted for Work. Many of the women cited age as a serious barrier to getting work. Older women, particularly those who have taken career breaks to have children, are likely to have worked less hours in their lifetime and earned lower incomes than men. This has resulted in less accumulated assets and less superannuation. The potential to be catapulted into poverty at retirement is a very real concern for many older women.

"I'm 50 and recently divorced. I haven't worked for many years and was worried no-one would want to employ a woman my age. Then I went to Fitted for Work and was dressed in this great outfit that I would never have chosen for myself. When I went for the job, the interviewers said I was the best presented of all the candidates. I got the job and I start work on the Spirit of Tasmania this week. For me it is the job of my dreams!" - Karyn, Client

20% of Fitted for Work clients are aged 46 and above.
The 17.2% gender pay gap is a national average that opens up to over 30% in some industry sectors.

Access to sustainable employment is the key that will unlock the door for women experiencing disadvantage.

It's a problem that must be shared by not-for-profits, big companies, small and medium businesses, industry associations, chambers and government. Australian employers who are serious about building and executing sustainable employment programs for women will become the leading companies in the social responsibility stakes.

AS ONE OF THE FEW PROFITABLE SOCIAL ENTERPRISES IN AUSTRALIA, DEAR GLADYS AND FITTED FOR WORK ARE SETTING THE BENCHMARK ON HOW TO OPERATE A SUCCESSFUL SOCIAL ENTERPRISE TO FUND A NOT-FOR-PROFIT ORGANISATION WHILE PROVIDING VALUABLE WORK EXPERIENCE TO OUR CLIENTS.

OUR SOCIAL ENTERPRISE - DEAR GLADYS

Dear Gladys is a high-quality vintage and contemporary boutique and the social enterprise owned and operated by Fitted for Work. It is located at 296 High Street, Northcote in Melbourne and was opened in August 2009.

The boutique stocks a high-quality range of handpicked clothes, accessories, handbags, her own brand of hosiery, shoes, homewares and giftwares, that reflect the essence of Dear Gladys and all she stands for. Dear Gladys customers keep on coming back because the stock is regularly updated, well-priced, unique and of course every purchase goes directly towards helping a woman step out of disadvantage and into work.



offline through facebook campaigns, digital lookbooks, blogging, pop-up shops at Melbourne Central, regular sewing circles and styling nights.

This year, Dear Gladys accounted for 30% of Fitted for Work's revenue. To capitalise on the potential to expand our untied revenue streams and the ever-growing online retail market, Dear Gladys is now online.



Diversifying income streams through the establishment of social enterprises is a major objective of Fitted for Work and Dear Gladys is at the heart of this vision.

Find out more about Dear Gladys by visiting the website at www.deargladys.com.au

The success of Dear Gladys can be attributed to Mel Westwood, the store manager and her dedicated staff, Dyana Gray, Inez Mansergh and Samantha Lombardi plus a whole team of talented and creative volunteers. Volunteers have assisted in window dressing, modelling, creating digital lookbooks, photography, makeup artistry, design and much more.

The growth in success of Dear Gladys can be attributed to increased awareness of the boutique both online and



CLOTHING SIZES 66% OF CLIENTS WERE AT EITHER END OF THE CLOTHING SIZE SPECTRUM (SIZE 6-10 OR SIZED 18+).

OUR IMPACT – CLIENT SERVICES OVERVIEW

Results

- 2584 women were assisted by Fitted for Work
- 2008 women attended Fitted for Work's free boutique services
- 75% of women employed within three months
- 180 volunteers regularly provided service
- 12,000 volunteer hours worked
- \$360,000 of volunteer time committed
- \$523,000 in clothing donated
- 186 agencies referring clients to Fitted for Work
- 20 women participated in the Transition to Work program
- 140 women participated in the Women Exiting Prison program

Clients

Our clients this year came from all walks of life. We saw older women needing to return to the workforce after the death of a partner or divorce, women dealing with domestic violence, addictions, mental and physical health problems and women exiting prison. Many were refugees or migrants and a significant number were young, early school leavers and single mothers. Disadvantage does not discriminate. It can happen to any woman at any time. Every one of the clients we helped this year had one thing in common – the will to work.

Time Unemployed

33% of clients had been looking for work for more than 12 months, **20%** of women had been looking for more than 6 months

Age

8% of clients were aged 15-19
34% were aged 20-30
38% were aged 31-45
20% were aged 46+

Education

36% of clients had not completed year 12
22% had completed year 12
9% had completed a diploma
33% had a tertiary qualification

Referral partners

"After having attended an appointment at Fitted for Work, one of my job seekers came directly to our office to show me all the nice clothes and accessories she'd been given. I'd been working for many months as an Employment Consultant to this client. It was the first time I'd seen a glow of pride and self-confidence

in her eyes. She told me she felt really cared for by the volunteers and that it was a wonderful experience for her." - Helen, Referral partner

The number of referring partners is growing rapidly each year. We're seeing many more referrals from job service agencies, other charities offering services to women, doctors, health professionals and training organisations. This year we had 186 partners referring clients to us, with 81 of them being new to us. An average of 40 agencies referred each month. Without the support of our referral partners, Fitted for Work would not exist. We thank them very much for their support and their willingness to work together to help women get work.

Volunteers

Just like our clients, our volunteers come from all walks of life, and they too all have one thing in common - a commitment to helping our clients look great and get work. Volunteers helped in a range of activities such as dressing women at our boutiques, sorting clothes, mentoring, writing grant proposals, undertaking fundraising activities, hosting training programs for clients and volunteers, contributing to operations and serving on boards and advisory committees.



"With the support of my employer, eo Financial Services, I volunteer once a month in the boutique and also help out with marketing. I do it because there's nothing like helping another women look and feel their best and ultimately achieve financial independence. It's the best feeling to be able to contribute and help change someone's life." - Kat, Volunteer

OUR IMPACT – CLIENT SERVICES OVERVIEW

Personal dressing services

During the past year Fitted for Work operated three boutiques in Melbourne, Parramatta (Sydney) and Morwell in the Latrobe Valley. Two licenses to operate were also held by two outreach services in regional Victoria.

Parramatta, Sydney

In its first year of operation, the Parramatta service was focused on creating awareness of the service amongst referral partners, the local community, potential volunteers and supporters. Our team achieved remarkable results with over 400 women being dressed by our volunteers. Many successful events were also held including the hosting of our first birthday party, numerous clothing sales and fundraising events.

Morwell

The Morwell service is located in the Latrobe Valley in regional Victoria. It was launched by the Program Manager Emma Birchall in March at a celebration attended by management, newly recruited volunteers, local job service agencies, training organisations and local businesses. In the quarter to the end of June, 46 clients were dressed and eight women attended the Life Skills Training Program which was funded by the ANZ Seeds of Renewal Program and conducted by trainer Jennifer Dentroom.

Melbourne

The Melbourne service went from strength to strength again this year with a record number of clients being dressed by volunteers and a host of new programs being launched including the Transition to Work program, the Migrant and Refugee program and the Women Exiting Prison program. A snapshot survey of clients accessing the services of Fitted for Work in Melbourne revealed that 75% of the women had secured work within three months of attending the boutique.

Transition to Work, Mentoring & Support

The first life-changing program for women experiencing multiple barriers to employment, was held in Melbourne during the year. The Transition to Work program led by program manager Meredith Hillebrand included life skills training, a Certificate II in Retail Studies, work experience and matching participants with a mentor to support them in their journey towards employment. Twelve of the 20

women that started the program graduated. Two of the graduates are now in traineeships and another has a job with a major engineering firm. All participants agreed they had significantly improved their communication and customer service skills, felt less isolated and had an increased feeling of social connectedness since developing relationships with others in the program.



"I've just moved to Melbourne from India and had no idea how to get a job. The Transition to Work Program has given me so much confidence and taught me how to go about getting work in Australia. Sally has really helped me a lot." - Srilatha, Client

"It's been a pleasure to mentor Srilatha. I've really enjoyed the opportunity to share my knowledge and experience and see her grow and gain confidence in our workplace here at BDO." - Sally, Mentor

The year ahead

Fitted for Work is committed to transforming the lives of many more women in the upcoming year. Client programs include:

- A referral partner education program
- Review of all volunteer programs
- Development of further programs to directly help women step into work
- Two more Transition to Work programs in Melbourne
- Transition to Work programs in both Sydney and Morwell
- Migrant and Refugee mentoring program in Melbourne
- Women Exiting Prison program to help 150 women
- A Ready for Work toolkit to be launched for women looking for work
- The next boutique site for Victoria will be determined.



PATRONS, BOARD, ADVISERS AND STAFF

Fitted for Work is very grateful for the support of our patrons, board, advisers and staff.

Board

Marion Webster OAM (Chair & Co-founder)

BA, DipSocStud
Board Member Australian Communities Foundation, Auckland Communities in New Zealand, Arts Access Victoria, Philip and Vivien Brass Foundation, Senior Fellow City University New York

Renata Singer (Co-founder)

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

Annie Duncan

PhD
Board member Australian Communities Foundation.

Wilma Gallet

MSocSci
Strategic Adviser to the Salvation Army.

Jaclyn Grant

(Company Secretary and Deputy Chair)

LLB (Hons)
Commercial consultant

Carolyn Morris

BCom, MBA, Associate ICA
Head of NAB Retail, Victoria East

Jacqueline Phillips

GradCert Corporate Leadership, DipPR CPM of AMI Senior Manager, Private Wealth Marketing, ANZ Private Bank
Director of Cheekwear Pty Ltd, Director of Skin and Cancer Foundation Vic

Kerri Thompson

MBA
Managing Director Retail for ANZ New Zealand.

Janice Van Reyk (Director to November 2010)

BA, LLB(Hons), MCom, MEnv(Hons)
Director of Gippsland Water and Rochester Partners

Cathy Yuncken

BCom, LLB, GAICD, FTA
Executive General Manger, CBA, Institutional Banking & Markets

Specialist Board Advisers

Sally Sinclair

CEO, National Employment Services Association (NESA)

Rosemary Grieve

Principal of Rosemary Grieve and Associates Pty Ltd

Patrons

Lorraine Elliot AM

BA, DipEd, BEd
Chair of the Advisory Board of St.Vincent's Hospital Melbourne. Trustee of the Dame Nellie Melba Opera Trust and member of the Victorian College of the Arts Foundation Advisory Board.

Kathleen Townsend

BA, MEd Studies, DipEd
MD of Kathleen Townsend Executive Solutions, Deputy Chancellor of Swinburne University, Member of the Risk and Audit Committee of Australian Volunteers International, Fellow of the AMI, Member of the AICD

Staff of 2010/2011

Jane Hunt, Sarah Rossiter, Kathy Robb, Kim Hutchinson, Rowena O'Neill, Carolyn Tate, Angela Hawkins, Defah Dattner, Sam Prideaux, Jey Jeyakumaran, Meredith Hillebrand, Courtney Smith, Liz Kacew, Melissa Westwood, Joanna Gould, Dyana Gray, Inez Mansergh

Current Staff

Jane Hunt

Chief Executive Officer
BA (Hons), MA (Hons), MBus

Penny Aquino

National Client Services Manager
BA, Assoc Dip Catering

Brendan Foley

National Business & Finance Manager
BCom (Major in Accounting), ASA

PATRONS, BOARD, ADVISERS AND STAFF

Current Staff

Carolyn Tate

National Marketing Project Manager
Dip Mkting, Mkting Assoc of ANZ

Anne Lennon

National Fundraising Manager
LLB (Hons), Solicitor admitted in Ireland, England & Wales, Cert. Mediation (CEDR)

Ely Lee

Melbourne Program Manager
Bachelor of Social Work, Cert IV Mental Health, Cert IV Alcohol and Other Drugs, Dip in Youth Ministry, Cert IV in Business

Lauren Simons

Sydney Program Manager
Bachelor of Community Management (BCM), Macquarie University

Emma Birchall

Morwell Program Manager
BSc(Hons) Social Anthropology and Communications (Brunel University, UK)
Diploma in Community Welfare Work

Merredith Hillebrand

Diploma of Teaching, Bachelor of Education
TTW Program Manager, Melbourne

Jennifer Savage

TTW & Business Development, Sydney
B SocSc, M AppSc
(Psychology of Coaching, University of Sydney)

Frances Paras

Receptionist, Melbourne

Melissa Westwood

Dear Gladys Retail Manager

Sam Lombardi

Dear Gladys,
Online Store Manager & In-house model

Inez Mansergh

Dear Gladys, Senior Sales

Dyana Gray

Dear Gladys, Sales Assistant



"The best way to help others is to demonstrate that as a NFP, we can help ourselves. Our social enterprise strategy is at the heart of that. It's great to work with such an entrepreneurial, dynamic and responsive team."

Brendan Foley,
National Business & Finance Manager



"Often clients arrive full of uncertainty and are quite anxious. I ensure they are welcomed with the care and dignity Fitted for Work stands for. Seeing their transformation in new work attire and the hope renewed in their eyes is so rewarding, both professionally and personally. I know that I am helping to make a difference in their lives."

Frances Paras, Receptionist



"This is my dream job, because every day I get to see the positive impact we make on the lives of women in our community thanks to the help of our volunteers and many supporters."

Ely Lee,
Melbourne Program Manager



"It's great to work for an organisation that really does make a difference. I love seeing the increase in confidence and skill development in every woman that joins the Transition to Work program."

Merredith Hillebrand,
Transition to Work Manager

DONORS, PARTNERS AND SUPPORTERS

We are extremely grateful to the following organisations and individuals who have all made such valuable financial and in-kind contributions to Fitted for Work during the year. Your support means that we are able to help more women step out of disadvantage and into sustainable employment. On behalf of these women and all our staff, we say thank you very much!

Donors

We thank each and every one of the 700 private donors that supported this year's fundraising events which included the Fashion Challenge and the Annual Appeal. Together they helped us to raise over \$211,000.

Trusts, grants and foundations

Thank you to the following public and private companies and government organisations for your generous funding during the year.

- Annemarie & Arturo Gandioli Fumagalli Foundation, managed by Perpetual
- Auburn City Council
- Clayton Utz
- FACHSIA
- FRRR (ANZ Seeds of Renewal Fund)
- H&L Hecht Trust, managed by Perpetual
- Inner North Community Foundation
- Macquarie Group Foundation
- Melbourne Community Foundation
- Miller Foundation
- Sidney Myer Foundation
- NSW Correctional Services
- NSW Office for Women's Policy
- Parramatta City Council
- Paul Newman Foundation
- Scanlon Foundation
- Sunshine Foundation
- The Ian Potter Foundation
- The Marian & EH Flack Trust
- Sydney Water
- Telematics Trust
- Westpac Foundation

Major Partners

The following partners have provided major pro bono support and in-kind services during the year.

- An Air of Distinction (styling)
- AJF Partnership (creative agency)
- Freehills (legal services & printing)
- Gunn & Taylor (printing)
- Martin Goodrich & Associates (audit services)
- Mary Grech & Jodie Belyea (training)
- TS14+ (clothing, mentoring and advice)

Supporters

We also wish to acknowledge and thank those organisations that have provided donations, clothing or goods and services to Fitted for Work during the year.

- Aitken College
- Allens Arthur Robinson
- ANZ
- ASIC
- ASX
- Australia Post
- Baker and McKenzie
- BDO
- Bennelong Foundation
- Berry Street Gippsland
- BHP Billiton
- BioMelbourne Network
- Bluescope Steel
- Booz & Co.
- Carrera Partners
- Careers by Design
- Carmen Kelly Shoes
- Commonwealth Bank
- Cranlana
- Deloitte
- Dendy Cinema's
- Endota Spa Traralgon
- Ernst & Young
- EvoTV
- Ezards
- Fairwork Ombudsman
- Ford Training
- Fourth Village
- Providore Mosman
- Freehills
- Gippsland
- Women's Health
- HSBC
- IBM
- Insurance Line
- Jane Hayes
- K Inc.
- KPMG
- Lander and Rogers
- Macquarie Group
- Maddocks
- Marie Claire
- Marsh & McLennan Companies
- Melbourne City Mission
- Mezographic
- Moore and Stephens
- NAB
- NMIT
- NSW Ambulance
- One Thousand and One
- Oroton
- PKF
- Prahran Mission
- PRIA (Women in PR)
- Print Dynamics
- Red Cross
- RMIT
- Scope
- Employment Services
- Shoes of Prey
- SKM
- Soulfood Breakfast Club
- St Columbus College
- Sussan
- Telstra
- The Braided Rug Company
- The Gratton Institute
- The Malka Group
- The Nous Group
- The University of Melbourne
- The University of Sydney
- Toll Group
- VECCI
- Victorian Golf Club
- Westpac
- Women in Super

Fitted for Work receives support from thousands of individuals and organisations and it is impossible to list them all. We apologise for any inaccuracies or omissions.



"WE'RE REALLY PROUD OF THE RELATIONSHIP WE HAVE WITH FITTED FOR WORK AS PART OF OUR COMMUNITY CONNECT PROGRAM. IT'S GREAT TO BE ABLE TO HELP IN SO MANY WAYS THROUGH ACCESS TO FUNDING, HOSTING CLOTHING DRIVES AND THE MENTORING AND WORK EXPERIENCE PROGRAM. IT'S A GREAT PARTNERSHIP FOR BOTH OUR ORGANISATIONS AND IT REALLY MAKES A DIFFERENCE TO THE WOMEN THEY SUPPORT."

- Steve Murray, Melbourne Community Connect Partner with Claire McKenzie (L) and Lara O'Rorke (R), Clayton Utz.



"IT'S AN ABSOLUTE PLEASURE TO PARTNER WITH FITTED FOR WORK. OUR TEAM LOVE THE FACT THAT OUR CLOTHES DIRECTLY HELP THEIR CLIENTS TO LOOK AND FEEL GREAT AND THEY'RE ALWAYS KEEN TO GET INVOLVED IN ANY WAY THEY CAN."

- Alla Buinowicz, Managing Director, TS14+.

"WE'RE PROUD TO SUPPORT FITTED FOR WORK AND HAVE BEEN DOING SO FOR A NUMBER OF YEARS. WINNING THE CHARITY DOLLAR IS A COMPETITIVE BUSINESS AND WE'RE HAPPY TO PROVIDE OUR SERVICE ON A PRO BONO BASIS TO HELP THEM ATTRACT MORE FINANCIAL SUPPORT. THEIR PEOPLE ARE VERY PROFESSIONAL AND A PLEASURE TO WORK WITH. WE WISH THEM CONTINUED SUCCESS WITH THEIR WORK."

- Andrew Fabbro, Founding Partner, AJF Partnership.



Abridged Financials as at 30 June 2011

Fitted for Work Ltd
Statement of Income and Expenditure
for period ended 30 June 2011

	2011 (\$s)	2010 (\$s)
Total Income	1,024,625	960,450
Total Expenses	1,158,228	785,125
Operating Surplus/Deficit	(133,603)	175,325

Fitted for Work Ltd
Balance Sheet as at 30 June 2011

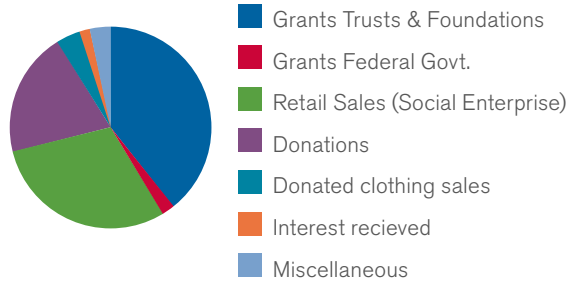
	2011 (\$s)	2010 (\$s)
Total Assets	667,064	758,237
Total Liabilities	417,891	421,532
Net Assets	249,173	382,776
Retained Profits & Total Equity	249,173	382,776

Audit and Accounts

The Fitted For Work board approved this deficit to expand and invest in new business activity.

Fitted for Work complies with all applicable Australian Accounting Standards and guidelines, as well as relevant Corporate Law provisions.

The financial statements are audited by Martin Goodrich & Associates. These statements are available upon request from Fitted for Work.



“DON'T STAY HOME AND DO NOTHING, LIKE I DID FOR 5 MONTHS. YOU'LL ONLY GET DEPRESSED. KEEP BUSY, DO EVERY COURSE YOU CAN, TAKE ANY WORK EXPERIENCE OPPORTUNITIES THAT COME YOUR WAY AND APPLY FOR LOTS OF JOBS. AN OPPORTUNITY TO DO SOMETHING LIKE THE TRANSITION TO WORK PROGRAM WAS ONE OF THE BEST THINGS I COULD HAVE DONE. LOOK AT ME: I NOW HAVE WORK AND I AM REALLY HAPPY.” - *Amy, Client.*

CLIENT STORIES

Amy's story

Amy is 18 and until recently was one of thousands of young women experiencing disadvantage and unable to find work. Learning difficulties caused Amy to leave school early which in turn made it difficult for her to find a suitable job. "I used to really dislike school because I couldn't understand the work. I had dyslexia, but the teachers didn't have the time to help me, so I just left at the end of year 10."

Amy was referred to Fitted for Work and the Transition to Work program by her job agency.

"Before I joined the program, I tried working at an animal pound and a childcare agency but it didn't work out. I also did lots of courses like computing to see what type of job might suit me. I really didn't think I was very good at anything and I had no confidence."

Now five months after graduating from the TTW program, Amy tells a very different story.

"The best thing about the TTW program was that I now believe in myself. I discovered I'm actually quite smart and good at customer service. We did a Certificate II in Retail. I learnt how to work with cash, how to prepare for a job and dress for interviews, and I had work experience at Dear Gladys."

Within a week of graduating from TTW, Amy was offered a two-year retail traineeship with Hip Pocket Work Wear, a small franchise business supplying workplace safety uniforms and promotional products which is located in Thomastown. Amy looks after retail sales, customer service and stock management.

"I was very nervous on my first day. For the first week I was too scared to answer the phone. Stuart, my boss wrote down for me what to say and I'd practice it at home. I'm now much more confident and I really love coming to work. I have a purpose every day and I feel like I am making a difference," says Amy.

"Amy is punctual, diligent at her work and handles all tasks thrown at her," says Stuart who recruited Amy through the job agency CGVT.

Supporting refugees and migrants

All our clients have two things in common: they all arrive a little nervous and unsure, and they all leave smiling, feeling relaxed and confident. And it was no different for this group of young Sudanese women who recently visited our Morwell boutique.

The four teenagers arrived with their teacher and employment consultant, chatting and laughing, but reticent. They were treated to a wardrobe makeover and given some training on how to handle a job interview. The women erupted with laughter as they looked at each other in outfits that were totally alien to them. However, they all looked totally amazing and employable.

The women shared stories of their life in Sudan. Having been born there, they felt they were straddling two cultures. We soon learned that how Australian women present themselves in an interview could be seen as disrespectful in Sudanese eyes.

Two months later, Emma Birchall, our Morwell Program Manager, contacted their consultant. The feedback she gave was extremely positive. Three of the clients had gained work and they were all doing really well. Their experience with us, while totally new and foreign to them, had been of immense benefit.



“I FEEL LIKE I HAVE SOMETHING TO CONTRIBUTE TO OTHER WOMEN. I'M REALLY PROUD OF THE FACT I'VE BEEN ABLE TO FINANCIALLY SUPPORT MYSELF. IT'S GIVEN ME A HUGE AMOUNT OF FREEDOM. I'VE NEVER SEEN MYSELF AS A VICTIM. MY ADVICE TO OTHER WOMEN IS TO BE KIND TO YOURSELF AND DON'T TRY TO DO EVERYTHING YOURSELF. LET SOME THINGS GO AND ASK FOR HELP. IF YOU ARE EXPERIENCING DIFFICULTY, UNDERSTAND WHAT YOU'RE GOING THROUGH IS A PROCESS AND THAT IT WILL GET BETTER. AND NEVER, EVER GIVE UP!” - *Anna, Client.*

CLIENT STORIES

Anna's story

Anna Brown is 55. Six years ago at the age of 49, something happened to her that unexpectedly changed the course of her life and career.

"I grew up in the Dandenong Ranges. My mum and dad separated when I was three. My mum remarried and my dad moved to the US some years later. I also spent time in the US in my early 20s. That's where I studied to be a professional pastry chef. I came home some years later to work in guesthouses and restaurants in the Dandenong Ranges. I really loved my work as a chef and it was nice to be back with my family," reminisces Anna.

Anna then met a man and had a beautiful daughter, Molly. When Molly was six, Anna made the agonising decision to leave her husband. "I couldn't stand to be so lonely while I was married. I decided I'd be better off on my own with my daughter. Also, my husband lived a very high life but kept us, that is Molly and myself, in poverty. I thought if I was going to be poor I would at least have some control over my money rather than being controlled by someone else who didn't seem to have either my nor Molly's best interests at heart."

When the marriage ended Anna was left with huge debt, a mortgage over their home and zero ongoing financial support. Anna became the sole carer and financial provider for Molly.

"It was pretty tough," Anna recalls. "I had to sell our home because I couldn't afford the mortgage. I was also studying and working. I'd get up at 5am to study before getting Molly off to school and going to work. I was just really lucky I had such a supportive family and friends around to help out."

Just as things seemed to be becoming more manageable, something else happened. Anna was sitting on a child's chair, at a child's desk at a work-related training session. She was turning and pivoting back and forth between the teacher and the computer for three hours when she unexpectedly collapsed.

It was later discovered that she had four ruptured discs in her spine. She couldn't drive or work for many months and was told by doctors she'd have to find a new career.

"I was devastated. I loved being a chef and it was all I knew how to do. I was 49 and didn't know what other work I could possibly do or who would even want to employ a woman of my age. I was at a pretty low point during that time."

Never to be defeated, Anna decided to study for a Graduate Diploma in Information Management so she could become an archivist.

"When I was ready for job interviews, the only clothes in my wardrobe were chef's clothes. That's when Fitted for Work helped out. I wore this suit to the job interview at Victrack and I got the job. It's my favourite suit and I still wear it. I'm so grateful to Fitted for Work."

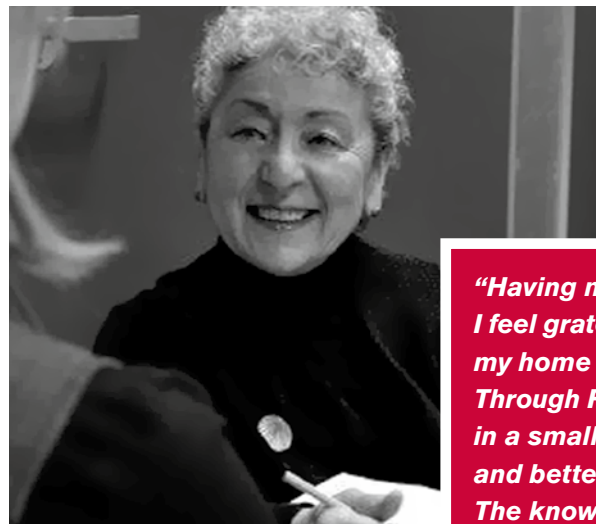
Anna is now keen to be a mentor to other Fitted for Work clients.



IT COSTS \$110 PER WOMAN TO PROVIDE THE PERSONAL DRESSING SERVICE.

HOW YOU CAN HELP

Since 2005, Fitted for Work has transformed the lives of over 6,500 women. We couldn't have done it without the support of our board, staff, volunteers, partners and of course the clients themselves. Our clients are willing to be transformed. All we need is people who are personally passionate about helping transform them. There are many ways for you to help.



Financial

The services we offer to women are free. In order to help thousands more women this year, we need financial support. Please consider making a contribution in any of the following ways:

- Invite us to apply for a grant or funding from your organisation's trust or foundation
- Make a personal donation, just \$110 will transform a woman's life
- Support our Dare to Wear Day online fundraising event in March 2012
- Support our 2012 Annual Appeal in May/June
- Buy at Dear Gladys, our beautiful vintage and contemporary store located at 296 High Street, Northcote Melbourne or online at www.deargladys.com.au

Volunteer

Volunteering is a great way to directly make an impact to our clients. Please consider volunteering by:

- Dressing clients at one of our three boutiques in Parramatta, Melbourne and Morwell
- Mentoring and offering work experience as part of our Transition to Work, Refugee and Migrant and Women Exiting Prison programs
- Sorting, cleaning and preparing clothes for the boutique and clothing sales
- Becoming a Dare to Wear Day Ambassador
- Assisting with other special projects as advertised on our website.

***"Having migrated to this country over 30 years ago, I feel grateful for my good fortune to be able to make my home and build a rewarding career in Australia. Through Fitted for Work I have been able to contribute in a small way to helping other women to make a new and better life for themselves and their families. The knowledge that a significant percentage of the women we see succeed in obtaining and keeping a job has been truly gratifying. But even more gratifying is watching their transformation as they walk out of our boutique, the smile on their face, the spring in their step and the confidence and hope in the future that they have gained."* – Emanuela, Volunteer**

Clothing

The supply of quality, work appropriate clothing is critical to the running of the service. You can help by:

- Organising a clothing drive at your place of work or with family and friends
- Organising a shoe, handbag or accessories drive
- Providing unopened personal care products, makeup and hosiery.

Your help will transform a woman's life. Thank you.

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For more information on Fitted for Work, visit us at www.fittedforwork.org

