

fitted  
for wOrk

20 years

Special Edition for 20 Year Anniversary

# TWO DECADES OF IMPACT





## Special Edition for 20 Year Anniversary



**WE BELIEVE THAT WHEN YOU HELP A WOMAN INTO WORK, YOU CHANGE HER LIFE AND THE LIVES OF THOSE AROUND HER. FITTED FOR WORK WAS BORN FROM THAT BELIEF, AND EVERY SUCCESS STORY PROVES ITS POWER.”**



### **Acknowledgement of Country for Australia**

*We acknowledge the traditional owners of the lands on which we work, the Wurundjeri Woi Wurrung and the Darug people, and of the lands our services reach throughout Australia. We acknowledge their connection to lands, waters and communities and pay our respect to their Elders, past and present.*

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# A NOTE FROM OUR CHAIR

**Launa Inman**

This past financial year has been an exciting period as we have solidified and continued working towards achieving our strategy.

The first pillar of Fitted for Work is Scaled Client Impact. It has been a challenging year for many of our clients. This is seen by the fact that many of them are accessing a greater number of the assets we offer, and the cases have become more complex. We continue to see a large number of women contacting us who are over the age of 55 or have experienced domestic violence and abuse. We have also grown in the age group of young adults leaving school and requiring assistance and advice on how to enter the job market.

The transformative work of Fitted for Work was evidenced by an economic impact report that was published by Mandala Partners. In the last 20 years, Fitted for Work has served 47,866 women and gender diverse people to become job ready and secure meaningful employment. The economic impact analysis outlined the significant direct economic benefits of investing in Fitted For Work. It showed that the organisation has created \$86m in benefits since its founding in 2005, and that for every dollar invested in Fitted For Work, \$2.19 is returned in economic benefits. This is before we count health and well-being, social, child development and quality of life uplifts.

Fitted for Work had a cash positive financial year. However we recognise that traditional grants are yielding diminishing returns and this requires the organisation to develop expertise to attract philanthropic investments and secure grants from PAFs and PuAFs.

We have established a future fund for the organisation and the growth of this will be a major focus for us. Please see the report on page 5 by Wendy Stops, who has been appointed Chair of the Fitted For Work Future Fund.

Consistent with our desire to be financially sustainable in the long term, Fitted For Work is committed to developing long term relationships with our sponsors and with our corporate partners through our Supervention strategy.

The organisation is also focused on our brand amplification and is working in conjunction with our major sponsors to deliver key events that will help raise our brand name throughout the country.

Finally, I would like to thank the board for their commitment and their time spent on supporting the organisation. I would personally like to thank Wendy Stops, our previous chair, who has stepped down after nine years. Wendy has been a dedicated member of the board and chair for the past 18 months. As a result of her unwavering commitment, Wendy has agreed to chair FFW FF.

I would also like to thank the many staff and volunteers who undertake their job with commitment and drive and of course the Managing Director, Donna De Zwart for her leadership and dedication to Fitted for Work.

Thank you.



# A NOTE FROM OUR MANAGING DIRECTOR

**Donna De Zwart**

This year, Fitted for Work proudly celebrated 20 years of empowering women across Australia. In a time of rising cost-of-living pressures and increasing complexity in the lives of our clients, our work has never been more vital or more impactful.

Thanks to your generous support, we helped thousands of women build confidence, gain skills, and secure employment. Through expanded virtual services, deeper partnerships, and bold advocacy, we continued to break down barriers to economic security and create pathways to independence.

To mark this milestone, we hosted a special 20th Anniversary event at Government House with Her Excellency the Governor of Victoria. It was a moment to honour the 47,866 women we've supported and the community that has stood beside us.

We were especially proud to be recognised as the Victorian State Winner in the Telstra Best of Business Awards, Accelerating Women, and one of just seven national finalists. This prestigious recognition affirms that Fitted for Work is not only driving social change but operating a clever, innovative business model, that delivers measurable outcomes and long-term impact.

Our social enterprises, Supervention and the Conscious Closet, continue to thrive. Supervention now partners with all four major banks, while the Conscious Closet has expanded from a garage into a vibrant shopfront. Together, they generate approximately 40% of our total income, moving us closer to our strategic goal of financial sustainability.

We were thrilled to welcome Julie Goodwin and Jo Stanley as official Fitted for Work ambassadors. Their voices and platforms help amplify our mission and connect with broader audiences.

I was honoured to receive a scholarship through ANZ to complete the Williamson Leadership Program, strengthening our leadership capacity and strategic direction.

We were also privileged to meet with the Prime Minister and receive a generous donation from the Press Gallery's Mid-Winter Ball, a powerful endorsement of our work at the highest level.

None of this would be possible without our dedicated staff, volunteers, and Board. Their tireless commitment and belief in our mission continue to drive our success.

As we look to 2026, we remain committed to innovation, inclusion, and lasting change. With your continued support, we will keep walking alongside women, because when they are Fitted for Work, they are Fitted for Life.



# A NOTE FROM OUR FITTED FOR WORK FUTURE FUND CHAIR

## Wendy Stops

The Fitted for Work Future Fund was officially launched in early 2025. It's our bold commitment to creating a lasting impact for Fitted for Work. As an endowment fund it is designed to provide a stable, sustainable income stream for years to come, thus supporting Fitted for Work to grow whilst scaling innovation and deepening the services provided to support women in need to secure meaningful employment. Funds donated into the Future Fund are invested for long-term growth and generation of regular income back to Fitted for Work, so what is received keeps growing and giving back year after year.

At the end of fiscal 2025, we had received donations/pledges of \$1.5m. The fund itself was well down the track of being setup and registered as a Public Ancillary Fund (PUAF) with an independent board in place to oversee its growth. The goal is to achieve \$5m by mid/late 2026, \$10m by FY28-30 and \$20m thereafter.

We would like to acknowledge the early founding donors into the Future Fund, being Wendy & Geoff Stops, The Hansen Little Foundation and the Pratt Foundation. Without their generous and early commitment to the Future Fund, we would not be in a position to move forward and encourage others to contribute. Further discussions are well underway with interested donors, and we expect to grow this initial amount before the end of the 2025 calendar year, creating a healthy start to us achieving our initial target of \$5m.

Please consider leaving a lasting legacy by providing a substantial donation to the Fitted for Work Future Fund.



# A YEAR OF IMPACT

This year marks a profound milestone in Fitted for Work's journey reaching 20 years of transforming women's lives through employment empowerment. Since our founding in 2005, we have supported 47,866 women across Australia to overcome barriers to economic security and thrive in work and life.

As we celebrate two decades of service, we also look forward to renewing our commitment to creating a future where every woman has access to the tools, confidence, and opportunities she needs to succeed.

In this special edition of our Annual Report, we highlight the outcomes of our programs, the stories of resilience and success from the women we serve, and the strategic partnerships that have enabled us to scale our reach and deepen our impact.

We also share how our work aligns with our strategic priorities, including inclusive service delivery, digital transformation, and sustainable growth.

None of this would be possible without the unwavering support of our community including our volunteers, donors, corporate partners, and staff who continue to champion our mission with passion and purpose.

As we honour our past and embrace the future, we invite you to celebrate with us: 20 years of impact, and a renewed vision for the decades to come.





**2005-2026**

Fitted for Work was co-founded in 2005 by Renata Singer and Marion Webster AM. Renata had been volunteering with a similar organisation called Bottomless Closet in New York. She saw firsthand how something as simple as professional clothing could transform a woman's confidence and job prospects. Sharing this insight with Marion, a passionate advocate for social justice and philanthropy, together they brought this to Australia.

At the time, more than 300,000 Australian women were seeking employment, many facing significant barriers such as poverty, domestic violence, homelessness, or lack of education. Renata and Marion believed that helping women present themselves confidently at interviews could be a powerful first step toward economic independence.

**2007**

June 28th Fitted for Work was incorporated.

Julia Gillard, Deputy leader of the Australian Labor Party, visited.

**2230 CLIENTS**  
**250 VOLUNTEERS 11,000 VOLUNTEER HOURS**  
**\$180,000 WORTH OF DONATED CLOTHING**

**2008**

## EXPANSION

In 2008, sites were operating in Melbourne, Rosebud and Brisbane. Jane Hunt was appointed the inaugural CEO, as well as a small number of staff, thanks to support from trusts, foundations and the Federal Government. Sharon Winocur served as the first Chair of Fitted for Work from 2008 to 2009.

A two roomed, six-person operation became a national organisation that operates in Melbourne, Parramatta, Rosebud and Frankston.

**2009**

## INAUGURAL ANNUAL REPORT

We commenced operating nationally under a National Board from 1 July 2009, thus becoming the first national organisation of its kind in Australia. In September, Fitted For Work opened its first social enterprise, Dear Gladys, a vintage clothing store in Northcote.

A program partnership with Melbourne City Mission provided support to women exiting prison. 144 agencies referred clients to Fitted for Work's dressing consultation service in the Melbourne boutique.



**2010**

2010 saw the addition of a number of new services and programs, including:

- The first Transition to Work program that would deliver training in preparation for a retail career, along with related work experience and a mentoring component.
- 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.

**ASSISTED OVER 2,685 CLIENTS**  
**214 VOLUNTEERS**  
**12,000 HOURS**  
**\$422,000 WORTH OF DONATED CLOTHING**

**2012**

In December, Fitted For Work moved from Flinders Lane to the Queen Victoria Women's Centre in Lonsdale Street. A VIMIO crowd funding was utilised to fund the relocation and fitout.

Marion Webster stepped down as National Chair of Fitted for Work. This year we took our Interview Preparation Service to Tarrengower Prison.

**3,423 CLIENTS**  
**200 VOLUNTEERS OVER 7,000 VOLUNTEER HOURS**  
**OVER 60 VOLUNTEER MENTORS**  
**OVER 400 ORGANISATIONS REFERRED CLIENTS TO FITTED FOR WORK**

**2011**

This year Fitted for Work won:

- Telstra Businesswomen's Award Nokia Business Innovation (Victoria)
- Ernst and Young Social Entrepreneur Award for the Southern Region
- Melbourne Business 3000 Award for Community Responsibility

**ASSISTED 2584 CLIENTS**  
**75% FOUND EMPLOYMENT WITHIN 3 MONTHS**  
**180 VOLUNTEERS, 12,000 VOLUNTEER HOURS**  
**\$523,000 WORTH OF CLOTHING DONATED**  
**120 WOMEN EXITING PRISON ASSISTED**

**2013**

- \$150,000 funding was announced by the Gillard Government – the first Transition to Work Program for women with a disability and/or health issues.
- Mentor Support – each participant was matched with a volunteer mentor trained to support their transition into employment.
- Delivered our first grant with the Federal Government and outperformed all the targets.
- Start of 3 year partnership with ISPT as a Corporate Partner and Major Sponsor.
- A partnership was created with David Lawrence, selling a little black dress, with all profits donated to Fitted for Work.



**2014**

Fitted for Work launched an online mentor program to support women in remote areas. Fitted for Work partnered with Yarra Trams on the Driven Women project, to help increase the number of women tram drivers.

**3548 CLIENTS**  
**OVER 260 VOLUNTEERS**  
**MORE THAN 6,000 VOLUNTEER HOURS**  
**OVER 80 VOLUNTEER MENTORS**  
**NEARLY \$800,000 WORTH OF CLOTHING DONATED**

**2015**

Fitted for Work utilised partnership with Yarra Trams on The Driven Women Program as a case study to secure further commercial contracts. Since 2013, ISPT has been one of Fitted for Work's major partners providing support to our clients through their Staff Community Program.

**2016**

## **REBRANDING AND AWARDS**

The Conscious Closet and SheWorks social enterprises were launched. WomanKind program was developed. Dear Gladys merged with The Conscious Closet. From July 2015 to June 2016, the number of women finding employment within a 4-month period grew from 50% to 64%.

Fitted For Work was recognised in the following awards:

- National finalist in the 2016 HESTA Community Sector Awards, in the Social Impact category.
- 2nd place in the Australian Centre for Leadership For Women (ACLW) Award
- Finalists Telstra Business Awards Charity Category.

**2017**

SheWorks received financial support through the generosity of the Lord Mayor's Charitable Foundation and Equity Trustees. A special highlight was receiving a grant from the State Government. We announced our first formal partnership with the Victorian Government in relation to the Jobs Victoria Employment Network. Commonwealth Bank began the Supervention program with us. Our CEO, Donna De Zwart, was awarded a scholarship by Monash University Business School to attend Your Leadership Voice: Women in Focus.



**2018** Fitted for Work delivered its services nationally for the first time in 2018, through a new Virtual Program. The Commonwealth Bank funded a referral service for women who are struggling to find work. This has seen an additional 750 women referred to our services from all over Australia.

Fitted for Work launched a pilot Transgender Women's Program, with the support of Jobs Victoria. Transgender advocate, Michelle Sheppard, joined the project as our first Transgender Community Liaison Officer. Our Parramatta dressing room assisted newly migrated and refugee women with their integration into the local community.

### COMMUNITY RECOGNITION

Yarra Trams Community Partnership  
- In April Fitted for Work were announced as one of the inaugural Yarra Trams Community Partners.

Westfield Local Heroes  
- Our amazing Sydney operations Coordinator, Candice Graham, was a finalist in the Westfield Local Heroes Program!

Carlton Football Club  
- On March 31st Fitted for Work was recognised as Carlton Football Club's Community Champion for representing their values with contributing to the community!

In June 2018 we were selected to be the exclusive Charity Partner at the Recruitment Consulting & Staffing Association (RSCA) Australia Industry Awards Night.

**2019** This financial year was a milestone year as we followed a group of 400+ women for ten months to find that 77% were able to get work and, on average, it took just over 9 weeks. This year we began a partnership with LinkedIn. We started our digital journey in earnest in partnership with Salesforce. We began to design online training and practice modules for existing programs such as WomanKind and SheWorks.

In 2019, we completed a first-time pilot program, Project Purple, a coordinated and streamlined suite of employment-related services, specifically for Transwomen, Gender Diverse and Non-Binary job seekers. SheWorks and John Holland collaborated to attract women and Gender Diverse candidates into 'non-traditional roles' on the railways. Collaborated with L'Oréal to offer work opportunities to women who were experiencing barriers to employment.

Women Walk commenced in April 2019, enjoying 8 months of walks until the pandemic caused disruptions in 2020 and much of 2021.

### OUR SUPPORTERS

Benefit Cosmetics, for the fourth time, selected Fitted for Work as one of three local charities for Benefit's global Bold is Beautiful Campaign. During May, they donated 100% of their brow waxing profits raising enough money to support 444 women to access our services.



**2020** On February 6th, 2020, our national operations and Melbourne service relocated to larger premises at 513 Bridge Road, Richmond.

In early March we welcomed volunteers, partners, alumni, donors and supporters to the official opening of our new National Site, marked with a ceremonial ribbon cutting. Renata Singer held the ribbon to symbolise Fitted for Work's origins and two of our generous volunteers held the ribbon symbolising our future and the important role our volunteers play in supporting FFW. Within a week of launching our exciting new Bridge Road home, COVID-19 hit.

We could not offer our face-to-face services, but our virtual service offerings continued for women throughout Australia - 100% of our client services delivered virtually. Our team was quick to mobilise and recreate some of our most popular programs such as WomanKind into an online version – Emerge. Corporate Partners Jetstar Airways enabled us to quickly mobilise to complete an organisation rebrand.

**2021** In January we reached a celebrated milestone through the Supervention Program for the 1,000th client from Commonwealth Bank finding work. We began the pilot of the Supervention model with ANZ that started in May. Vale Michael Cohn: *“Michael joined the Fitted for Work Board in 2014, at a turning point for the organisation. He served as a Director with immense dedication, intelligence, and collegiality until his passing in April 2021”*. Mary Crooks - Fitted for Work Chair. The board room was named to commemorate Michael Cohn.

**2022** The Victorian Government announced an additional \$200,000 investment into Fitted for Work's Women's Work Futures program which extended the program for an additional year and doubled the number of women supported (reaching 600+ participants over two years).

We helped more than 300 women already supported through job-readiness services, with over one-third securing secure employment.

Fitted for Work was one of six organisations receiving part of \$1.1 million to improve women's economic security amid COVID impacts.

**2023** We bid farewell to our long-term Chair, Mary Crooks AO. We partnered with Coles for International Women's Day 2023, resulting in national media coverage and a \$250,000 donation to Fitted for Work. Developed and delivered our first Reconciliation Action Plan - Reflect in November.

The Conscious Closet held the first, very successful, Designer Sale.



**2024**

Westpac joined the Supervention program. In May, The Conscious Closet held its second, very successful, Designer Sale. We were part of the Pride in Employment Expo, hosted by the Victorian Pride Centre, aimed to connect LGBTIQ+ job seekers with employment opportunities and employers who champion diversity.

We welcomed media personality Jo Stanley as Ambassador to Fitted for Work. We welcomed Masterchef royalty Julie Goodwin as Ambassador to Fitted for Work. We commenced a partnership with the Priceline Sisterhood Foundation. We embarked on the establishment of an endowment fund The Fitted for Work Future Fund.

Fitted for Work was honoured with the Victorian Telstra Business Award for the Accelerating Women category.

**2025**

We celebrated our 20 Year Anniversary and attended Government House for a special reception with the Governor, selected guests and staff.

In February, the Conscious Closet relocated to larger premises a few doors down from our Head Office.

A successful third Coles campaign has raised 1.3 million dollars since the partnerships inception.



# Marketing and Fundraising HIGHLIGHTS

**Fitted for Work’s marketing in FY24/25 delivered national visibility and record fundraising, strengthening our mission to empower women and those that identify as women into work.**

Reached over 1.9 million people through earned PR. Notably ABC News 24 and Channel 7, driving website visits to 5× the NFP sector average during peak campaigns.

Love Letter to My Closet estimated campaign reached 1 million+ people, supported by influencers with a combined following of 887K.

## **PARTNERSHIPS**

Coles Group amplified national visibility (648K reach via Channel 7 PR).

## **FUNDRAISING IMPACT**

- We continue to work with Coles on the IWD 2025 campaign and Hanes/Bonds become partners for the campaign. — FFW’s highest-ever campaign result.
- We continued with our EOFY Appeal and was another successful campaign.

## **DIGITAL GROWTH**

- Added +2,000 new followers across FFW channels.
- The Conscious Closet community grew to 18.9K on Instagram (+4.7K) and launched TikTok (4.6K followers).



**1.9M**  
NATIONAL REACH



**28.2K**  
TOTAL FOLLOWERS



**2K**  
NEW FOLLOWERS

# CLIENT SERVICES

## Job Impact Report

**The Job Readiness Hub aims to empower clients with the skills and techniques needed to navigate job-seeking and beyond, helping the clients to become “Job Ready” and build confidence in themselves and their ability.**

### Service Delivery

In FY24/25, 2364 tailored appointments were delivered to clients and 860 clients attended workshops. This consists of various appointment types, via different communication channels to suit the clients' needs.

We provided resources for each step of their job search process; from enhancing application documents, applying for jobs, securing and excelling in interviews, LinkedIn and more.

This financial year, we introduced a new appointment type – the ‘Job Hub Consult’. This was introduced to bridge a gap with clients who had specific questions about their job search. It also provided an opportunity for a client to develop their job readiness journey with a Job Hub Employment Specialist. This appointment type became popular with appointments fully booked each week.

Appointment delivery continues to evolve with the Job Readiness Hub delivering appointments on Microsoft Teams, using supportive functions to guide clients through their appointment with a tailored approach.

With the growth of AI, we continue to learn and leverage AI to streamline preparation and administration tasks, providing us more time to be able to go further and into more detail with our clients.



“Ever since connecting with Fitted for Work I have felt valued and being a transgender woman I have not had the types of experiences growing up as others.

Fitted for Work has really helped me with my confidence, experience and really equipping me for the workplace. I really loved the job search essentials workshop.”



“My Fitted for Work experience has been both supportive and empowering. From the moment I connected with the team, I felt welcomed and encouraged.

The team has respect and genuine care, which helped me build confidence in myself and my abilities.

# CLIENT SERVICES

## Job Impact Report Cont.

### Partnerships and Client Connection

This year, again, we hosted face to face workshops at Clayton Utz offices, where clients had the opportunity to learn in a more interactive setting, as well as connecting with others in the same situation.

Our face-to-face workshops enhanced the clients' knowledge of becoming job ready and helped to build a community and grow connections, with clients arranging meet ups and networking with each other by the end of the session. We had a further opportunity to develop connection with our partner, Public Sector People, who kindly hosted 21 selected clients for personalised mock interviews over four sessions in Melbourne and Parramatta.

After these sessions, clients reported a large boost in their confidence and felt empowered that they could attend an interview and be successful.

Our LinkedIn partnership has continued to successfully support our clients in using the platform with confidence and increase their opportunity of finding work. 177 clients attended the workshop over the year with all clients attending receiving a free Premium membership. This membership has been an exceptional support to many clients attending, giving them the opportunity to upskill using LinkedIn Learning and update their profiles to stand out as the best candidates.



# CLIENT SERVICES

## Job Impact Report

### Transition to Work Program

Within the Job Hub we deliver the Transition to Work Program, at both HM Tarrengower and the Dame Phylis Frost Centre.

This program aims to support clients transitioning out of the justice system by building confidence and giving them hope that they will secure work and there is a life for them beyond their past.

We are continuing to build on this program and looking at pathways to extend our support to those affected by the justice system and potentially expand interstate to increase our reach.

### Looking Ahead

We are excited to continue providing expert support to clients in the Job Readiness Hub and for FY 25/26 are looking forward to deepening our partnerships, hosting more face to face support and expanding our service delivery, particularly with community partners.



**IT'S TRULY AMAZING TO KNOW THERE IS A SERVICE LIKE YOURS THAT HELPS PEOPLE LIKE US THAT REALLY DOES HELP AND WANTS US TO SUCCEED."**

# CLIENT SERVICES



2284

CLIENTS HELPED



6418

SERVICES ACCESSED



770

REFERRALS

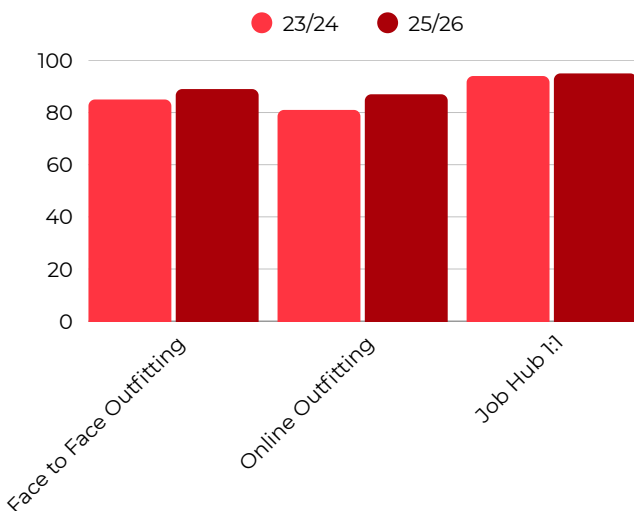
## A Year of Impact

During the financial year we supported 2284 clients to access 6418 services. We have now supported a total of 47,866 clients to access 66,677 services. There was a significant growth in self-referral numbers, increasing from 604 in 23/24 to 770 in 24/25.

- We experienced an increase in bookings attendance rates across all core services.
- Face-to-Face Outfitting bookings increased from 85% attendance in 23/24 to 89% in 24/25.
- Online Outfitting bookings increased from 81% attendance in 23/24 to 87% in 24/25.
- Client job outcomes also increased from 776 in 23/24 to 879 in 24/25.

These figures reflect the increased engagement we have seen with clients this financial year, and the successful refinement of our processes and services to meet their changing needs.

- 387 clients participated in the Emerge program.
- We delivered three programs in Victorian Women's Prisons.
- 58 clients participated in Women Walk.
- We delivered five Face-to-Face Job Search Essentials (JSE) Sessions across Melbourne and Parramatta.
- In partnership with Public Sector People, we delivered Face-to-Face mock interviews for clients across Melbourne and Parramatta.
- Successfully delivered Project Purple, supporting a total of 93 transgender and gender-diverse clients.



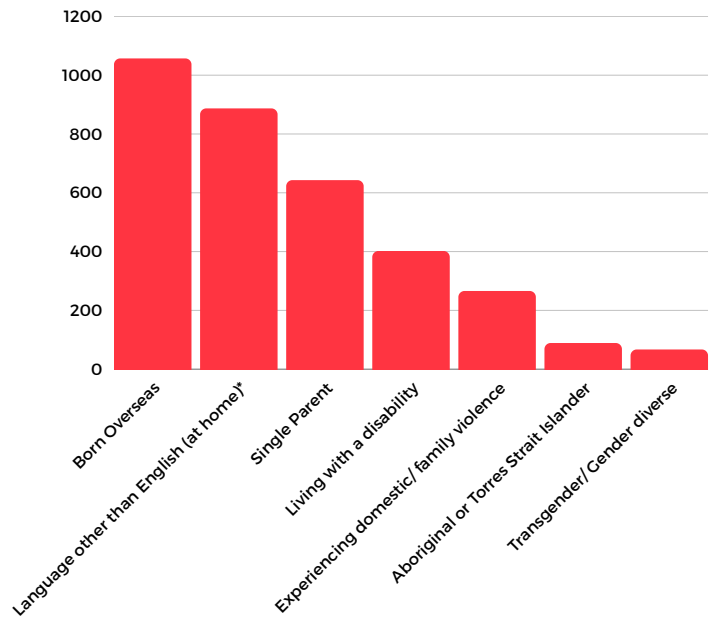
# CLIENT ADVISORY COMMITTEE

In August 2024 we launched our first Client Advisory Committee - the Fitted for Work Change Makers. The Committee was established to further incorporate lived experience and client voice into our service design and broader strategic direction. Ten past and current clients were part of the committee for 24/25, representing a wide range of experiences and demographics.

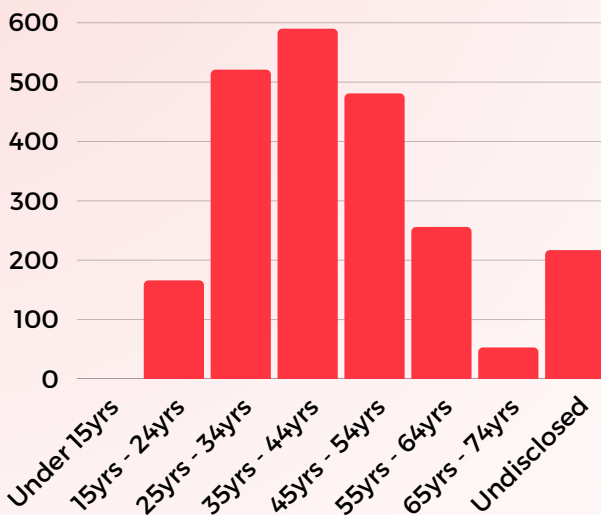
During the first committee meeting, clients nominated a range of projects that have been successfully delivered over the past 12 months. This includes a Client Services Charter and an initiative to better incorporate client stories across our comms and social media channels.

The data shown reflects clients that are part of one or multiple demographic groups that we capture during the onboarding process; 1 July 2024 - 30 June 2025.

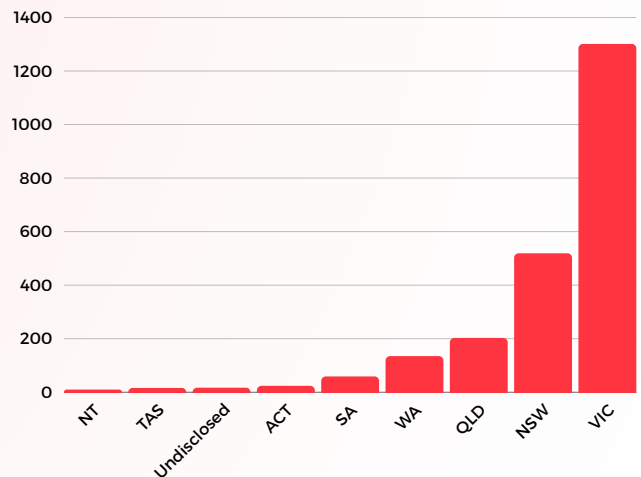
## Demographic Comparison



## Age Range Comparison



## Client numbers by State



## PROGRAMS

# EMERGE

The Emerge online program offers practical, confidence-building support for women preparing to re-enter the workforce. It covered key topics, including identifying personal strengths and skills, navigating the job search process, communication, and goal setting.

The program delivered six online and one face to face pilot program with Good Shepherd. The programs reached 388 clients with tailored resources and support. Clients attended 644 sessions, celebrating 129 program graduates.

The program content was reviewed and updated within the year. The program began with a sponsorship with Accenture, rebranded as powered by Accenture. The participants from February 2025 were offered additional support from the Accenture Skills to Succeed Academy platform to continue their job readiness learning journey.

Behind the scenes there was support by 1 staff member and 17 passionate volunteer facilitators. They dedicated 377.25 volunteer hours to delivering and refining the program content. They ensured every session was impactful, inclusive and aligned with the evolving needs of our clients.



1628

SESSIONS  
BOOKED



388

UNIQUE CLIENTS  
ONLINE



644

SESSIONS  
ATTENDED



129

GRADUATES

## PROGRAMS

**SHE WORKS**

The She Works program is a recruitment initiative to connect candidates with Fitted for Work Employment partners for recruitment opportunities.

Designed with flexibility in mind, it enables employers to connect meaningfully with job-ready women, opening doors to inclusive employment pathways. This year, She Works connected clients to over 20 employer partners securing meaningful employment.

**WOMAN WALK**

WomanWalk ran 11 successful walks in Melbourne CBD with 58 members and 15 volunteer lead walkers of the Fitted for Work community, promoting a healthy lifestyle and supportive social connection and shared experiences.

**WORKSHOPS AND EVENTS**

- Western Health Alcohol and Other Drug Recovery Program: Delivered nine Overview of Services workshops, generating over 20 referrals.
- Aboriginal Housing Victoria: Facilitated Tuesday workshops for Housing and Wellbeing teams.
- Fitted for Work Transgender Employment Support Event: Hosted in collaboration with Transgender Victoria (TGV) and the Commissioner's Office.
- Project Purple Wrap-Up Session.
- Academy of Mary Immaculate: Delivered a Year 10 Reflection Day session.
- Rural Women Online Event (Shepparton).
- Priceline Sisterhood Conference: Presented to an audience of over 560 attendees.
- Deadly Futures Expo: Supported job-seeking activities for over 200 First Nations attendees, resulting in approximately 15 referrals to FFW services.
- Transgender Day of Visibility Event: Participated in an event attended by approximately 25–30 people.

## PROGRAMS

# MENTOR PROGRAM

The program is designed for a period of between 6 to 12 months of one-to-one support from professionals. The objective is simple; provide support to women from a positive role model and empower mentees to develop, succeed, and grow in the workplace.

During this year, we have matched 32 women successfully with a mentor who will provide a positive role model and empowerment to their mentee.



**THE WORK YOU DO IS SO AMAZING... YOUR WORKSHOPS ARE SO INFORMATIVE, WELL STRUCTURED AND FOLLOW A GREAT FRAMEWORK, SO WELL DONE ON THE TEAM AND VOLUNTEERS FOR RUNNING [IT]. THE CONTENT WAS EXCELLENT. I RECOGNISED SKILLS THAT I DIDN'T EVEN REALISE I HAD.”**

## PROGRAMS

# THE DRESSING ROOM

We are proud to deliver our outfitting services to clients across Australia over the last financial year.

Our services included online appointments, where clients selected clothing via Zoom. These sessions were led by experienced stylists who are highly skilled in identifying the right sizes, brands, and styles to suit everyone.

We also offered face-to-face appointments at our Richmond office. Our change rooms are painted pink, which is known to help reduce anxiety, and is part of our commitment to creating a calm and welcoming environment. We want every client to feel at ease and supported throughout their experience with us.

Each appointment provides clients with complete outfits tailored to their job requirements including clothing, shoes, accessories, handbags, and toiletries. Beyond the practical support, our stylists help build confidence and self-esteem through their positive and empowering approach.

Many clients express how grateful they are by the generosity and quality of the clothing provided. The kindness and care embedded in this service truly shines through, as reflected in the heartfelt feedback we receive.



**FROM THE BOOKING, THROUGH TO WALKING OUT WITH A SUITCASE FULL OF NEW CLOTHES THAT I CAN CONFIDENTLY WEAR TO WORK, I HONESTLY LOVED THEIR SERVICE SO MUCH.”**



# VOLUNTEERS

Volunteers continue to be at the heart of the Fitted for Work community, contributing not only their time and skills but also a deep sense of care and passion to their work with clients, customers, and across our operations.

Over the past year, volunteers contributed more than 9,600 hours across the organisation - an extraordinary effort equivalent to approx. \$422,976 in wages.

From client appointments and mentoring to admin support, program facilitation, and volunteering in The Conscious Closet or warehouse, our volunteers have helped us reach more clients, generate income, and deliver services with warmth and consistency. This can be working remotely or in person at our National Office in Richmond or our Hub in Parramatta.

This year, volunteers supported approx. 892 clients, helping them build confidence through the Emerge program, prepare job applications, re-enter the workforce, and enhance their well-being through the WomenWalk program.

Their contribution has been the driving force in keeping The Conscious Closet running smoothly. Volunteers helped sort 40,960kg of donations, and created a welcoming environment for everyone who walks through our doors.

To better understand and improve the volunteer experience, we partnered with HR Gurus to design and conduct a dedicated survey tailored to the Fitted for Work volunteer program. The results reflected strong engagement and satisfaction, with a Volunteer Satisfaction Score of 4.09 out of 5. The insights informed an action plan to further strengthen our volunteer program and will serve as a benchmark for future engagement tracking.



**9,600**

**VOLUNTEERED HOURS**



**40,960kg**

**CLOTHING DONATIONS SORTED**



# VOLUNTEERS CONT.

National Volunteer Week was another highlight, offering a chance to celebrate the incredible contributions of volunteers. It was a time for reflection and connection, with events like the virtual “An Evening with Julie Goodwin,” where volunteers heard from our ambassador and learned about her personal experience with volunteering.

Volunteers leave a lasting mark on everything we do at Fitted for Work. We are so grateful for the energy, care, and commitment they bring to our community - thank you for making such a meaningful difference!



**THANK YOU FOR  
MAKING SUCH  
A MEANINGFUL  
DIFFERENCE!**

# PHILANTHROPY

At Fitted For Work, our focus is on expanding our reach, deepening our impact and strengthening our programs to meet the evolving needs of the women we serve.

The generosity of our philanthropic community continued to play a vital role in advancing Fitted for Work's purpose: to empower the economic independence of women and gender diverse clients through workforce participation.

**In FY25, philanthropic support not only sustained our core services but also enabled innovation and growth, ensuring that every person who walks through our doors is met with dignity, opportunity and hope.**

A key initiative launched this year was the Gifts in Wills program, offering donors a unique opportunity to create a legacy that reflects their values and long-term commitment to empowering women. This program contributes to our financial resilience and future impact

We also established the Giving Circle Steering Committee in FY25 to begin developing a new collective giving initiative, the Fitted for Work Giving Circle. Focused on building a strong foundation for member engagement, shared impact, and long-term philanthropic growth, the Giving Circle is set to launch in September 2025.

## Grants/Partner Spotlights

Clayton Utz continued its valued support of our prison programs, while Bank of America and STT Foundation provided funding for our core services. Additionally, Accenture contributed to the growth of our Emerge Program through dedicated funding.

The Erdi Foundation provided funding to establish the Extra Care Team. This team is being set up to support the growing number of women presenting to Fitted for Work with complex barriers to employment. The qualified team of three will manage these cases and make appropriate referrals for clients who need additional services as well as provide support to the existing Referral Officer team.



# SUPERVENTION

Supervention continues to grow as a program that bridges the financial services sector with practical job-readiness support for women experiencing hardship.

By enabling referrals from banks and other institutions directly to Fitted for Work, Supervention ensures that women in vulnerable situations are connected swiftly to job-readiness services that can change the trajectory of their lives.

In 2024–25, Supervention achieved significant milestones that strengthened its reach and impact. HSBC confirmed its commitment to the program, Suncorp Bank will commence its referral pathway via ANZ, and Bankwest began sending referrals, increasing our representation in Western Australia.

At the same time, both NAB and Aussie Broadband commenced pilot programs, giving us our fourth major bank partner and our first essential services partner. These developments add five prominent new brands to our Supervention portfolio, showcasing growing recognition of the program's value, especially in the banking landscape.

Together with the three major banks already engaged from prior years, Supervention now adds up to eight national partners actively supporting women to overcome barriers and move closer to employment. The addition of new referral sources is already expanding geographic reach and broadening the diversity of women being supported.

**This momentum demonstrates the power of our aligned corporate and community partnerships to enable systemic change, and positions Supervention as a model for scalable social impact in action.**

## RETAIL REPORT

# THE CONSCIOUS CLOSET

FY24/25 has been a transformative year for Fitted For Work's social enterprise retail space, The Conscious Closet. As we continue to empower women through sustainable fashion, our retail operations have grown in impact, reach, and innovation.

## Designer Sale Success

Our Designer Sales continue to be a cornerstone of our fundraising efforts and community engagement. The November 2024 and May 2025 events were resounding successes, drawing record crowds, and generating a vital 1/5th of our revenue to support our programs.

These sales not only offer high-quality fashion at accessible prices but also highlight the generosity of our donors and the enthusiasm of our supporters.

## Sustainability at the Core

Sustainability remains central to our mission. Through our curated selection of pre-loved clothing and accessories, we have diverted thousands of garments from landfill, giving them new life in the wardrobes of our community.

Our commitment to circular fashion is reflected in every aspect of our operations, from responsible inventory management to eco-conscious packaging and store design.

We have also expanded our warehouse sales, held twice monthly, to ensure excess stock is redistributed thoughtfully and affordably.



# THE CONSCIOUS CLOSET CONT.

## Volunteer Power

Volunteers remain the heartbeat of The Conscious Closet. Their unwavering commitment, from sorting donations to assisting customers, has been instrumental in our day-to-day operations and special events. This year, we have seen an increase in volunteer engagement, growing to 55 volunteers with many contributing their time regularly and bringing invaluable skills and energy to our team.

## New Store Opening

A major highlight this year was the opening of our new store on February 6th, 2025, a vibrant and welcoming space that reflects our values of inclusivity, sustainability, and empowerment. The new location has allowed us to better serve our community, increase foot traffic, and showcase our evolving retail identity.

## Retail Partnerships & Brand Amplification

Strategic retail partnerships have played a key role in amplifying our impact. We are proud to collaborate with brands that share our values, including Coles, Priceline, Elk, DISSH, Taking Shape, Witchery, Henne, Mossman, Viktoria & Woods, Bared, Novo. These partners have contributed generously through product donations and campaign support, helping us outfit hundreds of clients and enrich our store offerings.

Our social media channels have been instrumental in driving brand growth and community engagement. Through curated content, behind-the-scenes storytelling, and campaign highlights, we have built a vibrant online presence that reflects our values and connects with a broader audience. This digital amplification has helped increase store visits, attract new volunteers, and strengthen our donor base.



# PARRAMATTA - WESTERN SYDNEY HUB

Now in its third year, our Western Sydney Hub continues to be a trusted space for multicultural women and gender diverse job seekers.

Through a combination of face-to-face and online services, we delivered 339 personalised appointments focused on resume and cover letter writing, interview preparation, styling and grooming advice, and job search strategies.

In addition to direct client support, we deepened our engagement with organisations across Western Sydney by hosting information sessions and workshops. These sessions showcased Fitted for Work's services and highlighted how we can collaborate to support their job seekers to find meaningful employment.

This year we saw a notable rise in interest from clients seeking volunteering opportunities. In response to this, we proudly offered volunteer roles to nine clients, helping them gain valuable experience and confidence in their path to paid employment. Many others were supported in finding volunteer roles aligned with their career goals.

None of this would have been possible without the dedication of our staff and volunteers, whose commitment and care remain the backbone of the Hub's success.

# CORPORATE VOLUNTEER PROGRAM

At Fitted for Work, we believe that when businesses and communities come together, powerful change is possible. Our corporate volunteering program in the clothing donation warehouse is an example of this collaboration in action.

Throughout the year, we have welcomed corporate teams into our warehouse to help sort and prepare donated clothing. These items are either gifted directly to our clients or sold in our sustainable fashion store (TCC) to fund our services. This hands-on experience offers corporate partners a meaningful way to engage their staff in purpose-driven work.

This financial year the Fitted for Work corporate volunteer program engaged 212 volunteers who participated across 44 days and equated to 1060 volunteer hours. A figure we expect to grow now we have expanded the capacity to engage more volunteers.

The program offers a powerful blend of social impact and employee engagement. It enhances workplace culture, supports corporate social responsibility goals, and creates meaningful opportunities for staff to connect with the community in a tangible and rewarding way.

**We are deeply grateful to our corporate volunteers for their time, energy, and heart. Together, we are not just sorting clothes, we are helping women transform their lives.**

# PARTNER SPOTLIGHTS

## Partnerships: Driving Impact Through Collaboration

At the heart of our success this year lies the strength of our partnerships. By working collaboratively with corporates, retail, philanthropy, community, and our social enterprise partners, we have been able to amplify our reach, deepen our impact, and unlock new opportunities for innovation and growth.

These partnerships have not only supported our strategic goals but have also fostered shared learning, mutual value creation, and long-term resilience.

Whether through funded initiatives, pro-bono support, research and development or engagement programs, our partners have played a vital role in helping us deliver on our mission.

As we look ahead, we remain committed to nurturing these relationships and exploring new avenues for collaboration that align with our values and vision for the future.



# COLES: PARTNERSHIP CASE STUDY

For the third consecutive year, Coles partnered with Fitted for Work in the lead-up to International Women’s Day. From 19 February to 4 March 2025, Coles donated 15 cents from the sale of selected women’s health, beauty and apparel products. This was followed by a floral promotion from 5 to 11 March 2025, with an additional 10 cents donated from every floral and potted product sold.

Together, these initiatives have raised 1.3 million since the partnership began, including a generous contribution from Bonds/ Hanes Group, who joined the campaign for the first time.

The funds raised have supported over 3,000 clients over the life of the partnership, women and gender-diverse individuals who are unemployed or underemployed, providing access to job-readiness services that support pathways into employment and economic independence.



Throughout the year, we collaborate on initiatives with Coles that build awareness, strengthen engagement and amplify both organisations’ missions. As part of this partnership, Kris Webb, Head of People and Culture at Coles, participated in our Equal Pay Day panel, sharing insights on the progress and ongoing challenges in achieving pay equity in the workplace.

# COLES: PARTNERSHIP CASE STUDY

This year we reached a major milestone with the relocation of The Conscious Closet to a standalone shopfront, allowing us to grow our Corporate Volunteer Program from 25 to 160 opportunities each month.

Central to this expansion was Coles, proudly announced as the official sponsor of the Fitted for Work Warehouse, where all corporate volunteering takes place. This sponsorship reflects our shared commitment to sustainability and a thriving circular economy.

At the warehouse, clothing donations are sorted for client outfitting appointments or resale through The Conscious Closet, helping to fund vital services. Many Coles team members have already volunteered their time, demonstrating strong engagement and support.

## Looking ahead

Looking ahead, Coles Liquor will launch the Libertas wine range, committing 50 cents from every bottle sold to Fitted for Work.

Libertas will be showcased at Fitted for Work events, including A Love Letter to My Closet, and promoted to organisations, supporting more women to gain economic empowerment through employment.



We are deeply grateful to Coles for their continued generosity, commitment and belief in our mission to create a more equitable future for women and gender-diverse people across Australia.

# CELEBRATING 20 YEARS OF IMPACT



**In 2025, Fitted for Work proudly celebrated its 20-year milestone with a special reception hosted by Her Excellency Professor the Honourable Margaret Gardner AC at Government House.**

The event brought together 118 guests, including corporate partners, donors, community leaders, board members, staff, and volunteers, in recognition of two decades of achieving employment outcomes for women across Australia.

The evening was a heartfelt celebration of our journey and the collective impact we've made, having supported over 47,866 women to access our services and take steps toward economic independence. Guests reflected on the transformative power of employment, and the role Fitted for Work has played in creating brighter futures through dignity, confidence, and opportunity.

Held in the elegant settings of Government House, the event was a moment to honour our legacy, acknowledge the contributions of our supporters, and look ahead to the future with clear purpose. It was a powerful reminder that together, we can continue to break down barriers and build a more inclusive and equitable Australia.

This year Fitted for Work won the Victorian Telstra Best of Business Awards for Accelerating Women. This award not only recognises the vital work we do in accelerating women's economic independence through workforce participation but also validates Fitted for Work business acumen.



# FINANCIAL OVERVIEW

The financial outcome for FY25 resulted in a net surplus of \$669K (2024: \$133K), enabling FFW to reinvest in its operations and programs, while also establishing a reserve for a future contribution to the FFW Future Fund.

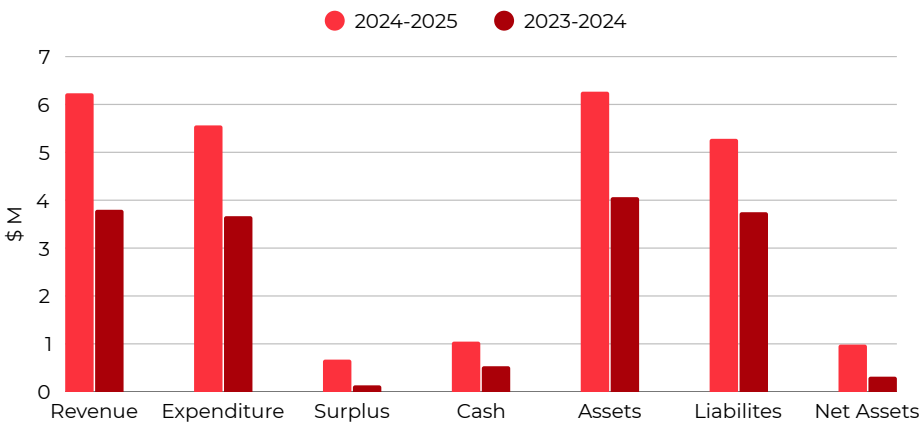
Consistent with FY 24, Operating costs in FY 25 made up only 26% of our total costs. The remainder are the direct costs in running our services and programs.

In FY25, our two social enterprises, Supervention and The Conscious Closet continued to grow, contributing 37% of total income. This marks a 10% increase compared to five years ago, with projections indicating further growth to 50% of income by FY30.

Our two social enterprises had a 53% increase in revenue from prior year, with Supervention at a 26% increase and The Conscious Closet at a 124% increase.

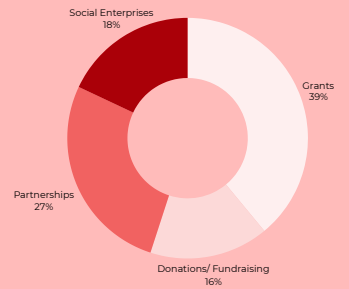
This shift in income sources reinforces our strategic pillar of financial sustainability and provides a solid foundation for us to continue providing our services into the future.

## Changes on Prior Year

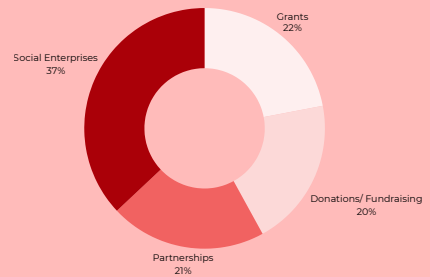


*Audit Note: Fitted for Work complies with all applicable Australian Accounting Standards and Guidelines and is in compliance with the Corporations Act 2001 and Australian Charities and Not-for profits Commission Act 2012. BG Assurance Pty Ltd audits the financial statements. These statements are available upon request from Fitted for Work.*

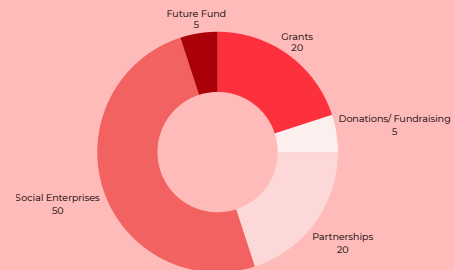
## Sources of Income FY20



## Sources of Income FY25



## Sources of Income FY30 Projected



# ENVIRONMENTAL, SOCIAL AND GOVERNANCE

In FY24/25, Fitted for Work began the process of formalising our Environmental, Social, and Governance (ESG) strategy by establishing a Sustainability Steering Committee. This builds on our long-standing commitment to gender equality, reduced inequalities, and ethical leadership.

By embedding ESG principles into our organisation we aim to reinforce our commitment to equality and ensure we remain accountable to our partners and communities we support.

Our mission to empower economic independence of women and gender diverse people in Australia through workforce participation is deeply aligned with United Nations Sustainable Development Goals (SDG).

The United Nations Sustainable Development Goals (SDGs) are a set of 17 global goals adopted by all United Nations Member States in 2015 as part of the 2030 Agenda for Sustainable Development.

They provide a shared framework to address the world's most pressing social, economic and environmental challenges, recognising that ending poverty, reducing inequality and protecting the planet are interconnected.

## LOOKING AHEAD

In the coming year, we will:

- Determine our ESG goals and strategy
- Map our ESG goals to relevant SDG targets.
- Establish baseline metrics and begin tracking our progress.

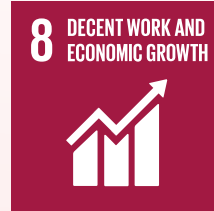


**Through our service delivery and the operation of The Conscious Closet, we already contribute meaningfully to the following four goals:**



Clients who engage with our services positively influence key indicators aligned with this goal, including equitable access to economic resources, property ownership, and financial services.

Our established Diversity & Inclusion policies, practices, and procedures actively support gender equality by promoting the elimination of discrimination against women, girls, and gender diverse people, and by fostering their full participation in leadership and decision-making roles.



FFW promotes inclusive hiring practices and fosters safe, supportive workplaces for women and gender diverse people, while creating pathways to meaningful employment and long-term financial independence.



Empowering women and gender diverse people to participate in the workforce drives broader social, economic, and political inclusion, while helping to reduce income inequality.

Our organisational policies and procedures are designed to uphold equal opportunity and eliminate discrimination at every level.



By reusing donated clothing and selling second-hand items through The Conscious Closet, FFW actively contributes to sustainable waste reduction. Through our corporate partners who donate clothing, we encourage businesses to embrace environmentally responsible practices.

FFW also raises awareness about the value of sustainable fashion and the importance of donating rather than discarding clothing. In FY25, FFW successfully diverted 228,863kg of clothing from landfill, reinforcing our commitment to circular fashion and environmental stewardship.

# LIST OF FUNDERS, FOUNDATIONS & COMPANY DONORS

Accenture Australia  
 Amora Hotel  
 Australian Online Giving Foundation  
 Australia Post  
 Autex Acoustics  
 Bank Australia Community Grants  
 Bank of America Charitable Foundation  
 Calleo Resourcing Pty Ltd  
 Charities Aid Foundation  
 City of Parramatta  
 City of Yarra  
 Clayton Utz Foundation  
 Coles  
 Collier Charitable Fund  
 Cowen Family Foundation  
 Cumberland City Council  
 DECJUBA Foundation  
 Design & Build Recruitment Pty Ltd  
 ERDI Foundation  
 Express Insurance  
 Fairfield Council  
 Fish Nankivell  
 Flowers Across Australia Pty Ltd  
 Gailey Lazarus Charitable Foundation  
 Good Company  
 Hall & Willcox Community Foundation  
 Hanes Group  
 Heliotropia Foundation  
 Humanitix  
 Insignia Financial Ltd  
 J & M Wright Foundation  
 JCB  
 Jacqui E  
 Jemena  
 Junola Foundation  
 Lendlease Foundation  
 LinkedIn – Silicon Valley Community Foundation  
 My Cause  
 Online Giving UK  
 PayPal  
 Perpetual Foundation  
 Principal Media Group

Qantas Side by Side Grant  
 Shaw and Partners  
 Sisterhood Foundation  
 Southern Program Alliance  
 STT Foundation  
 Strata Community Victoria  
 Taking Shape  
 The Collie Foundation  
 The Hansen Little Foundation  
 The Miller Foundation  
 The Myer Family Trust  
 The Pratt Family Foundation  
 The Wood Foundation  
 Victorian Women's Trust  
 Visionary Institute of Leadership  
 Weily Tribe Foundation  
 Wittner

## ACKNOWLEDGEMENT OF INDIVIDUAL AND REGULAR DONORS

We extend our heartfelt thanks to our individual and regular donors whose generosity and commitment make our work at Fitted for Work possible.

Every contribution, large or small, helps us deliver vital programs, expand our impact, and build a future where economic security is achievable for all.

Thank you for standing with us and being an essential part of the Fitted for Work community.

# VALE: MARION WEBSTER AM (1950-2024)

With deep sadness, we honour the memory of Marion Webster AM, co-founder and inaugural National Chair of Fitted for Work, whose dedication and vision shaped the path of our organisation and inspired thousands of women across Australia.

A visionary leader and co-founder

- In 2005, Marion, alongside Renata Singer, brought the concept of Fitted for Work from New York to Australia—recognising that a confident presentation could change the direction of a woman's life. More than 48,000 women have since been supported through our services thanks to the strong foundation she laid.
- She served as our inaugural National Chair from 2009 to 2013, guiding the organisation through its formative years with strategic insight, compassion, and unwavering commitment to social justice.

Marion's influence extended well beyond Fitted for Work. Prior to co-founding our organisation, she was Executive Director of Philanthropy Australia's predecessor and a founding figure at the Melbourne Community Foundation (now the Australian Communities Foundation). She co-created Kilfinan Australia and led WomenCAN Australia, supporting women in vocational training and employment.

Her contributions were recognised with a Medal of the Order of Australia in 2004, followed by her appointment as a Member of the Order of Australia in 2023—for her significant service to community, philanthropy, and women's empowerment.

Colleagues and mentees recall Marion's integrity, generosity, sharp wit, and "can-do" spirit. She remained a trusted mentor and advocate until her final days, championing leadership and opportunity for women and not-for-profit CEOs alike.

Marion Webster AM's legacy lives on in every appointment, every job interview, and every woman empowered through Fitted for Work. We honour her life's work, a life devoted to justice, opportunity, and the transformative power of confidence.

Her spirit remains central to our mission and fuels our ongoing commitment to change lives through opportunity.



# OUR BOARD



**Wendy Stops**

Chair of the Board (Outgoing)  
Governance Committee  
Technology & Media Committee



**Claire Adams**

External Relationships Committee



**Nabil Alizai**

Chair, Technology & Media  
Committee



**Donna de Zwart**

Managing Director  
Finance, Audit & Risk Committee  
External Relationships Committee  
Governance Committee  
Technology & Media Committee



**Anne Burns**

External Relationships Committee



**Launa Inman**

Chair of the Board (Incoming)  
Financial Audit & Risk Committee



**Anne Randall**

External Relationships Committee  
Governance Committee



**Navanisha Samarakoon**

Chair, Governance Committee  
Finance, Audit & Risk Committee



**Michael Wilson**

External Relationships Committee  
Governance Committee



**Sarah Wrigley**

Company Secretary (Outgoing)  
Finance, Audit & Risk Committee  
Technology & Media Committee



**Andrew Young**

Chair, Finance, Audit & Risk  
Committee



**Sylvana Romero**

Company Secretary  
(Incoming)



