



FITTED FOR WORK



ANNUAL REPORT | 2016 - 2017

Independence and transformation for women

fittedforwork.org

www.theconsciouscloset.org.au

www.sheworks.org.au



Vision:

Independence and transformation for women

Mission:

To help women experiencing disadvantage get work and keep it.

Fitted for Work is a not-for-profit organisation and the first of its kind in Australia.

We provide free interview-appropriate clothing at our Outfitting service, Interview Preparation, Mentoring, Presentation Workshops, as well as Staying Employed 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.

"The suit I received from Fitted for Work changed my life. It represented a transition into a different world and was like putting a magic cloak on because I looked the part. I got the job I wanted in that suit, despite my nerves."

Anna, Fitted for Work Client

2	A word from our CEO
3	A message from our Chair
4	Another Year of Success
5	The Stats
6	Client Services
8	Programs
10	SheWorks
11	Sophie's story
12	The Conscious Closet
14	Events
18	Awards
20	Corporate Partners: Taking Shape
22	Corporate Partners: Benefit Cosmetics
23	Fi Mims: Portraits of Inspirations
24	Our Staff
25	Our Board
26	Finances: Abridged Audited Financials
27	Finances: Income Breakdown
28	Thank You

A WORD FROM OUR CEO



The critical work around our mission of helping women experiencing disadvantage to get and keep work has continued in 2017, and this is echoed in the beautiful feedback we have received from so many of our clients.

"Bless you for helping my family."

"You women are angels."

"Thank you for listening."

"You gave me the confidence to find my former self."

Our Annual Report is a reminder that together with our donors, supporters and volunteers we are changing women's lives. Through the services Fitted for Work offers, women are being given a sense of possibility, hope and power in shaping their lives and writing a new story for themselves.

Fitted for Work has been growing, adapting and changing over the last few years to meet the needs of the women that we see and this has meant that we have expanded our offerings as well as continually reviewing the quality of services that we deliver. We are proud to say that we now offer an end to end service for women that seek our help. From job readiness through to sourcing work opportunities with employers through our social enterprise, SheWorks.

National expansion has always been a crucial part of our strategic direction because we know there is a need throughout Australia for our services, particularly for those women in rural areas. The question we have been wrestling with has been around how we grow without having to find significant ongoing investment to replicate sites such as Melbourne and Sydney. We are excited to announce that Fitted for Work will deliver its services nationally for the first time in 2018, through our new FFW Virtual program. This growth requires funding, and much of our energy has been focused on developing our income streams. Specifically our two social enterprises, The Conscious Closet and SheWorks.

This year we transformed our monthly excess clothing sales into a beautiful, sustainable fashion outlet in the heart of Melbourne, The Conscious Closet. We have created a charming personality for the store and the volunteers who donate their time have made it a delight to shop there. We are building a wonderful community that not only supports Fitted for Work but the war on waste and sustainable fashion.

SheWorks received the financial support it required to fully launch through the generosity of the Lord Mayors Charitable Foundation and the Equity Trustees and continues to build its presence.

This year has also seen our focus on building important collaborative partnerships with a number of organisations that either complement or augment our mission. We were also delighted to announce our first formal partnership with the Victorian Government in relation to the Jobs Victoria Employment Network and look forward to developing our relationship.

Currently, more than 1.5 million Australian women are living in poverty. While this is an overwhelming statistic, we know that employment is the best pathway to overcome disadvantage and to achieve economic security, allowing women the opportunity to move on. That's why the Fitted for Work formula works and with your help, we will continue to grow and develop what we do to work with women who need our help.

Donna de Zwart
Chief Executive Officer



A MESSAGE FROM OUR CHAIR

Fitted for Work's vision has been alive and well in this particular financial year. At each stage, the volume of work has gone unabated. We have received tremendous affirmation of our model, the Fitted for Work formula, as we've come to know it.

Being announced as a finalist for the inaugural Charity category in the prestigious Telstra Business Awards was a great feather in the cap for the organisation and has only come about because of the recognition of the sheer quality of our endeavour.

Fitted for Work's social enterprise SheWorks, has become a flagship initiative of the organisation and one that is going to double and triple the number of women we can assist to successfully assist get work and keep it. The progression of SheWorks provided an opportunity to negotiate a constructive and rewarding relationship with the State Government regarding its employment objectives and its gender equality strategy.

A very special highlight of this year was receiving a substantial grant from the State Government to enable our social enterprise model to gain traction. A memory I hold fondly is when the Minister Wade Noonan came and met five women who had been through the Fitted for Work program.

To see him hear the story of a woman who had got her job through Fitted for Work in the same week she had received an eviction notice for herself and her two children goes to the heart of Fitted for Work and why it is successful. That sort of story had a significant impact on the minister as it did on everybody else.

This financial year also saw a joining of the dots between Fitted for Work and the Victorian Women's Trust, when Donna, CEO of Fitted for Work, participated as a key contributor at the VWT's Breakthrough Event in 2016. Donna had a great presence on a panel discussing the achievement of diversity across workplaces and the need for gender parity in our workplaces. The fact that she carried off that engagement with such poise is a tribute to her leadership of the organisation.

I must pay tribute to the Fitted for Work Board members who display a passion for the organisation and quality governance and who have created a strong, collegial culture. I am continually impressed by the way Board members roll up their sleeves and put in the extra hours, to ensure financial rigour, and who constructively support the CEO and the whole outfit.

I would like to extend a warm thanks to everyone who has actively supported Fitted for Work. Our achievements this year would not have been possible without the generosity of our philanthropic donors and corporate partners, our incredible army of volunteers, our last but by no means least, our talented and committed staff.

Mary Crooks AO
Chair - Fitted for Work

ANOTHER YEAR OF SUCCESS

2,454

Programs
delivered
to women

1,642

Outfitting
appointments
delivered to women

118

Women enrolled in
Womankind
programs

190

Multicultural hub
appointments delivered

810

Women participated
in Job Preparation
and Presentation
Workshops delivered
off site and
through the dressing
room

38

Women enrolled in
Prison Program

46

new mentors
recruited and trained

81

current active
mentors

\$492,200 worth of donated clothing
gifted to clients

9,720

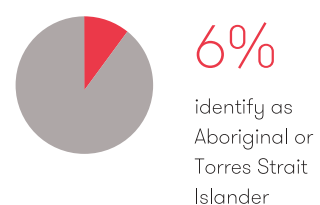
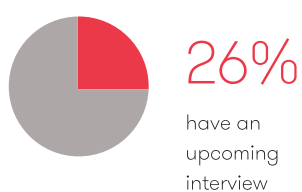
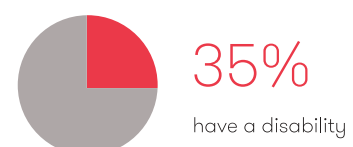
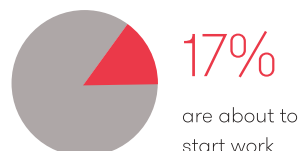
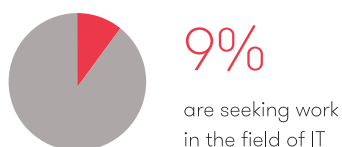
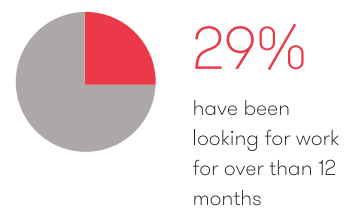
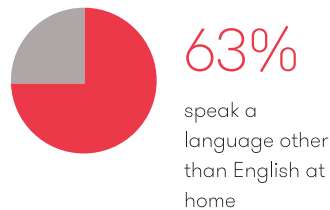
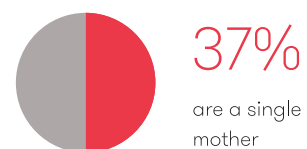
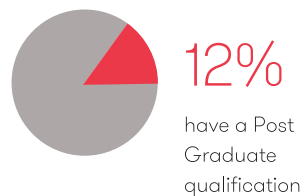
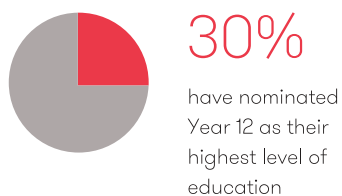
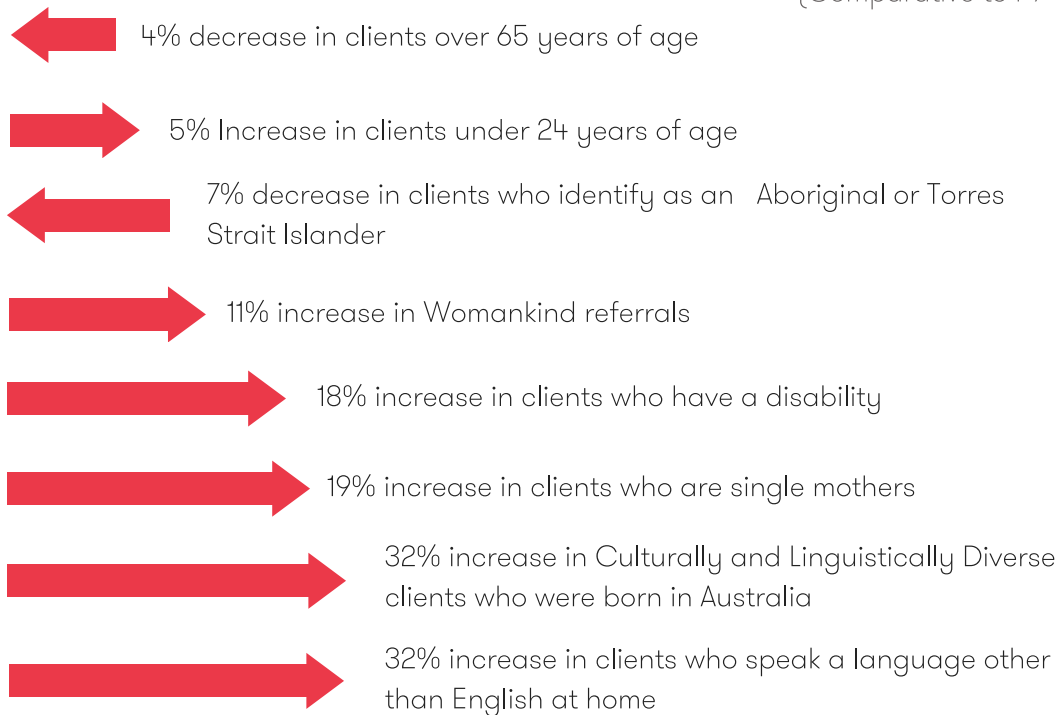
Volunteer hours worked to deliver
outfitting appointments

64%

Percentage of women who found work
within 4 months of completing our
programs

THE STATS

(Comparative to FY 15/16)





“

**THE WORKSHOP
WAS SUCH AN
AWAKENING
EXPERIENCE FOR ME.
I REALISED THAT
INTERVIEWS AREN'T
SO FRIGHTENING IF
YOU'RE SIMPLY
PREPARED AND
AWARE OF WHAT'S
TO COME. IT TRULY
GAVE ME SO MUCH
CONFIDENCE FOR
FUTURE INTERVIEWS.**

”

**RANWA -
CLIENT WHO ATTENDED THE
THORN GROUP WORKSHOP**

CLIENT SERVICES

ELIZABETH TREWHELLA

Philanthropy Manager/ Sydney Programs

What a fantastic year for Client Services! So much has happened over the last 12 months as we continue to build on our services and programs to assist women to achieve their goal of financial security through finding paid work.

As our core service, the outfitting service continues to build confidence and self-esteem in women looking for work by providing them with interview appropriate clothing, shoes and accessories as well as styling and grooming tips we also offered a number of other services throughout the year to assist women looking for work.

Sorting Circle

This year a number of women come to our Thursday morning Sorting Circle in Parramatta. Our Parramatta Sorting Circle provides a safe place for women who may feel isolated in the community or who are newly arrived in Australia, giving them the opportunity to connect with other women, make friends or just have a cup of tea while helping us sort through our clothing donations. Over the year beautiful connections were made with each other, and many new friendships were formed.

Makeup Workshops

In Melbourne, we ran monthly makeup workshops which were facilitated by qualified makeup artist, Rosie Pascuzzi. Rosie generously volunteered her time to deliver twelve 2 hour workshops which provided a practical demonstration on how to apply makeup, providing women with the confidence to apply interview appropriate makeup at home. Benefit Cosmetics generously donated their time to run makeup workshops in our Parramatta Dressing Room. As well as donating their time and skills, the team also provided every woman who attended with a goodies bag so they could create the looks they learnt themselves.



Photo by Glonaida Quiapon

Multicultural Women Job Preparation Hub

We continued to offer assistance through our hub to women who needed help with writing resumes and job applications, practising their interview skills and recognising their strengths and abilities. Alongside delivering our Hub services at the Parramatta office, we also provided our services remotely in the Westmead Community Hub at Westmead Public School once a week. This way we were able to assist mothers with their resumes and job applications while their children attended class. It was a great way to reach women, most of whom were from culturally and linguistically diverse backgrounds, who were not able to participate in our sessions in Parramatta. It was a positive initiative that successfully removed some of the barriers that women with school-aged children face when looking for work.

Resume Hub

Melbourne's Resume Hub continued to assist women with their resumes, cover letters and interview skills. The hub has been extremely busy since opening, and we have had to extend its hours of operation due to demand for this service.

Job Prep Workshops

SMAART Recruitment ran monthly Job Preparations workshops at their office in Melbourne helping women from our Melbourne service prepare for their job interviews, build their confidence and interview skills.

Fitted for Work in Sydney ran a Job Preparation Workshop at Western Sydney University for female students in science and engineering, focussing on helping these women prepare for job interviews.



Photos on page 7 and 8 by Glonaida Quiapon

PROGRAMS

MERREDITH HILLEBRAND
 Manager National Programs

Staying Employed

The Staying Employed program is designed to provide mentor support to newly employed women as they navigate the challenges associated with balancing a new job and life. These challenges can be particularly hard for women who may not have worked for some time. There is a bank of online resources available for both mentors and mentees which include topics such as Career Planning, Understanding the Workplace and Goal Setting. Mentors meet with participants either face to face or via Skype on a regular basis.

Mentoring

The Mentor program is the mechanism that provides individualised support for up to but not limited to 12 months to women who participate in our WomanKind program. Participants are introduced to a trained volunteer mentor who can assist with the practical aspects of job seeking such as resume writing and preparing for interviews but also to be there to guide them through the emotional highs and lows of looking for work. Many mentors elect to remain involved beyond their first mentee and report gaining a lot from both the mentor training program as well as the mentoring experience.

WomanKind Program

2016-2017 saw the expansion of our WomanKind Program to Sydney, funded by NSW Government through the Stronger Communities Fund. Over 35 women participated and there was a significant intake of migrant and refugee women who accessed the program at West Mead primary school in conjunction with their community programs.

The theme of collaborations also continued in Melbourne where corporate and community partners supported the WomanKind program through the use of venues at AMES Broadmeadows, Glenroy Neighbourhood Learning Centre and Work Familiarisation Days at Bank of America Merrill Lynch, NAB, and IBM. Participants met HR and recruitment staff who provided relevant tips and strategies around all aspects of job seeking. They explored elements of wellbeing including preparation of healthy snacks, meditations, tips on finding the right exercises, makeup and personal styling sessions, practical tips on budgets and time management. All WomanKind participants are offered a personal mentor who can support them as they seek and obtain employment.



Photo by Glonaida Quiapon

Prison Program

Our Transition to Work Program is a 9 module job readiness and life skills group program that continues to be very well received at both women's prisons in Victoria.

The program is designed to help women within 6 – 9 months of release to prepare for employment. Topics include communication, budgeting, managing time, change and transition. The program ends with an Employment Expo where Fitted for Work corporate volunteers and partners attend and provide a range of skill-based sessions on employment readiness but that complement the program modules. These include mock interviews, building a resume, understanding transferable skills, problem-solving and how to look for work or further study upon release. Participants are referred to Fitted for Work where they are welcome to access our full suite of services when they return to the community.



Image by Glonaida Quiapon

SHEWORKS

XAVIER BUCKLEY

SheWorks Client development Coordinator

During this financial year Donna and I spent a large amount of time in developing the business plan and testing our waters in the market. We started building relationships with corporates and met with organizations such as Crown, Transdev and Tenix Solutions to pitch our services and send out proposals. While we were not successful in getting a placement contract we gained valuable market knowledge and reevaluated our pricing structure.

In this time, we were also able to build up our client database and came up with some strategies to make sure we got as many resumes of as we could from our work ready clients. We invested in a new recruitment CRM due to the number of resumes coming through which has allowed to grow and scale up our services as SheWorks becomes bigger in the market.



Photo: Volunteers look at clothing in the dressing room

Sophie's Story

I am here in Australia on my own. I finished my master's degree then started searching for a job. I was unemployed for 1 year. It was extremely difficult to cope with the rejection letters and unsuccessful applications both mentally and financially.

I was referred to Fitted for Work by WIRE. It is an organization that supports women.

Fitted for Work helped me prepare for my job interview with clothing and interview practice.

It was a delightful experience. The ladies there were very friendly and made me feel comfortable and excited about my interview.

I am now working as a research assistant. I am happy with my new job. It gave me a sense of independence and a purpose for my life.

If I were to give advice to other women out there who are looking for work I would tell them to never lose hope.

Thank you to everyone at Fitted for Work.



Photo by Benjamin Wang

*Feel good about
looking good!*

THE CONSCIOUS CLOSET

ANNA MCFARLANE - RETAIL MANAGER

Fitted for Work's outfitting service is supported by the generosity of women and corporate partners who kindly donate their clothing. However, some donations, although they are of a high quality, are simply not appropriate to wear to work. That's where The Conscious Closet comes in. As our second social enterprise, The Conscious Closet was created to diversify independent revenue streams to support the maintenance and growth of our client services; while resourcefully managing the high number of clothing donations received.

Completing its first year of permanent operations in Melbourne, The Conscious Closet has grown steadily in its customer base and across its social media platforms.

In its first full year of operations, The Conscious Closet (Melbourne) has sold and rehomed over 7,300 items of recycled women's fashion that may have otherwise ended up in landfill or been shipped offshore.

The Conscious Closet is committed to offering an affordable, sustainable, eco-friendly shopping alternative for consumers and adding its voice to a rapidly growing global conversation that demands ethical, transparent and environmentally sound fashion alternatives. In December 2016 The Conscious Closets retail manager gladly accepted an invitation to guest author a blog for The Good Xmas Trail (now Goodsmiths) on the concept of shopping recycled at Christmas time.

Towards the end of the financial year, The Conscious Closet (Melbourne) underwent a complete "head to toe" make-over, beginning initially with a fresh and contemporary logo re-design and the creation of dynamic external signage, and culminating in a full store refurbishment after the successful application for a philanthropic grant from an anonymous body.

It was of utmost importance to The Conscious Closet that while offering "op-shop prices", the experience for volunteer staff and customers alike was a comfortable and well-curated one, redefining perceptions of what second-hand shopping looks like. Fitted for Works retail manager alongside Melbourne based custom furniture designer/maker Dylan Black Designs collaborated to create a custom store design for its unique, heritage space. At the beginning of June 2017, a full store refurbishment was rolled out, complete with new flooring, reverse cycle air-conditioning, fitting rooms and bespoke furniture and racks.

The Conscious Closet (Melbourne) also introduced the sale of store Gift Vouchers and an incredibly well-received customer loyalty program.

The Conscious Closet Parramatta continues to run monthly sales at the end of each calendar month to much success.

The continued, successful growth of The Conscious Closet in both Parramatta and Melbourne is made possible by the incredible support of its dedicated team of volunteer staff who have been integral to creating a warm, friendly and helpful shopping environment.

The Aspire women have large spheres of influence. Building their skills and capacity we hope to create a ripple effect for the larger Muslim communities, where they live, work and volunteer.

Sophie Moore, Aspire Program Coordinator.

Fitted for Work was one of four organisations who partnered with Victoria University & The Sir Zelman Cowen Centre to take part in the ASPIRE: Young Muslim Women's Governance & leadership Training Program 2017. Sixteen Muslim women, aged between 18 and 24, were selected to participate in the inaugural Aspire program. The program is designed to give young women the tools and confidence to become leaders and influencers within their own communities.

Liz Trehwella, our Philanthropy Manager/ Sydney Programs Manager, mentored three of these young Muslim women through the program, as they undertook a governance project focused on creating a resource for a not-for-profit to use.

ASPIRE PROGRAM



Photo: Elizabeth Trehwella, with her Aspire mentees and Fitted for Work CEO, Donna De Zwart.

YOUR LEADERSHIP VOICE



Photo: Donna De Zwart at the Speak Up Equally (SUE) Talks.

Many high-profile conferences, events and taskforces lack gender balance, despite there often being no shortage of qualified women. It is estimated less than 15% of panellists in Australia are women. Less than 12% of experts cited in business newspapers are women. Such optics have consequences. The Panel Pledge, 2015

In 2017, Fitted for Work CEO, Donna De Zwart, was awarded a scholarship from Monash Business School to attend Your Leadership Voice: Women in Focus - a program that aims to amplify female voices by developing participants leadership skills. As part of the program Donna was invited to present a Speak Up Equally (SUE) Talk.

JOBS VICTORIA



Pictured (left-right) Hon Wade Noonan MP, CEO Donna De Zwart, Board member, Sarah Wrigley.

In 2017 Fitted for Work was awarded a significant grant from the Victorian Government for the purpose of delivering our presentation workshops and outfitting services to 400 female Jobs Victoria Participants. The grant reflected a strong confidence from the State Government in Fitted for Work and the success of our services.

VICROADS

In 2017, Vicroads invited Fitted for Work to attend their International Women's Day event. This resulted in an internal mentor program where 20 Vicroads female employees mentored Fitted for Work clients. In addition, Vicroads provided 5 comprehensive work experience opportunities across multiple sites for our clients.

GENDER EQUALITY STRATEGY

In 2016, Fitted for Work participated in Victorian Government's Gender Equality Strategy with the late Fiona Richardson MP. A number of organisations attended the workshop sessions and contributed to the crafting of the gender equality strategy.

WESTPAC CHANGEMAKERS

In November 2016, Fitted for Work were invited to attend a conference in Sydney for social enterprise organisations by our great long-term supporters at Westpac.

I am delighted to be able to make this offer and I am confident that the delivery of these services will provide significant benefits for women seeking work and for the wider community, as already demonstrated by Fitted for Work's success in helping thousands of women experiencing disadvantage to secure and maintain employment over its 11 years of operation.

Hon Wade Noonan MP

MOORE STEPHENS

In October 2016, Fitted for Work were invited by Moore Stephens to present as one of the key note speakers at the Moore Women in Business Community Networking Fashion Event. In 2017, Vicroads invited Fitted for Work to attend their International Women's Day event. This resulted in an internal mentor program where 20 Vicroads female employees mentored Fitted for Work clients. In addition, Vicroads provided 5 comprehensive work experience opportunities across multiple sites for our clients.

ACCOS

In November 2016, Fitted for Work were invited to attend a conference in Sydney hosted by the Australian Council of Social Service. The conference discussed producing effective and influential advocacy for Australia's disadvantaged people.



FITTED FOR JAZZ

In May 2017 Fitted for Work hosted our inaugural event, Fitted for Jazz. The exclusive evening of live music featured Melbourne's very own Queen of Jazz, Nichaud Fitzgibbon.

Delicious wines and canapés were served from our beautiful heritage surrounds, in an atmosphere reminiscent of a 1920's jazz club. Guests were entertained throughout the night with the smooth jazz, a live auction and a raffle.

The sold-out event raised a total of \$11,000. On behalf of Fitted for Work and our amazing clients, thank you everyone who supported the Fitted for Jazz event.

ELVIE & LEO

Unique membership-based fashion brand, Elvie & Leo, held a number of events in 2017, including a fashion parade in the Fitted for Work offices.

A percentage of the proceeds were donated to Fitted for work. Nicholles Family Lawyers also held a fashion parade for Fitted for Work.

HUGO BOSS

Hugo Boss provided Fitted for Work with clothing donations as well as holding two fundraising events. This included an exclusive event to launch their new range at Hall and Wilcox and an event for Hong Kong Australia associates. Unique membership-based fashion brand, Elvie & Leo, held a number of events in 2017, including a fashion parade in the Fitted for Work offices.

A percentage of the proceeds were donated to Fitted for work. Nicholles Family Lawyers also held a fashion parade for Fitted for Work.

WELLINEUX

In November 2016, Fitted for Work were invited to be the key note speaker at the Atelier breakfast by our big supporters, Wellineux.

And an extra big thanks to our sponsors for the evening:

- McGrath Real Estate Agents
- Hamilton Morello
- Hall & Wilcox
- ANZ TPEC
- Bill Lawry
- Mamatoto Midwives
- Cox Architecture
- Victorian Women's Trust
- Colonial First State
- Clayton Utz
- Valentino & Black
- Artist CAZ for the amazing painting!



Pictured: The Elvie & Leo Fashion Parade in the Fitted for Work Melbourne Office

COX & JEWELL

In December 2016 Cox Architect's and Jewell by Design provided Fitted for Work with pro bono planning and design, to renovate our head office, including the donation of office furniture.

ANZ

In October 2016, Fitted for Work were invited to be the guest speaker at a lunch and learn program as part of the ANZ Lean In program for female ANZ employees.

Images on page 16

Top row: The live auction table at the Fitted for Jazz event.

Middle row: (left-right) staff members Laura Crump, Elizabeth Trehwella and Amanda Carlile attending the Fitted for Jazz event.

Bottom row: Guests mingle in candlelight to the smooth notes of Nichaud Fitzgibbon.



Photo (L -R): Fitted for Work CEO, Donna De Zwart, poses with Social Impact finalists and winner.

HESTA AWARDS

Fitted for Work were a National finalist in the 2016 HESTA Community Sector Awards, in the Social Impact category. The HESTA Community Sector Awards recognise outstanding service provision, advocacy and leadership in improving the lives of people who rely on access to the services of this sector.

Donna de Zwart, Chief Executive Officer and Amanda Carlile, General Manager, attended the award ceremony in Sydney.

“These organisations and individuals demonstrate outstanding leadership in developing community programs and initiatives that promote greater equity and social justice for those facing disadvantage. This important work has a lasting impact and significantly improves the lives of others by advocating for social change and giving a voice to those who otherwise may not be heard. We are proud to acknowledge the contribution they make and help provide the recognition they deserve.”

Debby Blakey, Chief Executive Officer of HESTA.

ACLW AWARDS

Merredith Hillebrand, our National Programs Manager, tied in 2nd place in the ‘Empowering Women Experiencing Disadvantage in Communities and Organisations in Australia’ category in the 2016 ACLW Diversity Awards.

ACLW’s Diversity Award recognises Diversity Champions (organisation or individual) for the initiatives they implement to include and empower women, in particular women from marginalised social groups.

Merredith is responsible for the design and implementation of many of our programs at Fitted for Work.

Merredith manages an innovative WomanKind program which supports women to find and keep work, through a holistic approach that focuses on all aspects of their work journey. She was accompanied on the night by our receptionist and past beneficiary, Peggy Maxwell.



Pictured: (l-r) The Hon Jillian Skinner, Peggy Maxwell, Merredith Hillebrand, Tracy Howe.



TELSTRA BUSINESS AWARDS

Fitted for Work were honoured to be one of the Victorian finalists in the 2016 Telstra Australian Business Awards, in the inaugural Charity category. The category is a fantastic addition to the awards and is reflective of the significance of the charity sector in Australia.

"Being a finalist of the prestigious Telstra Business Awards is an honour. In recognising the not-for-profit sector with its own category, the corporate sector is acknowledging the entrepreneurialism and professionalism with which the not-for-profit sector is run. The Awards are also showcasing that it is possible for organisations to address social issues with a combination of business acumen and a desire to make the community a fairer place for all. All the finalists in this category do great work and these awards reflect a respect of the high levels of expertise, talent and dedication of those who work within them."

Being a Charity Award finalist provides a great opportunity for Fitted for Work to raise its profile and attract much needed funds from those, particularly in the corporate sector, looking for a shared value, or social investor, proposition. Ultimately, we're not looking for handouts. We're looking for true partnerships that generate a tangible social and financial return on investment for both parties. Ultimately, we want to work closely with organisations wanting to make a meaningful and lasting difference in terms of getting more women into work."

Donna de Zwart, Chief Executive Officer of Fitted for Work.

PRIDE OF WORKMANSHIP AWARD

"Fitted for Work Sydney Program Assistant, Candice Graham, was the recipient of the Rotary Club of Parramatta City Pride of Workmanship 2016 award.

"The Pride of Workmanship Award seeks to honour those people, irrespective of age or vocation, who in the eyes of their respective employers, show a distinct quality in their approach, attitude and dedication to their job. The Program enables managers in our society to help employees achieve the goal of job satisfaction, and publicly recognize them for their efforts."

Each year the Rotary Club of Engadine seeks nominations from the community and employers, for people, who are deserving of recognition of their sense of responsibility to do a job consistently well."

Pride of Workmanship Awards Website



Elizabeth Trehwella and Candice Graham



TAKING SHAPE

AN INTERVIEW WITH ALLA BUINOWICZ

Taking Shape is a plus-size women's fashion brand, specialising in fashion-forward designer collections in sizes 12-24. With over 30 years' experience and 150 stores across Australia and New Zealand, Taking Shape has made a name for itself as a global leader in plus-size fashion. We sat down with Managing Director, Alla Buinowicz, to talk about the company's customer-focused model, design philosophy and philanthropic values.

"Taking Shape as a brand is 33 years old. Some things have changed dramatically - we've grown from ten stores to over 150 - and some things have not changed at all.

We love what we do in terms of having a connection with our tribe - that's what we call our customers and our team in store. We're about having a connection and a bond with our customer, and outfitting her to navigate her day however she wants. It's about having a great experience more than anything else, and we're very lucky that from that we can run a business. Essentially, what we do, how we do it and why we do it has stayed the same. The numbers have just changed and gotten bigger."

Taking Shape prides itself on its customer-centred model. Its philosophy focusses around making women feel comfortable and confident in their clothing, regardless of their size or body shape.

"When we see a plus-sized woman that's come in not feeling really fantastic... when we outfit them and have a great experience with them, their shoulders go back, you can see that there's a big smile on their dial, and we have such nice stories. They trust our girls in terms of, "Hey, why don't you try this, why don't you try that?" As a business, we get so much positive feedback. Husbands and kids come in and thank us for what we've done for their mom or their wife, and you can't ask for more than that. For me, that's why I do it."

Since 1985 Taking Shape has expanded its range to include a variety of different brands, including shoes, accessories, swimwear and sportswear. The company's versatile range is designed to provide plus-size women with a one-stop-shop for all of their clothing needs.

"Typically, your first purchase will either be a piece of jewellery, which is a statement and a conversation starter, which our girls love, or alternatively it will be a bright print, which is what we're known for. We're all about an eclectic boutique look with an avant-garde edge."

Taking Shape has been a generous partner of Fitted for Work for over 8 years. Not only have they donated a significant financial contribution Taking Shape also provide us with a monthly consignment of plus-size clothing. 50 - 60% of Fitted for Work clients are a size 14 and above, so these donations play an essential role in helping our women achieve their work goals. Taking Shape has donated an incredible 3,375 items for our outfitting services to date.

"I came from a family that had domestic violence in the family, and for me, it's about giving back. Fitted for Work, to me personally really touched on a chord. I thought it was my way of helping women get back on their feet via clothing, but also through confidence, through information, training, and resumes, to give you the substance to go forward.

It's not about how much you can give. I'd just say that you can change a woman's life and her family's future by just one outfit. Just one outfit. Or even just a pair of undies, because some of these ladies don't have underwear to wear to an interview."

In 2016 Fitted for Work teamed up with Taking Shape to create a unique plus size couture fashion range. The range featured 7 one-off, handmade designer gowns, that were displayed in Meyer stores in Melbourne and Sydney, with exclusive VIP launch events, before being auctioned off to the highest bidders. All proceeds from the auction were donated to Fitted for Work and invested directly into our services.



Image: Couture Your Curves garments on display in Meyer Melbourne.

"We decided to do something out of the box to celebrate women's curves and at the same time raise much-needed money for this worthy charity. Fitted for Work is near and dear to our heart. We designed and made 7 stunning couture outfits, all individually handmade over 2 months. Each piece was a unique one of a kind piece.

We're extremely proud of the long association that we've had with Fitted for Work, we love hearing about who it's helped and how it's helped.

We're just eager to spread the word about Fitted for Work and how we can continue to support a phenomenally fantastic cause that is, from the roots, helping women from a disadvantaged situation regain their dignity to be able to go and do stuff, and to break the cycle that potentially they're in, which breaks it for their family, and that I love."

Interview has been edited for length and clarity.

BENEFIT COSMETICS

AN INTERVIEW WITH JOYCE SHU



Fitted for work CEO, Donna de Zwart and Fitted for work supporter, David White

Can you tell us a bit about Benefit Cosmetics?

Laughter is the best cosmetic!

Benefit is a fast, fun and fabulous cosmetic brand that will instantly solve every girls' beauty dilemmas. Founded in 1976 in San Francisco by dynamic twins Jean and Jane Form, Benefit is the number one brow brand. It's cult 'fake it' products and gorgeous bold and girly packaging prove the Benefit mantra that 'makeup doesn't have to be serious to look good'.

How did the Bold is Beautiful Project begin?

Since 1976, Benefit has always lived by the motto that Laughter is the Best Cosmetic and when a woman looks and feels her best she is unstoppable. Benefit created the Bold is Beautiful project in 2015 to take this philosophy beyond the makeup counters so all women can be their 100%.

Benefit is a brand founded by women, led by women and for women. This has defined Benefit's attitude toward beauty since the beginning—one that is fun, empowering and approachable. Benefit is committed to creating a world where women everywhere can be 100%.

Why do you think the Bold is Beautiful Project is important?

At Benefit empowering women is important, it's our passion. Whether it's through our products, our rule-breaking attitude, or our philanthropic efforts. It's been rooted in who we are for 40 years and we are just getting started!

Every big dream starts with a bold move. We believe that every woman can unlock her superpowers with the right tools and resources.

That's why we're on a mission to partner with local charities around the world, like Fitted for Work, to help empower women and girls to be bold, believe in themselves, and reach their full potential.

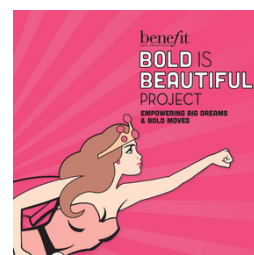
As a large brand we are fortunate enough to have a voice that reaches millions of women around the world, and what we do with that voice is a huge responsibility that can't be taken lightly. We specifically structured the Bold is Beautiful project to work with local charity partners, so the money goes to women in need in our own community and our employees can be involved and contribute their time to fully experience the power of the Bold is Beautiful Project. That's where the magic happens.

What other involvement with Fitted for Work have had with Fitted for Work?

We have held Career Days at Benefit Sydney Head office to share the team's tips and tricks on how to obtain employment with confidence, write cover letters and resumes that stand out hands-on practice on interviews, and makeup workshop. We have also held makeup tutorials at the Fitted for Work boutique. Team members have also become mentors for the Women Kind Program.

How do the services Fitted for Work offers align with Benefit Cosmetics values?

Fitted for Work empowers women through economic self-sufficiency. This is in line with Benefit's values, and Bold is Beautiful vision to affect change in the world by empowering the unique potential in every woman. Benefit believes that every woman can unlock her superpowers with the right tools and resources. That's why we partnered with Fitted for Work to help empower women to be bold, believe in themselves and reach their full potential.





FI MIMS

PORTRAITS OF INSPIRATION

Fi Mims is a Melbourne based photographer and the artist behind the book "Portraits of Inspiration". All proceeds of this beautiful book of portraits are donated to Fitted for Work.

"As a photographer, I know confidence is about more than the clothes you wear (although this certainly helps). That's why I chose Fitted for Work as my charity of choice.

The last 12 months have been a good reminder that even though there are tough days, there is always someone out there doing it tougher. It is so important for women to back other women, whether it's in business or the community. We shouldn't ever feel alone or unsupported. I hope this book inspires you to dream big, share your experiences, ask for help when you need it and be honest with the women around you.

All profits from the sale of this book will be donated to Fitted for Work.

Portraits of Inspiration was inspired by the courage of women—survivors of domestic violence, single parents, women with disabilities, mature-aged women, young women, and women from culturally diverse backgrounds. Through Fitted for Work, these women receive clothing, mentoring, confidential support, interviewing skills, resume building, events and training so they can overcome adversity and truly shine.

The stories behind these images are as diverse as the women who reach out to Fitted for Work for help. I feel honoured to have this opportunity to pay it forward.

This book has been a true passion project and one where I learned that we're never too small to make a difference. Thank you to all the women who said yes to being a part of this project. I'm especially grateful for the encouragement and support from Lisa Sweeney and the Business in Heels community.

It has been a pleasure collaborating with you to bring this book to life."



OUR STAFF



Amanda Carlile
General Manager
Client Services &
Enterprise



Meredith Hillebrand
Manager National
Programs



Donna De Zwart
Chief Executive
Officer



Xavier Buckley
SheWorks Client
Development
Coordinator



Anna Macfarlane
Retail Manager



Anne Lennon
General Manager
Social Investment &
Social Enterprise



John Patitsas
General Manager
Business & Finance



**Louisa Shillingford-
Brown**
General Manager
Marketing &
Communication



**Michelle
Whittingham**
Manager Melbourne
Programs



Radford White
Corporate
Partnership Manager



Laura Crump
Philanthropy &
Events Coordinator



Kara Tieman
Admin Coordinator
National Programs



Peggy Maxwell
National
Receptionist



Sally Burns
Client Services
Administration



Elizabeth Trewhella

Philanthropy
Manager/ Sydney
Programs



Candice Graham
Program Assistant
Sydney



Dawn Tindall
Funded Projects
Coordinator

OUR BOARD



Joanna Wriedt



Wendy Brooks



Wendy Stops



Marcus Fazio



Mary Crooks AO
Chair



Michael Cohn



Matt Gaffney



Sarah Wrigley



Maree Davidson
AM

Abridged Audited Financials

As at 30 June 2017

Fitted for Work LTD

Statement of Income and Expenditure

For period ended 30 June 2017

	2017 (\$)	2016 (\$)
Total Income	1,546,601	1,531,517
Total Expenses	1,600,230	1,678,030
Operating Surplus/ (Deficit)	(53,629)	(145,513)

Fitted for Work LTD

Balance Sheet

as at 30 June 2017

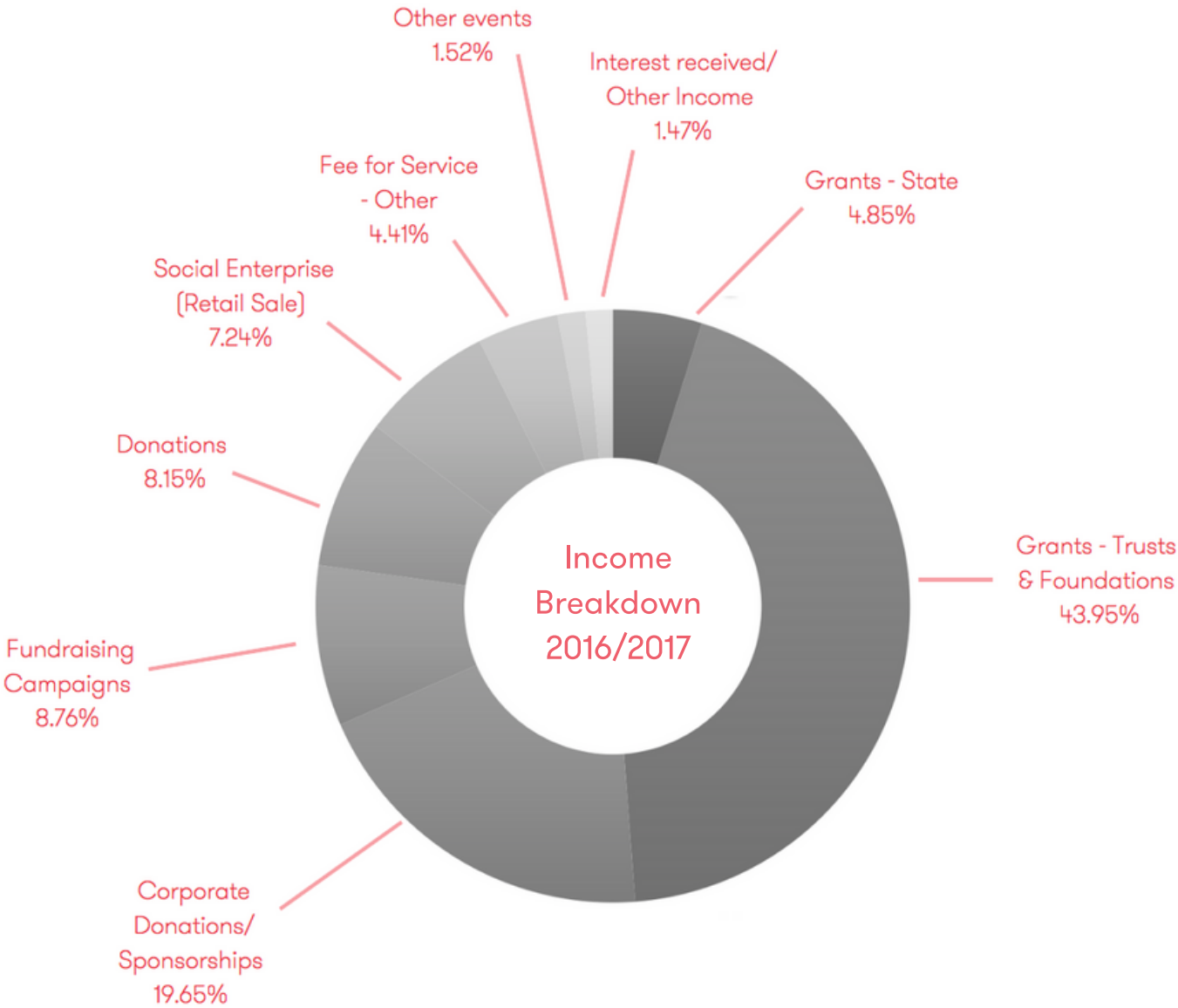
	2017 (\$)	2016 (\$)
Total Assets	474,400	558,905
Total Liabilities	439,527	470,403
Net Assets		(88,502)
Retained Profits & Total Equity	34,873	(88,502)

Audit and Accounts

Fitted for Work complies with all applicable Australian Accounting Standards and Guidelines, and is in compliance with the Corporations Act 2001 and Australian Charities and Not-for-profits Commission Act 2012. Banks Group audits the financial statements. These statements are available upon requests from Fitted for Work.

INCOME BREAKDOWN

2016 - 2017



THANK YOU

Corporate Partnerships

Fitted for Work's approach to corporate partnerships is based on shared value principles. All our partnerships are unique and are designed to deliver mutually beneficial outcomes which are clearly defined and measured.

Volunteer Partners

Wellineux
ISPT
Benefit Cosmetics Australia
Clayton Utz
Bank of America Merrill Lynch
Taking Shape
Hall & Wilcox
Volunteer Partners
Freehills
Air of Distinction – Suzanne Dekyvere
Positive Leaders – Michelle McQuaid
Vicroads

Outfitting Partners

Brand

Elk
MaxMara
Shoes of Prey

Makeup

Benefit Cosmetics Australia
Heat Group
Adore Beauty

Volunteer Partners

Freehills
Air of Distinction – Suzanne Dekyvere
Positive Leaders – Michelle McQuaid
Vicroads

Fundraising Partners

Allens Linklaters
Hugo Boss
Gundabuey Research
TS14+
Australian Nursing and Midwifery Federation
Women in Finance
Colonial First State
Positive Leaders – Michelle McQuaid
Harvey Norman
Zonta
Westpac Banking Corporation
Oreta
Moray & Agnew Lawyers

Individual Donors

Each year we receive thousands of dollars in donations from individual private donors. We thank each and every one of these people for their generosity. In addition, we'd like to extend a very special thank you to those donors who have made an extraordinary contribution in this financial year:

Greg & Miriam Shalit & Faine
Jenny Macdonald
Hilary Irwin
Malcolm Broomhead
Renata Singer
Gabby Trifilatti and Tim Lightfoot
Joy Selby-Smith
Michael Cohn
Christine Sweeney
Sarah Wrigley
Janet McMenamin
Julian Gooi
Kathryn Liddell
Wendy Goulston
Michael Cohn

Trusts & Foundations

Allens Linklaters
Bank of America Merrill Lynch
Clayton Utz
Crown Resorts Foundation
Equity Trustees Limited
Jack Brockhoff Foundation
King & Mcmillan PAF
Lord Mayor's Charitable Fund
Nora Goodridge
Parramatta City Council
State Street Bank
Street Smart
The Flora and Frank Leith Charitable Trust
The Thyne Reid Foundation

Corporate Donors

Australian Nursing Federation
Chasam Foundation
Christian Wriedt
Count Financial Planners
Dulux Group
Epworth HealthCare
Gailey/Lazarus Charitable Foundation
General Motors Holden
Harvey Norman
Hugo Boss Australia Ltd
Joanne Hall
Kantar Millward Brown UK
Lions Club
Macquarie Bank
Michelle McQuaid Corporate
Moray & Agnew Lawyers
Rotary Club of Bentleigh
Moorabbin Central Inc
Ruth Ward C/O DHHS
State Trustees
Taking Shape
UCMS Pty Ltd (Aegis Donation)
Westpac Banking Corporation
Women in Finance
Yoogalu Pty Ltd ATF Harvey Norman Discounts
Yuligilbar Foundation (Grant Matching chasm Foundation)
Zonta Club of Nepean Valley



Melbourne
Ground Floor, 210 Lonsdale Street,
Melbourne
03 9662 4289 or 03 9662 4028
info@fittedforwork.org

Sydney
37 & 38a, 70 Phillip Street,
Parramatta
02 9635 9909
sydney@fittedforwork.org

Fitted for Work

Website: www.fittedforwork.org
Facebook: facebook.com/fittedforwork
Twitter: [@fittedforwork](https://twitter.com/fittedforwork)
Instagram: instagram.com/fittedforwork/
LinkedIn: linkedin.com/company/fitted-for-work

The Conscious Closet

Facebook: facebook.com/theconsciouscloset
Twitter: [@fittedforwork](https://twitter.com/fittedforwork)
Instagram: instagram.com/theconsciouscloset/

SheWorks

www.sheworks.org.au

Written and designed by Caitlin Mountford



Fitted for Work



fittedforwork.org
www.theconsciouscloset.org.au
www.sheworks.org.au