



Media Release

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Tasmanian businesses unite to empower women in the workforce

As Dress for Success' (DFS) statewide expansion continues, two iconic Tasmanian businesses have joined forces with the organisation to support even more women into the workforce. The University of Tasmania and RACT are helping DFS extend its reach ahead of the organisation's national *EmpowerHer* campaign throughout November.

DFS Tasmania plays a vital role in assisting women entering or re-entering the workforce. Its coaching and styling programs focus on improving workforce participation, reducing underemployment, and building confidence.

DFS opened its Launceston boutique at the University of Tasmania's Newnham campus in recent months, and RACT has now expanded its clothing collection partnership to its Launceston branch.

CEO Amanda French said with DFS' northern presence now established, the partnerships are enabling the organisation to ramp up its services.

"Thanks to the University of Tasmania, we have a beautiful, welcoming space where women can come and receive free styling advice and appropriate outfits for a job interview or new role, as well as interview and CV coaching," said Ms French.

"RACT branches across southern Tasmania have been accepting donations for over a year and now we're excited to expand that offering to the north. We're calling on northern residents to donate their new or high-quality used professional attire and help us help more women.

"More than 80 women have accessed our programs in the north since January and we're predicting that to increase as we expand our offering. Our message to women is that Dress for Success Tasmania is here to support your participation in the workforce, no matter your postcode!"

The University of Tasmania's Chief People Officer Kristen Derbyshire said DFS is such a wonderful organisation, having a truly great impact on Tasmanian women's lives.

"The University is so pleased support DFS, not only with repurposed outfits, but importantly a great new repurposed space, enabling women to pursue often life changing opportunities, building greater confidence and independence," she said.

RACT's Launceston office is the organisation's latest donation location. Clothing bins can also be found in the Hobart, Kingston, Glenorchy and Rosny branches, with plans to expand to the north-west. RACT volunteers help sort donated clothes and support DFS events, and the organisation is a corporate donor.

"We are thrilled to be partnering with Dress for Success, an organisation that aligns with our values of community support and empowerment," said Karla Wasinski, Chief Experience Officer at RACT.

"We believe that by working together, we can make a real difference in the lives of Tasmanian women."



The call-out comes as the organisation launches a new fundraising campaign to ensure their programs remain free for women who need it. *EmpowerHer* is a nationwide initiative that aims to raise over \$50,000 to help women Dress for Success across Australia. The campaign runs throughout November and invites the community to raise funds to support Dress for Success programs.

“Our target in Tasmania is to raise \$7,000, which will stay in the state to help local women,” Ms French said. “We’re encouraging individuals, community groups and organisations to host fundraisers, such as taking on a challenge or holding a morning tea or bake sale in your office, or donating one hour of your salary through our Empower Hour initiative.

“Businesses could consider dollar-matching staff fundraising, or school students could bring a gold coin donation for a red-themed free clothes day. We’re also preparing ‘encouragement cards’ with messages of empowerment and career support.

“Whether you plan an event for Empower Day on November 22, or throughout the month: wear red, hold a fundraiser, and spread the word to support women entering the workforce.”

More information about the campaign and DFS Tasmania’s services statewide can be found at dressforsuccesstas.org/

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