

Annual Report 2018

Groomed to Go Inc.

ABN 73 477 193 897

Operating



DRESS FOR SUCCESS®

MORNINGTON PENINSULA



25 Ross Smith Avenue East, Frankston, Vic. 3199



Presented to the Annual General Meeting on 21 March 2019

1. Introduction

Groomed to Go Inc. has provided a dressing support service for unemployed women for 11 years. It is committed to the mission of Dress for Success, and has been an affiliate of Dress for Success World Wide for 7 years. That mission is:

To empower women to achieve economic independence by providing a network of support, professional attire and the development tools to help women thrive in work and in life.

2018 has continued 2017's theme as a year of challenges, success and growth, along with some truly transformational changes. Two paid roles were appointed in 2017, a General Manager and Career Centre Manager, on one-year contracts. Unfortunately, both roles ultimately proved to be costly to our organisation and neither contract was renewed. Since early 2018, the Committee of Management has taken over the active management of all aspects of the organisation, with great success.

Prue Leggoe, founding member and President, retired as President in early 2018. Prue's significant work over the last 10 years saw her awarded an Order of Australia Medal (OAM) on 26 January 2019: for her tireless service in community job readiness initiatives, as well as her work in the advancement of women's rights, support and empowerment. We thank Prue for her dedication to Groomed to Go over many years and for her ongoing support through the many transitions this year.

In May 2018 we celebrated our 10th Anniversary with a Gala Dinner held in Mornington where over 100 attendees danced the night away, including our local and state government members. A wonderful celebration enjoyed by everyone!

One of the biggest challenges in 2018 was our re-location to larger premises. We had well and truly outgrown our old premises in Bayside, and our Career Centre needed to be located under the same roof if we were to function as a unit. However, the relocation forced us to close our boutique for a month which affected the final number of women we were able to dress.

The key goals that we set for 2018 were to:

- Dress and Style 500 clients
- Engage 100 clients in Job Support at our Career Centre with at least 50% attending two or more workshops
- Diversify our funding streams and increasing our income to allow for growth
- Relocate our Career Centre to be adjacent to our Boutique
- Hold a major gala event to celebrate our 10th anniversary
- Find new support partners
- Update all Office IT and Computer systems
- Continue Committee of Management renewal and additions to fit vacancies
- Review our operational name due to our expanding footprint.

Our 'Scorecard' for 2018 shows that we:

- Dressed and styled 371 clients – down on our goal
- Welcomed 296 clients to various workshops in our Career Centre – exceeding our goal by almost three-fold
- Diversified our funding streams and raised more than \$145,000 to support our services
- Relocated our premises and included our Career Centre in the same building
- Held a major gala event to celebrate our 10th anniversary
- Established relationships with a number of corporate partners
- Substantially updated the Office IT and Computer systems
- Welcomed two new board members and appointed a new President
- Renamed the Dress for Success Mornington Peninsula operation to Dress for Success South East Melbourne to more effectively reflect our footprint and catchment area.

A significant achievement late in 2018 set Groomed to Go up for even more challenges in 2019. After reviewing the landscape to more effectively seek government funding for our services, we applied for and were successful in gaining a Jobs Victoria Innovation Fund grant to pilot three new programs in 2019, including a dressing and support program for men, a digital literacy course for women aged 45+ and a specific styling and support program for transgender women.

2. 2018 in Review

2.1 Relocation and New Premises

By early 2018, it became apparent that our premises at Shop 3, Balmoral Walk in Frankston were too small for our growing organisation and we strongly felt that we needed to have the Career Centre housed alongside the boutique. The search ensued for suitable premises with **Rhonda Idczak**, **Karin Hann** and **Gail Powell** playing pivotal roles in this search. Premises at 25 Ross Smith Avenue East were identified by May 2018 and **Jenny Wright** took on the daunting task of project managing the move. Our deepest thanks to Jenny for all her efforts on the relocation, including identifying a wonderful architect team in **Simon Linardi and Jo-Han Seah from Atelier Cartel** who gave of their creative design pro bono. Jenny displayed great creativity in sourcing much of the requirement for the fit-out either pro-bono or at significant discount, for which we are extremely grateful. She was partnered by **Rhonda Idczak** who managed leasing and operational aspects such as the clean-up, power, tradespeople, security, phones, internet, etc. Support was forthcoming from the Frankston North Rotary Club and the Frankston RSL for clean-up and painting, and from the many volunteers who gave their time so willingly over many weeks and weekends to carry out the eventual move. **Gail Powell** and her team, in particular, worked tirelessly to move the boutique stock to the new site and ensure that the boutique was up and running on time: no mean feat!

In September 2018, we received the wonderful news of a large grant from The Jobs Innovation Fund Victoria to open three new pilot programs. While welcome news, this also brought challenges in terms of set up. A particular challenge was that the men's program, which we called Smart Blokes, needed premises separate to the women's program. We were able, again, through **Rhonda Idczak** and **Gail Powell**, to secure suitable premises: right next door to Dress for Success South East Melbourne. Throughout December 2018 and into early 2019, significant work was carried out by tradespeople (including cutting a walkway between the two premises) and by willing volunteers to transform 27 Ross Smith Avenue East into an adjoining facility wherein the men's program can be conducted and a great space in which to house our Career Centre. Particular thanks to the team of **Robyns: Wight** and **Tredinnick** who spent many weekend hours cleaning and painting the new premises.

2.2 Our Clients

Of the 371 clients dressed and styled by our service in 2018, 27% were under 25 years of age, 27% were 25–40 years and the largest group were over 40 years. Overall our clients received 3814 items of clothing. Of the 296 clients who attended Career Centre workshops in 2018, 49 clients gained employment.

Many of our clients have had little or no employment experience or have been long-term unemployed for a variety of health, injury or family reasons. Personal tragedy and domestic violence are regular reasons for our clients being in need of careful and personalised support to help them with their self-confidence and sense of self-worth.

Their experience of their visits can best be summarised by these comments....

On arrival I was very emotional and felt like a beggar. Following the support, encouragement and enthusiasm of the staff I felt hope for the future. A very uplifting, heart-warming experience. Women helping women get back to their identity of former self.'

I came in feeling like I had no chance or understanding of styles for interviews or confidence in what I wear. After the lovely team here, I feel prepared and confident in the clothing we have chosen for interviews.'

2.3 Management roles

At the close of 2017, our Career Centre Manager resigned to take up a new career direction. Then a review of our financial position entering 2018 forced the decision to not renew the contract for our General Manager and to entrust the Committee of Management with a more hands-on role in managing the organisation. Each committee member took responsibility for a section of the operation, with Team Leaders reporting to their respective committee member. This has resulted in a very engaged committee and a greater understanding from both volunteers and the Committee of Management of the challenges and successes that occur on a daily basis.

2.4 Our programs

Boutique dressing and coaching: An initial appointment of 1.5 hours where a personal dresser helps a client select her outfit, and puts her at ease, helping with appropriate clothing to suit her body shape and colour type. This fitting is then followed by a personalised one-on-one coaching session by a trained Career Mentor covering the client's upcoming interview or job interests.

Job support: Workshops held in the Career Centre each week covered Where Do I Start, Application Letter & Resume Writing, Building Self Esteem, Dealing with Conflict, Dare to Shine, Interview Techniques Modules 1,2 & 3, and Decode Job Ads and Apply.

Post-employment support: Support is available to women who have gained employment. Sessions are designed to help support participants in their working life. Participants also receive a beautiful Pandora Good Luck Bracelet and charm if they return for the employment dressing after having achieved employment.

Pack and Send: A developing program where we pack and send outfits for clients who are in remote locations and unable to visit the boutique.

Schools: We are regularly invited to present to school leavers and VCAL students as they prepare to leave school and seek employment.

2.5 Our Volunteers

In 2018 we had 67 registered volunteers who donated around 8000 hours to the organisation. Our thanks to each and everyone of these individuals for their passion and enthusiasm. Without these willing individuals we could not provide the support to our clients that we do.

Our volunteers provided the following services.

Boutique Services

Our dressing and initial interview coaching service is the mainstay of what we do, and we have a dedicated and stylish group of women who help our clients leave the boutique feeling confident, and with a new self-image. **Sue Large** continues to lead the Service Co-ordinator team, ensuring that our clients and referral agencies are well looked after. Our boutique, which our client's praise for its style and selection of clothing, is stocked with donated product that **Gail Powell** and her team carefully select and display. Gail's training of new volunteers in style and dressings is an important part of ensuring 'quality control' in our service.

To the many service co-ordinators, styling volunteers, interview coaches and stock control assistants, we say thanks.

Community Engagement

The Community Engagement Team, ably led by **Maureen Robins**, ensures that the Job Active Providers and other referral agencies are fully aware of our services. The turnover of staff in this sector makes it imperative that a representative of the organisation is regularly in contact to streamline their access to our services.

This team also provides school workshops, attends regular Work and Not for Profit expos and promotions, and has worked closely with a team of Monash University students who undertook a project designed to enhance our corporate partnerships. A burgeoning partnership with Deakin University holds great potential for mutual benefit. A big thanks to the entire team.

Career Centre

The Career Centre has gone through significant change in the last year or so, but the core workshop offerings remain the foundation. We are indebted to **Susan Brown**, former Career Centre Team Leader, who stepped back in to manage the Career Centre in the first half of the year and then to support of the new team leader through her onboarding. Due to personnel shortages and our physical move to a new location, workshops closed for a period of 2 months mid-year. We were delighted to welcome a new Career Centre Team Leader, **Alison Swift**, in August. Alison brings significant expertise from her career in education and a passion for helping women. Workshops recommenced in October to great acclaim, and attendances have generally been excellent. There is a certain periodicity to attendance and, throughout 2019, Alison will explore different options for timing and content, to ensure both clients and volunteer presenters are well served.

The opportunity presented in having the Career Centre under the same roof as the boutique is hard to quantify, but anecdotally we feel that the physical co-location enhances our ability to maintain an on-going connection with our clients, supporting them through the job-seeking process and onwards through a successful career.

All our workshops are promoted on our website and through our Facebook page. Presenters are a mix of in-house expert volunteers and other specialists in their field who give of their time pro-bono. We are extremely grateful for their contribution.

STAND – Post Employment Support

Sisters Taking A New Direction (STAND) is our post-employment support group which provides a mentoring service for clients who successfully gain employment. Meetings take place once per month in the evening and provide an opportunity for the group to hear guest speakers or discuss current issues affecting their careers. A small group has met throughout 2018 under the direction of **Robyn Tredinnick**, supported by **Marie Cullen**. Huge thanks to both these ladies who give unstintingly of their time. Since late 2018, Marie has taken over the reins, while Robyn has joined the Committee of Management managing grant applications.

Office Support

Throughout 2018, **Linda Hubbard** has worked tirelessly in the role of Office Coordinator. Linda has a passion for process improvement and this is evident in the way our organisation is running on a daily basis. Linda has implemented an intern placement scheme, whereby job seekers requiring office administration experience can volunteer with Groomed to Go for a minimum of six weeks. This experience provides them with valuable content for their resumes and helps us enormously in the administration area. Congratulations and thanks to you Linda for your efforts on behalf of the organisation.

A key aspect to the efficient running of the boutique services is a workable roster. Many thanks to **Tricia McMullin** who continued to manage this role through 2018 and did a great job of meeting everyone's needs. **Cathie Lyons** took over the role in November and continues into 2019 – thank you Cathie.

Marketing

Marketing support for the organisation has passed through a number of hands in 2018 and we would like to acknowledge **Linda Erskine** and **Jana McKenzie's** contribution through the year. In December, **Rhonda Idczak** added the marketing portfolio to her already impressive activities on behalf of Groomed to Go, including maintenance of our web presence. A huge debt of thanks is owed to Rhonda. Eliza Murray continues to manage our Facebook and digital media, and is making a huge impact, reaching 1000 followers on Facebook by the end of 2018.

Fundraising and Events

Fundraising events in 2018 provided almost \$29,000 for the organisation. These events included our ongoing partnership with Women Connect Frankston for International Women's Day in March and a luncheon in September, our annual golf day in October and a number of 'Bubbles and Bargains' events. Friday sales under Groomed to Go Inc. provide around \$10,000 which assists with the costs of operation.

Our thanks go to **Jenny Wright** and her able team, as well as **Lynlee Blake** and **Gail Powell**, for their significant role in fundraising through 2018. A review of fundraising late in 2018 has led the committee to consider a more focussed approach, based on partnering with like-minded organisations, where the return versus effort is positively balanced.

Volunteer Recruitment

Maintaining our volunteer base remains a high priority for the organisation. It truly does take a village to continue to deliver our services at the high quality our clients deserve. We have continued to execute on a defined process for recruitment and on-boarding to ensure that everyone in the organisation is aligned to our goals and values. Our thanks go to **Mary-Ellen Ray** for filling the role of Recruitment Team Leader for the bulk of 2018. Thanks also to the able ladies who filled in while a new team leader was being recruited – **Julia Huggett** and **Fiona Best** – thanks ladies! And our gratitude to **Christine Hodges**, who has taken on the role just prior to year-end.

Systems

2018 saw the introduction of a new on-line booking system – Calendly. This simple-to-use system has provided easy access to our referral agencies to book clients in for a styling or a workshop in real time. The system provides email confirmation and SMS reminders to ensure the maximum possible attendance. Clients can also manage their own bookings should they need to reschedule. Our thanks go to **Allen Robins** for the implementation of this system and his ongoing support to all aspects of our digital footprint, including email transitions, Google Drive expertise and provider of many a forgotten password.

Our affiliation with the worldwide Dress for Success organisation carries reporting obligations on our performance. To meet these requirements, we are indebted to **Lori Polkinghorn**, who brings her significant systems expertise to us and ensures that we report effectively on our activities. Lori undertook a system review in 2018 to advise on and research database options that would streamline our reporting functions in 2019. She settled on a program called Knack and has built a volunteer database implemented in late 2018 and a new client database to be implemented in 2019.

3. Our Future

Groomed to Go Inc. enters 2019 in a positive situation. The financial support of the Jobs Innovation Fund grant has allowed us to employ a part-time Program manager, **Sandy Gregory**, to ensure that the three pilot programs are executed on time and on budget. The long-term goal is to ensure the financial sustainability of these programs and the organisation as a whole.

While we had a successful fundraising program in 2018, we had significant outlays in setting up new premises for Dress for Success South East Melbourne and latterly Smart Blokes. It is therefore necessary as a committee to ensure that our goals are focused on securing on-going funding and resources in terms of people and expertise. Our 2019 goals are to:

- Initiate a fee for service model to charge Job Active Providers for our services, thereby developing a sustainable funding pathway to reduce the pressure of obtaining short-term grants and donations
- Conduct at least four key fundraising/events to raise a total of at least \$45,800
- Identify a series of corporate partners to secure sponsorship of \$35,000
- Assign a dedicated board member to manage the grant application process
- Increase boutique dressing days by one day per week
- Launch a transgender styling program reaching 50 women
- Launch a digital literacy program reaching at least fifty 45+ year old women
- Launch Smart Blokes: a styling and support program for men based on the successful Dress for Success model reaching 150 men
- Build a suite of programs to provide a seamless transition of our clients to the workforce
- Increase awareness by clients visiting our Career Centre of our on-going support program STAND (Sisters Taking A New Direction) post-employment support group

- Pilot a small mentoring program
- Foster a culture in which volunteers are actively engaged in the goals and outcomes of the organisation
- Use printed media, social media and other technology tools to ensure stakeholders are kept informed about what we do and can engage easily with us
- Secure funding for the retention of an ongoing Program/Operations Manager and the Smart Blokes program

4. Our Supporters

We are grateful for the ongoing support of the following organisations:

- Accenture who support Dress for Success nationally, through a 3-year commitment to our Career Centres: we very much appreciate their support of this aspect of our service
- The Frankston Business Network and Women Connect whose annual International Women's Day lunch has been a dedicated fundraiser for us: thanks to Karin Hann, Michelle Braggins, Beckie White, Allison Besanko and Pippa Hanson for your support.
- Atelier Cartel: design and creative input to 25 Ross Smith Ave East and a fabulous mural.
- Project One Constructions: for premises fit-out
- RJ Precision Flooring: for carpet laying
- C4U Pty Ltd: a generous sponsor of the Golf Day in October
- National Dress for Success Australia partners: L'Occitane, Pandora and Collette who support us through their on-line sales
- StreetSmart: who supported us through their Café Smart initiative
- Frankston North Rotary for their generous donation and ongoing assistance.
- Frankston RSL for ongoing assistance
- Various stores and company outfitters, who have generously donating new clothing and accessories, all of which has been very welcome
- Dress for Success Sydney: for their leadership on a national campaign to recognise International Women's Day in March through which individuals and corporations can donate an hour of their pay.

5. Grantors

Groomed to Go Inc. has received financial grants in 2018 from the following:

- Frankston Charitable Fund
- Victorian Women's Trust
- ANZ Equity Trustees grant
- Jobs Victoria Innovation Fund
- Collier Charitable Fund

6. The Committee of Management

At the beginning of 2018, after the decision not to continue with the paid role of General Manger, the Committee of Management adopted a portfolio approach to managing the organisation, with each committee member taking responsibility for a specific area. This has resulted in greater understanding and engagement on the part of the committee and a closer relationship with the volunteer base.

At the close of 2018, the Committee of Management consisted of:

Marian Gandy – President

Karin Hann – Vice President

Robyn Wight – Secretary

Rhonda Idczak – Treasurer

Bridget Thakrar – Committee member

Robyn Tredinnick – Committee member

Prue Leggoe – Committee member and past president.

Linda Erksine and Jenny Wright resigned from committee in April and October respectively, due to other commitments. We thank them sincerely for their contribution. Marian Gandy and Robyn Tredinnick were nominated to these vacancies.

Karin Hann took over as President at the AGM in March 2018, but unfortunately a bout of ill-health meant she needed to stand down from this role.

Marian Gandy was appointed to the role of President in of August 2018. During September, Marian took a pre-planned holiday and would like to extend huge thanks to Robyn Wight who stepped in to manage day to day issues that arose in Marian's absence, despite her own full-time work commitments. Thank you.

With the launch of our new programs in 2019, including Smart Blokes for men, the committee will consider methods of increasing its diversity and inclusion. A robust process for identification of appropriate members, role definitions and detailed on-boarding will be developed to ensure alignment with our core values and mission.

In Conclusion

2018 has been a year of immense change as described in this report. The support and passion of our volunteers is at the heart of this organisation and I wish to acknowledge and thank each and every one of these individuals without whom we could not continue the amazing work we do – thank you!

Marian Gandy

President

For the Committee of Management 21 March 2019

**Groomed to Go Inc. Profit and Loss (cash)
January to December 2018**

INCOME (no GST)

<i>Donations</i>	
Individual	\$3,700.43
Memberships	\$880.00
Corporate Donations	\$3,000.00
<i>Grants</i>	
Foundation Grants	\$37,500.00
Government Grant	\$37,800.00
<i>National Fund Drives</i>	
Through DFSS Sydney	\$11,241.02
<i>Clothing Sales</i>	
General clothing sales	\$13,993.20
<i>Education Training</i>	
Schools programs	\$400.00
<i>Other income/refunds</i>	
Refunds, etc.	\$468.96
Rent, sales	\$302.00
<i>Special Events</i>	
IWD lunch (8/3/18)	\$4,341.00
Gala Event (26/5/18)	\$8,190.11
VIP Nights (14/6/2018 and 25/10/18)	\$6,090.00
WomenConnect lunch (5/9/18)	\$820.00
Golf Day (12/10/18)	\$7,070.00
Other	\$1,345.00
<i>Bank Income</i>	\$770.96
TOTAL INCOME	\$137,912.68

EXPENSES (no GST)

<i>Contractor costs</i>	\$14,693.46
<i>Employee costs</i>	\$4,230.41
<i>Honorarium</i>	\$3,500.00
<i>Shop 3 Overheads</i>	
Annual rent	\$14,412.46
Phone (Telstra)	\$1,426.95
Electricity (Momentum)	\$1,291.03
Window/carpet cleaning	\$567.95
<i>25 Ross Smith Avenue Overheads</i>	
25 Ross Smith Ave Rent & Rates	\$13,043.19
Electricity (Momentum)	\$551.09
Rubbish collection (JJ Richards)	\$54.00
Phone (Telstra)	\$1,032.03
<i>27 Ross Smith Avenue Overheads</i>	
27 Ross Smith Ave Rent & Rates	\$2,072.68
<i>Setup Costs of New Premises</i>	
25 Ross Smith Avenue setup costs	\$28,322.90
27 Ross Smith Avenue setup costs	\$11,273.05
<i>General Costs</i>	
Laundry	\$54.00
General supplies	\$645.76
Badges	\$211.36
Flowers	\$515.68
Stock (shoes)	\$72.50
CC/CET extras	\$197.31
Postage/PO box	\$175.91
Gifts	\$500.00
Webinars	\$50.00

<i>Printing and Stationary</i>	
External printing	\$510.17
Toners	\$326.86
Stationary	\$913.15
<i>Insurance</i>	
General	\$3,988.86
<i>Fees and Compliance</i>	
Annual DFS Affiliate fee	\$625.00
ASIC registration new businesses	\$120.00
CAV rules changed	\$180.60
Crazy Domains renewal	\$39.90
<i>Equipment</i>	
New Brother printer	\$134.55
New HP Officejet	\$199.09
Office Manager Computer	\$557.13
Coordinator Computer	\$152.83
6 HP laptops	\$2,480.90
Mobile Phones	\$297.27
Computer bits	\$136.08
Clothing racks	\$413.64
Vaccum cleaners	\$361.82
<i>Software</i>	
Database (Knack)	\$424.13
Booking system (Calendly)	\$283.25
Software (Windows 10, Office 2016, Acrobat Pro)	\$546.18
<i>Travel</i>	
Local travel expenses CET	\$447.20
USA conference costs	\$1,708.99
Internal flights	\$256.48
<i>Events</i>	
IWD lunch (8/3/18)	\$1,031.68
Gala Event (26/5/18)	\$7,379.07
VIP Nights (14/6/2018 and 25/10/18)	\$420.42
Golf Day (12/10/18)	\$2,373.45
Other	\$1,683.55
<i>Bank Fees</i>	\$22.90
TOTAL EXPENSES	\$126,908.87
NET PROFIT (LOSS)	\$11,003.81

Groomed to Go Inc. Balance Sheet
31 December 2018

ASSETS

Current Assets

Cash on Hand	\$208.70
Bendigo Bank Control Account	\$17,384.89
Bendigo Bank Grant Account	\$28,320.45
Bendigo Bank Golf Day Account	\$0.18
Bendigo Bank Term Deposit Account	\$25,802.79
CBA Groomed to Go Inc	\$20,439.05
CBA Society Account	\$275.68
Cash Card	\$136.00

Withholding Credits

TOTAL ASSETS **\$92,567.74**

LIABILITIES

Current Liabilities

GST Liabilities

GST Collected \$3,780.00

GST Paid \$3,073.98

TOTAL LIABILITIES **-\$706.02**

NET ASSETS **\$91,861.72**