

mfa awards

Celebrating **25** years of effective work

NGen award



DRESS FOR SUCCESS[®]
NSW & ACT

BACKGROUND

Envision a future where every woman feels confident and empowered to pursue her dreams, where barriers to employment are removed, and success is within reach for all. Picture a community where women, regardless of their background, are supported and celebrated as they step into the workforce with dignity and self-assurance.

This is the vision that [Dress for Success NSW & ACT](#) strives to make a reality. With branches in Sydney, Illawarra, and Newcastle-Hunter, we support over 2,500 women each year in their journey towards meaningful employment. Our signature Styling service and comprehensive Career Support offerings are designed to help women overcome bias and discrimination, providing them with the tools and confidence they need to succeed – all at no cost.

We proudly welcome transgender women and nonbinary individuals who are comfortable in women's spaces, ensuring that everyone has access to the support they need, and deserve. At Dress for Success NSW & ACT, we believe in a future where every woman can thrive in the workplace and beyond.

Dress for Success NSW & ACT is an affiliate of [Dress for Success Worldwide](#). Dress for Success Worldwide is headquartered in New York, USA and oversees the global affiliate network. There are currently more than 140 affiliates operating in 24 countries worldwide, all affiliates operate independently.

There are 6 Australian affiliates:

- Adelaide
- Brisbane
- NSW & ACT
- South-East Melbourne
- Tasmania
- Western Australia

OUR CLIENTS

Our clientele represents a diverse spectrum of experiences and backgrounds. Many have endured significant challenges before seeking our assistance. From women fleeing domestic violence with just the clothes on their backs to refugees from Afghanistan and Ukraine starting anew, we've provided support to those facing daunting circumstances. We've also aided individuals who've been out of work for

extended periods, helping them rebuild confidence for their return to the workforce. At Dress for Success NSW & ACT, we are committed to providing opportunities to women from all walks of life, without discrimination, recognising the importance of inclusivity and empowerment in our mission.

The Dress for Success NSW & ACT Client Journey

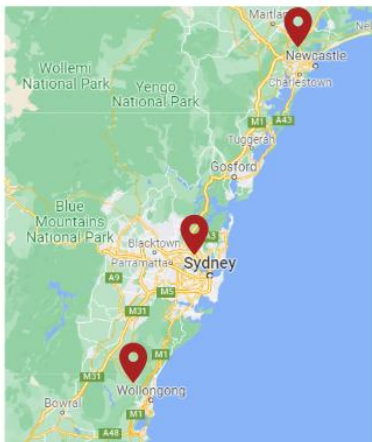
At Dress for Success, we understand that our clients' paths aren't always linear, and they can return at any time. Our comprehensive services are designed to support them at every stage of their journey. Our Styling service, 1:1 Career Support Program, and 24/7 Career Hub resources are available whenever they need them, empowering women to thrive in both work and life. With these resources, we ensure that whether they need to get the job, got the job, or thrive in the job, we are here to help them succeed.



OUR BOUTIQUE LOCATIONS


Dress for Success NSW & ACT has three branch locations.

Sydney, Newcastle- Hunter and Illawarra




 Sydney Boutique
7 Prospect Road
Summer Hill NSW 2130



 Illawarra Boutique
2/210 Cowper Street,
Warrarong NSW 2502



 Newcastle Boutique
82-84 Belford Street,
Broadmeadow NSW 2292



1. Sydney Boutique 7 Prospect Road Summer Hill NSW 2130
2. Newcastle Boutique 82-84 Belford Street, Broadmeadow NSW 2292
3. Illawarra Boutique 2/210 Cowper Street, Warrarong NSW 2502

DRESS FOR SUCCESS NSW & ACT SERVICES

STYLING SERVICES

In-Person Styling

Dress for Success NSW & ACT offers complimentary clothing, styling, and presentation skills to women entering or re-entering the workforce or needing appropriate attire for significant life events. All clothing is donated to our organisation by individuals or corporations.

1. Interview

Our clients can come in to select a complete interview ensemble, including a dress or skirt/pants, top, jacket, shoes, handbag, and accessories. Our expert Stylists will assist in choosing an outfit that boosts confidence!

2. Got the Job

Once a client has secured a job, they can schedule an appointment with our exceptional Stylists to curate a full capsule wardrobe for the first few exciting weeks. This includes handbags, shoes, and accessories.

3. Training/Education

Clients can select the perfect outfit for a training or educational interview. Our Stylists help find attire that highlights the best qualities as they embark on a new chapter.

4. Court Appearance

For a court appearance, clients can choose an appropriate outfit that instils confidence. Our Stylists work to find an ensemble that looks and feels great, complete with a handbag, accessories, and shoes.

5. Other Occasions

We also welcome clients to book appointments for selecting outfits for life events such as weddings, funerals, and graduations, ensuring they are perfectly dressed for these significant moments.

NGEN BRIEF

2024

Client In-Person Styling can be booked by calling the individual boutique locations or through online booking on Calendly:

NSW & ACT Styling – DFS website:	https://bit.ly/DFSNSWACTstyling
Summer Hill Styling:	https://bit.ly/_SHstyling
Illawarra Styling:	https://bit.ly/_DFSillawarraStyling
NCH Styling:	https://bit.ly/DFSNewcastleStylingAppt

Learn more here: [Suiting | Dress for Success NSW & ACT](#)

Style Delivered & Virtual Styling

Style Delivered is a personal styling service by Dress for Success NSW & ACT, designed to provide clothing to women across NSW who are entering or returning to the workforce. This service also supports women affected by devastating bushfires and floods.

For Virtual Styling our clients can book 30-minute appointments via their closest branch:

- Sydney on Wednesdays
- Illawarra on Tuesdays & Wednesdays
- Newcastle-Hunter on Wednesdays

Our clients can submit a Style Delivered and Virtual Styling Request form with their measurements and a photo to ensure the best fit. By selecting the option for Virtual Styling, clients will be contacted to schedule an appointment with a Stylist.

Quality clothing, tailored to our clients' needs, is hand-selected by a Stylist, then packaged and delivered by courier. This ensures our clients receive the perfect fit and style for their needs.

Whether our clients are looking to secure a job, return to the workforce, or need appropriate attire due to the impact of bushfires and floods, we strive to help them look and feel their best.

Style Delivered and Virtual Styling is coordinated when our clients fill out this form: [Style Delivered and Virtual Styling Request Form](#)

ONLINE CAREER SUPPORT

Online Career Hub

The Career Hub is a dynamic online platform tailored for women across Australia, designed to support them at every stage of their job search and career journey. With convenient 24/7 access, it provides a comprehensive suite of resources and tools categorised into three main sections: "Get the Job," "Got the Job," and "Thrive in the Job" - this follows our client journey.

In the "Get the Job" section, users can access On Demand resources covering resume writing, interview preparation, and job search strategies. These resources are crafted to empower women as they navigate the competitive job market.

Once they've secured employment, clients can transition to the "Got the Job" section, where they'll find additional resources focused on professional development, workplace success, and career advancement.

The Career Hub also offers a vibrant calendar of Live Online Workshops facilitated by industry experts. These interactive sessions provide participants with practical insights, guidance, and networking opportunities in a supportive and engaging environment.

Accessible, informative, and empowering, the Career Hub is a valuable resource for women seeking to enhance their career prospects and achieve their professional goals.

Clients can sign up for free and start accessing the site here: [Dress for Success Career Hub](#)

Online Career Centre

Our clients can access expert support to enhance their career prospects! At Dress for Success NSW & ACT, we offer personalised one-on-one career assistance, ensuring they navigate the job market with confidence.

What We Offer:

- **Resume Review:** Our experienced HR and Recruitment Specialists fine-tune resumes to make them stand out to potential employers.
- **Mock Interviews:** Practice and polish interview skills with our professionals, ensuring readiness to impress in the next job interview.

How It Works:

Clients can book a 45-minute session conducted virtually, providing convenient access from the comfort of their own space. They choose between a Resume Review, or a Mock Interview session based on their current needs and preferences.

They book the sessions online: [Career Centre Bookings](#)

Learn more here: [Career Centre | Dress for Success NSW & ACT](#)

Dress for Success NSW & ACT Volunteers

Dress for Success NSW & ACT is powered by 600+ active volunteers who generously donate 18,000 hours of their time annually to support our clients, working together with our small team of staff. They operate within different teams, some work within the boutiques sorting donations, styling our clients, sharing their expertise on our online career services, they play a significant role in our outreach programs. They coordinate our fashion sale - fundraising initiatives, and so much more. Their contributions are vast, our volunteers support, and skills are vital to bringing our mission to life.

Learn more here: [Volunteer | Dress for Success NSW & ACT](#)

THE BRIEF

Background

Dress for Success NSW & ACT is a not-for-profit organisation dedicated to empowering women by providing free clothing, styling, and career support. Our services help women enter or re-enter the workforce, prepare for significant life events, and navigate challenging times. We are powered by a small team of staff, our Board, and our vital volunteer community. Collectively, we aim to enhance our reach and impact by increasing the number of clients utilising our diverse range of services across NSW and ACT.

Key Services:

1. **In-Person Styling:** Personalised styling sessions to help clients find suitable outfits for job interviews, new jobs, court appearances, and other significant life events.
2. **Virtual Styling:** 30-minute online styling appointments available through branches in Sydney, Illawarra, and Newcastle-Hunter.
3. **Style Delivered:** Personal styling service delivering curated outfits to women across NSW, including those affected by natural disasters.
4. **Online Career Centre:** A comprehensive resource providing career advice, resume building, job search strategies, and interview preparation.
5. **Online Career Hub:** An interactive platform offering resources, workshops, advice, and career guidance.

How our clients currently learn about our services:

- Referral Agencies
- Word-of-mouth
- Social Media
- Online search

Why Our Services are Crucial in 2024

- **Addressing Economic Disparity:** Dress for Success' services are more vital than ever as women continue to be disproportionately affected by economic downturns.
- **Empowering Through Employment:** With the cost of living steadily increasing, economic participation is one of the greatest enablers for women to gain control over their lives and achieve financial independence.
- **Securing Futures:** Transitioning away from underemployment and unemployment not only lifts living standards but also ensures a secure and stable future for women as they age.

THE CHALLENGE

Dress for Success NSW & ACT has faced challenges in achieving higher client numbers. One significant hurdle has been the limited awareness of our services among our target audience. Many women who could benefit from our support may not be aware of the assistance we offer or may not fully understand how our services can positively impact their lives.

Additionally, there may be misconceptions or lack of clarity about the eligibility criteria for accessing our services. Some potential clients may mistakenly believe that our support is limited to specific demographics or circumstances, leading them to overlook Dress for Success NSW & ACT as a resource.

Furthermore, geographical barriers and accessibility issues may have hindered our ability to reach women in remote or underserved areas across NSW. Limited access to transportation or digital resources can prevent some women from accessing our in-person styling services or utilising our online career resources.

Addressing these challenges will require a multifaceted approach that focuses on raising awareness of our services, clarifying eligibility criteria, and improving accessibility for women across all regions and circumstances.

Like many not-for-profits in Australia, we operate with limited resources. Our marketing budget is modest, and our dedicated team of staff is small, yet remain committed to executing impactful campaigns and initiatives.

Campaign Objective

Increase client numbers for Dress for Success NSW & ACT across all services, including in-person styling, virtual styling, Style Delivered, the Online Career centre, and the Online Career Hub.

The Key Task

To develop a 12-month communications campaign for Dress for Success with a budget of up to \$200,000 AUD. The objective of the campaign is to increase the number of clients utilising DFS services.

NGEN BRIEF

2024

Campaign Goals:

- Increase awareness of Dress for Success NSW & ACT services to women across NSW and ACT.
- Establish Dress for Success NSW & ACT as the go-to resource and support service for women seeking empowerment and career support.
- Over a 12-month period increase the overall number of clients utilising our services.
- Drive engagement and sign-ups for in-person styling appointments for all three locations.
- Establish better understanding and awareness of virtual styling appointments to rural, regional areas.
- Boost participation in the Style Delivered program.
- Enhance utilisation of the Online Career Centre and boost membership for the Online Career Hub.

Current Financial Year Client Numbers & KPIs		
Service	Current No.	KPI
In-Person Styling	1,950	2,800
Style Delivered	758	1,000
Virtual Styling	37	450
Caree Hub	3,806	Unlimited
Career Support – Inc. Workshops	860	2,400

The KPIs are based on what our staff, volunteers and branches can currently handle. If we were to aim for higher in-person numbers beyond these KPIs we would need to increase branch hour operations along with staff, and volunteer hours.

Target Audience:

- **Women aged 18 and above living in NSW & ACT:** Particularly those who are re-entering or entering the workforce, including recent graduates, women returning after a career break, and women transitioning to new careers.
- **Women affected by natural disasters:** Those impacted by events such as bushfires and floods who need appropriate attire and support for rebuilding their lives.
- **Women preparing for significant life events:** Including court appearances, job interviews, weddings, and other important occasions.
- Any woman across NSW and ACT has free access to our services. We never say no, we do not ask questions when our services are being enquired about. Our services are available to support anyone who is wanting to access them.

NGEN BRIEF

2024

Popularity and Demand for Services

Our three branches experience a consistent need of services from our clients throughout the year. December is a slower period and our operations at all locations do close for the holiday season. Throughout the year weekly demand for in-person styling services

In-Person Styling Hours

Sydney appointments – *Days with higher demand Tuesdays and Saturdays*

- Tuesdays 10am to 2pm
- Wednesdays 10am to 2pm
- Thursdays 10am to 2pm
- Saturdays 10am to 12pm

Illawarra appointments – *Day with higher demand Tuesday*

- Tuesdays & Wednesdays from 10am to 1pm

Newcastle-Hunter appointments – *Day with higher demand Wednesday*

- Wednesdays from 10am to 1pm
- Thursdays from 10.30am to 1.30pm

Budget & Timing

As advised in 'The Challenge' section we have a modest marketing budget for all campaigns. We do have paid ad grants with LinkedIn and Google for this financial year. Those ad grants individually generously provide us with \$5,000 USD per month. For the purposes of this brief, you can plan with an *additional* campaign budget of up to \$200,000 AUD over a 12 month-period (this means you need to indicate how you would use the \$5,000 USD for LinkedIn and \$5,000 USD for Google as extra).

This budget is to be spent between Jan – Dec 2025. You can recommend a specific time of year or cover the full year based on your strategic justification.

Current Partnerships

We have corporate partners which help us with our online workshops and career centre. They will host workshops both live and pre-recorded, they also share resources to help our clients career development.

Dress for Success NSW & ACT Owned Media Touchpoints

WEBSITES

DFS NSW & ACT: <https://nswact.dressforsuccess.org>

DFS Career Hub: <https://dfscarerhub.org.au>

DFS NSW & ACT Community Fundraising Hub: <https://www.dfnsnwact.org.au>

DFS Worldwide Website: <https://dressforsuccess.org>

SOCIAL MEDIA

Social Media Platform/Location	Link	Following
Instagram DFS NSW & ACT	https://www.instagram.com/dressforsuccessnswandact	7,290
Facebook – DFS NSW & ACT	https://www.facebook.com/dressforsuccessnswandact	17,243 Followers
LinkedIn – DFS NSW & ACT	https://www.linkedin.com/company/dress-for-success-nsw-and-act	9,096 followers
YouTube – DFS NSW & ACT	https://www.youtube.com/@DFSNSWandACT	364 subscribers
Instagram - Newcastle	https://www.instagram.com/dressforsuccessnewcastle/	New Page 50 Followers
Facebook - Newcastle	https://www.facebook.com/DressforSuccessNewcastle	Page is currently Down 1,035 Followers
Facebook - Illawarra	https://www.facebook.com/DressforSuccessIllawarra	1,450 followers

Dress for Success NSW & ACT Database:

We have 20,558 email subscribers. – audience segments, clients, career hub, volunteers, corporates and supporters, referrers.

Find out more here:

[Dress for Success NSW & ACT Website](#) | [The Styling Experience at Dress for Success](#) | [Client Advocate Story - Naima](#) | [Dress for Success Career Hub](#)

THINGS TO NOTE

Website Limitations

- We have limited capability to update our main website as the template is owned by Dress for Success Worldwide and the design cannot be altered very much at all.
- Some of the verbiage on the site such as 'suiting' (one of our services) is a fixed term we must keep. In our communications we use the term styling.
- Our [Fundraising website](#) is operated separately. Ideally, we would like to have one website with everything combined. As a solution to the limitations of the main website we have chosen to have this separate website to host our fundraising initiatives.

Branch Locations:

Our branches have all moved locations in the past year, which is a wonderful thing for our clients, as the spaces are beautiful and new for them to enjoy. It has caused some confusion for some previous clients thinking we no longer operate or can be unsure of where we are now located. The Boutiques do not operate 7 days a week, all three locations have different hours of operation. It is important to note that if we were to expand our numbers considerably our operation hours would have to be altered to accommodate for this. The goal of the organisation is to keep develop additional branches so we can extend our in-person services to more locations throughout NSW & ACT. In the meantime we would like to focus on reaching women through our virtual styling and style delivered services.

Clothing Donations

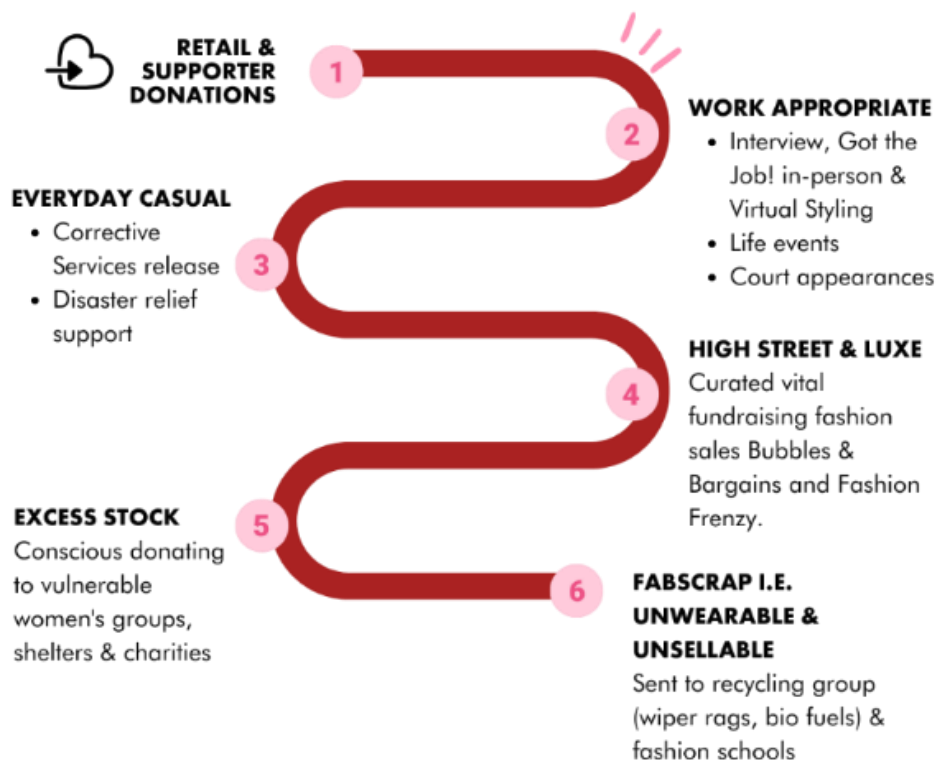
All clothing for our clients is 100% donated. We are fortunate to have a steady flow of donations across our locations. Without the generosity of individuals and corporations we would not be able to provide our clients with the quality of clothing and accessories that we do through our styling services. We are mindful of our limited storage spaces and capacity for volunteers to sort through the donations. If we need certain items for our clients, we will use our social media channels to share those needs with our online community. Our operations staff and volunteers understand our stock levels and are proactive with these requests.

Learn more here: [DFS-NSW-ACT-Clothing-Donation-Guidelines](#)

Our commitment to Sustainability:

Dress for Success NSW & ACT has a commitment to be keep our donated clothing out of landfills. Through our sustainable clothing model, we provide beautiful outfits to our clients to support them on their journey to employment. Whenever a donation is surplus to current needs or unsuitable for an occasion, we repurpose it through vital fundraising fashion sales.

**Dress for Success NSW & ACT
Sustainable Donation Model**



JUDGING CRITERIA

Understanding the Task	Does the entry clearly articulate the key issues and objectives of the brief, and what the role of communications is?	5%
Defining the Audience and Insight	Does the entry demonstrate an understanding of the target audience? Is there a clear and compelling insight that informs the approach?	15%
Response to the brief	Is a big communications idea evident? Is the communications idea unique and innovative?	20%
	To what extent does the idea address the stated objectives?	10%
	To what extent does the idea translate to a clear channel strategy? Is the role of each channel outlined?	10%
	Does the idea shape the implementation in each channel?	15%
	How realistic is the idea? Does it fit within budget?	5%
	Is there a clear measurement approach which succinctly demonstrates delivery against the objectives?	10%
Articulation	Was the entry well written, with concise reasoning and easy to follow?	10%

ENTRY RULES & CONDITIONS

- To be eligible to enter, you must be a registered member of NGEN at the time of the entry deadline (26 July 2024). This allows individuals from both media agencies and media companies to enter.
- Entries must be submitted on an individual basis **or** as a team (maximum two people) via <http://mediafederation.org.au/>. Please note, one trophy will be presented to the winner(s) on the night.
- The NGEN category is not eligible for the Grand Prix Award.
- No entrant company branding including reference to company name and/or logo is allowed. Do not include your name anywhere within your entry written submission.
- Entries must not exceed 1000 words. Entries over the word limit will not be accepted. Appendices, graphs, and media schedules are not included in the 1000-word limit.
- More than one entry may be submitted into the NGEN category however each entry will incur a \$120 inc GST entry fee.
- Entries are due by **4pm 26 July 2024**. No Extensions will be given.
- The information from Dressed for Success in this brief is commercial in confidence and entrants should act with utmost integrity in how they treat Dressed for Success insights.
- Shortlisted entrants will be asked to present live to a panel of judges at NGEN Award Day'. During this time entrants will present their response to the brief, take questions, and receive feedback.
- The newly introduced and in-person 'NGEN Award Day' will be held on **Thursday 22 August**, location is tbc.

ENTRY RULES & CONDITIONS Cont.

- Those selected from the 'NGEN Award Day' presentations will progress as this years' finalists and will be notified by phone after' NGEN Award Day.'
- The decision of the judges will be final, and no correspondence will be entered into.
- The entrant grants MFA permission to show the entries at The MFA Awards Presentation and at such times as deemed appropriate.
- The entrant agrees that The MFA will not accept responsibility for errors or omissions reproduced in the Presentation or for work lost or damaged under any circumstances.
- All entries and their content will become the property of Dressed for Success following the MFA Awards.