

THE SOCIAL OUTFIT

IMPACT PROSPECTUS

April 2024



THE SOCIAL OUTFIT

The Social Outfit is a fashion label with a difference.


We believe in an Australia where refugees and new migrants are warmly welcomed and settle well, celebrating our diversity and collective skills and strengths.

Founded in 2014, we are a registered charity operating a work-integration social enterprise. Our mission is to support refugee women to kick-start their Australian careers.

We create ethical, sustainable fashion that is celebratory by design, showcasing the skills, creativity and strengths of refugee and new migrant women. We participate in the circular economy and reduce the environmental impact of our production by using remnant/deadstock fabrics, saving tonnes of fabric from landfill. Our retail store connects our diverse community and contributes to positive discourse about multicultural Australia.

Our training and employment programs focus on retail, sewing and textile enabling participants to build on their existing skills while learning new ones, strengthening confidence and social connections in a supportive environment. As of the end 2023, we have trained over 850 and employed 97 people from refugee and migrant backgrounds. For 81% of those who worked with us, The Social Outfit was their first Australian job.

Let's work together to support refugee and new migrant women to thrive through employment!



"Stylish, sustainable fashion and accessories that provide an income for our communities... Everyone's a winner, the customer, the earth and the creators."

- Jeannine, customer of The Social Outfit

OUR THEORY OF CHANGE

"There is overwhelming evidence that employment provides the bedrock for successful settlement. The best way to help humanitarian migrants to build flourishing lives is to help them find work." *

Backed by research, The Social Outfit's theory of change is that for women from refugee and new migrant backgrounds, customised training and employment in a first Australian job provides a pathway to ongoing work. In addition, participation in employment facilitates a positive settlement experience; increasing social connections, confidence, work-ready skills and establishment of economic participation and livelihood in their new country.

However, finding a first Australian job can be a difficult and disheartening experience. Research indicates that people from refugee and new migrant communities face complex barriers to social inclusion and pathways to sustained employment and training. Feedback from our student and staff community confirms this: 91% of the women we supported in FY22 told us they have faced barriers to employment.



"The ripple effect of a job is powerful. When people work, we leverage all of the talent available to our country. The individual has a sense of belonging and purpose, families and communities are stronger, and so is society."

- Susan Bannigan, former Westpac Foundation CEO

BARRIERS TO EMPLOYMENT EXPERIENCED BY WOMEN FROM THE SOCIAL OUTFIT COMMUNITY **



* Centre for Policy Development, 'Settling Better' Report, 2017.

** Data gathered from community employment entry surveys, collected as part of our impact measurement framework.

HOW WE ADDRESS BARRIERS TO EMPLOYMENT

The Social Outfit is purpose-built to address barriers to employment, enabling refugee and new migrant women to establish solid foundations, skills and connections that support their successful settlement.

BARRIER

HOW WE ADDRESS IT

"A lack of local work experience is the number one barrier cited by humanitarian migrants looking for work."*

We provide paid workplace training and first Australian jobs in a supportive environment as "humanitarian migrants with prior (local) work experience are 70% more likely to have a job than those with no work experience after 18 months in Australia."*



"Only 20% of female humanitarian migrants are participating in the labour market compared to 60% of males."*

We focus our programs and activities on women to help address this imbalance. By helping women find employment we also help them build confidence, purpose, financial empowerment and independence, which has a ripple effect through all aspects of their life.



There are limited "specialised programs to meet the complex support needs of young people from refugee backgrounds" **

Our Retail Training Program focuses specifically on young women and customised to individual needs. They learn new skills in a welcoming environment with personalised support and mentorship to develop their career goals and secure ongoing external employment after graduation.



* Centre for Policy Development, 'Settling Better' Report, 2017.

** Centre for Multicultural Youth, 'Facilitating the transition to employment for refugee young people' Report 2014

ORGANISATIONAL MODEL

The Social Outfit utilises a unique organisational model to deliver our mission. We are a registered charity operating a work-integration social enterprise to successfully address the complex barriers to training and employment faced by newly arrived refugee and migrant women. This hybrid model enables our organisation to prioritise people and impact while creating and selling sustainable products that generate revenue in support of our work.

As detailed in our Logic Model, entry-level supports include community engagement programs that focus on sewing and textile crafts, enabling participants to build on their existing skills while learning new ones, strengthening their confidence and social connections in a supportive environment. Participants looking to continue developing their skills and/or commit to regular work hours are supported by our team to progress through our program pathways to receive intermediate and intensive support. These supports include more formal training programs, delivered in partnership with TAFE; paid work experience, including our Earn and Learn sewing programs and Retail Training Program; and ongoing employment within our social enterprise in sewing, retail, program coordination and marketing roles. We also support successful transitions to ongoing external employment.

We are an accredited social enterprise with Social Traders and ethically accredited with Good On You.

"Fashion is about more than just looking good. In the right hands, it's a powerful tool for social change. The Social Outfit has figured out how to harness that power and use it to transform people's lives for the better"

- Clare Press, Founder The Wardrobe Crisis Podcast

OUR CORE VALUES



DIVERSITY



COMMUNITY



EMPOWERMENT



CREATIVITY



OUR LOGIC MODEL

| | THE SOCIAL OUTFIT PROGRAM STREAMS | | | | | | | | | |
|--------------------------|--|--|---|--|---|---|--|--|--|---|
| | ENTRY LEVEL SUPPORT: Community Engagement | | INTERMEDIATE SUPPORT: Training Programs | | INTENSIVE SUPPORT: Paid Work Experience | | INTENSIVE SUPPORT: Paid Traineeship | | INTENSIVE SUPPORT: Employment | |
| Key activities | 1. One-off Sewing & Craft Classes 2. Community Print Project 3. Financial Literacy Classes | | 1. Domestic Sewing Programs 2. Industrial Sewing Programs | | 1. Earn & Learn Sewing Programs | | 1. Retail Training Program | | 1. TSO Sewing Technicians 2. Other Employment at TSO (retail, admin, sewing tutor, community coordination etc) | |
| Participant profile | Refugee & migrant women and girls with a need for community & connection. | | Refugee & migrant women. Interest in sewing, facing barriers to integration, training and employment. | | Refugee & migrant women. Intermediate sewers, interested in employment in the industry. | | Young refugee and migrant women (18-29 years) facing barriers to employment. | | Refugee & migrant women, facing barriers to employment, ready to commit to work on a regular basis. | |
| Participant experience | One-off classes and short courses. Immediate Outcomes: community, connection, creative skills development. Pathways: Informed of upcoming programs with TSO, supported to apply. | | Format: Regular weekly engagement (typically 2-4 hrs/wk x 8 wks) Immediate Outcomes: Acquiring new measurable technical skills, interpersonal skills, confidence, networks & connections. Pathways: Encouraged to progress to upcoming Social Outfit programs. | | Format: Regular weekly engagement (4hrs/wk for 8 wks). Immediate Outcomes: Earn income. Exposure to working in Australia, acquire technical and interpersonal work skills and understand local work environments. Pathways: Mentorship offered to develop employment goals and support transition to external employment or employment with TSO. | | Format: Regular weekly engagement (5hrs/wk for 12 wks). Immediate Outcomes: Earn income. Exposure to working in Australia, acquire technical and interpersonal work skills and understand local work environments. Pathways: Mentorship offered to develop employment goals and support transition to external employment or employment with TSO. | | Format: Daily/weekly engagement. Contract employment, ongoing. Immediate Outcomes: Earn income. Exposure to working in Australia, acquire technical and interpersonal work skills and understand local work environments. Pathways: Mentorship offered to develop employment goals and support transition to external employment if relevant. | |
| Annual enrolment targets | 100 | | 52 | | 28 | | 16 | | 13 current, add 2-4 annually | |
| Goals whilst engaged | Exposure to The Social Outfit with option to progress education and employment goals | Feel welcome and make social connections | Exposure to supported Australian training | Gain self-confidence in ability to learn | Exposure to supported training and paid work experience | Gain self confidence via earning income | Gain recognised work experience, replicable and relevant skills | Exposure to supported Australian training and paid work experience | Exposure to Australian workplace standards and practices | Gain self confidence via working and earning income |
| | Gain positive experience through involvement | Gain confidence and sense of self in Australia | Gain replicable and relevant skills | Develop education and employment goals | Develop education and employment goals | Gain recognised work experience, replicable and relevant skills | Develop education and employment goals | Gain self confidence via earning income | Financially contribute to family | Develop professional skills, knowledge, and networks to build a career in Australia |
| Our measurements | Development of skills and knowledge | | Increased engagement in learning | | Increased networks and connections | | Increased confidence and purpose | | Number of jobs created, transitions, wages paid | |
| Ideal outcome | Feel welcome and connected. Progress to ongoing programs with The Social Outfit. | | Transition to further training or employment with The Social Outfit or externally. | | Transition to further training or employment with The Social Outfit or externally. | | Transition to further training or employment with The Social Outfit or externally. | | Valued member of The Social Outfit team. Supported professional development, progress towards long term goals. | |

* EMPLOYMENT TRANSITION TARGETS: 85% of Retail Trainees + 2-4 staff or students from Training Programs or Paid Work Experience

OUR IMPACT

From inception in June 2014 to 31 March 2024.

COMMUNITY EMPLOYMENT



Through our employment programs we've paid over \$1.6million in Australian wages to refugee and new migrant women. Of the 104 people employed, 51 were retail trainees.



Of those who come to work at The Social Outfit, 82% were in their first Australian job.



Of those who exited The Social Outfit, 86% transitioned to further employment.



Engaged in paid work experience with us, including 88 in our "Earn and Learn" sewing programs.

COMMUNITY ENGAGEMENT + TRAINING PROGRAMS



Trained in our specialist sewing programs, which include community outreach classes on domestic machines and industrial sewing programs delivered in our professional manufacturing studio.



Participated in our Community Print Projects, which involve creating collaborative artworks that are printed on fabric for our clothing collections.



Graduated from our 3-month Retail Training Program. For 92% The Social Outfit was their first Australian job. 90% successfully transitioned to ongoing employment.



Engaged in one-off classes. We added online learning programs in 2020 in response to the Covid-19 lockdowns. Classes on offer include sewing, craft and financial literacy.

BREADTH OF OUR IMPACT

Whilst The Social Outfit's primary focus is to remove barriers to training and employment for refugee and new migrant women, the nature of our model also enables us to positively impact public discourse while contributing to the circular economy and advocating for more sustainable production and consumption.

Our work contributes to the following Sustainable Development Goals:



"This is what a 'triple point score' looks like - economic, environmental and social/cultural resilience. This is what 'good' looks like and is ripe to be replicated and scaled."

— Jess Miller, Former Councillor, City of Sydney

SOCIAL IMPACT

By offering employment and training in a first Australian job we are empowering refugee staff to build skills, confidence and networks that support a positive settlement experience in Australia.



Wear The Change is our annual fundraiser that brings together all our impact areas. During Refugee Week we invite people to wear one garment five ways over five days to fundraise for our programs. The campaign raises awareness and generates public discussion about the social and environmental impact of the fashion industry.



CHANGING PUBLIC DISCOURSE

Our brand showcases the creativity and strengths of refugee women via our ethical fashion, digital storytelling and public events. This creates an opportunity for dialogue about issues affecting new migrants and refugees in Australia.



ENVIRONMENT

By repurposing materials other brands no longer need, we are saving many tonnes of fabric from ending up in landfill. 85% of the fabrics and trims used in our collections are end of rolls and deadstock, donated by our fashion industry partners.

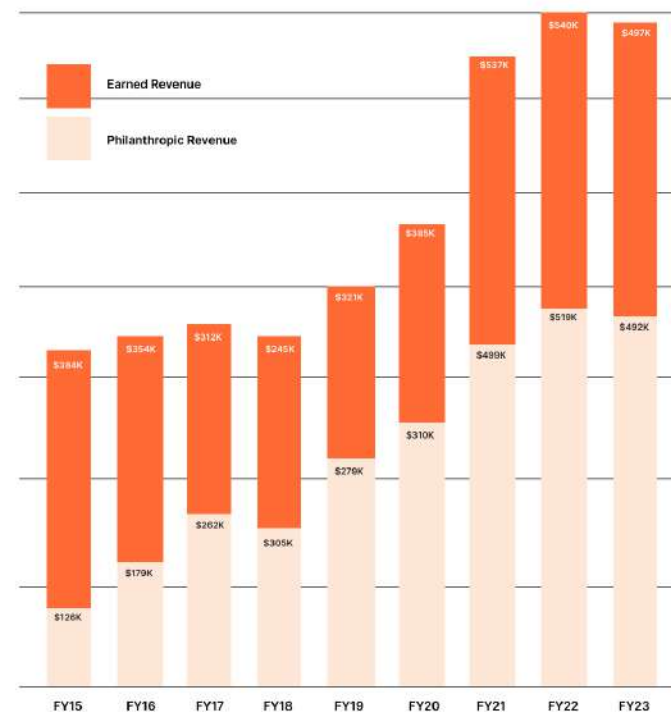
STRATEGIC FRAMEWORK 2024 - 2026

The Strategic Framework, developed and approved by The Social Outfit's Committee of Management, is based on the findings from a broad stakeholder consultation process carried out in 2023 involving staff, donors, partners, customers and community.

| | | |
|---|---|--|
| <p>Our Vision</p> <p>We believe in an Australia where refugees and new migrants are warmly welcomed and settle well, celebrating our diversity, collective skills and strengths.</p> | | |
| <p>Our Mission</p> <p>To support refugee women to kick-start their Australian careers.</p> | | |
| <p>Our Strategic Priorities</p> | | |
| Invest in commercial growth and increase self-sufficiency. | Maintain the quality of our social impact and professionalise the way we work with community. | Invest in people, culture and systems |
| <p>Key Focus Areas</p> | | |
| Product strategy and design. Direct to consumer and new store locations. Range diversification. Brand Marketing. Data driven decision-making. | New training pathways. New employment pathways. Strategic donor relationships. Donor and Program management systems. Trauma informed culture and language appropriate services. | People structures and professional development. Finance, HR and onboarding systems. Leadership opportunities for refugees Team culture. |
| <p>Our Operational Goals</p> | | |
| 75% self-generated income. | Ratio # trained per \$ self-generated income and Ratio # employed per \$ self-generated income | >x% employee engagement* *from 2024 benchmark |

Over the years, The Social Outfit has been able to steadily grow and consolidate both its earned revenue from sales as well as revenue from grants and donations, maintaining them at approximately 50% each since FY21.

REVENUE



STRATEGIC SHIFTS TO STRENGTHEN SOCIAL IMPACT

The parameters of our training and employment programs have evolved to improve outcomes for individuals, strengthen the team and continue to grow.

High quality outcomes for refugee and migrant women are the main focus of our work and as such we are committed to ensuring our programs are fit for purpose. Based on feedback from staff and students in recent years, we have made three significant strategic shifts to the parameters of our programs. We now offer:

LONGER-TERM EMPLOYMENT

From 2014-21, we hired refugee sewing staff for a maximum of two years before aiming to transition them to other employment. We now hire with a view to keep sewing staff as long as they are motivated and learning. This strengthens our team and is better for the staff who want to stay with us longer to continue to upskill, develop their confidence and grow within our organisation.

MULTIPLE OUTCOMES FOR INDIVIDUALS

From 2014-21, we focused our impact on reaching as many people as possible and limited access to one free training program per person. We now realise that more support and training is required for employment readiness. From 2022, we are supporting people to progress their goals through multiple program streams and supports, meaning we now offer multiple training and employment opportunities for individuals. This new approach is customised to deliver higher quality support, deeper impact and improve the chances of securing ongoing employment.





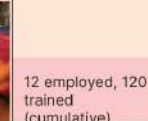

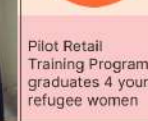





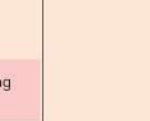








BEYOND SEWING & RETAIL

We now hire refugee and new migrant women for roles beyond sewing and retail. As of 2023 this includes a Sewing Tutor and a Community Coordinator. The English literacy and digital competency required for these roles is much higher than for a sewer, which means we hire people for these roles based on emerging skills and potential. We train on the job so they can acquire the full range of skills needed to succeed.



OUR HISTORY

The Social Outfit opened its doors in 2014 in the vibrant Inner West neighbourhood of Newtown. In September 2022, we expanded our manufacturing operations to Marrickville giving us more space to grow our impact. By our tenth birthday in June 2024, we will have achieved 1,000 training outcomes and 100 jobs for refugee and new migrant women.

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|---|---|--|--|---|--|--|---|---|--|---|---|---|--|---|--|---|---|--|---|---|
|  <p>Inspired by The Social Studio in Melbourne, Jackie Ruddock started approaching funders with the idea to open a similar organisation in Sydney. Pop Up Shop in The Rocks opens April 2013</p> |  <p>June 2014 - shop opened doors. Carla Zampatti appointed as first Ambassador.</p> |  <p>Year one of operations - annual sales of \$100,000+</p> |  <p>August 2014 launched casual drop-in sewing classes - available 10-3pm 3 days a week</p> |  <p>To date: \$1million raised</p> |  <p>6 employed, 44 trained. Sewing classes include - onsite classes in Newtown workroom, plus outreach classes in collaboration with Fairfield High School Iraqi Parents group and STARTTS</p> |  <p>Annual sales of \$300,000+</p> |  <p>Mindfully Made - The Social Outfit x Bianca Spender in David Jones</p> |  <p>To date: \$2million raised</p> |  <p>Pilot Retail Training Program graduates 4 young refugee women</p> |  <p>30th employee</p> |  <p>Launch of first Earn and Learn paid work experience program - Ginger & Smart</p> |  <p>5th Birthday celebration! The event featured portraits of our sewers by Archibald Finalist Kathryn Longhurst</p> | <p>First multi- year Federal Government Funding awarded via Women's Leadership & Development Grant</p> | <p>To date: \$3.5million raised</p> | <p>First year generating \$500,000+ in sales</p> | <p>Retail store closed for 16 weeks due to pandemic lockdowns</p> | <p>Move manufacturing studio to Marrickville - 50% more space, to increase capacity</p> | <p>1000th training outcome</p> | <p>100th employment outcome</p> | <p>10th Birthday Event at Carriageworks</p> |
| FY13 | FY14 | FY15 | FY16 | FY17 | FY18 | FY19 | FY20 | FY21 | FY22 | FY23 | FY24 | | | | | | | | | |
| Pre-launch funding, over \$338,000 raised from 12 funders including: Vincent Fairfax Family Foundation who had the foresight to declare - "If we support this idea, this is one that will really fly and we'll look back on it as a great success" | First sewer hired |  <p>Launched online store! First fabric donations drive - more than 25 companies and individuals contributed</p> | Marrickville Council 2015 Community Leadership Award |  <p>KaleidoCloth Collection. This collection represents step up in the quality of garments produced and participation from refugee community and fashion industry</p> | 18 employed, 192 trained (cumulative) |  <p>Moved retail store from 353 King St to 188 King St Newtown</p> | Hiring a young Afghan woman as "Community Projects Coordinator" marks a shift to employ beyond sewing and retail. | Our first Wear The Change Campaign |  |  <p>Pivot to manufacture "buy one, give one" face masks in response to COVID-19 pandemic. 10,000+ masks produced. Sold in-store, online and at Sydney Airport pop-up market</p> |  <p>Disco Bomber jacket becomes the highest selling item and a clear customer favourite</p> |  <p>Biggest Wear The Change Campaign raising \$115K</p> |  <p>\$1 million in wages paid to staff from refugee and new migrant backgrounds</p> | 65th employee 27 retail trainees graduated | | | | | | |

PARTNERSHIPS

The Social Outfit has always believed in the power of collaboration; bringing diverse people, skills and resources together in support of our mission. We are grateful for the opportunity to create, collaborate and bring about positive change through partnerships with the fashion industry and the non-profit sector.

FASHION INDUSTRY PARTNERS

To date, we have partnered with over 50 Australian fashion industry brands and labels to repurpose their textile waste, deliver creative projects, support refugee staff to transition to external employment, collaborate on photo shoots and design limited edition digital prints. These supporters include:



**Ambassador
The Social Outfit**

BIANCA SPENDER

"There's this push back to smaller, more intimate stories – whether it's that you make in Australia, whether you're supporting a group of artisans, supporting the refugee population, whether you're using deadstock. And with The Social Outfit...they're doing all of those. That's fashion at its best."

– Bianca Spender, Fashion Designer

COMMUNITY PARTNERS

Our community training and employment programs regularly involve collaboration with aligned non-profits, training organisations and settlement services agencies. Some of the organisations we currently work with to deliver and recruit for our programs include:



aliceMcCALL

BECC+BRIDGE

CAMILLA
AND MARC

carla zampatti

NEZILIO
WOLF

CUE

DOODAD FANDANGO

Gary Bigeni

GINGER / SMART

Ken Done

KITX

Linda Jackson



MANNING CARTELL

SEA FOLLY
AUSTRALIA

sass & bide

SENECA
TEXTILES

THE ICONIC

ZIMMERMANN



"It's really obvious how great The Social Outfit is when you look at the calibre of people who are involved. It is building community and lots of people are buzzing about it right now."

– Clare Press (pictured, left)

"Seeing the artworks I've donated - they look divine. I think it's a brilliant idea that young people are getting all these fabulous skills to further their career."

– Linda Jackson (pictured, right)

BECOME A SUPPORTER

We are seeking philanthropic support of \$500,000+ annually to achieve our training and employment outcomes. Our logic model outlines how these funds will enable us to deliver our employment and training programs.

Our goal for the future is to work closely with a small number of like-minded philanthropic partners who share our vision and have the capacity to fund our mission with flexible, untied, multi-year financial support.

Let's work together to support refugee and new migrant women to kick-start their Australian careers!

SOME OF OUR KEY SUPPORTERS TO DATE



The Social Outfit is a registered charity with the Australian Charities and Not-for-profits Commission with DGR-1 status, meaning any gift made to us is tax-deductible.

CHARITY PROGRAMS

Our non-profit activities include community engagement and training programs. These projects are vital to our overall mission, contributing to social cohesion, increasing refugee women's confidence, professional networks and knowledge thereby supporting them to progress to further training and employment.

SOCIAL ENTERPRISE SUPPORTS

Support for refugee and new migrant women working in our social enterprise include paid work experience, the Retail Training Program and wrap-around support such as mentoring for those engaged in direct employment within our social enterprise.

OTHER WAYS TO SUPPORT US

| | | | | | |
|--|--|--|---|--|--|
| SPONSOR A TRAINEE For a donation of \$5,000 you can support a young refugee woman to kick-start her Australian career via our Retail Training Program. We graduate 12-16 trainees each year. | WEAR THE CHANGE Each year during Refugee Week we invite individuals and workplace teams to wear one garment 5 ways over 5 days and fundraise for our programs, whilst raising the profile of ethical, sustainable fashion. | ONE-OFF DONATIONS & GIVING CIRCLE MEMBERSHIP Make a one-off contribution or recurring monthly donation towards our work via our online platform. | PRO BONO SUPPORT We love working with volunteers and if providing pro bono support is the way you like to give back, please get in touch. | PARTICIPATE IN A WORKSHOP We host craft and sewing classes in-person or online. Supporters are invited to come along to learn new skills and have fun alongside our diverse multicultural community. | ATTEND AN EVENT Community events in our Newtown store and Marrickville workroom are held regularly to celebrate staff and student milestones, showcase new designs and bring our diverse community together. |
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THE SOCIAL OUTFIT

Visit us in-store or online

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@thesocialoutfit