

Media Release

Thursday, 22 February 2024

COLES KICKS OFF FUNDRAISING CAMPAIGN FOR WOMEN'S CHARITY FITTED FOR WORK

Coles has partnered with women's not-for-profit organisation Fitted for Work to help empower Australian women experiencing disadvantage to be work ready and achieve financial independence.

Fitted for Work has already helped over 43,000 women since 2005 and it is hoped that funds raised at Coles this year will enable another 1,000 unemployed and underemployed women across Australia to become work ready, gain secure employment, and experience success in their careers through training, workshops, mentorships, personal outfitting and professional clothing parcels from donated items.

Until Tuesday, 5 March Coles will donate 10 cents from every women's item purchased from the Health and Beauty aisle instore or online to Fitted for Work¹. Products include skincare, haircare, cosmetics, period care, continence care, deodorants and hair removal products (excludes suncare and vitamins and to a maximum of \$500,000) with familiar brands such as L'Oréal, TRESammé and U by KOTEX coming on board to support this important cause.

Funds raised will support women like Sarah Alashkar from Melbourne, who says Fitted for Work has helped her to get on her chosen path to become a nurse.

"Fitted for Work has had a massive impact on my life - I wish I'd know about them sooner. At the time I was referred to Fitted for Work I had been living in crisis accommodation for two years. I was scared, anxious, uncertain and had no confidence in myself at all. I thought I would never find work again," she said.

"I attended my first Fitted for Work personal outfitting session in 2022 where they gave me appropriate clothing for interviews which meant I didn't have to shop for hours. I walked out feeling happy and motivated to move forward with my job search."

"I then joined Fitted for Work's workshops and walking program which gave me further confidence and skills to pursue my passion to study nursing. I hope one day to be a critical care nurse or paramedic where I can help others."

Fitted for Work's research shows that over one third of women (34%) did not know where to start when it came to their job search and an increasing number of women looking for work have just enough money to cover their basic needs (35% vs. 24% in 2023)².

¹ 10 cents donation applies from 21 February to 5 March 2024. T&Cs apply.

² Women at Work survey (Fitted for Work) February 2024

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

"We are thrilled to partner with Coles again to empower women experiencing disadvantage to become job-ready and achieve financial security," she said.

"The past year has been challenging for many Australians, particularly for women who have been impacted by the rising cost of living, increased interest rates, and residual impacts of Covid-19 lockdowns. Fitted for Work saw a 100% increase in demand for our services in 2023, indicating that women across Australia increasingly require a helping hand on their journey to become work ready."

"We hope all Coles customers – men and women – can support Fitted for Work this year by purchasing a participating product during the campaign."

Coles General Manager Corporate & Indigenous Affairs Sally Fielke said this year's fundraiser is the biggest Coles has undertaken for the Aussie charity.

"Coles is delighted to support Fitted for Work once again in the lead up to this International Women's Day. Over the past two years, Coles, together with our customers and suppliers, has raised \$300,000 for Fitted for Work and we're hoping to raise enough funds this year to enable 1,000 disadvantaged Aussie women to get into work or become work ready," she said.

"Coles has been working hard to increase female participation and we're incredibly proud to have been recognised by Workplace Gender Equality Agency as an Employer of Choice for Gender Equality in 2023. Last year we also achieved our target of having more than 40% of our leadership positions filled by women and appointed our first ever female CEO in Leah Weckert in our 110-year history."

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