



Annual Report

Gather together to blossom

2020-2021

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Jordan Ardler
New Beginnings

Acknowledgment of Country

Butterfly acknowledges the Traditional Owners of the Lands on which we work. We pay our respects to Elders past, present and emerging and extend our respect to Aboriginal and Torres Strait Islander peoples across Australia.

Acknowledgment to Lived Experience

Butterfly recognises and values the knowledge and wisdom of people with lived experience, their supporters and the practitioners who work with them. We celebrate their strengths and resilience in facing the challenges associated with their recovery and acknowledge the important contribution that they make to the development and delivery of health and community services.



Message from the Chair & CEO



Our Impact (1 Jul 2020 and 30 June 2021)



Number of young people, schools and communities reached through Butterfly Prevention Services

274,699



Number of page views on Butterfly website

4.2M



Number of people reached through fundraising campaigns

25,000



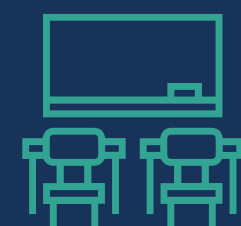
Number of contacts made to Butterfly National Helpline

32,406



Number of community fundraising event/initiatives held in support of Butterfly's programs and services

277



Number of young people engaged with Love Your Body Week for Schools (now Body Kind Schools)

117,594



Number of people potentially reached via Butterfly media stories

1.7B



Number of people reached via Butterfly social media

12.1M



Number of health professionals and services registered on Helpline referral database

942



Number of people following Butterfly on social media

143,000



Number of young people helped through our Youth and Virtual Youth Programs

53

Thank you

Thank you to the following individuals, foundations, companies and partners for their dedicated support of Butterfly this year. It is because of their generosity that we are able to fulfil our commitment to those living with an eating disorder or body image concern.

Major Donors & Foundations

Alan and Barbara Bagnall

Anthony Gill

Bagot Gjergja Foundation

Corio Foundation

Cripps Foundation

Crosby Foundation

Darin Cooper Foundation

David and Cheryl Baer

Debbie Dadon and Family

Ellen Koshland

Esther and Michael Same

Evelynne and Jack Gance

Frances Allan and Ian Narev

Hogan Family Foundation

James N Kirby Foundation

John Fraser

Judy Goldsmith and Geoff Matthews

Marie Kinsella and David Conolly

David and Stephanie Murray

Stephen and Tanya Mendel

Stephen and Leesa Rix

Vernon Foundation

Youanmi Family Trust

Partners

Coles

Dove Self-Esteem Project

Ethical Brands (Clever Curl)

FDC

Future Generation Global

Giants Netball

Iris Conversational Intelligence

Minter Ellison

nib Foundation

Princess Polly

Sportsgirl

BUTTERFLY WINGS

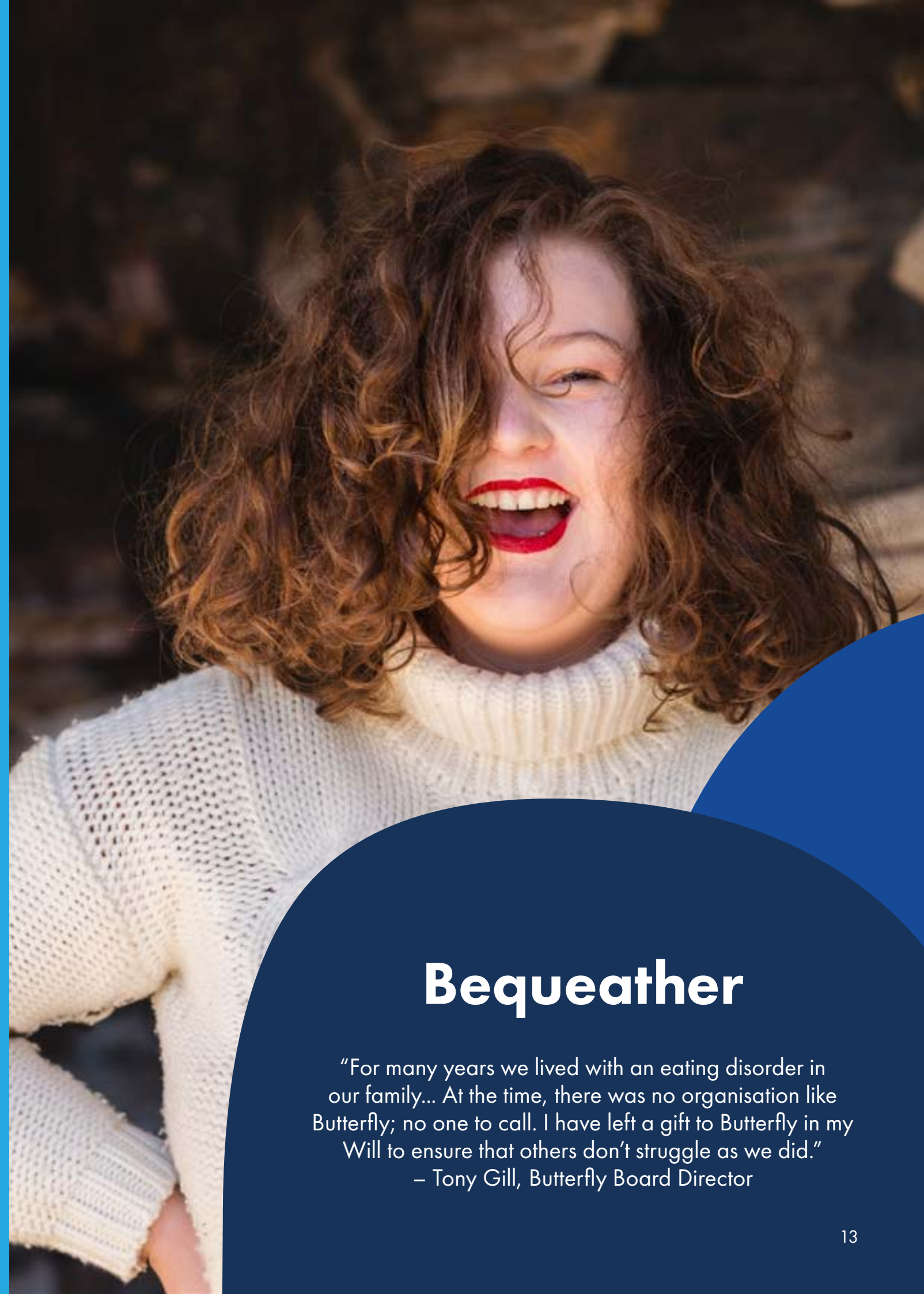
Thank you to the following people who, among others, have generously left a Gift in their Will to Butterfly, ensuring the sustainability of our programs and services.

Anthony Gill

Jan & Paul Bambach

Elizabeth McMillan

Michelle Dunbar



Bequeather

“For many years we lived with an eating disorder in our family... At the time, there was no organisation like Butterfly; no one to call. I have left a gift to Butterfly in my Will to ensure that others don’t struggle as we did.”

– Tony Gill, Butterfly Board Director



Helpline

"I was unable to see my Eating Disorder Psychologist for a long time, even being on her cancellation list, and out of all my doctors she's the one I need the most. But she got in contact with me & recommended the Butterfly Foundation Helpline. I'm so glad she did. They're amazing. Butterfly really helped me today. I was in a dark place & one of your counsellors shifted that darkness just that little bit, so thank you so much." - Kate

Community Fundraiser & Charity Partner Testimonials



ETHICAL BRAND CO (CLEVER CURL)



PRINCESS POLLY



**CROSSFIT TOOWOOMBA -
BRETT FORTE CHALLENGE FUNDRAISER**

Ethical Brand Co (Clever Curl)

Ethical Brand Co has been supporting Butterfly Foundation through our haircare brand Clever Curl since its launch in 2019.

Clever Curl supports Butterfly Foundation with cash donations, as well as providing products free of charge from both Clever Curl and Ethical Brand Co sister brand EverScents Organic Hair Care to the Wandi Nerida facility for participants at the recovery centre. The Ethical Brand Co team have created a simple flowchart hair type diagnostic tool for Wandi Nerida participants to complete during their stay to find the products best suited for their hair.

The team at Clever Curl celebrate Butterfly's vision to 'live in a world that celebrates health, well-being and diversity' which aligns with our own ethos. Clever Curl's Mantra is "Never give up on your journey, embrace your natural self and wear your curls

with pride!". The Clever Curl team are passionate about promoting self-love and encouraging each and every one of our customers to embrace their individuality. This is why we felt it was important to support Butterfly Foundation and continue to be an advocate for their mission.

In June this year, Clever Curl team members had the privilege and honor of attending the Wandi Nerida opening ceremony. The opening of the Wandi Nerida facility, being the first of its kind in Australia, was an extraordinary landmark event and we are grateful to have been part of this special moment.

Clever Curl and Ethical Brand Co are committed to supporting Butterfly Foundation and their mission to provide support, treatment, prevention, early intervention, education and training to help those affected by eating disorders and negative body image.

Princess Polly

The global Princess Polly team is privileged to partner with The Butterfly Foundation in 2021 as part of our Princess Polly Society (PPS) Program.

Comprising three main pillars, this foundation aligns with the PPS 'Mind & Body' pillar, which focuses on the mental and physical health of our community. It's incredibly important for Princess Polly to support an organisation that not only provides support and treatment to those impacted by eating disorders and body image issues, but also advocates and educates the community about early prevention strategies. This financial year, Princess Polly has supported Butterfly Foundation

through donations of nearly \$200k in donations this financial year. Along with advocating for Butterfly Foundation across our online platforms, Princess Polly provided an eager team of 29 volunteers to Butterfly Foundation's Wandi Nerida Treatment Centre. This volunteer opportunity allowed Princess Polly team members to assist with final touches on the centre such as gardening, painting and assembling furniture, ensuring the centre could open to the community in need without delay.



Crossfit Toowoomba - Brett Forte Challenge Fundraiser

Each year Crossfit Toowoomba holds the Brett Forte Challenge in memory of Senior Constable Brett Forte and the ultimate sacrifice he paid serving the QLD Police Force.

As this is a charity event each year we find or have brought to us a worthy cause to donate all profits to. For the 2020 event we were asked to consider donating to a cause that would help bring awareness to eating disorders and body positivity. As we had previously taken part in, as a box, the Butterfly Effect Competition, we saw this as a great charity to donate to.

We really liked the idea of positively connecting fitness to the cause and focusing on not what your body looked like but what it could do. The members, sponsors and participants really got behind it and we ended up raising plenty of money and had a great comp as well.

The members, sponsors and participants really got behind it, and we ended up raising more than \$3k and had a great comp as well.



BUTTERFLY EFFECT COMPETITION



**MELISSA RIGBY -
HAIR SHAVE FUNDRAISER**

Butterfly Effect Competition

The Butterfly Effect has established itself as Australia's leading female pairs CrossFit competition, raising thousands of dollars each year for the Butterfly foundation.

We have provided a platform to raise awareness against negative body image and eating disorders by switching the focus to what bodies are capable of, rather than what they look like.

Unfortunately many women in fitness have body image issues and we found that by openly talking about it, bringing women together and celebrating accomplishments has helped 100's of women look past what they look like in order to achieve health and happiness. This is why the Butterfly Foundation is a perfect fit for what we are aiming to do.



Melissa Rigby – Hair Shave Fundraiser

In March 2021, on my 26th birthday, I shaved my head to raise funds to help the Butterfly Foundation build Wandi Nerida, the first residential treatment centre for eating disorders in Australia.

The driving force of my fundraiser was to celebrate the recovery journey of my younger sister, Liana. My family and I wouldn't be in the place we are now without the support of organisations like Butterfly, and I wanted to help give that gift of recovery to someone else's family too. Thanks to generosity of many wonderful people in my life, together we were able to raise just over \$6,500.

In addition to the physical dollars raised, I think the other most impactful aspect of the fundraising was the conversations. Doing something a bit

radical, like a head shave, gave people a reason to reach out and I heard from so many that I hadn't expected to hear from. Colleagues I didn't know very well, acquaintances and high school friends that I hadn't spoken to for years. They all started getting in touch with me to share their stories and experiences with body image and eating disorders. I'm so grateful for the many opportunities I had to have open and transparent conversations about these issues and promote the amazing work of the Butterfly Foundation.

To this day I have continued to shave my head. It is the most empowering haircut I've ever had, and whenever anyone asks me about it I'm proud to say, "I did it for Butterfly".





Prevention Services

“Thank you so much for an outstanding presentation. Our school community was so grateful that you were able to share this critical information with them in a highly engaging way. It was lovely to hear your personal anecdotes and your insights acquired from working with young people and parents over many years. Thanks for reinforcing key messages and for providing parents with references to great resources that they can access in the future.” - Stephanie

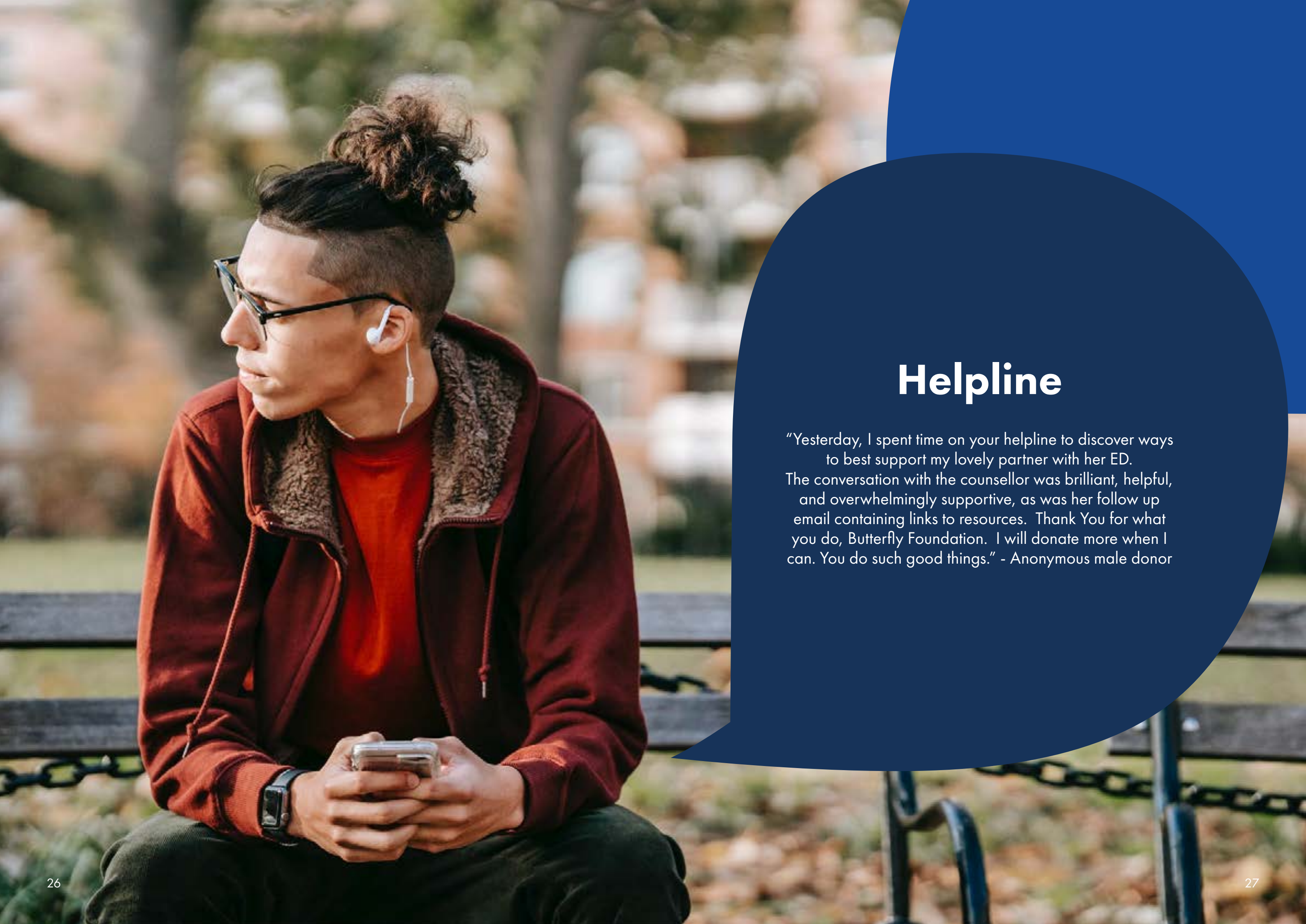
Impact of COVID & Our Response

COVID has had a huge impact on people living with or at risk of an eating disorder or body image concerns. People living with an eating disorder during this time have indicated a significant increase in eating disorder behaviours and thoughts due to the high levels of stress and uncertainty associated with COVID-19.

A disruption to food shopping, change in exercise routines, increased exposure to food as people spend more time at home and the inability to receive face-to-face support are just a few of the stressors that have been communicated by our community since the beginning of the pandemic. Increased exposure to stressful media coverage and weight stigmatising social media messaging has also been linked to greater eating disorder symptomology during COVID-19.

As a result, Butterfly has experienced a significant surge in demand to all services, including our Helpline, prevention services in schools and community, support groups and other treatment services. In response, and thanks to additional federal government funding, we were able to increase our level of support via the Helpline by hiring extra staff so we can respond to more requests.

To meet the spike in enquiries during 2020, we extended our program offerings including Support Groups and the Youth Program to be able to reach more people across Australia. We also moved all these programs to virtual delivery which meant we were able to extend our reach, in more locations than ever before, with strong positive outcomes.



Helpline

"Yesterday, I spent time on your helpline to discover ways to best support my lovely partner with her ED. The conversation with the counsellor was brilliant, helpful, and overwhelmingly supportive, as was her follow up email containing links to resources. Thank You for what you do, Butterfly Foundation. I will donate more when I can. You do such good things." - Anonymous male donor



Support

HELPLINE

Our National Helpline provides support and counselling seven days a week from 8am to 12 midnight via phone, webchat and email. In addition our Chatbot KIT assists our community 24/7 via our website.

Contacts to our National Helpline rose by 11% across 20/21 financial year. We have maintained a >80% client satisfaction rating and have a >80% response rate during a very challenging period. Webchat continues to be the preferred method of contact with over 50% of contacts entering via this channel.

Due to COVID we have seen an increase in contact duration, case complexity and more carers making contact. We have also provided over 293 individual 'waitlist' interventions for those seeking support while awaiting diagnosis or on a waitlist for professional health services. We have been successful in reaching more of the Aboriginal and Torres Strait Islander peoples, people from multicultural

backgrounds and people who identify as LGBTQIA+.

GROWTH OVER TIME PLUS COVID-19 IMPACTS

Our Helpline has experienced a 275% growth rate over the last five years. While it is easy to attribute this to the impacts of COVID-19, we experienced a 78% growth in service contact rates between FY2018 and 2019. COVID-19 has certainly built on this and in many ways has created the 'perfect storm' for eating disorders with government-imposed community movement restrictions, greater time spent with family and carers, greater time spent online, and other factors contributing to an increase in Helpline services demand.

To address on-going increased demand, our Helpline employee numbers have been increased (due to additional COVID-19 funding from the Federal Government) and we are continuing to seek operating model efficiencies to ensure we can continue to service our growing contact base.

Helpline 2021 at a glance:

There were

32,604

contacts to the service, an increase of 11% on the previous year.

The average phone call lasted

21

minutes while an average webchat lasted 27 minutes.

58%

of contacts were from people experiencing an eating disorder.

7%

of incoming contacts were from people who identified as male, an increase of 1% from the previous year.

159

people joined our carer online seminar series Understanding Eating Disorder Recovery delivered throughout the year. The 6-week series supports participants to learn how to best understand and support their loved one recover from an eating disorder.

The online webchat page and the general Helpline page were the second and third most-visited pages on the Butterfly website, after the home page. There were

174,750

to the Helpline page and

56,624

to the chat online page.

29%

of contacts were from carers and 8% were health care professionals

293

brief interventions were delivered, with interventions focused on enhancing motivation for change, decisional-balanced goal setting and psychoeducation about reducing harm and understanding ED behaviours.

Of those who agreed to provide feedback

82%

were satisfied or very satisfied with the service received and

85%

said they had acted on the information given to them by the time of follow-up.

There are

942

practitioners and services listed on the Helpline Referral Database – a database of health professionals and services that have been screened for an understanding of eating disorders – with over 200 added in the past year

RECOVERY SUPPORT SERVICES

Our Support Services team has continued to provide much needed services in both NSW and Tasmania over the past year, offering monthly support groups and evidence-based workshops for both carers and those in recovery. Due to COVID, all support groups and workshops have been held online and have been well attended reaching a total of 414 people. A particular highlight from Tasmania has been the growth of the Eating Disorders Network run by the Mental Health Professionals Network (MHPN) and coordinated by Butterfly. It now has 150 registered health professionals from across Tasmania who come together 4 times a year for specific education on eating disorders. The network has tripled in size since commencing in November 2019.

SYDNEY & HOBART RSS ATTENDANCE:

Emerging program:

60

participants

Collaborative Care Skills Workshop:

84

participants

Recovery support groups:

151

participants
(registered 280 participants)

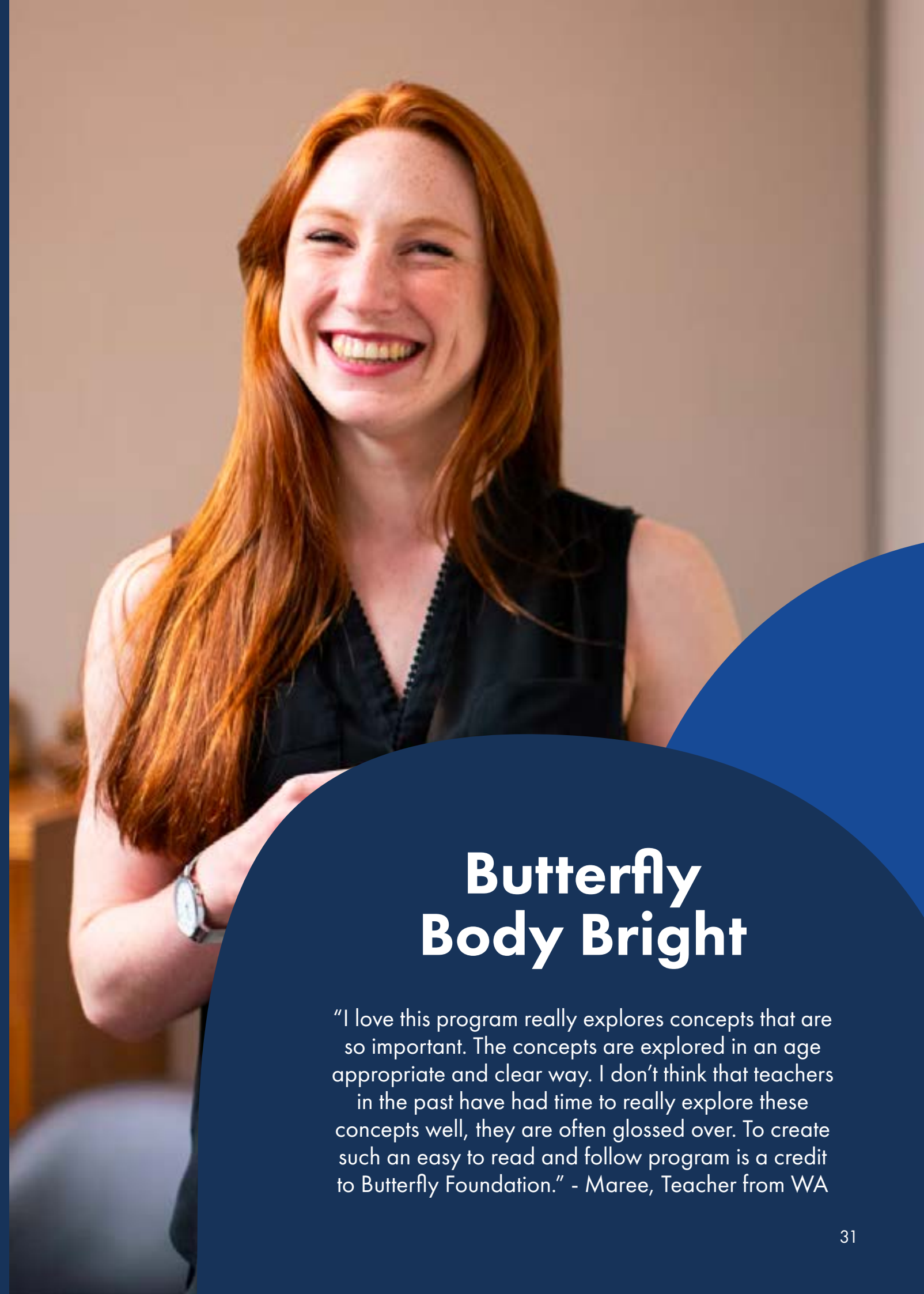
Carer support groups:

132

participants
(registered 178 participants)

KIT

KIT is a world-first positive body image chatbot developed by Butterfly in collaboration with researchers and clinicians at Monash and Swinburne Universities and supported by Proxima. KIT provides education on body image and eating disorder topics as well as teaching evidence-based coping skills via webchat and Facebook Messenger. KIT was launched in November 2020 and had over 12,000 users to 30 June 2021. KIT provides an inclusive and anonymous environment for those not ready to seek professional help, and reviews have shown that users are primarily seeking self-help strategies.



Butterfly Body Bright

"I love this program really explores concepts that are so important. The concepts are explored in an age appropriate and clear way. I don't think that teachers in the past have had time to really explore these concepts well, they are often glossed over. To create such an easy to read and follow program is a credit to Butterfly Foundation." - Maree, Teacher from WA

Prevention & Education



**LOVE YOUR BODY
WEEK & BODY KIND**



**BUTTERFLY
BODY BRIGHT**



**PREVENTION & EDUCATION
SERVICES KEY STATS**

Love Your Body Week & Body Kind

September 2020 saw Butterfly hold another record breaking Love Your Body Week (LYBW) for Schools with 1251 schools registered, reaching an estimated 117,594 young people. We also piloted LYBW for Families with 256 families involved.

In 2021, LYBW evolved to become Body Kind – including Body Kind Schools and Body Kind Families with the key message encouraging people

to be kind to their own body and to others, online and face to face. Body Kind Schools went live in April 2021 and has been positively received by the Butterfly community, schools, and other mental health organisations. Body Kind Families is launching in August 2021 and will offer a range of resources specially designed to help families with teens aged 13+. Thank you to nib foundation for their support of this initiative.



Butterfly Body Bright

Launching in July 2021, Butterfly Body Bright is a strength-based, evidence-informed whole of primary school program designed to support healthy attitudes and behaviours towards the body, physical activity and eating in children to protect against the development of significant eating or body image issues later in life.

The program is prevention focused and comprehensively supports Australian schools through school culture guidelines, staff training, curriculum content and resources for families. Butterfly Body Bright has been made possible with the generous support of FDC Construction and Fitout.





Prevention & Education Services Key Stats

Education Services has seen a significant increase in the number of enquiries and required support from school communities. This can be attributed to the increase in the number of students experiencing body image and eating disorders, following the restrictions imposed due to COVID-19. Services continue to be delivered virtually and where possible, face to face. Education services achieved its highest reach to young people in a single year.

**149 SCHOOL/
YOUTH SESSIONS
FACILITATED**

19,759 young people reached including Champions for Change

1432 PROFESSIONALS TRAINED
(estimated 134,608 young people reached)

**1369 PARENTS REACHED
THROUGH SEMINARS**
(estimated 2738 young people reached)

TOTAL 274,699 YOUNG PEOPLE REACHED 2020-2021
(includes LYBW)



Treatment

Wandi Nerida

In June Butterfly officially opened Wandi Nerida – Australia’s first residential treatment centre – situated in a picturesque setting on the Sunshine Coast. The state-of-the-art, 13-bed centre provides a much-needed bridge between hospital admission and outpatient care and is staffed by a multi-disciplinary team of experts, many of whom have lived experience, with a high client-staff ratio. It operates under the Butterfly Foundation Residential Eating Disorders Treatment (B-FREEDT) Model of Care© and will provide the evidence base for further residential centres around Australia.

Youth Program

Our Youth and Virtual Youth Programs supported by Future Generation have been combined, with all programs now run virtually significantly increasing our reach across Australia. The program is a skills-based group therapy treatment program for youth aged 18-24 years experiencing symptoms of Anorexia Nervosa, Bulimia Nervosa, Binge Eating Disorder or disordered eating.

Over the last 12 months, we have been able to support more people than ever before, successfully running 5 rounds of the group program, with a total of 53 participants. Our 73% retention rate is well above industry standard, with significant positive outcomes.

Key Stats for Butterfly Youth Programs:

Number of groups:

5

Number of participants:

53

State breakdown:

33

NSW

15

VIC

1

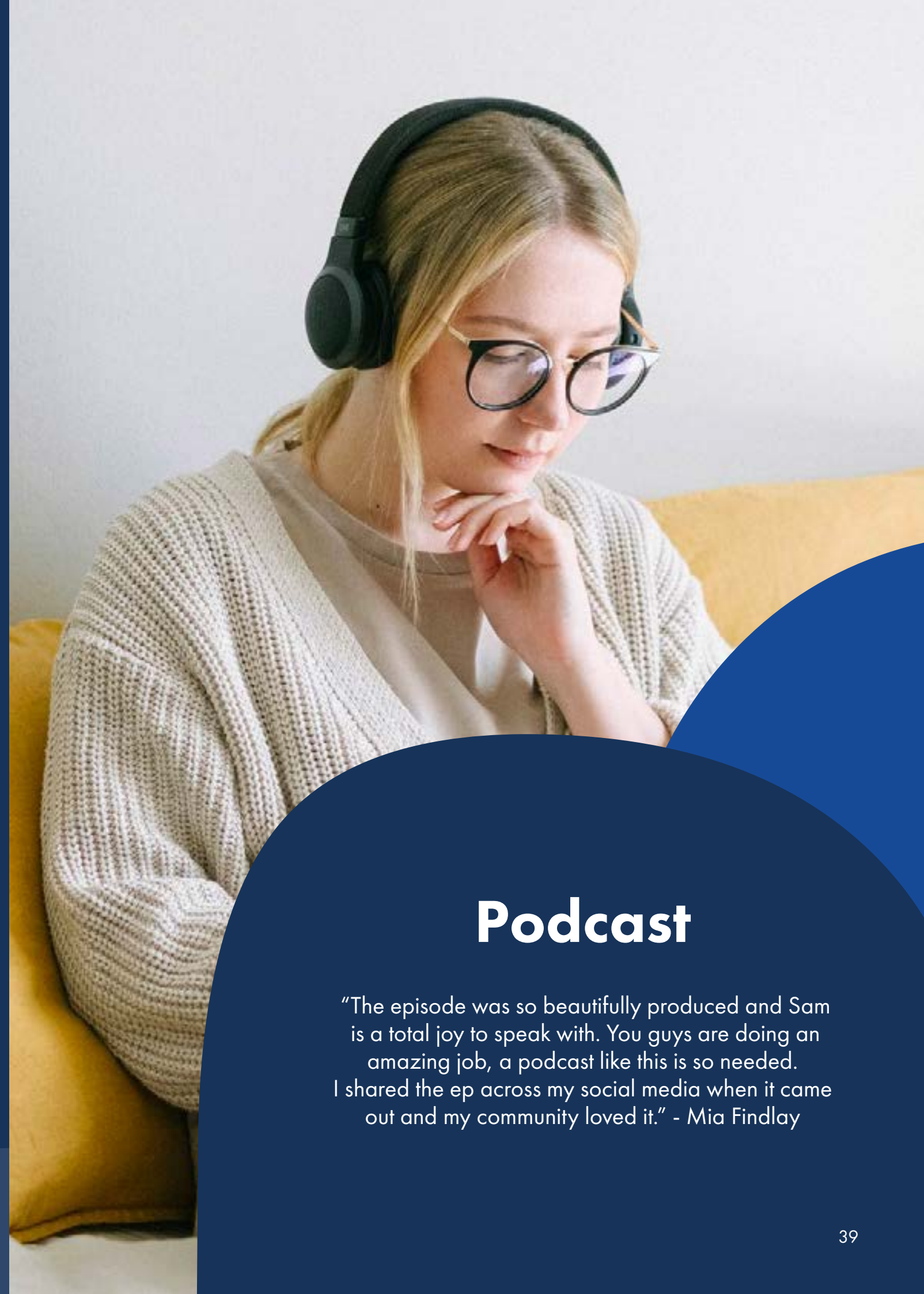
WA

3

QLD

1

TAS



Podcast

“The episode was so beautifully produced and Sam is a total joy to speak with. You guys are doing an amazing job, a podcast like this is so needed. I shared the ep across my social media when it came out and my community loved it.” - Mia Findlay

Campaigns



Talking Helps

Butterfly's Talking Helps campaign was launched on July 23, 2020 to encourage help seeking as well as amplify the voices of underserved groups with lived experience. The centrepiece of the campaign was a series of videos representing males, multicultural people, people identifying as LGBTIQ+ and people living in larger bodies. The goal was to increase contacts by these target populations to the Butterfly Helpline by 10%.

Increase in target population contacts to the Helpline FY 2020-21 over 2019-2020:

Multicultural 18%

Aboriginal and Torres Strait Islander 35%

LGBTQIA+ 36%

Men 35%



Fight For Wandí Nerida

Butterfly's 2020 Christmas campaign encouraged our supporters to donate, unite and mobilise to help open Wandí Nerida.

The hard-hitting campaign featured three voices of lived experience and saw 4,000 individuals sign a petition to encourage state governments to provide essential funding to open the residential facility. The campaign also raised more than \$125,000 through our mail and email appeal, corporate support, merchandise sales and community fundraising.



EveryBODY is Deadly

In April 2021 Butterfly reached out to the Aboriginal and Torres Strait Islander community to encourage talking about body image and eating concerns and to contact Butterfly for culturally-safe support.

The campaign's goal was to progress Butterfly's strategy of greater inclusion and to deliver on our 2020-2021 Helpline contract to increase Aboriginal and Torres Strait Islander contacts by 10%. This highly successful campaign helped to break down stigma and barriers to help-seeking, reaching an estimated 3 million people over the four-week campaign. The campaign featured the lived experience stories of Garra Mundine and Felicia Foxx and resulted in strong community engagement.



Change The Picture

In May 2021 Butterfly launched our annual tax appeal campaign, urging Australians to #ChangeThePicture of body dissatisfaction starting young for the sake of our younger generations.

In the second half of 2020, an alarming 54% of contacts to the Butterfly National Helpline were Australians under 29 years of age, with 31% aged between 20-29 years old and 23% aged between 10-19 years. Moreover, 73% of carers who contact the National Helpline support young people between the ages 10-24 years. This awareness, advocacy and fundraising campaign reached more than 65.4M people, and raised more than \$300,000 to support Butterfly's prevention and early intervention programs.





Major Donor

"I have been a proud supporter of the wonderful work of the Butterfly Foundation for many years. Their innovative, evidence based services raise awareness and advocate for early intervention as well as treatment and prevention. The Butterfly Foundation provides fantastic programs not only for those impacted by eating disorders, but also for the families, friends and communities who support them. "

- Debbie Dadon

Voice of Lived Experience

Lived experience of eating disorders and body image concerns lies at the heart of Butterfly's work as it connects us to our origins and the communities we serve. This past year has seen huge growth in how we draw upon lived experience and embed it across all our work.

Lived Experience Engagement

- Butterfly's Lived Experience Network, the Butterfly Collective, launched on 31 May and now has a membership of more than 250 people.
- Butterfly's first Lived Experience Community Insights Group has been established to help inform our organisation's strategic priorities and direction.
- After an extensive search and rigorous application process, the Group now comprises 14 passionate members with diversity in age, background, lived experience and location.

Speaker Program

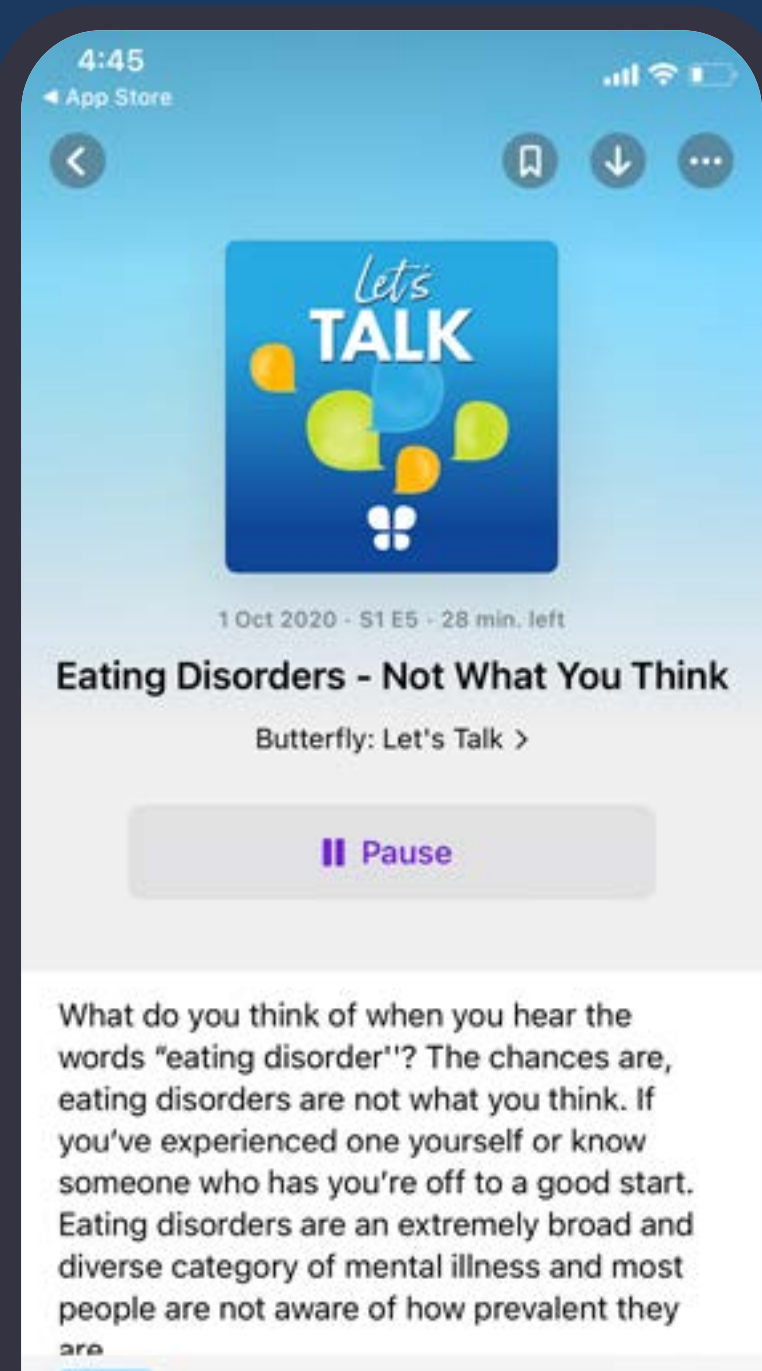
- Butterfly's Speaker Program is currently being refreshed and developed with nearly 50 individuals with lived experience in the program, each of whom has been trained on how to share their story safely and effectively.
- The core goals of the program are to raise awareness, reduce stigma, encourage help seeking and increase donations via a variety of speaking opportunities.
- There has been a strong focus on diversifying our voices of lived experience to ensure everyone in our community feels represented.
- This includes more males, people in larger bodies and individuals from the LGBTQIA+, Aboriginal and Torres Strait Islander and culturally and linguistically diverse communities.

Butterfly Let's Talk Podcast

Butterfly: Let's Talk podcast launched in May 2020 and completed Season 1 in June 2021.

The podcast is published on the first Tuesday of every month, and guests include both experts and people with lived experience of an eating disorder or body image concern. Host Sam Ikin

is a former ABC journalist in recovery from binge-eating disorder. Based on industry analytics of downloads in the first seven days of release, Butterfly: Let's Talk podcast is in the top 10% of all podcasts and in May 2021 was shortlisted for a Tasmanian Media Award.



Over the course of the year Butterfly's podcast received

15.74K

downloads

Top episodes were:

Eating disorders –
Not what you think:

1,547

downloads

Gender, sexuality
and eating disorders:

1,438

downloads

Life in recovery:

1,509

downloads



Speaker Program

"Last year I published my eating disorder story on Butterfly's website. I think this was one of the first times I publicly shared my experience and I can't believe I'm now a speaker for Butterfly, an organisation I've looked up to from the start of my own recovery"
- Sophie Smith, Butterfly Spokesperson from NSW

NEDC

BUILDING THE SYSTEM OF CARE FOR EATING DISORDERS

The National Eating Disorders Collaboration (NEDC) is an initiative of the Australian Government dedicated to developing and implementing a nationally consistent, evidence-based system of care for the prevention and treatment of eating disorders.

NEDC synthesises lived experience, research evidence, and clinical expertise to build an effective, equitable and accessible stepped system of care for all Australians.

In 2020-21, NEDC has continued to grow its membership base to nearly 6000 and to move forward with momentum across its four main areas of activity: National leadership and collaboration, workforce and professional development, primary health capacity building, and resource development and information dissemination.

NEDC thanks Butterfly Foundation for administering NEDC on behalf of the Commonwealth Government.

NATIONAL LEADERSHIP AND COLLABORATION

NEDC has driven a number of projects of national significance, including:

Beginning a new National Strategy for eating disorders, which will guide sector development and policy decision-making over a ten-year

period. The National Strategy will support the operationalisation of the system of care across all levels. NEDC will continue developing the National Strategy in 2022.

Developing clinical guidelines for the treatment of eating disorders for people with higher weight, with a working group of key professionals with clinical and academic expertise and people with lived experience. Following a comprehensive systematic review completed in 2020, the Guidelines have undergone several rounds of consultation and review and will be completed in FY 2021-22.

In partnership with the Australian Institute of Sport, developing a joint position statement on disordered eating in high performance sport, accompanied by a toolkit of resources and dedicated website. The position statement was published in the British Journal of Sports Medicine in July 2020.

WORKFORCE AND PROFESSIONAL DEVELOPMENT

In partnership with the Australia and New Zealand Academy for Eating Disorders (ANZAED), NEDC has made significant progress in the development of a national credentialing system for eating disorder treatment. Credentialing of treatment providers is a key structural change in the sector. This initiative will create a clearer, safer path to treatment for people



with eating disorders, and a skilled treatment workforce with expertise based on nationally consistent standards.

Eating Disorder Core Skills: eLearning for GPs was launched on 17 June and is free of charge to NEDC members (join here). The course is accredited by the Royal Australian College of General Practitioners (RACGP), the General Practice Mental Health Standards Collaboration (GPMHSC), and the Australian College of Rural and Remote Medicine (ACRRM). The training, based on the NEDC core workforce competencies, provides GPs with all the information and skills they need to understand, identify, assess, provide medical treatment, lead the multidisciplinary team, and manage Medicare items.

PRIMARY HEALTH CAPACITY BUILDING

NEDC continued to work with Primary Health Networks (PHNs) to ensure improved early identification and intervention in primary health settings.

NEDC developed the Eating Disorders Quality Improvement Tool (ED QI) for PHNs - an innovative, purpose-built tool developed with PHN leaders and eating disorder experts. In late 2020, NEDC piloted the ED QI with seven PHNs. Pilot participants described it as user-friendly and well-tailored to the PHN context. The ED QI will be available in late 2021 for all PHNs

to implement tailored service plans, respond to eating disorders in primary care and enhance service delivery across the system of care.

RESOURCE DEVELOPMENT AND INFORMATION DISSEMINATION

NEDC generates and disseminates evidence-based information and national standards for prevention, identification and treatment of eating disorders. A re-branded NEDC website was launched in December 2020 to enhance navigation and useability. Key NEDC clinical resources and factsheets have been updated, and new resources continue to be developed.



Our Board



**David
Murray AO**

[Find out more](#)



**Jo
Cook**

[Find out more](#)



**Catherine
Happ**

[Find out more](#)



**Paul
Salteri AO**

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**Anthony
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**Michael
Same**

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**Professor
Richard Newton**

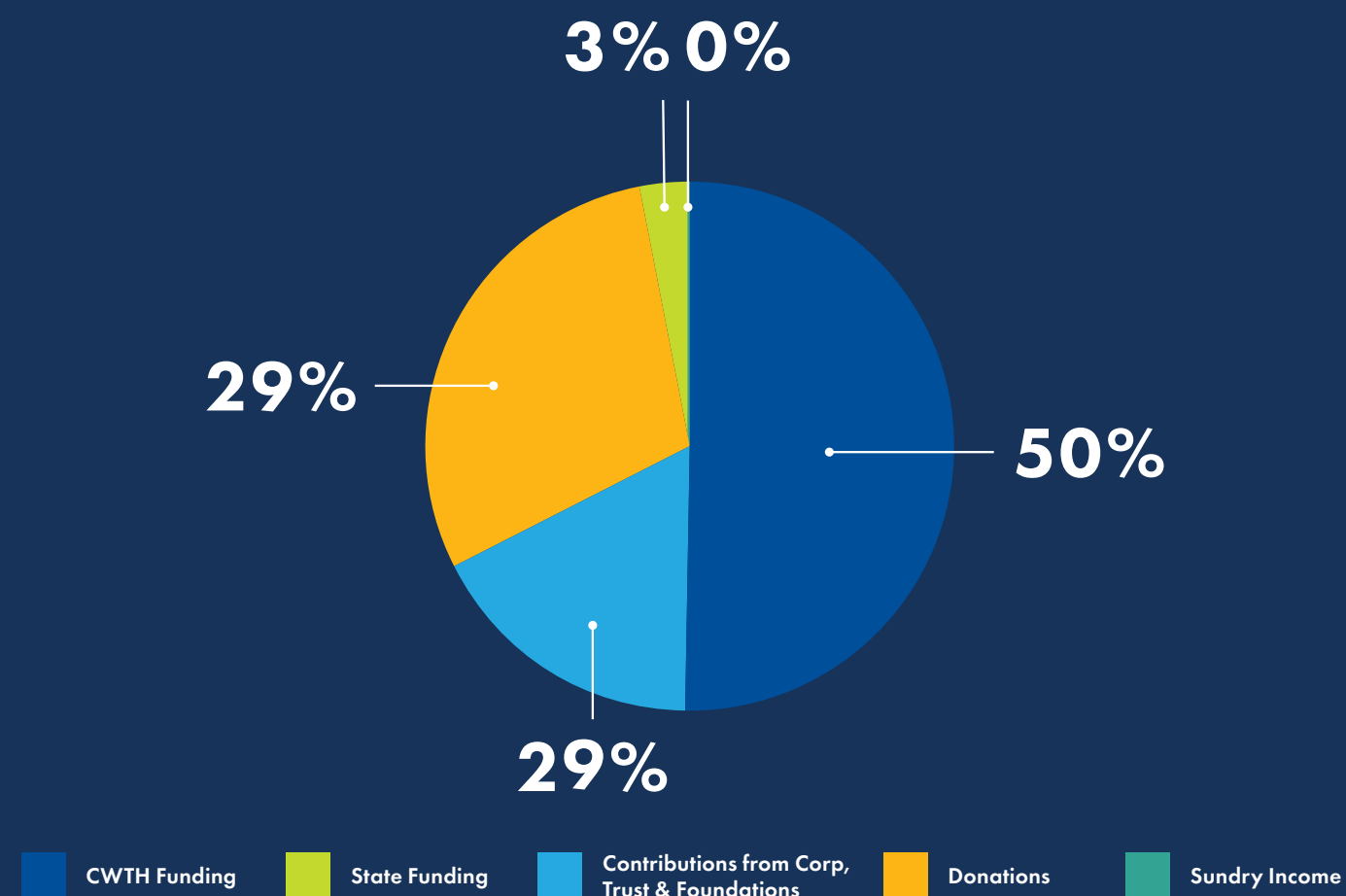
[Find out more](#)

Financials

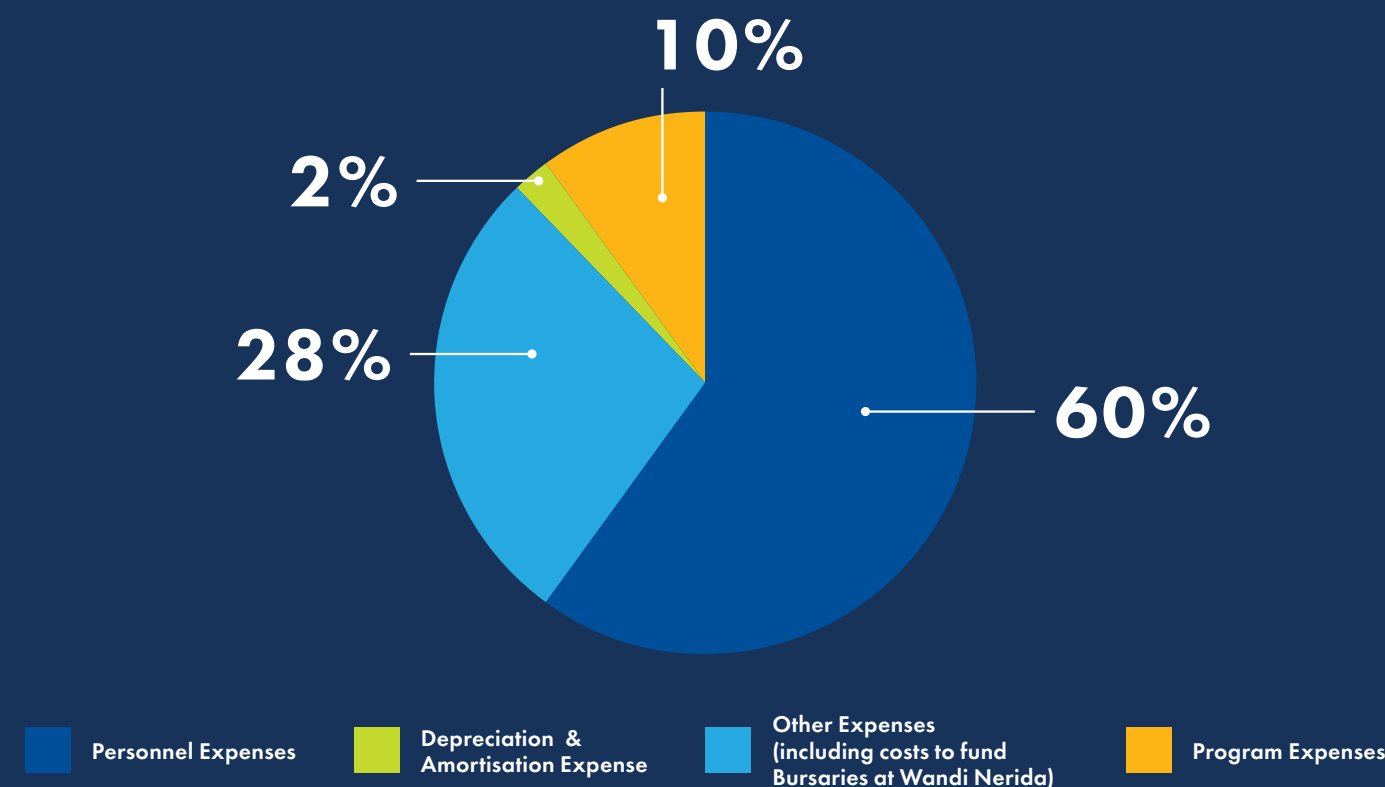
Butterfly Foundation

Statement of profit or loss and other comprehensive income for the year ended 30 June 2021	2021 \$	2020 \$
Revenue	11,438,084	8,367,235
Personnel Expenses	(6,274,374)	(5,262,220)
Program Expenses	(1,048,663)	(1,769,093)
Depreciation & Amortisation Expense	(211,202)	(284,915)
Other Expenses	(2,919,820)	(586,605)
Surplus/(Deficit) from Operating activities	984,024	464,402
Net Finance Income	21,099	80,287
Net Finance income	21,099	80,287
Surplus/(Deficit) for the year	1,005,123	544,689

Income 2021



Expenditure 2021





Butterfly