

Giving disadvantaged women the opportunity to look good, feel confident and achieve success in work and life.

“Grooming and body language account for 55% of a person’s first impression”

Our service – transforming women and enhancing employability

Dress for Success Sydney is a registered charity that outfits disadvantaged women, free of charge, in high quality professional attire and provides practical advice on grooming and presentation in preparation for job interviews. Through its innovative, volunteer operated program, Dress for Success improves the employability of disadvantaged women by increasing confidence and restoring dignity.

Dress for Success Sydney works to develop and sustain meaningful partnerships with companies and individuals who share our vision of empowering women and, ultimately, families to become economically self-sufficient.

Our Clients

Disadvantaged women seeking employment include those who

- have suffered illness or injury
- have a mental illness
- have a disability
- have lived with domestic violence
- are long term recipients of welfare payments
- are newly arrived migrants
- are marginalised indigenous women
- are ex-inmates of a correctional centre and re-entering the community

Why our service is important

- Grooming and body language account for 55% of a person’s first impression. Our service ensures that these women have the best possible chance of showing a great first impression.
- The Reuters/Ipsos Workplace Attire Poll of more than 20,000 people across 24 countries has found that in Australia, 44 per cent of people believe that if you dress casually for work you will never make it into a senior management position and that 70 per cent of Australians think people who wear smart business attire are much more productive in their jobs.



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Our services include:

- The **Dressing and Styling Program** our core service offered at our showroom providing 1500 women with free interview appropriate clothing for their job interviews.
- The **Outreach Program** providing our dressing and styling to remote sites including correctional centres and regional locations.
- The **Career Support Program** for women actively seeking employment and those newly placed, through professional development opportunities and mentoring.

Achievements to date

- Overachieved our 2011 client target of 1200 and heading to achieve our 2012 target of supporting 1500 clients
- Commenced regular Outreach Service to three women's Correctional Centres and Gosford as a Regional Centre
- Established links with over 150 Referral Agencies who make appointments for each women's styling session
- Supported by over 250 volunteer hours per week
- Distributed clothes and accessories to the value of over \$250,000 each year.

Contact details

Showroom: 132 Marrickville Rd, Marrickville

Phone: 1800 77 3456

Email: info@dfssydney.org

Website: www.dressforsuccess.org/Sydney

List current sponsors/supporters

Accor Hospitality, Accenture, AMP, Australand, Blake Dawson, Campbell Arnotts, Cisco, Clayton Utz, Commonwealth Bank of Australia, Corrs Chambers Westgarth, Deloitte, Hotline IT, ING Direct, JP Morgan, Maddocks Lawyers, Macquarie Bank, NAB/MLC, Network Nine, NSW Dept of Corrective Services, Perpetual, Pacific Brands, Quay Appointments, Right Management, Stockland, Thales, Xplore for Success, Ziera Shoes

Through our membership program individuals can become an annual member of Dress for Success Sydney at the \$100, \$250 or \$1,000 level.

