

# Media Release

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**Wednesday, 2 March 2022**

## **COLES LAUNCHES NEW APPEAL TO HELP AUSSIE WOMEN GET FITTED FOR WORK**

Coles has launched a new appeal in the lead up to International Women's Day for not-for-profit *Fitted for Work* to help Aussie women get into or return to the workforce.

Customers can support Fitted for Work by making a donation (cash or card) at any Coles supermarket or Coles Express checkout between Wednesday 2 March to Tuesday 8 March, with 100% of funds raised going directly to the charity.

Funds raised will help Fitted for Work to continue its services and programs to support unemployed women experiencing disadvantage, such as providing workwear from donated items, job readiness training, recruitment and post-employment mentorships.

Fitted for Work Managing Director Donna de Zwart welcomed the support from Coles and said funds raised will help women to find work, keep work and thrive in their careers.

"We are proud to partner with Coles this International Women's Day to support thousands of women on their journey towards financial independence," she said.

"Fitted for Work has a track record of supporting over 38,000 women since 2005 with a formula that works. On average it takes women just 73 days to find work after accessing our services."

"The assistance we provide women has never been more important with the pandemic disproportionately impacting women. We focus on helping women find work because employment enables financial security, and this in turn provides women and their families with the power to make meaningful choices."

Coles Chief Marketing Officer Lisa Ronson said Coles was proud to partner with Fitted for Work for the first time.

"At Coles, we recognise a gender-balanced workforce benefits all of us and our community. That's why we're excited to partner with Fitted for Work to help support women on their journey to find employment and achieve economic security," she said.

"We're incredibly proud of our gender-balance achievements with 50.5% of team members identifying as female. We also want to support initiatives to enable women to enter or return to the workforce and to achieve pay parity – which is one of the gender equity goals at Coles."

"We hope that our customers will get behind Fitted for Work in the week leading up to International Women's Day this year by making a donation, no matter how large or small, at the checkout."

In addition to supporting Fitted for Work, Coles has helped national not-for-profit organisation *Mentor Walks* for the past 18 months to provide an innovative and accessible female mentoring program. The partnership has provided women across Australia, including more than 100 Coles team members, with mentoring opportunities and access to female leaders from Coles and other industries to guide their careers.

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**For further information, please contact**

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