ANNUAL REPORT
GROOMED TO GO INC

For the Year 1/1/2016 to 31/12/2016

Presented to the Annual General Meeting on 16th March 2017

Promoting the economic independence of women

Registered Office
Shop 3, Balmoral Walk, Bayside Shopping Centre, Frankston 3799

ABN 73477193897
The Year in Review

2016 was the 8th year during which Groomed to Go Inc., delivered its Dress for Success programs to the many unemployed women struggling to connect with the world of employment, and who live in the wider South Eastern Region of Melbourne and the Peninsula.

We believe that:

“Every Women who needs to see us, get to see us”

Our Services

- In our dressing and coaching program our objective for 2016 was to serve 350 clients, and we are pleased that we met that, and assisted 347 women with employment dressings and interview coaching.
- We have provided over $40,000 worth of clothing and accessories to our clients
- Our Referral Agency team, led by Sue Large, worked hard to keep nearly 100 referring Agencies aware of the assistance we can provide to their clients. Staff turn-over in those agencies is a continual challenge for us so Sue’s team have undertaken visits and a new brochures about our service to help ensure that Agencies refer clients to us.
- Our Career Centre (Going Places Stronger program), for unemployed clients, continued to grow, ably led by Susan Brown and a great team of volunteers and guest presenters. It has been partly supported by philanthropic funding from the Helen McPherson Smith Trust. And Westpac and further funding from Accenture and ANZ Trustees to help us continue through 2016 and into 2017. The weekly workshops have been an important stepping stone to employment readiness. During the year, 124 (up from 111 in 2015) attendees have participated in 47 workshops. Susan is stepping down from this role and Fern Ryan is taking her place in 2017. We thank Susan for her energy and commitment in setting up this successful suit of workshops and leading the volunteer team
- The post-employment support program the Professional Women’s Group (PWG), which supports clients who have obtained a job has met regularly and whilst active members are small in number, the value of the monthly meetings, and the mentoring these clients receive from our wonderful volunteer mentors has had significant positive impacts on participants. Thanks to Robyn Tredinnick for supporting this program. We appreciate new funding from the Helen McPherson Smith Trust to support this program. In addition Pandora has generously donated beautiful silver charm bracelets for clients who gain employment. A wonderful way to help them celebrate success.

Our Clients

The success of our service is measured by our clients gaining the self-confidence and self-esteem, and improved presentational skills they need to feel ready and prepared for job interviews, so they have the best opportunity of gaining employment. Our workshops and post-employment support builds further confidence and personal support networks which strengthen our client’s confidence and career growth.

Client progress through our boutique service and Career Centre workshops is tracked and significant increases (generally at least 80% plus) in self-esteem, confidence, awareness, and personal skills and job-readiness, have been recorded by clients, many of whom have gone on to employment.
Here is some feedback from clients:

- **Robyn** visited our boutique in March 2015. She said she had been unemployed for some time and she felt that the assistance she received from the volunteers helped her in gaining full time employment. Robyn Clancy said that after her interview a business in Rosebud took a chance on her, and she has been employed there ever since. She was thrilled to advise that she was made manager 12 months ago and works full time for them and wanted to convey her thanks to everyone who assisted her to become employed.

- “Before I walked in here today I was feeling really down and unsure of my own direction. Now I am wearing a million dollar smile not because of the clothes but because of the care, comfort and uplifting kindness I received today. Thanks so much. My heart will always be grateful for this day” writes another client.

- “If the whole experience in the boutique wasn’t enough, I found that it had a carry on effect. The night before my interview I was able to go to bed without worrying about what I would wear, or what I was going to look like in terms of handbags, earrings and other accessories. On the day I also knew I looked good because I’d had a 2nd and 3rd opinion on the day to give me confidence. I’m sure this all helped me relax and positive feeling the next day. The position I was interviewed was part time and it has been wonderful wearing the clothes that I got on that day and knowing that I look good for work”

**Our People**

- We salute our amazing volunteers who, between them provide well over 4,000 hours each year of their time. Volunteers run our dressing and boutique program, help with events, visit referral agencies, help with Career Centre Workshops, visit schools and serve on the Committee as Treasurer, grant writers, marketing consultants, and HR consultants. Thanks particularly go to **Christine Hodges** for leading our Volunteer Inductions and **Patricia McMullin** for her rostering talents, and also considerable help in the office.

- **Rhonda Idczak** has used her publishing skills to update our web site pages and marketing material, and **Yvette Switalski**, our marketing guru has helped raise our profile through Facebook and her contacts. Thanks both.

- **Gaylene Mosely**, who has served on the Committee since 2014 is moving to Canberra and we thank her for her help in the IT area and sorting out “the bugs”.

- **Michelle Roberts** joined the Committee this year as Treasurer but will not continue due to work commitments. Thanks Michelle for your assistance.

- Last but not at all least **Helen McLean** has been our very capable and resilient Manager for the last 4 years, helping out in the role 2 days a week, is stepping down. Helen will be very much missed. She was always ready to assist, and her cheerfulness and concern for others was inspiring. It is a demanding role to cover and her contribution to our service support is deeply appreciated. We will all miss her. Thank you Helen.

**Fund raising and sustainability**

- Our biggest challenge. It is worth noting that we receive no Government funding at all, for our free service. As a unique support service for women in this S/E Area of Melbourne, with
high unemployment and some pressing social issues, this is disappointing. However we do receive wonderful support from local business, philanthropic grants, and generous donors.

- The fantastic Regional **Bendigo Bank** women run our main public fundraiser, an Annual Golf Classic Day for women attracted an attendance of 120 and raised over $10,000. This has been a 5 year partnership with Bendigo Bank who is an amazing organization to work with. A wonderful result, and a lot of hard work. We thank them and particularly **Kim Walters** for her extraordinary work in pulling this together. Kim has been recognized by the Bank for her leadership in this event. Well done Kim.

- We are fortunate to have the on-going support of the **Women Connect Group** from the **Frankston Business Network** and benefit from the proceeds of our joint International Women’s Day Lunch in March and a September luncheon with Susan Alberti as our speaker this year. Thank you all, especially **Karin Hann, Michelle Braggins, Pippa Hanson, Beckie Brown** and **Allison Besanko**.

- A community movie afternoon, featuring “Ab Fab”, was a sensational hit and we thank Annette Sanfilippo for running this event to raise funds for us.

- The **CBA** in Frankston kindly made their training room available to us for our Career Centre activities, and have also supported the IWD luncheon as a sponsor. A big thank you.

- We have received several vital **Philanthropic Grants** this year. The **Helen McPherson Smith Trust** has again supported us with a grant for the PWG program. The **ANZ Staff Fund** has provided support to our Career Centre, and through the **Accenture**, which is a National Dress for Success Partner has provided funding to support our Career Centre. These funds ensure that we can engage a professional consultant to run these programs assisted by volunteers. Grants in the main do not support core funding like rental, operating and administrative roles.

- We have received some very generous community donations from **Susan Alberti, The Peninsula School** (from the Think it Make it Sell it market), from **Max Employment** (one of our key referring agencies), and **Business in Heels, Nicholas Lynch**, and **The Recycled Boutique (Brunswick)**.

- Our boutique continues to be well stocked with clothing donations from the public, shoes from **Ziera**, clothing from **Blue Illusion**, hosiery from **Pacific Brands**, **vouchers** from Bayside Shopping Centre as well as other generous retail donations.

- Our clothing sales have sustained our rental costs and we thank volunteer **Gail Powell** who with **Lyn Blake** leads our sales team and help keep the boutique “chic”.

### Dress for Success Worldwide and in Australia

- We are actively engaged with the **Dress for Success Australia Affiliate Alliance**, which aims to develop support for all 5 affiliates here. **Accenture** has entered a National partnership which supports the Careers Centres of all 5 sites. New national sponsorships and fundraising initiatives are in the pipeline for 2017. Our President, **Prue Leggoe** Chairs the Alliance.

- **Helen McLean and Prue Leggoe** attended the Annual Dress for Success ANZ Conference in New Zealand, whilst our Vice-President Karin Hann attended the Dress for Success Annual
Worldwide Conference in Chicago, USA. These meetings have great value in learning of new techniques in service delivery, engaging our staff and volunteers in the work of Dress for Success, and helping to influence the future of the organization.

The Future

We have set the following goals for 2017

- Suit 400 clients
- Continue to develop and promote the Career Centre and Job Support programs with aim to assist 90 plus women in workshops in 2017 and have 20 active PWG participants.
- Appoint a new Manager and review our support structure
- Develop a “sustainability” plan for the organization for the next 3-5 years
- Resolve our space issues, especially storage and office facility.
- Strengthen the Board and the spread of accountabilities
- Implement a Risk Management process
- Refine and further develop our Marketing strategy by strengthening our capacity to deliver better on-line and website presence. Get our FB likes to 1000!
- Send a successful PWG Client to the DFS Success Conference in June
- Maintain the number of active volunteers needed to support what we do
- Continue to grow relationships with key supporters
- Engage in and support the building of the Dress for Success Australia Alliance to help strengthen our service and build for the future
- Raise $100k to support our operations

Thanks

In addition to thanking the sponsors and supporters who have assisted us this year and are acknowledged earlier in the report, we would also like to thank

- All our pro-bono professional presenters who willingly gave their time to run our workshops, worked with our volunteers or helped with various tasks. You are very valued.
- Each and every one of our volunteers, especially our Service Co-coordinators, led by Barb Jones, as they are our front line with clients.
**Committee of Management for 2016**

- **President** - Prue Leggoe
- **Vice-president** - Karin Hann
- **Secretary** - Gaylene Mosely
- **Treasurer** - Michelle Roberts
- **Book-keeper** – Debbie Mooney

**Committee Members**

- Yvette Switalski
- Bridget Thakrar
- Jan Shaw
- Susan Brown
- Helen McLean

**Volunteers**

<table>
<thead>
<tr>
<th>Barbara</th>
<th>Barber</th>
<th>Rhonda</th>
<th>Idczak</th>
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<tbody>
<tr>
<td>Hilary</td>
<td>Baxter</td>
<td>Barbara</td>
<td>Jones</td>
</tr>
<tr>
<td>Lyn</td>
<td>Blake</td>
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<td>Carla</td>
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<td>Susie</td>
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<td>Dianne</td>
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<td>Wendy</td>
<td>Cosgriff</td>
<td>Cathie</td>
<td>Lyons</td>
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<tr>
<td>Michelle</td>
<td>de Chazal</td>
<td>Margaret</td>
<td>Manning</td>
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<tr>
<td>Helen</td>
<td>Delaporte</td>
<td>Pam</td>
<td>Mitchard</td>
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<tr>
<td>Annie</td>
<td>Dempsey</td>
<td>Wendy</td>
<td>McCaughey</td>
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<tr>
<td>Marilena</td>
<td>Dimitriou</td>
<td>Patricia</td>
<td>McMullin</td>
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<tr>
<td>Julie</td>
<td>Ede</td>
<td>Sarah</td>
<td>Nyikos</td>
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<tr>
<td>Sue</td>
<td>Ellis</td>
<td>Sue</td>
<td>Padey</td>
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<td>Marian</td>
<td>Gandy</td>
<td>Joy</td>
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<td>Hodges</td>
<td>Robyn</td>
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<td>Linda</td>
<td>Hubbard</td>
<td>Kati</td>
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<td>Hilary</td>
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<tr>
<td>Netsa</td>
<td>Horsey</td>
<td>Pam</td>
<td>Ward</td>
</tr>
<tr>
<td>Janet</td>
<td>Howard</td>
<td>May (Mavis)</td>
<td>Watson</td>
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Certificate verifying Financial Statements for the year 2016

GROOMED TO GO INC
A0052025T
Trading as Dress for Success Mornington Peninsula

Statements by Members of the Committee of Management for the year ending 31st December 2016

In the opinion of the Committee the Profit and Loss Statement and Balance Sheet:

1. Present fairly the financial position of Groomed to Go Inc., trading as Dress for Success Mornington Peninsula, as at 31st December 2016 and its performance for the period ending on that date.

2. At the date of this statement, there are reasonable grounds to believe that the Association will be able to pay its debts as and when they fall due.

This statement is made based upon a resolution of the Committee and is signed on its behalf.

.......................................................................................... Date
Prue Leggoe
President

.......................................................................................... Date
Karin Hann
Vice President
### Profit & Loss [Cash]

**January 2016 through December 2016**

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#### Income

- **Donations**
  - Corporate Donations: $5,557.80
  - Ritchies Community Benefits: $11.05
  - Give Now: $593.94
  - Ziera Shoes: $1,000.00
  - Individual Donations: $6,167.10
  - In-kind Donations: $126.00
  - Worldwide - Share of Events: $250.00
  - Membership fees: $1,020.00

- **Fundraising Income**
  - Lunch Event: $5,361.85
  - Other event: $10,090.71
  - Golf Day: $14,204.00

- **Clothing Sales**
  - Clothing Sales: $15,503.72

- **Grants and Subsidies**
  - Government Grants: $2,064.00
  - Foundation Grants: $21,450.00

- **Education / Training**
  - Secondary College Training: $100.00
  - Other training income: $100.00

- **Miscellaneous Income**: $6.32

**Total Income**: $83,606.49

#### Cost Of Sales

- **Event cost of sale**: $874.56
- **Speaker Payments/Gifts**: $23.64

**Gross Profit**: $82,708.29

#### Expenses

- **Consultancy fees**: $22,097.41
- **Career Consultancy**: $12,124.00
- **PWG Honorarium**: $2,500.00

- **Boutique Costs**
  - Boutique costs general: $1,332.50
  - Boutique Volunteer exp: $28.50
  - Boutique Electricity: $1,338.56
  - Boutique Telephone: $1,727.90
  - Boutique Rent: $13,020.00

- **General Expenses**
  - Promotion / Advertising: $404.06
  - Affiliate fees: $749.62
  - Bank fees: $10.00
  - Postage & Shipping: $333.18
  - Catering Expenses: $496.29
  - Stationery / Printing: $760.47
  - Office Equipment: $2,920.91
  - Constant Contact: $1,111.29
  - Other office expenses: $148.14
  - Insurance: $3,023.72
  - Seminars/Conferences: $1,850.67
  - Maintenance: $25.00

- **Education / Training**
  - Volunteer expenses: $230.27
  - PWG Expenses: $544.85

- **Vehicle and Travel Expenses**
  - Vehicle / Travel expenses: $25.20

- **Fundraising Costs**
  - Golf Day expenses: $3,440.46
  - Lunch expenses: $375.00
  - Event expenses: $1,114.09
### Groomed to Go t/a Dress For Success MP

**Profit & Loss [Cash]**

January 2016 through December 2016

<table>
<thead>
<tr>
<th>Function room hire</th>
<th>$300.91</th>
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<tr>
<td>Thank you Gifts</td>
<td>$377.54</td>
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<td><strong>Total Expenses</strong></td>
<td><strong>$72,410.54</strong></td>
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<td><strong>Operating Profit</strong></td>
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<td>Other Income</td>
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<tr>
<td>Interest Income</td>
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<td><strong>Total Other Income</strong></td>
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<td><strong>Other Expenses</strong></td>
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<tr>
<td><strong>Net Profit (Loss)</strong></td>
<td><strong>$11,395.21</strong></td>
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# Balance Sheet

**As of December 2016**

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## Assets

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<thead>
<tr>
<th>Category</th>
<th>Description</th>
<th>Amount</th>
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<tr>
<td><strong>Current Assets</strong></td>
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<tr>
<td>Cash On Hand</td>
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<tr>
<td>Dress for Success Control 289</td>
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<td>Grant Account 089</td>
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<td>Golf Day Bendigo 685</td>
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<td>Term Deposit Bendigo</td>
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<td>Bendigo Raffles Account 365</td>
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<tr>
<td><strong>Total Assets</strong></td>
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## Liabilities

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<tr>
<td><strong>Current Liabilities</strong></td>
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<tr>
<td>Credit Cards</td>
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<tr>
<td>GST Liabilities</td>
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<tr>
<td>GST Collected</td>
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<td>GST Paid</td>
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<td><strong>Total Liabilities</strong></td>
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## Equity

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<td>Retained Earnings</td>
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<td>Current Year Earnings</td>
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<tr>
<td>Historical Balancing</td>
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<td>Contributed Funds</td>
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<td>Current Year Surplus/Deficit</td>
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<td><strong>Total Equity</strong></td>
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<td>$96,271.15</td>
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