

STATUS

Empowering people, powering business

2022-2023 ANNUAL REPORT



CONTENTS

REPORTS

<u>EXECUTIVE CHAIRMAN'S REPORT</u>	<u>3</u>
<u>BOARD OF DIRECTORS</u>	<u>5</u>
<u>WORKFORCE CONNECT REPORT</u>	<u>6</u>
<u>TRAINING SERVICES REPORT</u>	<u>9</u>
<u>DISABILITY EMPLOYMENT SERVICES REPORT</u>	<u>12</u>
<u>BLUESKY MIND STUDIO REPORT</u>	<u>14</u>
<u>TRANSITION TO WORK REPORT</u>	<u>16</u>
<u>WORKFORCE AND QUALITY</u>	<u>18</u>

OUR INNOVATION

<u>IMPACTEIGHT</u>	<u>19</u>
<u>STATUS AMBASSADORS ASSOCIATION</u>	<u>22</u>

COMMUNITY

<u>STATUS SITES</u>	<u>24</u>
<u>MEMORANDA OF UNDERSTANDING AND AFFILIATIONS</u>	<u>25</u>
<u>MEMBERSHIPS</u>	<u>26</u>
<u>PLACEMENT AGREEMENTS</u>	<u>26</u>
<u>ACKNOWLEDGEMENTS</u>	<u>26</u>
<u>EMPLOYERS</u>	<u>27</u>

ADDENDUM

<u>GOOD NEWS STORIES</u>	<u>30</u>
<u>MARKETING & NETWORKING EVENTS</u>	<u>39</u>
<u>SOCIAL MEDIA</u>	<u>43</u>

Executive Chairman's Report

Dear Stakeholders, Partners and Team Members

It is with both humility and pride that I present to you the Executive Chairman's Annual Report for the 2022-2023 financial year. This year has been a testament to our Organisation's resilience, adaptability, and commitment to our mission of creating positive impact in the lives of individuals and communities. Despite facing unprecedented challenges, we have emerged stronger and more determined than ever before.



Navigating Uncharted Waters

This year was marked by a significant downturn that saw us losing half of our business, leading to a financial loss for the first time in our proud 34 year history. While this setback was undeniably difficult, it also presented an opportunity for introspection, innovation, and transformation. Our team rallied together, demonstrating unwavering dedication, creativity, and a willingness to face adversity head-on.

Embracing Change and Rebranding

In response to the changing landscape, we undertook a comprehensive organisational restructure, ensuring that every aspect of our operations was aligned with our parent entity's Inner Western Workskills (IWW), renewed vision and objectives. This involved streamlining processes, enhancing efficiency and resourcing new brands and business models that will thrive under the one corporate structure in the future. As a reflection of this transformative journey, we are inspired by IWW's new name and website, Eighty9 Limited, underscoring our collective commitment to progress and innovation while also reflecting on our rich history and the establishment of IWW in 1989.

A Bright Future Ahead

I am thrilled to share that our collective efforts have borne fruit, and we now stand on the cusp of a very bright future. Our diversified portfolio of brands, is testament to our resilience and determination. We have not only weathered the storm but have also expanded our reach and impact in remarkable ways.

A Multifaceted Approach

Our dedication to empowering individuals and communities has never wavered. We have successfully launched a series of highly impactful programs, including the Transition to Work initiative, Disability Employment Services, Skills for Education and Employment (SEE) programs, vocational training initiatives, and essential Allied Health and NDIS services. These programs reflect our enduring commitment to fostering inclusivity, empowerment, and skills development.

Complementary Services

Our commitment to holistic empowerment extends beyond traditional programs. ImpactEight, a dynamic initiative encompassing Dress for Success and Geared for Success, has provided individuals with the tools, resources, and confidence to excel in their personal and professional lives. This holistic approach reaffirms our belief in the transformative power of comprehensive support.

Gratitude and Acknowledgements

None of these achievements would have been possible without the dedication and hard work of our exceptional team members, partners, and stakeholders. Your unwavering support, resilience, and passion have been instrumental in driving our Organisation forward, even in the face of adversity.

I particularly want to highlight the work of the Board in managing the operational restructure and their commitment to our new Global Services Model, and our corporate services and operational management teams who have done an outstanding job reforming our expense profile, positioning the Organisation for a return to financial success in future years.

As we close the chapter on a challenging yet transformative year, we do so with renewed optimism and determination. Our journey has reaffirmed our belief in the power of adaptability, collaboration, and a shared vision. We are confident that the lessons learned and the progress made will propel us towards even greater heights in the years to come.

Thank you for your unwavering support and belief in our mission. Together, we are forging a future that is brighter and more inclusive for all.

Sincerely

Gary Hatwell
Executive Chairman

Board of Directors

As part of the Organisation's conversion to a Company Limited by Guarantee and corporate restructure, Julie Hatwell, David George and Vikki Lewis all retired from the Board of Status in December 2022. All were founding directors of Status Works Pty Ltd from inauguration of the Company in May 2001, and each have provided outstanding service to the Organisation and have been pivotal to its success.

On behalf of the Board, we thank them for their 21 years of service and for bringing their skills and experience, industry knowledge and insight as well as their integrity, fortitude and fiduciary qualities to the board table.

Continuing as founding non-executive directors of Eighty9 Limited, we look forward to their ongoing support and commitment to the Organisation, where all services and activities will be managed and delivered under the one corporate entity, positioning the Organisation perfectly for the next 20 years and beyond.

2023 Status Board members



Simone O'Neill	Yvonne Christophides	Gary Hatwell FAICD	Emma Farina
Executive Director Employment Services	Executive Director Training Services	Executive Chairman / CEO	Executive Director HR & QA
Appointed 2022	Appointed 2017	Appointed 1989	Appointed 2015

Workforce Connect Report

After a year filled with remarkable accomplishments and a few unexpected challenges, we enthusiastically ushered in the new business year, launching our Global Services Model. Concurrently, we introduced Workforce Connect, the Stakeholder Engagement and Business Development Hub for Status. Workforce Connect operates across all of our business brands, with a core mission to expand our Participant base in our services whilst also offering tailored and sustainable employment opportunities to our current Participants.

Workforce Connect's leadership team remains steadfast, retaining the same leadership group as we started with, with a cumulative experience of over 37 years in employment services. This experience spans a spectrum of roles, including consultant, business development and management. Furthermore, before joining the employment services sector, our Employment Region Account Managers held management, sales, and business development positions across diverse industries. The amalgamation of this extensive experience equips them to provide effective leadership, coaching, and mentorship to their teams, with the goal to ensure that our team of Industry Specialist Consultants deliver high-quality services to Participants, stakeholders, employers and site staff working within our brands.

One of the primary objectives for Workforce Connect was to cultivate relationships with youth services and stakeholders throughout Perth North and Adelaide South to ensure the successful launch of our Transition to Work (TtW) contracts. We developed partnerships with the Departments of Education and Justice, high schools, youth groups, local governments, registered training providers, and youth advocacy organisations. As a result, we've witnessed the Group 2 caseload for TtW grow substantially. This growth, in turn, has provided a robust stakeholder platform to increase direct registrations for our DES, RTO, SEE, DfS and NDIS programs. Our reputation has spread by word of mouth, leading parents, support workers, schools, and organisations to proactively seek our services.

The Workforce Connect team, on a national scale, actively participated in over 120 Workforce Connections events, encompassing both internal and external activities. Internally, we organised events such as site-based breakfasts, morning teas, and lunches to promote our services to potential Participants and stakeholders and introduce employers to Participants. These events were instrumental in launching new sites and contracts while offering diverse employment and training opportunities to our Participants. Externally, we exhibited at school and community information sessions, as well as large-scale, state-based expos focused on Disability, Education, and Employment. Our successful tradition of hosting employment expos in collaboration with local governments continued. Events like the annual CaLD expo with the City of Stirling and jobs expos with the City of Canning and City of Swan not only provided opportunities to our Participants and employers, they also increase our brand's local community awareness. Importantly, these high-impact events fostered collaboration among our hubs, benefiting everyone involved.

Our Employment Region Account Managers continue to collaborate closely with Local Jobs Plan Employment Facilitators in the regions where we deliver Workforce Australia contracts. Notably, our engagement with the Local Jobs Taskforce in Adelaide South led to increased interest and referrals, particularly for our contextualised SEE Civil Pathways program, demonstrating the positive impact of our partnerships. A fantastic opportunity for our Participants arose from collaborating with the Perth North Employment Facilitator.

Our first Cyber Career Taster was held in April at the state-of-the-art computer facilities at Edith Cowan University. Youth Peer Mentors and Participants spent a day learning about employment opportunities and career paths within this fast-growing sector.

One of those Participants who attended this event was Tony, a 19 year old Participant who had disengaged from school early in Year 11, who has commenced a Cert III in Information Technology and is currently considering his options of a Traineeship or further study within the field next year.

Over the past year, Workforce Connect staff have collaboratively placed 1,259 Participants in employment opportunities across various industries. These achievements take on added significance in light of historically low unemployment rates, underlining our commitment to providing tailored employment opportunities to our Participants while delivering efficient, effective recruitment solutions to employers.

Of particular note, Suzanne, a 60 year old DES Participant who initially faced challenges returning to her previous industry due to age and physical barriers. After working closely with our Perth South team, Suzanne was introduced to the idea of considering a new, high-demand industry of truck driving. The team enrolled Suzanne in a State Government funded course to upgrade her standard driving license to a Heavy Rigid license. Impressed with the services and opportunities she received from our staff, Suzanne encouraged her son to direct transfer to us as well. Both Suzanne and her son are now close to obtaining their Heavy Rigid licenses, which will unlock numerous employment opportunities and Workforce Connect are working to secure employment for both Participants.

As we look ahead to another year of enhancing Workforce Connects performance and outcomes, we offer our sincere thanks to every member of the Workforce Connect team. Your dedication to expanding our Participant base and creating employment opportunities has been invaluable.

Our Organisation's staff and management across all brands are also appreciated for their essential contributions in addressing vocational and non-vocational barriers, thereby enhancing our Participants' employability. Special thanks are extended to our Operational Management group and our Board of Directors for their ongoing innovation, leadership, guidance and support.

Workforce Connect Testimonials

"MPA Skills attended the May 2023 jobs expo put on by Status. We would attend approximately 50 such events in a year and I was pleasantly surprised by the feedback received from staff who attended. In their words, it was the best expo that MPA Skills had been to all year in terms of the high quality of candidates presenting that converted into trainees or employees. We are looking forward to attending the next jobs expo in September."

– Ben, CEO, MPA Skills

"I wanted to send an email to inform yourself and Status of the appreciation I have for the Workforce Connect team. Since working with you and your team, I have been met with nothing but quality customer service and some of the most desirable employees an employer can ask for. I have nothing but fantastic feedback from my clients explaining how wonderful the staff supplied have been, and I personally am very grateful to work with Status and the Workforce Connect team."

– Rebecca, Managing Director, Your Way Care Services

"It has been a pleasure working with Iain over the last year in his role at Status. His positivity and professional can-do attitude is much appreciated. He proactively presents his candidates for roles within our employer network and supports them to achieve their job outcomes. I look forward to working further with Iain and the wider Status team to influence employment opportunities for people with disability within the community."

*– Tracey, Disability Employment Manager, HDNWA
(Hospitality Disability Network Western Australia)*



Training Services Report

The Status RTO focused on the continued upskilling and reskilling of clients through vocational education and learning, and through our SEE Program in Perth South and Adelaide South, delivering in person services at Mandurah, Rockingham, Fremantle, Cannington, the Adelaide CBD, Marion and Noarlunga. During the year we had over 600 students enrolled in accredited training in Foundation Skills, English as an Additional Language and Certificate III in Retail, Business and Individual Support (Ageing and Disability).

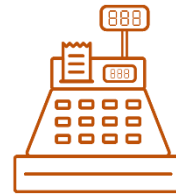
Commencing over 350 clients in to our SEE programs and delivering over 63,000 hours of specialised language, literacy, numeracy and digital literacy training. At least one client each month left our SEE program to progress to further education.



Communication skills and confidence



Reading and writing skills



Numeracy skills

Supporting clients with specific skills via our SEE program resulted in over 30 clients gaining direct employment.



Digital Skill building and ePortfolio creation



Job search techniques and strategies



Targeted interview preparation

The Status Digital Essentials SEE contextualised program has been delivered at every site, and every month of the last year.

What was most surprising to you about the services Status offers?

“The outcomes. At the start, I felt inferior. Now I am a lot more optimistic that it is possible that I can improve.”

Robert – Marion SEE CXT Digital Essentials

“I have received the news today that I have gained employment and already it has fulfilled my dream of having working hours in my life. I can honestly say my life is perfect now and I can continue on with the amazing journey of life and all the incredible adventures that happen along the way.”

Darren – Marion SEE CXT Digital Essentials and Providing Customer Service

Training Services Report (continued)

We designed and developed contextualised training programs for employers and specific cohorts of clients throughout the year. Partnering with stakeholders, the Department of Employment and Workplace Relations, Transition to Work Providers, employers and other RTO's to produce and facilitate the following:

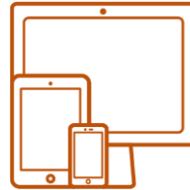
Skills, Training, Readiness, Independence and Vocational Empowerment 'STRIVE', a SEE program for Transition to Work Youth in the Adelaide South



Life skills for independent living



Understanding the local labour market



Digital and online wellbeing

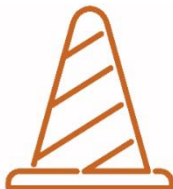


Work readiness and job searching

A SEE Innovative Project 'Pathway to Civil' with Civil Train SA in the Adelaide CBD Civil Pathways



Prepare to get your white card



Follow workplace instructions and policies



Interpret safety documents and alerts



Improve Language, Literacy and Numeracy skills

SEE Contextualised 'Digital Essentials'; developing digital skills for work



Strengthen confidence using digital devices



Use digital devices safely in the workplace



Use common workplace email and word software



Save work and shut down devices

SEE Contextualised 'Providing Customer Services Program'; preparing clients to work in the service industry as frontline staff



Engage with customers



Assist with customer difficulties



Advise on products and services



Improve Language, Literacy and Numeracy skills

The RTO continued to work with a small number of schools, VET coordinators, parents and students to access vocational education as a school education pathway. We worked regularly with four schools, commencing 20 new students and supported 10 to complete their full Certificate III qualification.

School based students in VET qualification

"Hi, I just wanted to share what an amazing job Wendy is doing as an assessor, particularly with her Zoom assessments. I have a couple of students who were very frightened about the prospect of a Zoom assessment and would try to prolong and avoid them. However Wendy has been able to calm them and is so personable. She praises and encourages them. One student who was the most scared came back after her first zoom with Wendy and said 'that was great, I can do them now and only want Wendy from now on.' So thank you Wendy and the team at Status for always making the time to address all our queries and most importantly for helping the students grow in confidence and knowledge."

Teacher – Learning Support, Kings Baptist

We are thrilled with the start to the next year and energised with our continued focus on delivering contextualised SEE programs alongside employers to strengthen direct pathways to employment. We value our ongoing development and our partnerships with secondary schools, as well as the continued skilling of Participants for work in the personal care ageing and disability sector.



Disability Employment Services (DES) Report

Currently, over 5 million Australians are living with disability, 8.9 million households (or 35.9% of the total population) having someone with disability in the house.

With 2.1 million of these individuals of working age (15 to 64), the year 2022-2023 has yet again shown the importance of what our DES team do on a day to day basis to help change and improve the lives of people living with disability, assisting them to achieve financial security, improved self-esteem and increased social connections that employment is able to provide.

This past year has not been without challenges, reductions in caseloads due to the new Workforce Australia Model, reallocations in October as a result of the 2022 Formal Performance Assessment, together with the suspension of Star ratings due to coding errors and the investigation that followed have not impacted us continuing to strive for success.

The Status DES team has had the privilege and opportunity to work with over 3,200 Participants across our Southern and Western Australian contracts, with our team of over 35 staff delivering quality services across 18 sites.

This group of compassionate, committed and tenacious people have successfully assisted over 700 DES Participants to commence and maintain employment. This has been no small feat, demonstrating that positive attitudes and supportive behaviours aligned with the Global Service Model (GSM) help to overcome the barriers and challenges that some Participants identify are potentially holding back their capacity to achieve success.

Supporting this approach, our team of Employment Support Consultants (ESC) continue to go above and beyond, further supporting our Participants through delivery of a solid Post Placement Support process, visiting workplaces to upskill, motivate and source additional supports ensuring every Participant in employment has the best possible chance at ongoing and sustained employment.

Released in July, the new DES Quality Framework adds a renewed focus on offering a quality and people centric service. Integral to our success will be our spotlight on ensuring each of our Participants is actively engaged in some form of personal development.

Whether that is active engagement with the BlueSky Mind Studio utilising the skills and expert guidance of our qualified CBT coaches to overcome or minimise mental health challenges, referrals to our SEE and other Status Training Services programs to upskill our Participants or linkages to the Workforce Connect team for tailored reverse marketing and employer engagement, our team of Employment Consultants and their Managers are continuing to focus and ensure each Participant is on a positive journey towards employment.

As we move forward in an ever changing DES contract, it is imperative that we look back and celebrate the fantastic work that is being undertaken on a daily basis by our DES team. The feedback we receive continues to amaze and highlights the commitment of our staff to motivate not only their Participants, also their peers, empowering each other to continue changing lives for the better.

DES Testimonials

"Honestly, I give Mark and the team at Status the highest of praise. You are treated with dignity and respect always and the atmosphere at their offices is family-like. I reckon many people have negative experiences with employment agencies, but for sure Mark Fernandes and his colleagues really are a shining example of how it can be done. Actually, Status make the process fun".

Ross, DES Participant, Morley, WA

"Always supportive, kind, professional and ever so helpful. Vivian is a pleasure to communicate with all the time. Outstanding service."

Melanie, DES Participant, Midland, WA

"Without Vivian I had lost my direction in having stable work. I had given up and had mental health issues. She gave me the best career advice which I am now on the right track. Vivian has showed true care in helping me it has impacted my circumstances so greatly."

Trung, DES Participant, Morley, WA

"I loved working in the kitchen and always wanted to and Status Employment gave me the help and courage to do so. Status has always been doing the very best for me so that I could do my job without any stress. The staff of Status employment are so friendly and very helpful I always see the Morley staff happy and I feel nice to come to status Morley. I feel extremely emotional while writing this feedback and really thank Status employment from the bottom of my heart. Just keep doing what you are doing."

Rita, DES Participant, Morley, WA

"I'm very happy with Status' assistance. Meeting with Sev (WFC) in Mandurah gives me confidence."

Andrew, DES Participant, Mandurah, WA

"I have had a brilliant experience with Status and the human-centric approach. I was provided with links to allied health and enabled me to rejoin the workforce again through their approach. Thank you. All it really takes is a nudge when you are in the trench and I appreciate it - the support and 'direct' approach helped me through my 'Gethsemane'."

Leo, DES Participant, Kilkeny, SA

"I am very happy to be a part of Status family. Thank you STATUS for giving me a new start."

Rochelle, DES Participant, Osborne Park, WA

"Status Modbury is exemplary. The staff (including reception) should be commended for their friendly and professional conduct. The manager is excellent. And I would like to add that Bec is doing a great job."

Sabian, DES Participant, Modbury, SA

"I have been with STATUS Kilkeny for a little over a month and I have already gained employment after a considerable amount of time unemployed. I couldn't be happier with the service I was provided from my DES Employment Consultant."

Jess, DES Participant, Kilkeny, SA



BlueSky Mind Studio Report

This year culminates the first full year of formal operation for the Allied Services team under the BlueSky Mind Studio (BMS) brand and what a big year it has been!

We've been through significant change and growth in all aspects of our business, adding new services, developing and embedding processes, building systems and refining our practice. Throughout all of this the team have stayed focused on providing the best possible service and care for Participants referred to us, and working with them and key stakeholders to support recovery and progress towards improving their mental health and achieving their goals.

We are very grateful for our continued valuable relationship with Flinders University. In the past year we have supported a further five Cognitive Behavioural Therapy (CBT) Masters students through placement and completing their studies. Some of these talented practitioners have joined our team, while others have moved on to different pathways, gaining valuable experience during their time with BMS. We look forward to the relationship continuing to develop, driven in part by our ongoing joint research project. We have also created opportunities for Adelaide University Counselling Masters students to learn with our team.

Throughout the year we have collaborated with our Status colleagues to continue supporting Status Employment Services Participants to improve their mental health, overcome barriers and achieve positive outcomes. The team provides virtual and telehealth appointments for Participants needing our support across Australia, along with face-to-face servicing in Adelaide.

In addition to this, we have expanded our commercial relationships with external Employment Services Providers, broadening our service offering to accept external referrals. This allows our team to extend their valuable support to an even wider network of individuals in need.

The BMS team has received
1,054 referrals to all services
during the year and conducted
2,748 hours of clinical contact
/ therapy support for Participants.



BlueSky Mind Studio are now NDIS Registered!

For over 12 months, we have been on a journey to gain NDIS registration. In 2023, we achieved this significant milestone, being formally recognised as a registered NDIS service provider. This recognition establishes us as a high-quality source of Therapeutic Supports, Employment Supports, and Psychosocial Recovery Coaching for individuals with disability.

BlueSky Mind Studio Report

This was a labour of love for the team and a lot of work went into developing policy and process to pass our audit and prepare the business for these services. It also meant we could onboard our first NDIS staff and most importantly our first NDIS Participants in both SA and WA!

Onwards and upwards as the team continue to grow our NDIS business to support those who want and need our assistance.

This year's most notable achievements:

- Achieved formal NDIS registration and commenced our first NDIS Participants in both Employment and Therapeutic Supports in SA and WA.
- We continued to share our expertise and thought leadership through delivery of the 'Behind the Mind' series of workshops.
- Launched a new [BlueSky Mind Studio](#) website and a [LinkedIn](#) page.

It is very clear whilst working in the Allied Services and Disability space recently that the prevalence of mental health challenges and struggles faced by the people we engage with are genuine and real. Some are struggling to the point of acute crisis and even hospitalisation. There are many however, that through engagement with the BlueSky Mind Studio service have been able to create great stability and even thrive as a result of engaging with our service.

Here is what some of them have said:

Feedback provided as client with severe social anxiety advised of securing a job at subway as a sandwich artist *"This has changed my life and this will be my first job."*

"You have changed everything and never judged me for anything unlike my previous therapist."

"I feel more in control of my life and have a direction again."

"I am not losing my mind over small things as it is just not worth it. I am not as angry anymore."



Transition to Work Report

July 2022 saw the commencement of our Workforce Australia Transition to Work contracts in Adelaide South and Perth North. Delivering dynamic and innovative employment and education assistance for 15 to 24 year old Participants, across seven site locations, our youth specialists have walked alongside and empowered disadvantaged, and often disengaged, youth on their journey towards successful earning and learning.

It's often quoted that "it takes a village to raise a child". Our frontline teams, working day in, day out, tirelessly with Participants, would advocate that motivating, guiding and empowering youth to become strong, confident and contributing members of the Australian labour market indeed takes a collaborative community. Through our highly successful Global Services Model, countless youth have benefitted from the holistic, wrap around servicing which includes our BlueSky Mind Studio counsellors, RTO trainers, our Dress for Success team and of course Workforce Connect, facilitating that critical link with employers and Participants that secures that job!

In the first year of the contract, over 800 Participants, nationally, kick started their career with the support of our dedicated teams, working together, successfully moving them into education, training or employment. Moreover, the Department of Employment and Workplace Relations recognised this exceptional quality and commitment to success, increasing our Participant reach by 69% across the first year of the contract! This staggering increase allows our teams to make the difference in their Participants lives that drives them to achieve each day.

While the numbers speak volumes, it is the Participants and frontline teams who have raised their voice, to share their successes and experiences and speak for themselves. I will leave it for them to truly reflect on the Transition to Work program success and impact in its first year.

"They have been beyond helpful ever since I started coming here!"

Maddison, Transition to Work Participant

"Transition to Work has been a program that has been highly rewarding to connect with young people from all walks of life to helping support their needs with our tailored services, creating life changing opportunities through gaining suitable work and education for upskilling."

Liam, Youth Peer Mentor, Noarlunga, SA

"I've gotten so far and done so many things I wouldn't have without Status!"

Kristy, Transition to Work Participant

"It's so rewarding to see the work I do building our Participants skills and confidence which contributes to their independence, financial security and mental health"

Arash, Team Leader, Morley, WA

Transition to Work Report

"Everyone I have spoken to has been amazing, they always ask what I need and give me amazing support. Status is empathetic and it feels like I can laugh and be myself here!"

Pheonix, Transition to Work Participant WA

"As a Link Worker, I'm able to give my Participants a sense of ownership, belonging and really listen to what they have to say!"

Rebecca, Link Worker, Morley WA

"Being told by your Participants that we are the best job provider they have been to because we take a different approach and they feel cared for and understood is just fantastic. I feel blessed when I leave work every day knowing that I have done everything in my power to make a change for our young people!"

Caitlin, Team Leader, Noarlunga SA

"Great service, my mentor, Sunday, along with the others, have helped me a tonne."

Brek, Transition to Work Participant

"Success is the result of the small efforts that we make every day"

Satwinder, Performance Manager, Perth North WA

"Very helpful and understanding. I have recommended Status to a few people already and they have said the same thing!"

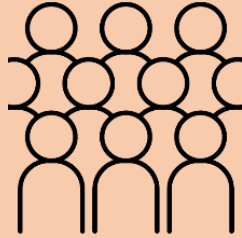
Layla, Transition to Work Participant WA

"I have found the assistance very helpful as I have been able to slowly open up and tackle objectives I've been putting off for some time"

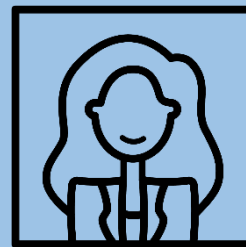
Emilia, Transition to Work Participant WA



Status has **170** employees, made up of 80% females and 20% males.



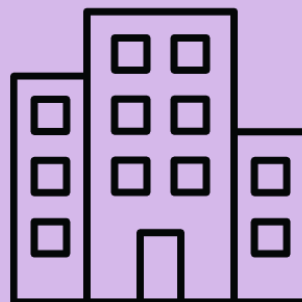
The Status Board is comprised of **75%** female directors.



2.92% of our staff are Indigenous

Workforce breakdown:

- 40%** Employment Services
- 20%** Training Services
- 10%** BlueSky Mind Studio
- 10%** Workforce Connect
- 5%** ImpactEight
- 15%** Corporate Services



ISO 9001
Quality
Management
Systems
CERTIFIED

ISO/IEC
27001
Information Security
Management
CERTIFIED

DESE
Information
Security Systems
Scheme
CERTIFIED

NSDS
National Standards
for Disability Services
CERTIFIED

The year 2022-2023 realised the launch of *ImpactEight*, the umbrella under which we deliver our services to the community: for women, *Dress for Success Adelaide*; and our new men's offering, *Geared for Success*; as well as our charity store, *Restyle Collective*. Our services are located at Port Road, Hindmarsh in the west, and Noarlunga Centre in the south. The restructure has allowed us to expand our reach in the Adelaide community to better provide more targeted support to those in need.

The 8 pillars of ImpactEight are the cornerstone of our mission and services, supporting people in need in our community discover their potential, developing their confidence, employability and life-skills so they may ultimately build a better life for themselves, their families and the community.

- **COMMUNITY** – working with individuals, businesses and organisations to build connections enriching and creating a thriving community.
- **EQUALITY** – recognising an individual's unique circumstances and providing resources and support promoting equality and diversity in life opportunities.
- **EMPOWER** – empowering individuals by helping to build confidence and self-awareness to strengthen independence and self-reliance.
- **RESILIENCE** – providing ongoing opportunities for individual growth and development with the support of a wide reaching network.
- **INTEGRITY** – with integrity as their cornerstone, we will assist individuals build their personal brand, highlighting their strengths and expressing personal goals and ambitions.
- **PATHWAYS** – helping individuals explore opportunities and identify pathways to achieve their goals.
- **LEARNING** – supporting individuals with a variety of learning opportunities to unlock their potential and help develop life-long practical skills like problem solving, understanding emotional intelligence, the importance of a growth mindset and critical thinking.
- **SUSTAINABILITY** – we will continue to promote a more sustainable future with programs to recycle clothing and accessories.

ImpactEight through the services of *Dress for Success Adelaide* and *Geared for Success* offer support to women, men and youth seeking to enter or re-enter the workforce, by providing key employability skills through our Career Support Programs, advice on personal presentation and an interview outfit and/or an employment wardrobe. We also offer the opportunity for women that have gained employment to join our employment retention program, the Professional Women's Group (PWG) to receive ongoing support and mentoring from our corporate partners and community leaders through monthly workshops.

The *Dress for Success Adelaide* and *Geared for Success* services are designed to improve our client's ability to participate more effectively in the employment marketplace, by increasing confidence and improving attitudes and creating strategies to job search. With increased confidence clients feel more capable and skilled to gain and sustain long term employment.

In 2022-2023 the *Dress for Success Adelaide* and *Geared for Success* Career Support Program provided:

- Personal presentation and grooming support including interview wardrobes and employment suiting to 244 women and 17 men in need.
- One-on-one personalised career support to 180 disadvantaged women and men over the course of 297 appointments.
- Targeted career support to 124 disadvantaged youth aged between 15 -24 years.
- Hosted 12 PWG workshops and social events.
- Post placement support via our PWG employment retention program to another 16 women.

We delivered our career support services to a total of 458 women, men and youth. Of the 458 clients that connected with our services, 61% have gone on to improve their skills and career management, with a further 36% gaining employment and apprenticeships. The *Dress for Success Adelaide* and *Geared for Success* services positively impacted 97% of clients attending appointments during 2022/2023.

From opening its doors in August 2015 to the end of June 2023, *Dress for Success Adelaide* has served 2,387 women in need in our community and provided 18,786 pieces of clothing and accessories to the value of \$231,065 to female clients.



255 PORT ROAD, HINDMARSH SA 5007

More recently with the opening of *Geared for Success* we have been able to provide, 17 men in need with 69 items of clothing valued at \$935. We look forward to building this service to support the need in the southern region of Adelaide.

We received a total of 265 clothing donations from corporations and the general public along with 229 volunteer hours. The kind donation of time by our volunteers allowed us to sort stock, provide administration support and facilitate the PWG program.

RECYCLED FASHION WITH STYLE & PURPOSE

restyle
COLLECTIVE




Open Tuesday, Wednesday & Thursday 10am to 3pm
255 Port Road, Hindmarsh SA 5007


impacteight

www.impacteight.net.au/



www.adelaide.dressforsuccess.org

 @dressforsuccessadelaide

 @dressforsuccessadelaide



www.gearedforsuccess.net.au/

>
accenture

Status Ambassadors Association



*Status Ambassador
Recognising 10 Years of Service*

The Status Ambassadors Association commenced in May 2015 with 16 members, this has steadily grown and currently comprises 23 members.

The Status Ambassadors Association recognises staff for the contribution they have made to the Organisation over 10 plus years of service. Collectively, current Ambassadors total 455 years of service to the Organisation, an immense wealth of knowledge. Ambassadors are identified by a personalised signature block at the bottom of their email, as well as a unique, specially designed Ambassador badge.

Since the inception of the Association, the Co-chairs have been instrumental in setting up invaluable information and procedures to holistically benefit the Organisation and its staff. In recognition of the service of staff to the Organisation a number of personalised celebratory emails have been created and sent to all staff to recognise:

- Milestones for achieving 1st year anniversary of service, then at 5 years, 10 years, 15 years, 20 years, 25 years and 30 years.
- New staff members successfully completing their induction, receive a “Welcome to Status” email which wishes them well in their position and introduces the Status Ambassador Association. This has been very well received from all new staff that have commenced with Status.
- Staff celebrating a birthday receive a congratulatory email and small gift.

Staff receiving the above recognition emails have been very appreciative and have expressed their thanks for the support from the Ambassadors.

At 5 years of service, a plaque with the staff member’s name and employment commencement date is added onto the Status Honours Board located at Marion Head office. After each 5 years of service the name plaque will move into their corresponding years of service, i.e. 10 years, 15 years, etc.

Association members adhere to the Principles and Motto established by the founding Co-chairs, and all members offer an “in-house” service to Dress for Success and as a contact person in whatever capacity is required to serve the Organisation.

Status Ambassadors inspire new and existing staff to maintain the culture of the Organisation to ensure workplace values and principles are adhered to. Ambassadors are also a point of contact for staff requiring professional direction.

The fellowship enjoyed by the members of the Status Ambassadors Association over the past 8 years has been rewarding with team building exercises, theatre experiences and dinners acknowledging the lasting and unique contribution these people have made to the Organisation's historical success. The membership will keep expanding over the next 12 months as more staff reach their 10 year milestone. This ensures the familial legacy of the Organisation continues.

During this year we also saw the departure of four valuable Ambassadors, three with over 10 years and one with over 20 years of service, and the welcoming of four new Ambassadors, one of which was returning after a very short period of retirement.

At the heart of our Organisation is the commitment to RISE and as Ambassadors we promote our core values of:

- **Respect** - treating people with respect, recognising them as they are and always offering compassionate support.
- **Integrity** - being honest and transparent in all our work and relationships, and accountable for our performance.
- **Service** - being dedicated to serving and helping people to overcome their challenges no matter how difficult.
- **Empowerment** - encouraging agency and control through active participation in our programs and services.



The Ambassadors Association 34th Anniversary Event was held on Friday 21 July 2023 "Illuminate Adelaide – Resonate" at the Botanic Gardens followed by dinner at ONG Restaurant.

Status Sites

Status has 21 sites across 2 states (WA and SA):



Memoranda of Understanding and Affiliations



Tauondi Aboriginal College

A commitment to work together on projects that assist in increasing employment and capacity building opportunities for Aboriginal and Torres Strait Islander peoples.



Matera Foundation

The Matera Foundation seeks to create real opportunities for Aboriginal Australians to engage with mainstream employment, through personal development programs designed and delivered by people who have forged successful careers across a range of industries.



DRESS FOR SUCCESS®
PERTH

Perth Dress for Success

The mission of Dress for Success is to empower women to achieve economic independence by providing a network of support, professional attire and the development tools to help women thrive in work and in life.



Flinders
UNIVERSITY

Flinders University

College of Medicine and Public Health.
Cognitive Behaviour Therapy post graduate student placements at Status Employment Services DES sites.
Facilitating Motivational Interviewing skills for DES staff.
Partnering in research into effectiveness of CBT on employment outcomes.



APM

APM is a global provider of health and workplace services dedicated to improving lives. They assist people with various needs, including employment, health, and community engagement. Their mission is to create a positive and lasting social impact.



Civil Train SA

Civil Train SA has been a trusted provider of training services tailored to the Civil Industry in South Australia for over 25 years. Addressing the critical need for high-quality training in this sector, they play a crucial role in enhancing the skills and knowledge of workers, making a positive impact on the industry's growth and development.

Memberships

We hold memberships in the following business networking and advisory groups:

AUSTRALIAN INSTITUTE
of COMPANY DIRECTORS



Placement Agreements

Our Training Services division has student placement agreements with:



Aged Care Services Australia Group



Regis Aged Care Pty Ltd

Acknowledgements

We appreciate the support received for from the following organisations during 2022-2023 and look forward to ongoing partnerships in the coming year.

Government Departments

Australian Government Department of Human Services
Australian Government Department of Social Services
Australian Government Department of Employment and Workplace Relations
South Australian Department for Innovation and Skills
Western Australia Department of Training and Workforce Development

Employers

Our philosophy is to simplify the recruitment process, provide a hassle free experience and work in partnership with our employers. Status has been highly successful in assisting employers for over 34 years and would like to acknowledge the employers below for their continued support over the past 12 months.



Employers (continued)



ADDENDUM

OUR PEOPLE, OUR CULTURE

<u>Dress for Success Good News Stories</u>	<u>30</u>
<u>Geared for Success Good News Stories</u>	<u>32</u>
<u>Disability Employment Services Good News Stories</u>	<u>34</u>
<u>Training Services Good News Stories</u>	<u>36</u>
<u>Transition to Work Good News Stories</u>	<u>37</u>
<u>Marketing and Networking Events</u>	<u>39</u>
<u>Social Media</u>	<u>43</u>

Dress for Success Good News Stories

ANNA



After experiencing a break in employment, Anna took charge of her journey to rebuild herself and her confidence. Her determination and dedication have been nothing short of inspiring, showcasing a spirit of resilience that is truly commendable.

Just this week, Anna achieved not one, but TWO incredible job opportunities! She is now a part-time receptionist during the week, and on weekends, she shines as an administration assistant. We couldn't be more thrilled for her success!

Anna's story is a testament to the power of perseverance and the value of embracing one's abilities. We are proud to have played a part in her success and we are excited to see her thrive in her new roles.

NADIYA

A few weeks ago a lovely woman came into Dress for Success. A young mum with two beautiful daughters aged 8 and 12. Her name is Nadiya, she and her girls had just escaped from Ukraine leaving behind her husband to defend their homeland.

Nadiya and her family were forced to flee their home in Kyiv, leaving with only a suitcase and a few precious keepsakes. Their life and dreams completely devastated. Living in a makeshift refugee camp set up in a car park, they waited and prayed for a safe passage out of the country. Eventually the call came, Nadiya said goodbye to her husband and took their girls and a suitcase packed with children's clothing and boarded a plane to Australia. They were safe...



We at Dress for Success had the privilege of meeting and providing Nadiya with an interview wardrobe and assisting her with career support. In Ukraine, Nadiya enjoyed a corporate career with roles as Head of Export Planning, Internal Auditing Specialist and Finance Assistant. Our greatest wish was for Nadiya to secure employment to ensure she can provide a safe and stable future for her and her daughters.

Shortly after posting Nadiya's story she was offered a permanent part-time accounting role. The hours fitted in perfectly with her daughter's school pick-ups. A few months later her husband was able to join her and his daughters. They were a family once again, together and safe. Nadiya continues to thrive, recently gaining a promotion as Team Leader in the accounting department. A truly amazing and resilient young woman.

Congratulations Nadiya!

Dress for Success Good News Stories (continued)

JOYLOVE

Meet our gorgeous client Joylove who arrived in Australia determined to create a better life for herself and her family. With limited English skills Joylove worked tirelessly in back-of-house hospitality and housekeeping roles while studying to improve her English to unlock new career opportunities.

Joylove found Dress for Success following the breakdown of her marriage which left her searching for a new job as a single parent. Joylove attended her interview styling session and left feeling confident and looking fabulous. She is now ready to seize new opportunities in customer service and administration. Her journey exemplifies the power of resilience and community support.



At Dress for Success, we are humbled to witness incredible stories like Joylove's. Despite facing numerous challenges, she never gave up on her dreams.

JAYDE

Jayde is a young mum to two beautiful daughters and was looking to step into the workforce for the first time. She came to Dress for Success for an Interview Suiting appointment as she had secured an interview for a retail position. Her one request for her styling session was to look and feel sophisticated so she could be role model for her daughters.

Jayde was both nervous and excited going into the interview as getting the job meant she would be able to provide a secure and stable future for her girls. We were thrilled to receive the news that Jayde had not only nailed the interview but got the job! We wish you every success on your new journey.



Geared for Success Good News Stories

After many years of styling our female clients through *Dress for Success Adelaide* we finally opened the doors to *Geared for Success*!

Opening at our Noarlunga, South Australia site in May 2023, *Geared for Success* offers interview and employment wardrobes and career support to assist men and individuals that identify as male on their journey into employment. An empowering service delivered to our community in the southern region.



At the end of May 2023 we had our first two male clients come through our doors. Meet Calem and Tahj, referred to *Geared for Success* from our TtW contract at Noarlunga.

CALEM



BEFORE



AFTER

Calem is passionate about working with animals and is looking for his first entry into the workforce. His appointment with *Geared for Success* Noarlunga was scheduled as Career Support, however, it was quickly established that Calem was in need of interview attire. He was initially unsure about “getting dressed up” but had a positive attitude and was open to giving the experience a try.

Geared for Success Good News Stories (continued)

When he first walked out of the dressing room he had a big smile from ear to ear, having never seen himself in anything remotely formal or professional before. He could not stop commenting on how much more confident and prepared he felt. He left his appointment with *Geared for Success* standing tall with that same smile still shining on his face. With such a great attitude it won't be long before Calem gets his first job!

TAHJ



BEFORE



AFTER



Tahj is a confident and enthusiastic young man, looking to gain an apprenticeship as an electrician. On completion of the Skills to Succeed Academy program Tahj was referred for interview styling. He was very excited, even going out of his way to buy a suit jacket in case he got an interview before his appointment.

Tahj came prepared with a fantastic attitude, wanting to put his best foot forward at an interview and was open to trying everything. He walked away with an interview wardrobe and new found confidence. Tahj is ready to start networking and secure an apprenticeship. We wish him the very best of luck!



Emily's passion inspires her journey

Emily's story is a testament to the transformative power of the Disability Employment Services program. When she joined our program, she faced uncertainty about her career path and struggled with social anxiety that made it challenging to attend group sessions, like our Empower Program, where Participants are assisted to get job ready with confidence building and self-awareness activities. Additionally, transportation became a hurdle as she divided her time between living with her Mum in Wembley and her Brother in Clarkson. Recognising her unique needs, the Disability Employment Services team were committed to providing personalised support on her journey.

During Emily's resume appointment, Sue, her dedicated Employment Consultant, engaged in a heartfelt conversation about her passions and dreams. It was during this discussion that Emily shared her most cherished childhood memory - volunteering alongside her uncle, assisting children with disabilities in horse riding activities. Determined to reignite Emily's joy, Sue embarked on a quest to find an opportunity aligned with her passion.

After reaching out to various local riding schools, our search led us to the enchanting Wanneroo Riding Centre, nestled on 900 acres of picturesque land, just a short distance from Clarkson. Accompanied by Sue, Emily visited the centre, engaging in a mindfulness session to overcome her anxiety. It was here that she encountered Lisa, a compassionate individual who shared Emily's enthusiasm for making a difference.

Moved by Emily's dedication and potential, Lisa extended an invitation for her to volunteer at the centre, providing the flexibility needed to accommodate her preferences and comfort level. The possibility of future paid employment became an additional motivating factor for Emily, solidifying her commitment to the role.



Left to Right: Emily (Participant), Lisa (Wanneroo Riding Centre), Sue (Employment Consultant)

Since that life-changing encounter, Emily has devoted over 20 hours to volunteering at Wanneroo Riding Centre. Immersed in her passion for horse riding and assisting children with disabilities, she has become a beacon of warmth and positivity. Witnessing her remarkable growth and the impact she has made, the centre has already recognised her dedication by offering her a paid shift.

Beyond personal growth, the Wanneroo Riding Centre fosters inclusivity and provides opportunities for individuals of all ages and abilities. Their commitment extends to encouraging those with intellectual disabilities to gain work experience through volunteer tasks like mending fences and clearing rubbish, all under proper supervision.

Emily's journey exemplifies the essence of the Disability Employment Services program, which revolves around tailored support and nurturing personal strengths. At Status, we take immense pride in playing a role in helping Emily uncover her passion and take her first steps towards a fulfilling career.

Emily's inspiring story ignites a spark within all of us, encouraging us to explore our passions and overcome obstacles. Through the Disability Employment Services program, we are dedicated to empowering individuals like Emily to discover their true calling, offering personalised support every step of the way. We celebrate Emily's achievements and encourage others with disabilities or injuries that make it difficult to find work to reach out and explore the opportunities available through the Disability Employment Services program.

Persistence Pays Off: From Low Confidence to Training New Staff

When Ben first came to the Status Disability Employment Services (DES) program, he faced a number of barriers to employment, including limited work history, communication difficulties and several disabilities. Despite these challenges, Ben was eager to find work and build his confidence.

After some initial success working at the Lyndoch Lavender Farm, Ben struggled when he was reassigned to the fast-paced café on site. This setback didn't discourage him though, with the help of his Employment Consultant Ben decided to pursue training in an industry he was passionate about and Status was able to fund his enrolment in a Certificate III in Tourism. Though he didn't complete the course, Ben gained valuable skills and experience through his study that would serve him well in his future job search.

As Ben continued to explore his interests and abilities, he expressed a desire to get his driver's license. Ben's Employment Consultant was able to secure funding for driving lessons, which not only helped him get around but also boosted his self-confidence.

Finally, the right job opportunity arose with Flight Extruded Plastics. Despite having little work experience, Ben was willing to learn and was given the chance to prove himself. With new work clothes, boots and a Working with Children Check (WWCC) funded by our program, Ben has excelled in his new role.

Now, over 6 months later, Ben is still thriving in his job and has the confidence to train others. His journey shows that with determination, support, and a willingness to try new things, success is possible.

SHAUN

As the oldest Status Training Services student to complete our Certificate IV in Disability to date, Shaun wants others to know that “although life can get in the way, you can always aim for big goals, and achieve them!”

While other 54 year olds may be planning for retirement, Shaun was planning to leave a 30 year career to study for a role in a more rewarding and meaningful industry where he could make a positive impact on the lives of others. Openly admitting his lack of digital skills and the fact he had not studied for over 35 years, Shaun faced multiple barriers in his return to study.

Quickly building great rapport with his industry trainer Fiona, Shaun set plans in place and overcame any issue that arose.

The resilience shown throughout his time enrolled with Status proved how far Shaun was willing to push himself to achieve his goals.



As a part of Shaun’s Certificate IV in Disability he undertook 120 hours of placement with Novita. Shaun excelled throughout his placement and began building brilliant relationships with the clients involved in his day to day duties. Novita offered Shaun a position as a part of Novita’s Community Services programs for young people with disability. Using his wealth of knowledge from his own life, Shaun now takes a big part in the Step Up Life Skills and Transition to Work programs, which are aimed at making a positive impact on youth accessing the NDIS services.

NAKITA

After a massive year in which she welcomed her second child into the world and overcame serious health issues, a huge congratulations is in order to our Individual Support student Nakita, for not only completing her Certificate III in Individual Support (Disability), but finding a job within the industry and already impressing enough to be promoted into a supervisor role!

Although at times study was difficult as a single mother of two young children, Nakita was surprised by the levels of support provided by her trainer Fiona and the whole Status team.

Transition to Work Good News Stories

KRISTY

"I've gotten so far and done so many things I wouldn't have without Status"



Since joining our Workforce Australia Transition to Work program in April, Kristy's determination and hard work have led her on an incredible journey of achievements. With support from our dedicated Youth Peer Mentor and Link Worker, Kristy has turned her goals into reality.

In just three months we've assisted Kristy in obtaining her Learner's Permit, securing a casual hospitality role to help fund her studies and enrolling at Indie School to complete her Certificate II in General Education. With plans to pursue a Certificate III in Early Childhood Education and Care in the future, Kristy is proving that hard work makes dreams come true!

We're thrilled to see Kristy's success and support her in every step of the way. From providing driving lessons to helping her best friend, who joined our program through her recommendation, Kristy's positive experience speaks volumes about the impact of personalised support.

BREK

A strong support network is a powerful force that can make a world of difference in the life of a young person. When Brek joined our services, he faced significant challenges, including struggles with mental health and housing instability due to his father's absence.

Understanding the importance of a united front, we encouraged Brek's grandfather to join us in his Transition to Work journey and this proved to be a game-changer.

With the unwavering support of his dedicated Youth Peer Mentor, Sunday, and our experienced Transition to Work team, Brek was able to pass his Learner's license test, opening doors to new opportunities. As a team alongside his grandfather we also helped Brek overcome significant hurdles such as housing instability quickly and decisively, providing a strong foundation for his future goals.

With the guidance of our Team Leader Hai, Brek was also able to achieve his goal to enrol in a Certificate III in Civil Construction, and now he looks forward to commencing work once he completes his certificate.

At Status, we believe in the power of teamwork and community to empower young individuals like Brek, helping them to overcome obstacles and achieve greatness. Join us in celebrating Brek's inspiring journey.

ROYDEN

Congratulations Royden on 12 weeks of success in your new job!

One of our first Workforce Australia – Transition to Work Participants Royden, has just celebrated his three month employment milestone with his new employer. Accessing Transition to Work services at our Morley, WA office, Royden hit the ground running and our Workforce Connect team quickly introduced him to a FIFO employer we thought would be a good fit for his skills and career goals.

Since commencing work, Royden has been in regular contact with his Link Worker, Sosefina, who has assisted him in procuring personal protective equipment needed for his new role. Sosefina will continue to provide ongoing counselling and support, and we look forward to celebrating many more employment milestones in the future!



Marketing & Networking Events

In the past year, we have taken part in an increased number of events, including hosting, exhibiting, and attending. Our engagement has spanned from hosting expansive Status expos, which involve various employers and Participants from multiple Employment Service Providers, to more intimate and informative presentations by the BlueSky Mind Studio team.

The Workforce Connect team in Western Australia has maintained its reputation for organising exceptional events throughout the duration of 2022 and 2023. Notably, in October 2022, Workforce Connect collaborated with the City of Stirling and Mercy Care to host the fourth annual CaLD Expo by Status Employment. With 59 employers in attendance and around 400 Participants, this event continues to experience steady growth each year.

Just days before the CaLD Expo, the WA team conducted the Skills Evolution Expo, focusing on training opportunities. This event, held in conjunction with the City of Canning, aimed to provide our CaLD Participants with insights into training, apprenticeships, and traineeships.



Workforce Connect team at the Skills Evolution Expo



Skills Evolution Expo

Marketing & Networking Events *(continued)*

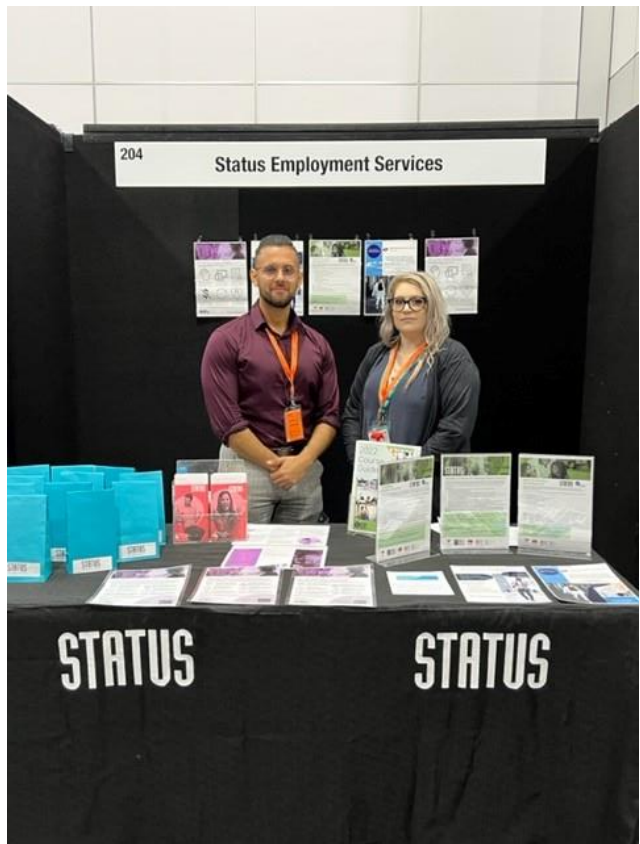
Moving ahead to May 2023, the WA team successfully organised their third innovative expo, known as the Job Exploration Expo, alongside the City of Swan. This interactive event featured engaging displays such as a truck driving simulator and a hands-on experience with a coffee machine for aspiring baristas. The expo targeted individuals without clear career goals, offering them information to help them discover potential career paths or industries to pursue.

The South Australian Workforce Connect team hosted the Status Global Services Expo, also in May 2023. This event invited Participants and external referring agencies to the Modbury office, showcasing the comprehensive range of services provided by our global services.

In a distinct contrast to the grand expos supporting Status Employment and Training services and organised by our Workforce Connect team, BlueSky Mind Studio held two presentations in their Behind the Mind series. These sessions, held in October 2022 and February 2023, catered to a select audience comprising DES providers, NDIS support and coordination workers, and other professionals aiding vulnerable individuals. The sessions offered training on specific mental health conditions, symptom recognition, and support strategies for those living with these conditions, and guiding individuals towards appropriate treatment. These sessions garnered positive feedback, effectively raising awareness of the BlueSky Mind Studio brand and our counselling and NDIS services.



The South Australian Workforce Connect team at the Re-Think your Career Expo held by the City of Salisbury in October 2022



The South Australian Workforce Connect team at the MyLifeChoices Disability, Ageing & Lifestyle Expo at the Adelaide Showgrounds in October 2022

Marketing & Networking Events (continued)

In the past year, we've demonstrated our unwavering dedication to supporting unemployed and disadvantaged individuals across Australia through engaging and outcome-focused events. Our diverse range of activities, from expansive expos to insightful mental health presentations, underscores our commitment to empowerment and education. The efforts of our Workforce Connect team in organising successful expos and fostering collaboration align seamlessly with our mission to guide individuals towards meaningful career paths.

The BlueSky Mind Studio information sessions have played a crucial role in raising awareness about mental health and expanding the reach of our vital services. Furthermore, our presence at various expos, including the National Careers and Employment Expos in both SA and WA, coupled with our ongoing rotation of networking events through our Status offices, reaffirms our dedication to making a positive and enduring impact on the communities we serve throughout this transformative year.



Salisbury Networking Breakfast



Mirraboooka Networking Lunch February 2023



Dress for Success Showcase at Salisbury March 2023

Marketing & Networking Events (continued)



Status stand at the Western Adelaide Jobs Expo March 2023



Training Services at the Adelaide Hills Career Expo (Hosted by Cornerstone College)



Representatives from across our brands attend the National Reconciliation Week Breakfast - Commemorating National Sorry Day

Social Media

The past year marked significant growth in our social media presence as we expanded our outreach across multiple platforms. BlueSky Mind Studio made its debut on LinkedIn, Facebook, and Instagram early in 2023. Meanwhile, Status bolstered its existing social media footprint by embracing Instagram. Our decision to incorporate Instagram into our social media strategy was driven by changes in the programs we offer through our brands, including Status's new Transition to Work program and BlueSky Mind Studio's School Leavers Employment Supports.

Our existing Status social media accounts experienced steady growth on platforms like LinkedIn and Facebook. Our LinkedIn content left over 16,000 impressions on over 7,500 individuals, while our Facebook content was able to reach over 4,500 individuals. Engagement was a highlight, with some of our most successful posts generating substantial traction. For instance, our Facebook and LinkedIn posts featuring a selection of EHP candidates from our Noarlunga site in their quest for retail roles ahead of Christmas 2022 captured the attention of over 1,000 individuals. Furthermore, our Good News stories, showcasing successes from our Training Services, DES, and TtW divisions, consistently garnered between 800 to 1,000 views each.

Dress for Success and Restyle Collective excelled on both Facebook and Instagram, collectively reaching nearly 10,000 individuals over the year. Customer stories proved to be a winning formula, with one of our most successful Good News stories resonating with nearly 1,500 people and eliciting active engagement from 195 individuals through reactions, comments, and shares.

In March 2023, the introduction of BlueSky Mind Studio marked a significant step in our social media strategy. Despite its recent inception, BlueSky Mind Studio quickly cultivated a following, ending the year with 143 followers on LinkedIn and a handful on Facebook and Instagram. Our content reached more than 6,600 individuals. A noteworthy mention goes to our post about offering Functional Capacity Assessments, which attracted nearly 2,000 individuals on Facebook. Additionally, posts providing insights into our team each reached up to 200 individuals on LinkedIn.

Aside from these quantitative metrics, our commitment to delivering exceptional service was reflected in the form of Google reviews. Throughout the year, we received a total of 35 reviews for our brands, with an impressive 27 of them being 5-star endorsements. Notably, Status Kilkenny garnered the most reviews, receiving 10 five-star ratings. These reviews included heartfelt comments that underscore the invaluable impact our team has on individuals' lives.

Here are some of the reviews:

"Thanks to the help of these wonderful people in such a short time I'm now beginning a job that I feel it suits me perfectly. Great friendly staff willing to help."
Bethany, 2 August

"I was released from holidays in April mentally incapable of working or barely existing until I met Goran at Status Kilkenny, and my life changed. I won't go into too many details, but now I'm full-time employed. I'm married. I've turned into someone I can be proud of because of the support I received at Status. Big thank you to Goran and Kurt. You lads saved my life. LEGENDS!"
Anonymous DES Participant, 23 September

"Kurt and Goran are the most empathetic, supportive, kind, and helpful people I have ever had the pleasure of dealing with at Status Employment. Nothing is ever too hard; they take the time out of their very busy days to listen and offer solutions if you require assistance. I wouldn't go anywhere else, am willing to travel the distance because I know that they are simply 'THE BEST' in the industry. Thanks, guys, for always believing in me and helping me thrive again!"

Anonymous DES Participant, 30 November

"Goran was my worker at Status and he supported me with all the different things status provides such as Dress for Success, free counselling etc. I was finding life difficult at times and Goran's sense of humour and empathy helped me to have the confidence to attain employment in a new career. Thanks Goran and Status team"

Naomi, 20 January

Similar sentiments echoed from other sites, which collectively received numerous 5-star reviews. These reviews exemplify the exceptional service our team provides. Below are comments from a few of these 5 star reviews:

"The staff are the most amazing, kind and understanding people I have ever met. They allows strive to help me be and do the best I can be. I work with Hannah and Casey for the majority of the time and they are just the most wonderful people. I am truly so proud and blessed to work with them."

Tahnyka, 21 November

"I would like to commend the staff at Clarkson. Starting at the front desk where I am greeted with such a warm welcome to the staff helping me to find employment. Sue and Rachel are very professional, helpful and understanding of my challenges. I have learned so much from them. They help me stay positive. I recommend this friendly service they provide."

Kathy, 22 January

For our Dress for Success service the positivity was equally palpable, receiving three reviews across the year all of which were 5-star commendations.

"I had a session this afternoon with the lovely Ebony, she picked out some great interview clothes that matched my style and had some excellent career advice. It was a very positive experience and a lot of fun, I'd highly recommend a session with this organisation."

Sharon, 3 April

The feedback from our clients and the impact our team has made on their lives is truly remarkable. This narrative-style summary paints a comprehensive picture of our social media achievements in 2023, emphasising not only the metrics but also the human stories that exemplify the positive impact of our services and the dedication of our team members.

The past year has been marked by significant growth in our social media presence, reflecting our commitment to serving the community. The introduction of BlueSky Mind Studio and the ongoing success of our established programs have underscored our dedication to serving the community.

As we look ahead, we remain committed to delivering exceptional service, alleviating inequality and embracing the power of storytelling through our social media channels.