



REACHING MORE OF OUR COMMUNITY



**Butterfly**  
Foundation for Eating Disorders

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### Board of Directors

David Murray AO (Chair)

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Anne Doherty

Anthony Gill

Catherine Happ

Associate Professor Richard Newton

Professor Susan Paxton

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Michael Same

Christine Morgan (CEO)



## Vision, Mission and Values

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The Butterfly Foundation's vision is to live in a world that celebrates health, well-being and diversity.

Butterfly is dedicated to bringing about change to the culture, policy and practice in the prevention, treatment and support of those affected by eating disorders and negative body image.



**COMMITMENT**



**COMPASSION**



**INTEGRITY**



**COLLABORATION**



**EXCELLENCE**



**INITIATIVE**

## Aims and objectives

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Butterfly seeks to build a community of like-minded people working towards change. We use a collaborative approach to identify, build and facilitate strategic partnerships to:

### Promote

Positive body image and associated healthy behaviours.

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### Operate

A financially sustainable national foundation for future generations.

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### Facilitate

The development of effective models of prevention and care for people at risk.

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### Encourage

Hope and help-seeking through education and awareness.

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### Educate and connect

The community to assist in excellence and consistency in the culture of care.

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### Increase access

For all affected individuals and carers in Australia to effective treatment and support.

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## The Butterfly Effect

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92,000

Young people reached  
through Butterfly  
Education Services

11,200

Contacts made  
to Butterfly's National  
Helpline ED HOPE

600,000

Visits to Butterfly  
Foundation website

1.3M

Visits to National  
Eating Disorders Collaboration  
(NEDC) website

3.5M

People reached through  
Butterfly social media channels

3.2M

People reached through  
Butterfly's two major  
awareness campaigns

SNAPSHOT OF OUR REACH 2017-2018

## Message from our Chair



We are moving towards our goal of providing access to effective, affordable, evidence-based treatment and support for those affected by eating disorders, irrespective of where they live in Australia.

Butterfly has continued to drive systemic reform, making significant progress in the prevention, early intervention and treatment of eating disorders.

In September 2017 the Federal government recognised the need for eating disorders reform, and included eating disorders for consideration by the Medicare Benefits Schedule (MBS) Review taskforce. This was largely due to the efforts of Butterfly working with others in the sector to firmly place eating disorders on the national agenda. Butterfly continued to assist with the review by providing the taskforce with evidence-based information.

In February government funds were received to expand Butterfly's national helpline, further recognising the need for increased access to evidence-based, person-centred support and treatment, regardless of location.

Early in 2018 the Butterfly Foundation conducted consumer research to better understand the reality of the cost of eating disorders treatment in Australia. The research found that one in three people go into debt and one in four people delay or stop treatment because of the costs involved. These results brought into sharp focus the need for nationwide reform in treatment funding for eating disorders.

Building on this, Butterfly's MAYDAYS awareness campaign raised the alarm about the prohibitive cost of living with an eating disorder. Butterfly made it clear that the costs of treatment are so much more than just financial, highlighting the potentially

devastating life impacts of these mental health issues on individuals and families. The campaign achieved strong media coverage and social engagement, driving public conversation and supporting our advocacy efforts.

In June 2018 the Federal Government announced support, via Butterfly Foundation and the Sunshine Coast PHN, for an innovative trial to examine the real-life impacts of improved access to and affordability of treatment for eating disorders. By trialling a primary health evidence-based model with our partners, we will be taking a key step towards delivering affordable and integrated multi-disciplinary treatment for eating disorders within Australia.

At the core of Butterfly's values is collaboration, and it is through the combined efforts of our supporters, partners, staff and community that we are reaching even more Australians in need. My wholehearted thanks to all of you, and to my colleagues on the Board.

DAVID MURRAY AO,  
CHAIR BUTTERFLY FOUNDATION

## Message from our CEO

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2017-18 was a year of growth and collaboration. We continued to develop and build on evidence, expertise and knowledge to further drive our objective to reach Australians in need.

In September 2017, we launched the National Agenda for Eating Disorders 2017-2022, and welcomed the commitment of the Federal Minister for Health to improving the system for those with eating disorders. I referred to that commitment as 'the end of the beginning' – a critical step forward had finally been taken.

We also saw the Medicare Benefits Schedule (MBS) Review Taskforce begin to tackle the issue of how to improve Medicare coverage for people with eating disorders, with Butterfly coordinating the collation of strong, evidence-based submissions to the MBS Working Group on Eating Disorders.

Butterfly and our collaborators have made a major difference. Our goal – no less than a solid commitment to the funding of an evidence-based level of treatment for people with eating disorders, through the MBS.

In February we received additional funding to expand the Butterfly National Helpline ED Hope, extending our days of operation from 5 to 7 each week until midnight each night, reaching even more Australians in need. We are thrilled to see that this free phone and online counselling service, which has supported more than 50,000 people since 2012, is now so much more readily available to everyone. A special thanks to our partner Sportsgirl, who funded the pilot Helpline to make this a reality.

As the Australian peak body for those with a lived experience of an eating disorder and their carers, we

are constantly listening to, learning from and sharing the voices of our community. In May those voices were magnified across Australia, as we ran our annual MAYDAYS awareness campaign on the hidden costs of eating disorders.

There is much still to achieve – but it is critical that we take the time to reflect on what we have achieved as a community. And Butterfly remains committed. If my energy ever begins to flag, the Butterfly Foundation team soon revives it and inspires me to keep going. They remain focussed at all times on reaching the people who so badly need our help.

My sincere thanks to our entire team: our Board and our Advisory Committees, our volunteers, community fundraisers, philanthropic supporters, donors, grantors and corporate sponsors, and, of course, our staff. It is their combined passion, time and expertise that enables us to continue our work. Our achievements bring home to me the reality of how much each of them contribute to Butterfly and how without them the changes that have happened for us and for the eating disorders sector would not have been possible.

CHRISTINE MORGAN,  
CEO BUTTERFLY FOUNDATION

## Message from our community

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“Everyone has a voice and it deserves to be heard.”



### **Braiden shares his experience for the first time.**

The Butterfly Foundation created a safe space for me to share my lived experience. As it was the first time I had come out publicly with my story there were definitely a ton of worries and thoughts around what my friends and family would think and how they would react to it.

I kept my eating disorder to myself for a long time and never really spoke about it to anyone else. So the fact that they were going to hear me talk about such a personal part of my life through a video was definitely daunting. To my surprise though the response I got back once the video was released was super positive and nothing but supportive.

Hearing words of encouragement from friends, family and even strangers about how proud they were of me to just put myself out there and try to contribute to something that was much larger than myself was awesome.

Since sharing my lived experience it has opened up career pathways and ongoing advocacy work. It's a very empowering feeling being able to turn what was such a dark time in my life into hope for others. I'm hoping that by sharing this it will encourage others to share their stories too. Everyone has a voice and it deserves to be heard.



### **Mia joins Butterfly as an Ambassador.**

I found out about Butterfly at a time when I was struggling myself. I called the Helpline for some guidance and never forgot the kindness I was met with. As I started to get better, I became an advocate for other sufferers and always knew where the money from my fundraising efforts would go – Butterfly was my one and only choice.

There is an enormous personal connection to Butterfly for me and my own recovery. But I have also heard from many other Australians for whom Butterfly is a guiding light.

Becoming Butterfly's ambassador was a surreal and incredibly humbling moment. To be able to join forces with such a reputable and hardworking foundation to help those who are in the position I was in six years ago means the world to me.

I am so proud to be able to work with the Butterfly team.



## Message from our community

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“I have realised that unless we practice self-care it is very difficult to keep supporting our loved ones as this is not a short journey!”



### **Kim attends Butterfly carer support groups.**

In 2010 Anorexia Nervosa came into our house and caught us unaware; we knew nothing about eating disorders. We were lucky to have a GP who was knowledgeable in this area and who directed us to expert care. Three daughters, three different journeys and nine years later our youngest daughter is still in the grip of this illness.

Over the years I attended conferences, workshops and courses and this gave me the opportunity to connect with others and to hear about and attend a carers support group. I have now been attending the Carers Support Group run by Butterfly for the last year and half and have gained so much from this, including connections with people I see outside of the group. At the group we support and learn from each other and having a facilitator helps us to keep things in perspective and not be overwhelmed by information. Often we have a coffee or hot chocolate together afterwards and share a laugh. As one of the other carers said, “unless you have been there it’s difficult to understand this illness,” so it’s a relief to be able to laugh at situations that would make no sense to others. I really wish I had started attending this group much earlier on. I have realised that unless we practice self-care it is very difficult to keep supporting our loved ones as this is not a short journey!



### **Katie holds an event to support Butterfly.**

My passion for spreading awareness about eating disorders stems from my own lived experience with Anorexia Nervosa as a teenager and young adult.

Since my recovery, I have embraced opportunities to raise money for Butterfly because I know first-hand how valuable their support services are, specifically, the Butterfly day-program helped me turn a corner.

Butterfly reminded me that there was a life to be lived out there that didn’t mean being sick, that I could be a strong, healthy woman and maybe one day lead the way for others to do the same.

The MAYDAYS cocktail evening I hosted (with lots of help of course) was a great success. We brought together people and brands of all different kinds in support of a common goal — the better treatment of eating disorders.

I hope that anyone who has been touched by an eating disorder can find the courage to speak up in similar ways because so many people still need our help!

## Our year in action

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### ESTABLISHING FOUNDATIONS FOR CHANGE

The Federal Minister for Health launched the first National Eating Disorders Agenda (2017-2022), a milestone document focusing on the priority issues that need to be addressed nationally, developed by Butterfly with sector-wide collaboration.

### BUILDING LOCAL PARTNERSHIPS

Butterfly worked with Headspace Townsville and St Anne's Church to build a community partnership and provide Butterfly Recovery Support Services to young people living in Townsville for another year.

### EXPANDING HELP SERVICES

Butterfly implemented the expansion of the Butterfly National Helpline ED HOPE from February 2018, now open every day of the year except national public holidays, with hours extended until midnight.

### AMPLIFYING VOICES

Butterfly announced their first Ambassador, Mia Findlay – who has reached 46k people through her YouTube channel 'What Mia Did Next'. In March 2018, Butterfly launched the Share Your Story platform, encouraging anyone affected by an eating disorder to share their experience with our online community.

### SECURING GOVERNMENT SUPPORT

In June the Federal Government announced funding for a pilot into Medicare accessible treatment for eating disorders. This innovative trail will be conducted by Butterfly and the Sunshine Coast Primary Health Network (PHN).

### LEARNING FROM EXPERIENCE

In April 2018 the National Eating Disorders Collaboration (NEDC), managed by Butterfly, launched the Stories from Experience – a learning resource helping people share their personal journeys – with nearly 400 active users participating by the end of June.



# Our year in action

## BLOGGING FOR CONNECTION

Butterfly launched a new blog as a space for sharing all things body image and eating disorders related.

Blog entries are written by Butterfly staff, people with a lived experience and carers and submissions are always welcome.

## TARGETING EARLY INTERVENTION

Our innovative 10-week Intensive Youth Treatment Program ran three times during the year, delivering targeted early intervention for young people showing signs of highly disordered eating/subclinical eating disorders. This is now being rolled out into 2018-19.

## REACHING BOYS

Butterfly and its Prevention Services team identified the need to develop a digital body image program for boys in schools. The program was co-designed with young boys and piloted in Victoria in June – due to launch nationally at the end of 2018. Stay tuned!

## HIGHLIGHTING THE EVIDENCE

Butterfly coordinated submissions on the evidence-based dosage for treatment of eating disorders to the Medicare Benefits Scheme (MBS) Working Group on Eating Disorders, to work towards health system reform.



## Growing understanding and reducing the stigma

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Eating disorder prevention primarily aims to reduce the level of risk factors for the development of an eating disorder, ultimately preventing or delaying onset of the disorder.

### Prevention Services

Each year Butterfly Prevention Services encourages our community to build their understanding of how they can help themselves and others to grow positive body esteem, reduce disordered eating, and find help and support early on.

Our core work with young people, parents, teachers and community professionals continues, delivering resources, strategies and tools to guide and assist them. Our education programs in schools have now reached over 770,000 young people and more than 7,100 professionals and parents Australia-wide.

In 2017-18 we continued our focus on whole of community programs in Victorian regional communities. In addition, we delivered four community-wide programs in South Australia,

focusing on the factors that underpin the development of body dissatisfaction, disordered eating and the development of eating disorders.

One of the programs was evaluated, exploring its impact on participants' levels of knowledge, understanding and confidence. Participants reported a positive increase in all key knowledge areas, including how to identify problematic behaviours and where to seek help. They were also more confident of their ability to act as positive role models for young people, and to support body positive environments.

We also continued our special focus on how to reach young males, by co-designing a body image program for boys with boys. In June we conducted two pilot sessions for the boys' resource in Victorian schools and will be launching the resource nationally at the end of 2018.

## Growing understanding and reducing the stigma

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Through our awareness campaigns, activities and advocacy, Butterfly strives to reduce the stigma attached to eating disorders, and to grow community understanding and awareness of the impacts of eating disorders on individual lives, families and communities.

### Communications

In the past 5 years we have seen a significant increase in conversation about eating disorders, but there is still a long way to go in dispelling myths and challenging misconceptions among the Australian community. It is Butterfly's role to hear and amplify the voices of those with a lived experience to generate change. Every year we work closely with our community to understand their experiences and advocate for their needs through innovative projects and campaigns. Our campaigns aim to educate Australians, open conversations and reduce stigma to influence cultural and policy change.

In 2017-18 we focused attention on four key campaigns: *Love Your Body Week* in partnership with Sportsgirl in early September 2017; *World Mental Health Day* on 10th October 2017; our own *MAYDAYS*

*for Eating Disorders* throughout May 2018; and *World Eating Disorders Action Day* on 2 June 2018. These campaigns carried their own key messages, each centring on one of the major changes required to help combat eating disorders.

Our top advocacy focus this year was on the cost of treatment, and the impacts of that cost on individuals and families. The campaign key message, "Raise the Alarm on the Crippling Costs of Eating Disorders" shared the findings of 617 respondents to our Cost of Eating Disorders survey and encouraged community conversations about the associated costs of eating disorders to drive cultural and policy change. Some of those findings are shared on page 15 of this report.

Through our campaigns we continued to extend our reach, engaging with and informing even more Australians through media, video, our website and social media channels.

## Our National Helpline in action

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“Being able to talk to someone who understood pulled me out of the warped world of how awful the ED is and brought me back to a sense of ‘recovery is possible’.”



### Carer via telephone

25 minutes

Bill\* contacted the Helpline seeking guidance in how to manage his 14-year-old son, recently diagnosed with Anorexia Nervosa. His son was about to start family-based therapy, and was having outbursts of anger and frustration and tears, which were challenging and very distressing. The Helpline counsellor empathised with Bill's distress and provided self-care tips, and psychoeducation around the nature of anorexia, including explaining the impacts that low food intake has on mood. Bill was much encouraged to find out that, with improved nutrition and the upcoming treatment, it was likely that his son would be able to regulate mood more easily and the outbursts would reduce. At the end Bill expressed that he felt relieved and better able to cope.

*\*Names changed to protect anonymity*

## Our National Helpline in action

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“The woman on the phone listened, allowed me to cry, offered perfect support and made me feel comfortable with my situation.”



### Consumer via webchat

35 minutes

Suni\* logged in to webchat hoping for support in the midst of a relapse. The Helpline counsellor recommended going to see a GP with experience in treating eating disorders, and also reinforced the importance of seeking therapeutic support. She provided some referrals to local GPs and psychologists. Suni expressed some reservations about whether any therapist would be the ‘right fit’ for her. The counsellor encouraged Suni to think about what had worked in the past for her, and to ask each therapist as many questions as possible about how they worked and what would be covered in the first session. Suni appeared to gain the confidence to try again, stating at the end that it was a “very scary next step [to take] but it will be worth it”.

*\*Names changed to protect anonymity*



## Advancing the knowledge base

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The National Eating Disorders Collaboration (NEDC) is a collaborative project in the Australian eating disorders sector, funded by the Australian Government and managed by Butterfly.

### **National Eating Disorders Collaboration (NEDC)**

The primary objective of NEDC is to develop and maintain a nationally consistent, evidence-based approach to the prevention and treatment of eating disorders in Australia.

Over 2017-18 the NEDC continued to develop targeted eating disorders resources for key groups of health professionals, making it easier for them to find at their finger-tips the information on eating disorders that is most relevant to their field of work.

Peak bodies that worked with the NEDC on these resources included the Australian Dentists Association, The Australian Institute of Sport, The Pharmaceutical Society of Australia alongside the Pharmacists Guild, the Australian Primary Healthcare Nurses Association, Occupational Therapy Australia,

and Ausdance.

The NEDC website was completely redesigned over the year, and was relaunched in May. Its new user-friendly layout, together with improved functional features such as access to a database of over 4000 scientific research papers and an upgraded online NEDC Members' Space, has meant that the NEDC can play an even more effective and efficient role in increasing access to and awareness of evidence-based practices in eating disorders prevention, early identification and treatment.

The NEDC continues to work in collaboration with Primary Health Networks (PHN) across the country to help them to identify where and how best to improve the understanding of safe evidence-based practices in eating disorders in their locality.





## Advancing the knowledge base

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In February 2018 Butterfly asked the community to share insights into the financial cost of eating disorders through an online survey.

### Butterfly asks Australians to share the cost of eating disorders

The survey provided the opportunity for individuals and carers to:

**SHARE** their experience of the financial costs related to the treatment of an eating disorder

**HELP** us to understand the impact of this cost on their daily lives

**CONTRIBUTE** to commentary for government, both Federal and State, for advocacy and change to current health policy

During MAYDAYS 2018, we launched the results of the survey highlighting the alarming costs of eating disorders.

### What our community said:

- \$ **1 in 3** people had to go into debt in order to treat their eating disorder.
- \$ **68%** had to borrow or use funds from a family member in order to treat their eating disorder.
- \$ **1 in 4** people delayed or stopped treatment due to prohibitive costs.
- \$ **78%** of carers lost work hours or study hours in order to provide support.
- \$ **1 in 4** had to forego meeting basic needs for a period of time.

These results were paramount in advancing the evidence-base for increased affordability and access to treatment through the Australian public health system.

## Behind the scenes: activities and events

### BUTTERFLY VIVID CRUISE

Butterfly came together with supporters for the MAYDAYS for Eating Disorders Vivid Cruise. Funds raised went towards our essential community programs.



### EATING DISORDERS ACCESS TRIAL

Health Minister the Hon Greg Hunt announced funding of \$3.2 million for Butterfly and Sunshine Coast Primary Health Network (PHN) to coordinate an innovative trial to improve access and affordability of eating disorders treatment.

### CHARITY OF CHOICE FOR 2018

The Law Society of NSW President Doug Humphreys announced Butterfly Foundation as their charity of choice for 2018, with a commitment to raising funds for the charity.



## Behind the scenes: activities and events

### NEDC NEW WEBSITE

The National Eating Disorders Collaboration (NEDC) launched their new website with improved functionality; including a research database and new members' space.



### WORLD ACTION DAY

The 2018 theme of WEDAD was #WeDoActToBreakStigma. We asked our community to share one thing they wish people understood about their eating disorder. The response was incredible, with significant engagement from the community.

### MAYDAYS FOR EATING DISORDERS

The Butterfly team held a staff launch event for MAYDAYS. Everyone dressed in red to raise the alarm on the cost of eating disorders.



## Improving treatment and support services

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Butterfly's Outpatient Programs are group therapy treatment programs for people experiencing an eating disorder.

### Treatment Programs

Butterfly's **Adult Intensive Outpatient Program** is a group therapy treatment program for people experiencing an eating disorder. It is held three times a week at Butterfly House in NSW, and uses combined elements of a strong clinical team, high client to staff ratio and individual treatment plans, to enhance the ability for the individual to deal with their eating disorder.

During 2017-2018 the adult IOP worked closely with 20 individuals, providing individual and group counselling sessions, as well as family support. Following requests from the group, recovered individuals were invited to join dedicated sessions where they shared their experience and answered client questions. Clients found this helpful in facing some of the current challenges in their own journey. Our future goal is to include more peer

support into the adult IOP model.

Butterfly's **Youth Intensive Outpatient Program** (IOP) is an early intervention 10-week group therapy treatment program for young people aged 14 to 24 years who have early signs and symptoms of an eating disorder and/or disordered eating. It is held twice a week at Butterfly House in NSW, and is based on the CBT- E treatment approach.

Three rounds of the Youth IOP, all conducted from Butterfly House, saw 16 participants graduate from the program, with the outcomes of the programs to be formally evaluated in the year to come. The learnings and recommendations from evaluation will enable Butterfly to continue to improve the program. Our future goal is to be able to partner with external youth mental health organisations to expand reach and deliver the Youth IOP in other locations.

## Improving treatment and support services

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The Butterfly Foundation's Recovery Support Services (RSS) delivers face-to-face support as an adjunct to treatment for individuals affected by eating disorders and their carers.

### Recovery Support Services

In 2017-18 Butterfly delivered recovery support groups to communities in Sydney, Adelaide, Townsville and Hobart, using either a clinician-led or a peer-led service delivery model. In addition, Butterfly offered several multi-week support programs. These provided participants with the opportunity to develop deeper insight into the eating disorder problems they were facing, and to learn about and practise using tools and strategies to help with those issues.

The services offered are those that the local community have themselves indicated are most useful to them in their locality, and may include support groups, multi-part psychosocial support programs, and assistance with linking in to local support and treatment networks.

Increasingly, external organisations come to Butterfly

RSS for advice on how to meet community needs. This year, examples of assistance included:

- Co-development with Butterfly Prevention Services of a much-requested information sheet for schools on where to find resources to support students returning to school after eating disorders treatment.
- Train-the-trainer session with Headspace Hurstville, training their clinicians in the delivery of recovery support services.
- Stakeholder consultation with mental health clinicians in the Gippsland region, to assess local need and scope for support for those with eating disorders and their carers.

Butterfly recovery support group web pages are often-visited pages on our website, with the RSS landing page being the ninth most visited page.

## Amplifying the voice of lived experience

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Butterfly is committed to listening to, learning from, responding to and amplifying the voice of people with eating disorders and their families and carers.

### Butterfly blog

Butterfly launched its very own blog as a space for sharing all things body image and eating disorders related. Blogs are written by our staff and those with a lived experience, sharing tips, experience, resources and research to help those on the road to recovery and their families.

One powerful piece our community contributed to was for *World Eating Disorders Action Day* in June 2018. To help smash stigma, we asked people to share **one thing** they wanted people to know about their eating disorder. The response was overwhelming and generated great discussions online.

### The Power of stories

*Stories are what connect as humans; stories are what give us hope.*

In March 2018 Butterfly launched 'Share Your Story' – a personal stories platform encouraging individuals, carers and families to share their experience of an eating disorder with our online community. Over 50 people have bravely shared their stories on our platform, giving insight into the challenges and triumphs faced when managing and recovering from an eating disorder. Together, our community has built a hub of hope.

## Amplifying the voice of lived experience

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“Bravery in real life is quite different. The type of bravery that is required when recovering from an eating disorder isn’t so noble or cinematic.”

### **When recovering from an eating disorder you have to be brave every day.**

**By Rosie**

Too many people think bravery simply means doing something and not being afraid of it. That to be brave is to be bold and fearless. That a brave person is someone who continually holds faith in their capacity to successfully manage any situation, regardless of how dangerous it may be. However, that is not bravery.

Bravery also often has connotations of victory and success: accompanied by triumphant music, the hero’s head is held high while they charge into battle, roaring about their homeland. But bravery in real life is quite different. The type of bravery that is required when recovering from an eating disorder isn’t so noble or cinematic.

When recovering from an eating disorder you have to be brave every day. You aren’t really given a choice. If you want to recover and be free from it you have to constantly confront uncertainty, intimidation, terror, and pain. You are required to always be a knight, wobble around in rusty ill-fitting armour, and face off a giant wrinkly dragon (or a giant spider, if you like dragons and don’t want to envisage hurting one) who just won’t leave you alone.

Being brave is personally different for everyone. Especially when it comes to eating disorders.

## What our community had to say

“To be in an environment that recognised how challenging the smallest things are, and did not pass judgement, and offered support and compassion, really made it possible to keep coming back to face each hard moment.”

“Empowered me to take the next step to get professional help.”

“Having access to and participating in [the IOP] group environment would be the most valuable thing that assisted in my recovery and I can't speak any higher of the positive effects that environment has on recovery.”

“Brought me back to a sense of 'recovery is possible'.”

“The breakthrough came when I took the giant leap of faith to ask for help.”

“I walked away with a sense of hope & am putting what I learnt into practice.”

“I know recovery is possible. I know full recovery is possible and I believe that it is attainable for all of us who fight for it.”

“The family program... gave me a deeper understanding of what (my daughter) has been through and made me so proud of all she has achieved... of massive benefit ... better enabled us to be the best support we can be.”

“A valuable exercise for our students and many have talked about it with staff since... thank you.”

“I thoroughly enjoyed the workshop – this information should change lives.”

“Empowered me.”



## What our community had to say

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“I feel much more skilled to talk about body esteem and implement strategies to promote this in school.”

“I felt heard and validated.”

“The Helpline confirmed that my fears were valid, let me know what Butterfly could offer, gave me a referral to an appropriate psychologist, and saved my daughter’s life.”

“If you still battle each day, like me, please be assured you are not alone and you are not a failure.”

“I thoroughly enjoyed the workshop this information should change lives”

“Any family, anybody who is fighting an illness like this has to be treated with respect, because the courage that you need to get up every day is incredible”

“Being able to talk to someone who understood pulled me out of the warped world of how awful the ED is and brought me back to a sense of ‘recovery is possible’.”

“Amazing program which has guided and supported (my daughter) and inspired her to change her future.”

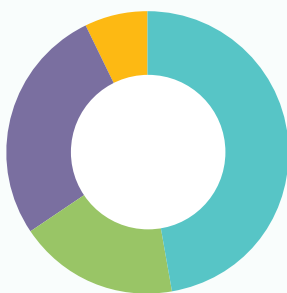
“The program provided a great space for my daughter to learn and accept her ED and after that to start moving forward, using learnt strategies and insight”

“thank you”

## Statement of Income and Expenditure for the year ended 30 June 2018

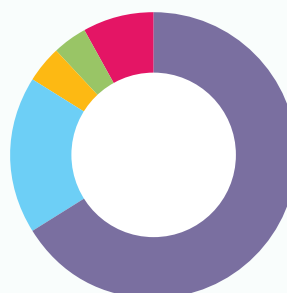
	2018	2017	2016
		\$	\$
<b>INCOME</b>			
Fundraising Gift Fund	898,278	757,686	446,730
Fundraising Capital Gift Fund	189,200	116,246	644,513
Fundraising Specific Purpose Gift Fund	224,250	472,000	480,000
<b>Fundraising</b>	<b>1,311,728</b>	<b>1,345,932</b>	<b>1,571,243</b>
Program Revenue	3,163,940	2,647,599	3,457,262
<b>Programs</b>	<b>3,163,940</b>	<b>2,647,599</b>	<b>3,457,262</b>
Fee for Service	242,433	254,362	171,233
Investment and Interest Income	109,216	96,197	50,489
Other	4,438	37,489	28,793
<b>Other</b>	<b>356,087</b>	<b>388,048</b>	<b>250,515</b>
<b>TOTAL</b>	<b>4,831,755</b>	<b>4,381,579</b>	<b>5,279,020</b>
<b>EXPENDITURE</b>			
Administration	762,390	760,814	673,145
Fundraising	341,317	376,170	330,596
Program Expenses	2,837,264	2,422,240	3,004,121
Advocacy	186,158	162,641	56,356
Program Development	53,690	70,284	49,484
Awareness and Social Campaigns	165,012	251,853	196,081
<b>TOTAL</b>	<b>4,345,831</b>	<b>4,044,002</b>	<b>4,309,783</b>
<b>SURPLUS*</b>	<b>485,924</b>	<b>337,577</b>	<b>969,237</b>
*Surplus of \$485,924 composed of Capital Gift Fund surplus \$189,200 and operational surplus \$296,724			
Other Comprehensive Income			
Investment Gains - Changes in Market Movement	247,682	60,467	0
<b>TOTAL COMPREHENSIVE INCOME</b>	<b>733,606</b>	<b>398,044</b>	<b>969,237</b>

## Income 2017 - 2018



- Government Program Grants **47%**
- Philanthropy/Non Government Grants **18%**
- Fundraising **27%**
- Other (Fee for Service, Interest, Other) **7%**

## Expenditure 2017 - 2018



- Programs and Service delivery **67%**
- Administration **18%**
- Awareness and Social Campaigns **4%**
- Advocacy **4%**
- Fundraising **8%**

# Financial overview

## Statement of Financial Position as at 30 June 2018

	2018 \$	2017 \$	2016 \$
<b>Current assets</b>			
Cash & cash equivalents	3,126,316	2,187,036	2,386,279
Trade & other receivables	127,159	161,897	411,102
<b>Total current assets</b>	<b>3,253,475</b>	<b>2,348,933</b>	<b>2,797,381</b>
<b>Non-current assets</b>			
Financial assets - Capital Gift Fund	2,301,884	1,949,221	1,500,000
Plant & equipment	56,539	40,925	40,989
<b>Total non-current assets</b>	<b>2,358,423</b>	<b>1,990,146</b>	<b>1,540,989</b>
<b>TOTAL ASSETS</b>	<b>5,611,898</b>	<b>4,339,079</b>	<b>4,338,370</b>
<b>Current liabilities</b>			
Trade & other payables	116,944	123,040	119,713
Other liabilities - grant funds in advance	1,562,743	1,050,375	1,491,872
Provisions	226,529	218,749	201,807
<b>Total current liabilities</b>	<b>1,906,216</b>	<b>1,392,164</b>	<b>1,813,392</b>
<b>Non-current liabilities</b>			
Provisions	92,972	67,811	43,918
<b>Total Non-current liabilities</b>	<b>92,972</b>	<b>67,811</b>	<b>43,918</b>
<b>TOTAL LIABILITIES</b>	<b>1,999,188</b>	<b>1,459,975</b>	<b>1,857,310</b>
<b>NET ASSETS</b>	<b>3,612,710</b>	<b>2,879,104</b>	<b>2,481,060</b>
<b>Accumulated Funds</b>			
Reserves	2,600,754	2,163,872	1,987,159
Retained Surplus	1,011,956	715,232	493,901
<b>TOTAL EQUITY</b>	<b>3,612,710</b>	<b>2,879,104</b>	<b>2,481,060</b>

This financial overview is drawn from Butterfly's full financial statements for 2017-18.

Butterfly's financial report including statement of financial position as at 30 June 2018, the statement of profit and loss and other comprehensive income, statement of changes in equity and statement of cash flows for the year ended 30 June 2018 has been audited by McClean Delmo Bentleys Audit Pty Ltd. In the unqualified opinion of the auditors the financial reports are presented in accordance with Australian Accounting Standards and with Division 60 of the Australian Charities and Not-for-profits Commissions Act 2012 including that they give a true and fair view of the Entity's financial position as at 30 June 2018 and are compliant with relevant Australian Accounting Standards. A copy of Butterfly's full financial statements is available from the Butterfly Foundation upon request.

## Board and Committees

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Butterfly Foundation is an Australian Public Company and ACNC registered Health Promotion Charity. The directors of Butterfly are responsible for managing the business and affairs of the company. The Board of Directors currently meets six times per annum.

The names of each person who has been a director during the year and to the date of this report are listed below.

### BOARD OF DIRECTORS

David Murray AO (Chair)

Claire Middleton OAM (Founder)

\*Joanne Cook

Anne Doherty

Anthony Gill

Catherine Happ

Associate Professor Richard Newton

Professor Susan Paxton

Paul Salteri AM

Michael Same

Christine Morgan (CEO)

\*Directors have been in office for the full financial year other than Jo Cook, who joined the Board on 27th September 2017.

### DAVID MURRAY AO

#### (CHAIR)

David Murray was CEO of the Commonwealth Bank from 1992 to 2005. He was Chairman of the Future Fund from November 2005 until April 2012. In November 2013 he was appointed to head the Government's inquiry into Australia's financial system. The inquiry made recommendations to foster an efficient, competitive and flexible financial system, consistent with financial stability, prudence, integrity and fair treatment.

David Murray has previously served as a member of the Finance Sector Advisory Council and was the inaugural Chair of the International Forum of Sovereign Wealth Funds.

In 2001, David Murray was awarded the Centenary medal for service to Australian Society in banking and corporate governance and, in 2007 he was made an Officer in the Order of Australia (AO).

He holds a Bachelor of Business and a Master of Business Administration, and an honorary PH.D from Macquarie University and the University of Technology, Sydney.

### CLAIRE MIDDLETON OAM

#### (FOUNDER)

Claire Middleton is a former sufferer and carer of two daughters with eating disorders. She was honoured by the State Government of Victoria by being placed on the Victorian Honour Roll of Women in 2004 and in 2005 as Woman of Achievement, and in 2006 by the International Academy of Eating Disorders with the Meehan Hartley Award. In 2012 Claire was awarded the Medal of the Order of Australia (OAM).

Claire is a Steering Committee Member of the National Collaboration of Eating Disorders (NEDC) having held that position since 2009. She was the inaugural Chair of the National Eating Disorders Collaboration (NEDC) in 2009.

She has served on State and Federal Government advisory boards and committees for body image and eating disorders. Claire is an Advisory Board Member for the International Academy of Eating Disorders. Claire is a member of the Butterfly Ethics Committee and the Butterfly Research Institute Board. Claire holds a BA (Anthropology).

## JOANNE COOK

Jo is the founder and former Executive Officer of TRED Inc. (Tasmania Recovery from Eating Disorders). She is a member of the Australian and New Zealand Academy for Eating Disorders (ANZAED) and sits on its Consumer and Carer Committee. She is a member of the National Eating Disorders Collaboration (NEDC) Expert Advisory Panel.

Jo is an advocate for improvements in mental health services in Tasmania and through participation in National forums. She was awarded a Certificate of Appreciation from the Director of The Department of Immigration & Multicultural Affairs in March 1997 for contribution to the settlement of refugees and more particularly as Chair of the Southern Tasmania CRSS Network and member of the Advisory Board of the Phoenix Centre 1996-1997.

Jo held the Ministerial appointment as the Chair of Tascag, (Advisory Committee to the Minister of Health on Mental Health) 2008-2009 and was a Member of COPMI National Family Forum 2008-2010.

Jo holds a Masters of Education, specialising in Gifted Education (University of Tasmania) and a Grad Dip Psychology (Charles Sturt University) and a Bachelor of Counselling (AIPC).

## ANNE DOHERTY

Anne Doherty has over thirty years' experience in health, with the majority of that time spent in mental health and forensic mental health.

Anne provides advice and assistance regarding the development of governance and quality systems that

ensure high system integrity, and assists organisations to develop and improve quality and safety systems.

Anne is a member of the Butterfly Business Advisory Committee and the Butterfly Clinical Advisory Committee. Anne holds an MBA, GAICD, BHA, RGN and RPN.

## ANTHONY GILL

Tony Gill worked for Macquarie Bank for over sixteen years, most recently as Group Head of the Banking and Securitisation Group. Prior to joining Macquarie, Tony worked for other banks and was a Chartered Accountant with a major international firm in Australia and Canada. Tony is Chairman of the Australian Finance Group (AFG) and a Company Director of First American Title Insurance Company of Australia Company of Australia; First Mortgage Services (FMS); and is a member and is a member of ASIC External Advisory Panel (EAP).

Tony is a member of the Butterfly Business Advisory Committee. Tony holds a B.Comm (Hons) and is an ACA (retired).

## CATHERINE HAPP

Catherine Happ has over twenty years' experience in investment markets and is currently an Executive Director of Private Wealth Management at JB Were.

She is a Vice President of Council at Kambala Girls School and also Chair of The Kambala Foundation. Kambala is one of Sydney's leading Independent Girls Schools.

Catherine holds a BMUS, BBUS, and Masters of Industrial Relations.

Catherine is a member of the Butterfly Ethics Committee.

## ASSOCIATE PROFESSOR

### RICHARD NEWTON

Professor Richard Newton is the Clinical Director of Peninsula Mental Health Service, a large mental health service based in a teaching hospital with a strong research component. He is the chair of the Victorian Branch of the Royal Australian and New Zealand College of Psychiatrists (RANZCP) and is on the Board of Mental Health Victoria. He is a Consultant Psychiatrist with a private practice specialising in eating disorders. Formerly he was the Clinical Director of BETRS, a specialist Body Image, Eating Disorder, Treatment and Recovery Service.

Richard has published more than 50 peer reviewed articles or book chapters on a range of topics including CBT, treatment of psychosis, eating disorders, psychosocial interventions in mental health services, health service redesign, and homelessness. He teaches a Masters level course in Structured Psychotherapy at the University of Melbourne and an Advanced Training course in CBT accredited for RANZCPAT in Psychotherapy.

Richard has been a Steering Committee Member of the National Eating Disorders Collaboration (NEDC), since 2009.

Richard is a member of the Butterfly Clinical Advisory Committee.

Richard is qualified as FRANZCP, MRCPsych and MB ChB.

## EMERITUS PROFESSOR

### SUSAN PAXTON

Susan Paxton is Emeritus Professor in the School of Psychology and

Public Health at La Trobe University. She is a clinical psychologist and researcher engaged in projects that focus on understanding risk factors for body image and eating problems, evaluating prevention and early intervention strategies and exploring stigma and mental health literacy related to eating disorders in the community. She is Past President of the International Academy for Eating Disorders and of the Australian and New Zealand Academy for Eating Disorders (ANZAED). In 2013, she was awarded the Academy of Eating Disorders Leadership Award in Research and in 2018 she was awarded the Australia and New Zealand Academy for Eating Disorders Lifetime Achievement Award. Susan has been a Steering Committee Member of the National Eating Disorders Collaboration (NEDC) since 2009. Susan has been a member of and Chairs each of the Butterfly Ethics Committee and the Butterfly Clinical Advisory Committee. Susan holds a BA(Hons), M Psych, and PhD.

### PAUL SALTERI AM

Paul trained as an accountant, working in Sydney, the UK and Canada, and joined the Transfield Group (co-founded in 1956 by his late father Carlo Salteri AC and the late Franco Belgiorio-Nettis AC) in 1978. He is a Fellow of the Australian Society of Certified Practising Accountants, and a Governor of the Warren Centre for Advanced Engineering at the University of Sydney. Paul is Chair of the major Australian industry/technology company, Olbia

Pty Limited, the parent company of the Tenix Group, headquartered in North Sydney. He is a past Director of Austrade, a former member of the National Executive of the Australian Industry Group (AIG); former Chair of AIG's Defence Manufacturers Council and a former member of the Defence Industry Advisory Council. He was appointed a Director of Transfield in 1981 and rose to the position of Joint Managing Director until the Transfield Group split in 1997. Following the split, the Salteri family formed Tenix Pty Limited, the assets of which included the company responsible for the ANZAC Ship Project, later named Tenix Defence. Tenix Defence was sold in 2007. Paul was Tenix Group Managing Director from 1997 to 2007, when he resigned from his executive position and became Chair. In 1999, the Italian Government awarded Paul the title Cavaliere Ufficiale. In 2005, he was named an "Innovation Hero" by the Warren Centre for Advanced Engineering in Sydney. He was appointed a Member of the Order of Australia in 2013. Paul is a member of the Butterfly Business Advisory Committee. Paul holds a Bachelor of Commerce degree and is a Governor of the Warren Centre for Advanced Engineering at the University of Sydney.

### MICHAEL SAME

Michael joined KNP Solutions in 1986 and became a Director in 1989. In 2015 Michael retired as a Director and continues as a consultant. Over the past 32 years Michael has built a specialist practice serving the legal profession, commercial property,

import industry, manufacturers and a range of family businesses. Michael has been instrumental in forming Advisory Boards for various clients. Michael is a Director of Maccabi Victoria Sports Foundation Pty. Ltd. Michael was Chair of the Butterfly Foundation from October 2010 to September, 2013. Michael is Chair of the Butterfly Business Advisory Committee. Michael holds a Bachelor of Business (Accounting) and is a Chartered Accountant.

### CHRISTINE MORGAN (CEO)

Christine was appointed CEO of Butterfly in 2009 and joined the Board in 2013. She was formerly CEO of Eating Disorders Foundation of NSW and prior to that role was General Manager at Wesley Mission over portfolios including community services, health, corporate services and fundraising. Prior to joining the not for profit sector, she worked for over 20 years in the corporate sector as Company Secretary/General Counsel for a number of public listed companies, and as Executive General Manager Business Strategy for Telstra. Christine is the National Director of the National Eating Disorders Collaboration (NEDC), having held that role since 2009. Christine is a member of the Butterfly Business Advisory Committee, the Butterfly Ethics Committee and the Butterfly Research Institute. She is also a Director of Mental Health Australia Limited. Christine holds a BA LLB and Graduate Certificate in Management from the AGSM.

# Butterfly Committees

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## Business Advisory Committee

The Butterfly Business Advisory Committee provides professional advice and assistance on strategic, financial, risk, governance and compliance issues, and on the investments of the Butterfly Capital Gift Fund in accordance with the Board approved Investment Policy.

### Committee

Michael Same (Chair)

David Baer (appointed 25/6/18)

Anne Doherty

Anthony Gill

Meline Nazloomian

(appointed 28/5/18)

Paul Orenstein (resigned 30/4/18)

Paul Salteri AM

Christine Morgan (CEO)

## Ethics Committee

The Butterfly Ethics Committee provides advice to the Board in relation to the consistency of its activities with Butterfly's vision, mission and strategic objectives, including providing advice on potential and current relationships with external parties such as patrons and ambassadors, and providing advice in relation to a range of complex or sensitive issues involving eating disorders or body image matters.

### Committee

Professor Susan Paxton (Chair)

Catherine Happ

Christine Morgan (CEO)

## Clinical Advisory Committee

The Butterfly Clinical Advisory Committee provides professional advice and assistance in relation to clinical and support services provided by Butterfly.

### Committee

Professor Susan Paxton (Chair)

Professor Susan Byrne

Carolyn Costin

Anne Doherty

Associate Professor Richard Newton

Dr Beth Shelton

## Sustaining us

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### Community fundraising

Butterfly's core operations are unfunded, and are only made possible through the generosity of many Australians.

Community fundraising not only provides much needed financial support, it also generates awareness about the reality of eating disorders, and helps spread the word about our unique services including the Butterfly Foundation National Helpline.

In 2017 - 2018 there were over 220 community fundraising initiatives held in support of Butterfly.

Butterfly is fortunate to have so many amazing, passionate and selfless supporters all seeking to do their part to bring about positive change.

### Rotary Club of Box Hill Central, International Women's Day Breakfast 2018

The Rotary Club of Box Hill Central chose Butterfly Foundation as their charity partner for their annual, International Women's Day Breakfast event held at Box Hill Town Hall in March 2018. The theme for the event was 'One day I will. Today's girls, tomorrow's leaders'.

### Mecca M-Power Living the Giving Program 2017 - 2018

In 2017 Mecca Brands launched their multi-dimensional giving program in partnership with Australian Women Donors Network. Together they identified five significant issues impacting women, along with leading organisations making a difference in each field. Butterfly was thrilled to be chosen as one of five supported not-for-profits working to address key issues affecting women, in particular for the work we do supporting those affected by eating disorders and negative body image. Mecca Brands staff were then encouraged to learn about and actively support the nominated charities through holding various fundraising events throughout the year. At the end of the fundraising year, Mecca matched the staff's fundraising efforts.



## Sustaining us

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### Corporate partners



The Dove Self-Esteem Project is an evolving global project with a mission to ensure that our next generation grow up enjoying a positive relationship with the way they look. Since first partnering with the Dove Self-Esteem Project over a decade ago, the Butterfly Foundation has reached over 770,000 young people, either directly or through trained teachers, parents and community professionals, with age-appropriate education aimed at promoting body confidence and reducing risks for eating disorders.



Sportsgirl, Australia's iconic fashion label, first joined forces with Butterfly in 2006, to tackle the problem of negative body image by building an in-store customer awareness fundraising program. Over the ensuing decade, \$2.6 million has been raised through this program to support key projects and services of Butterfly.

A proportion of the funds raised via Sportsgirl are distributed each year by Butterfly through its Financial Assistance for Recovery (FAR) Program, assisting people to access treatment and services that would otherwise not have been possible for them.



**FUTURE GENERATION**  
GLOBAL INVESTMENT COMPANY

The Future Generation Global Investment Company (FGG) is Australia's first internationally focused listed investment company with the dual objectives of providing shareholders with diversified exposure to global equities and changing the lives of young Australians affected by mental illness.

Butterfly's Youth Intensive Outpatient Program is proud to be one of the first major beneficiaries of support from Future Generation Global.

## Sustaining us

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“My aim now is to really experience life, as the healthy person I deserve to be. I share my story so as to change the stigma surrounding mental illness and eating disorders.”

### Government funding

Butterfly gratefully acknowledges government funding for projects and services:

- The Butterfly National Helpline ED HOPE receives funding from the Australian Government.
- The National Eating Disorders Collaboration receives funding from the Australian Government.
- Butterfly Prevention Service’s Victorian regional program receives funding from the Victorian Government.
- The Eating Disorders Intensive Program for Adolescents, delivered by Sydney Children’s Hospitals Network in partnership with Butterfly, is funded by the New South Wales Government.

- The Butterfly Intensive Outpatient Program is supported by funding from the Sydney North Primary Health Network.

### Volunteers and pro-bono supporters

We are immensely grateful for the support of more than 50 people and organisations who have helped us in a volunteer or pro-bono capacity over the year. Some are regular office volunteers, helping weekly in an administrative capacity. Others have helped by sharing their stories at fundraising events or to the media, presenting at conferences, or handing out brochures and factsheets on stalls. Pro-bono supporters have donated goods, services, or venues for groups and events. Thank you all!

# Thank you

Our heartfelt thanks goes also to the individuals and families who have so generously contributed to Butterfly, so that we can continue to improve the lives of people and their carers living with an eating disorder. These are just some of our amazing supporters.

**BUTTERFLY GRATEFULLY ACKNOWLEDGES MAJOR SUPPORT FROM:**

**CORPORATE PARTNERS**



**WE ALSO GRATEFULLY ACKNOWLEDGE SUPPORT FROM THE FOLLOWING:**



MECCA



Abercrombie Family Foundation Pty Ltd

ATS Charitable Foundation

Bagot Gjergja Foundation

Corio Foundation

David Mactaggart Foundation

Lusid Art

Roberts Pike Foundation

Rotary Club of Box Hill Central

Royal Fremantle Golf Club

Serpentine Foundation

St Andrews College

Youanmi Family Trust

The Butterfly Foundation was founded by Claire Middleton OAM to raise awareness about eating disorders, reduce stigma and, most importantly, change the culture of treatment and support. Since 2002 Butterfly has been working with the community, governments, and corporate and philanthropic supporters to change the way Australians talk about, treat and overcome eating disorders and body image and esteem issues.



