

STYLING STATION

Annual Report 2022



Get styled. For good

ABN: 24643555873

STYLING STATION

ABOUT US

Styling Station is a not for profit sustainable fashion hub based in Milton, Brisbane. We began in March 2021 to offer a styling service to all women in the community with a pay it forward model to support those in need.

We aim to restore hope and dignity in vulnerable women and help fashion brands minimise fashion waste going to landfill. Currently we employ two people full time, four casually and have a team of dedicated volunteer stylists.

WHAT WE DO

OUR MISSION



To inspire confidence, impart knowledge and to nurture women in all seasons of life through an accessible styling service, creating a circle of social and environmental change. We promote sustainable fashion by diverting fashion waste away from landfill.

Our service is devoted to helping all women with a wide-range of needs and complexities. Styling Station provides a personal styling service and new clothing to women with heartfelt care for every individual.

A MESSAGE FROM OUR CEO

Kylie Rowan



It's been an exciting year full of growth for Styling Station, and I'm so grateful for such amazing achievements in 2022. I am incredibly proud of the team for their dedication to help the organisation and our clients navigate through these uncertain times. Particularly in the face the practical challenges associated with the pandemic and the Queensland floods. The team went above and beyond in delivering our mission; to help women in need and divert new fashion away from landfill.

In 2022 we exceeded our business performance targets which means we were able to positively impact more women in our community through our pay it forward model. Styling Station attributed 80% of its total annual income directly to servicing women in need. For each person to know they are loved, precious and honoured - no matter the circumstances they have walked through in life is a gift we want to give to everyone who walks through our doors.

Styling Station is blessed to have so many generous supporters, fashion partners and community partners, and we remain committed to giving more women in SE Qld the opportunity to transform their lives in the year ahead.

Kylie Rowan

Founder | CEO

A MESSAGE FROM OUR CHAIR

Dr Bridget Cullen



This year, Styling Station has made enormous strides in its mission to divert clothing from landfill, and to provide vulnerable women with new clothing that restores confidence. We could not do this without our paid styling customers and wonderful volunteer stylists. In part, our success is because we are an organisation that does not operate in a hierarchical way. Every woman that volunteers and works with Styling Station is equally important and equally valued. This approach has created a positive vibe that flows on to all the women who walk through the door to our studio, looking to be styled. The creative energy of our styling team is boundless, and we aim to deliver a positive - and comfortable - styling experience to every customer. Styling Station is about much more than styling and fashion. We are a place where relationships are built and enhanced. We have seen women strengthen generational family bonds by taking time to spend together as a group - maybe with a little champagne! We have seen the positive impact on staff sent in as part of our Workplace Program - leaving with a spring in their step and feeling that their employer cares about their wellbeing. On a personal level, I have seen a little boost to my own relationships with my teenaged daughter and young adult stepdaughter. Watching them develop personal confidence in themselves through their styling sessions has been rewarding - and fun! The precious time we spend together at Styling Station is a positive focal point for us amongst our busy school and working lives. We aren't just about building environmentally conscious closets - we are helping forge connections between women through a shared experience.

Dr Bridget Cullen
Chairperson

OUR 2022 ACHIEVEMENTS

BOARD AND GOVERNANCE

In 2022 Styling Station established a new board and appointed new members. Our board members bring a wide range of skills, expertise and passion for styling Station's mission.

Kylie Rowan
Founder | CEO



Karen Uhlmann
Director | CMO



Dr Bridget Cullen
Chairperson



Alex Szymanski
Treasurer



Kathy Roberts
Board Member



Lynn Anstey
Board Member



OUR 2022 ACHIEVEMENTS

BUSINESS HIGHLIGHTS

Treasurer Report - Alex Szymanski

Since commencing operations in March 2021 Styling Station has experienced significant financial growth; both in terms of its financial position and financial performance.

The business has seen an increase in net profit of 182% from 30 June 2021 to 30 June 2022. The agile management of this growth has been important to the business' ongoing success.

The primary area of income growth is the styling sessions offered on site – both in an individual setting and a group setting. The income from these sessions have been well supported by income from ongoing memberships and . There has been a decline in the income received from general donations & corporate sponsorships.

Notwithstanding that many of the stylists engaged by Styling Station offer their services on a voluntary basis, wages and salaries expense has increased with the growing customer demand. As at 30 June 2022 the business had 2 permanent employees & 1 casual employee. Rent expense is also a material expense of the business, amounting to almost \$50,000 for the 12 months to 30 June 2022.

In terms of financial position Styling Station holds net assets amounting to over \$64,000 as at 30 June 2022. Cash assets are the primary asset, representing over \$84,000 of the \$86,000 in total assets. Current liabilities amount to over \$18,000 and are largely representative of ongoing quarterly obligations (e.g. GST, PAYG withholding, superannuation payable) that the business meets as when they are due. The only non-current liability as at 30 June 2022 is the provision for long service leave, being almost \$4,000.

OUR 2022 ACHIEVEMENTS

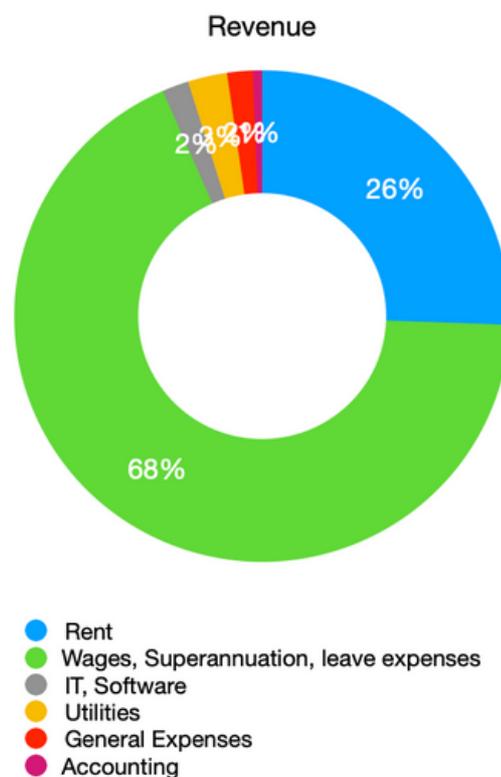
BUSINESS HIGHLIGHTS

2022 Financial Summary

Revenue	
Styling Services	\$102,990
Memberships	\$23,590
Sales	\$112,073
Gift Experience	\$6,479
General Donations	\$1,265
Other	\$4,887
Total income	\$251,284

Expenditure	
Rent	\$49,575
Wages, Superannuation, leave expenses	\$131,581
IT, Software	\$3,359
Utilities	\$4,974
General Expenses	\$3,264
Accounting	\$1,142
Event Costs	\$9,172
Total expenses	\$203,067

Net Profit	
Income minus expenses	\$48,217



KBP Audit Services report showed all of Styling Station's financial records maintained during the period were in accordance with the Australian Taxation Office and its requirements.

OUR 2022 ACHIEVEMENTS

BUSINESS HIGHLIGHTS

In 2022 Styling Station saw steady growth from the previous year across memberships, sales and community engagement.

Style Club Membership Program

In 2022 the membership program product plans were revised into 3 new plans:

In Vogue membership - \$30 a month

Workplace Program- \$90 a month

VIP membership - \$90 a month

Styling Station's Style Club Membership subscriptions grew from 7 in 2021 to 79 in 2022. The launch of the vault series in March 2022 has been a key factor in the exponential increase in VIP subscriptions.

The rise in membership subscriptions has also grown due to the roll out of the workplace membership program. Since kicking off the workplace program in June 2022, six workplaces have joined.

It is anticipated that this membership plan will continue to grow. The membership program is designed to offer a service plan to the business sector as a way of rewarding, recruiting and retaining their female employees/ clients.

OUR 2022 ACHIEVEMENTS

VIP MEMBERS STORY



Mandy

"I can't thank the ladies at the Styling Station enough. I've had a bad week and was feeling flat and so I booked my monthly VIP session as a pick me up. It worked, I came home with some amazing clothes but more than that, feeling I deserved them and I was worth people spending their time making me feel special. It's a therapy, self love and styling session all in one. The ladies that work here are very special people as is the cause they work for. Now I actually can't wait to go out and wear my new wardrobe additions not hide away at home."

Charmaine

"I was gifted a VIP membership from my family for my 40th birthday and over the past 5 months I have started to build out a gorgeous, corporate and smart casual wardrobe. It has changed the way I feel about the way I dress and has given me so much confidence. I couldn't recommend Styling Station and the gorgeous stylist any higher!"



NUTURING WOMEN



HELPING WOMEN IN NEED

We provide assistance to charities supporting homeless people, asylum seekers, refugees, women escaping domestic violence, Indigenous women in need, mental health sufferers, the long-term unemployed, those hospitalised, carers, women living with disabilities and many others. Our vulnerable clients receive a free personal styling support service and a complimentary outfit.

SUSTAINABILITY



LEADERS IN SUSTAINABLE FASHION

Styling Station provides major retailers and independent fashion brands with an innovative solution to reducing the cost of their excess stock while helping women in need.

Currently there is limited opportunity for fashion brands to address the social and environmental issues facing the fashion industry head on. We provide a meaningful and effective way for brands to become leaders of both with one easy solution.

OUR 2022 ACHIEVEMENTS

SOCIAL IMPACT

In 2022 we delivered over 500 complimentary services to women in need. In monetary value, Styling Station has given back over \$200,000 to the community to improve the lives of vulnerable women. Styling Station's social impact attributes 80% of its total annual income directly to servicing women in need.

More broadly, Styling Station improved community outcomes by providing support to women in need affected by two extreme events; Qld Floods and the war in Ukraine. In response to these crises, Styling Station established an emergency clothing hub supporting over 150 people affected by the floods and helped over 50 Ukrainian women fleeing the war and settling in Brisbane. Styling Station gifted each woman an individual heartfelt styling sessions and new clothing.

Styling Station continues to partner with charity organisations to help vulnerable women in immediate and ongoing crisis. This year we forged new community partnerships to reach more women in need including:

Ronald McDonald House, WWILD, Carer's Foundation Australia, Arches Accommodation Supports.

OUR 2022 ACHIEVEMENTS

SOCIAL IMPACT



Vivian lost her house and property in the Qld Floods. She was overjoyed when she was gifted a beautiful brand new outfit that not only made her feel special but met her cultural needs and style.



Tatiana fled the war in Ukraine with her elderly Mother, arriving in Brisbane with only one suitcase. Styling Station gifted her and her Mother a styling session and new clothes as a way of restoring their hope and dignity and so they can feel comfortable participating in their new community.

OUR 2022 ACHIEVEMENTS

ENVIRONMENTAL IMPACT

We have diverted over 4 tonnes of new fashion away from landfill. That equates to landfill savings of over 200 wheelie bins in one year.

Fashion packaging diverted:

-over 10,000 square metres of soft plastics, which is equivalent to the surface area of Suncorp Stadium in one year.

-over 10,000 square metres of cardboard and paper. This equates to a reduction in 270kgs CO2 emissions in one year.



OUR 2022 ACHIEVEMENTS

COMMUNITY ENGAGEMENT HIGHLIGHTS

In 2022 Styling Station participated in numerous community engagement opportunities. As a result, the organisation's profile has grown.

One of the key achievements of 2022 was being shortlisted as a top 4 finalist in the in the Lord Mayor's Micro Business Awards. The awards forged new partnerships, TV and print media opportunities.

In 2022, Robin Bailey a high profile Brisbane radio presenter, came on board as Styling Station's Media Ambassador, which has assisted in developing new strategic connections and has increased Styling Station's reach and profile.

Styling Station was also given the opportunity to partner with Women's network Australia (WNA). WNA invited Styling Station to dress and style the models for the front cover of their annual magazine and to be featured in an article about sustainable fashion. Style Magazine, also reached out and has offered a free of charge one page article on Styling Station for their Giving & Goodwill December edition.

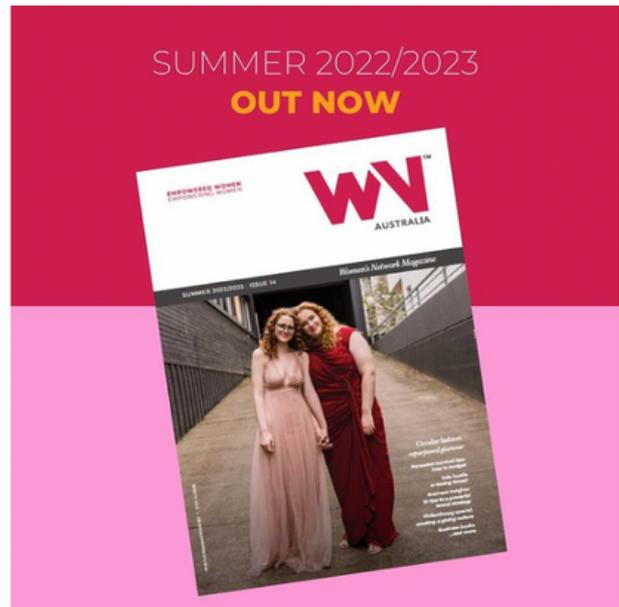
St Peter's Lutheran School invited Styling Station to run a fashion parade at their Inaugural Fundraising Spring Lunch which increased exposure to the organisation's primary target audience i.e professional school mums. Styling station was invited to present in front of 70 women at the Moet Christmas Fundraising Luncheon.

OUR 2022 ACHIEVEMENTS

COMMUNITY ENGAGEMENT HIGHLIGHTS



Robin Bailey Media
Ambassador



Women's Network Magazine



Style Magazine Giving & Goodwill Edition



Moet Christmas Fundraising Event

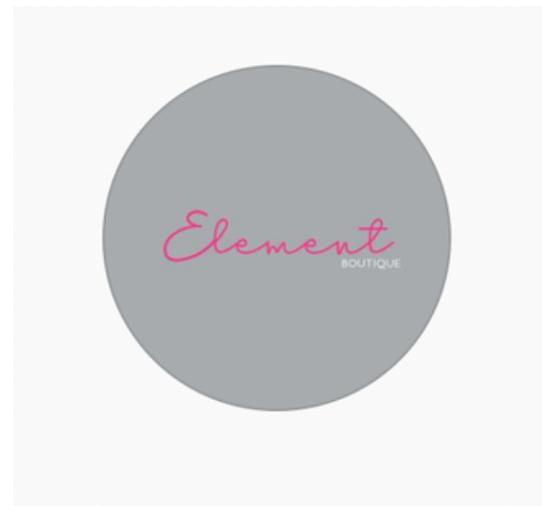
OUR 2022 ACHIEVEMENTS

NEW FASHION PARTNERS

In 2022 the number of Styling Stations fashion partners increased. This was due to a range of factors such as; our prompt response in servicing Qld Flood victims and Ukrainian arrivals, strong word of mouth and marketing strategies.

New fashion partners include:

- Little Black Dress Shop
- Elements The Gap
- Espinal Interiors
- Frankie's Melbourne

The logo for Little Black Dress Shop features the words 'THE LBD SHOP' in a bold, black, serif font. The letters 'L', 'B', and 'D' are significantly larger and more prominent than the other words, creating a stacked, vertical arrangement.The logo for Frankie's Melbourne features the word 'FRANKIE'S' in a multi-colored, sans-serif font where each letter is a different color. Below it, the word 'MELBOURNE' is written in a smaller, black, sans-serif font.

STORIES FROM OUR PARTNERS



Fashion Partner

Leanne- Founder of Liv& Milly

"When I started my business I wanted my handbags to make women feel fabulous and empowered. A bright coloured and classy handbag can bring joy to not only your outfit but your day as well. Colour is joy and will lift the spirits, I want to sprinkle that joy around. I feel privileged to be able to donate my handbags to Styling Station and help women who may need empowering and a little boost in life. Thank you Styling Station for the wonderful work you do uplifting women, especially those who need it the most."



Community Partner

Women from Love Well Foundation

"We couldn't quite believe the support and generosity we received from Styling Station. We felt so special after our styling session".



OUR FASHION PARTNERS



THREAD TOGETHER

CALEXICO

Styling You
THE LABEL

FRANKIE'S
MELBOURNE



OUR COMMUNITY PARTNERS



Lutheran
Services

There for you



working with people with
intellectual and learning disabilities



PRIORITIES FOR 2023



- Grow our brand and reputation through strategic partnerships and opportunities
- Apply for DGR status
- Undertake an IT upgrade
- Increase our database and repeat client rate
- Maintain and grow fashion & charity partners
- Secure a rental sponsor.

CONTACT US



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