

# Media Release

Wednesday, 19 February 2025

## COLES AIMS TO RAISE \$1 MILLION TO HELP EMPOWER VULNERABLE WOMEN

Coles is aiming to raise \$1 million for Australian women's charity *Fitted for Work* to help empower vulnerable women and gender-diverse jobseekers.

Fitted for Work can help reduce the job search duration by an average of 26 weeks, or 48%<sup>1</sup> through tailored services such as outfitting services, mentorships, resume writing and interview preparation.

With 1.3 million women in Australia wanting work or additional hours and one in two unemployed women looking for work for three months or more<sup>2</sup>, funds raised will help Fitted for Work to fast-track the path to employment and economic independence for vulnerable Australian women.

From today until Tuesday 4 March, Coles will donate 15 cents from the sale of all women's skincare (excluding sun care), grooming, haircare, cosmetics, vitamins, period and continence care products and women's apparel sold in-store and online at Coles to Fitted for Work, up to a maximum of \$1 million.

Funds raised will enable the women's charity to support up to 1,400 vulnerable women to become job-ready and to gain secure, stable employment as demand for its services rose by 17% over the past 12 months, particularly among single parents (+7%), trans and gender-diverse individuals (+33%) and those affected by family violence (+67%)<sup>3</sup>

Fitted for Work ambassador and MasterChef Australia season 1 winner **Julie Goodwin** has thrown her support behind the campaign. Julie, whose career path took her from cleaning houses and singing at weddings (among other things) to youth work to MasterChef winner and now renowned food personality, is delighted to be a Fitted for Work Ambassador and be involved in spreading the word about the 2025 Coles Fitted for Work fundraising campaign.

"I know from personal experience the importance of having meaningful employment, and the challenges that women face in looking for work. That's why I'm so motivated to support Fitted for Work," she said.

"When I was a teenager, I wanted to become a criminal lawyer or a journalist, but a series of events threw my career aspirations off the rails. Then when I had my boys, I went from a career in youth work to taking whatever small jobs I could fit around our family life."

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<sup>1</sup> Source: Mandala Partners: Economic Impact Report - Fitted for Work 2025

<sup>2</sup> Op. cit.

<sup>3</sup> Source: Client services statistics, Fitted for Work, 2025

"Having the support of an organisation like Fitted for Work helps women who find themselves sidelined from employment for any number of reasons to find confidence and gain the skills and connections they need to join or rejoin the workforce. Meaningful employment means so much more than a salary; it provides women with connection and community, purpose and confidence, and agency and power over their own lives."

"Adding a participating women's health and beauty product to your shopping basket over the next two weeks will raise the funds needed to continue Fitted for Work's amazing mission to create an equal, positive and powerful future for women in the workplace."

Coles Group Corporate & Indigenous Affairs Officer Sally Fielke said Coles is delighted to be raising funds to support Fitted for Work for the fourth year in a row.

"At Coles, we know the positive effects that employment can have on women, particularly those who are vulnerable or who face extra challenges in finding work," she said.

"Coles is proud to be an employer of choice for gender equity. We are committed to closing the gender pay gap, promoting flexible work, and increasing women's leadership representation through our initiatives with team members, along with our partnerships with organisations such as Fitted for Work and Mentor Walks to help empower women and develop female leaders."

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