

Media Release

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COLES SUITS UP TO HELP WOMEN IN NEED STEP BACK INTO WORK

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Coles launched its annual International Women's Day appeal today to help empower vulnerable women as new research from Australian women's charity *Fitted for Work* reveals a third of the Aussie population (34%) say they are likely to look for a new job in 2026.

The research commissioned by Fitted for Work revealed¹:

- Three quarters of Aussies that say they are likely to look for a new job in 2026 admit to worrying about their physical appearance prior to an interview
- Women are more likely than men to worry about their physical appearance prior to a job interview (72% compared to 64%)
- Over half of Aussie women (51%) spend between 30 to 60 minutes preparing their physical appearance for a job interview, compared to just one in three men (33%) who spend that amount of time
- Aussies with kids under 18 at home spend 45% more in costs associated with preparing their physical appearance for a job interview (for example, clothing hair, grooming), than those without kids under 18 at home (\$76.72 compared to \$48.67).

The new insights come as Coles suits up to raise funds for Fitted for Work, an Australian charity dedicated to empowering vulnerable women through meaningful employment.

From today until Tuesday 3 March, Coles will donate 10 cents from the sale of all women's beauty, personal care and apparel or vitamin product sold in-store and on Coles online to Fitted for Work, up to a maximum of \$500,000². Plus, from 4 March to 10 March 2026, Coles will donate 10 cents for every Smith St Flowers product sold at Coles to a maximum of \$20,000.

Fitted for Work Managing Director Donna de Zwart said funds raised will help empower Australian women to be work ready.

"We're thrilled to partner with Coles again to ensure women experiencing disadvantage have the support they need to become job ready and achieve long term financial security," she said.

¹ Based on research conducted by YouGov between the 5th – 9th February 2026, among 1021 adults. The figures have been weighted and are representative of all Australian adults (aged 18+).

² Excludes sunscreen and men's skincare.

"Right now, many women are facing the sharp end of rising living costs and ongoing economic pressures. More and more are turning to us for help and we are determined to meet them with the tools and support they need to thrive. As we mark our 20th anniversary, we're calling on every Coles customer to get behind us by simply buying a participating product at Coles."

Fitted for Work's tailored services and programs include clothing capsules, personal outfitting and workshops and programs on resumé writing and interview preparation, with a focus on helping vulnerable women unlock their confidence and full potential.

One of the 48,000-plus women who Fitted for Work has supported over the past 20 years is 56-year-old Josie Cohen. Having worked in jobs where she was helping vulnerable people, Josie unexpectedly found herself on the other side when she was referred to Fitted for Work six years ago. Fitted for Work supported Josie with a clothing capsule, personal outfitting and resumé writing. She is now employed full-time with ambitions to build a career in the hospitality industry.

"When I connected with Fitted for Work, I had been in and out of work for a few years and was emotionally and financially vulnerable. I felt very ashamed and embarrassed that I needed help and my self-esteem was at an all-time low," she said.

"But as soon as I walked in (to Fitted for Work), they made me feel like part of a family. They guided me and gave me hope with their compassion and patience. Before going to Fitted for Work, I never had anyone show me how to dress and what to wear to work. I left with a big smile and carried the energy and confidence into my job interview."

"To this day, I still use the clothes they gave me and every time I go to the closet, I feel confident again. But it's more than just the clothes. Fitted for Work gave me hope."

Coles Chief Commercial and Sustainability Officer Anna Croft said the partnership with Fitted for Work reflects Coles' ongoing commitment to supporting women and goes beyond fundraising to also include clothing drives, volunteering and food vouchers to women impacted by domestic violence.

"At Coles, we're taking meaningful steps to advance gender equity across our business, with gender pay parity of less than 1% and over 42% of women in leadership roles. Partnerships with organisations like Fitted for Work help us empower more women to thrive, both in their working lives and as leaders in their communities."

In addition to the annual appeal for Fitted for Work in Coles supermarkets, Liquorland supports Fitted for Work year-round through its *Libertas* wine range, with 50 cents of every bottle sold donated to Fitted for Work. Varieties include Prosecco, Sauvignon Blanc, Rosé, Pinot Noir and Limoncello Spritz.

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