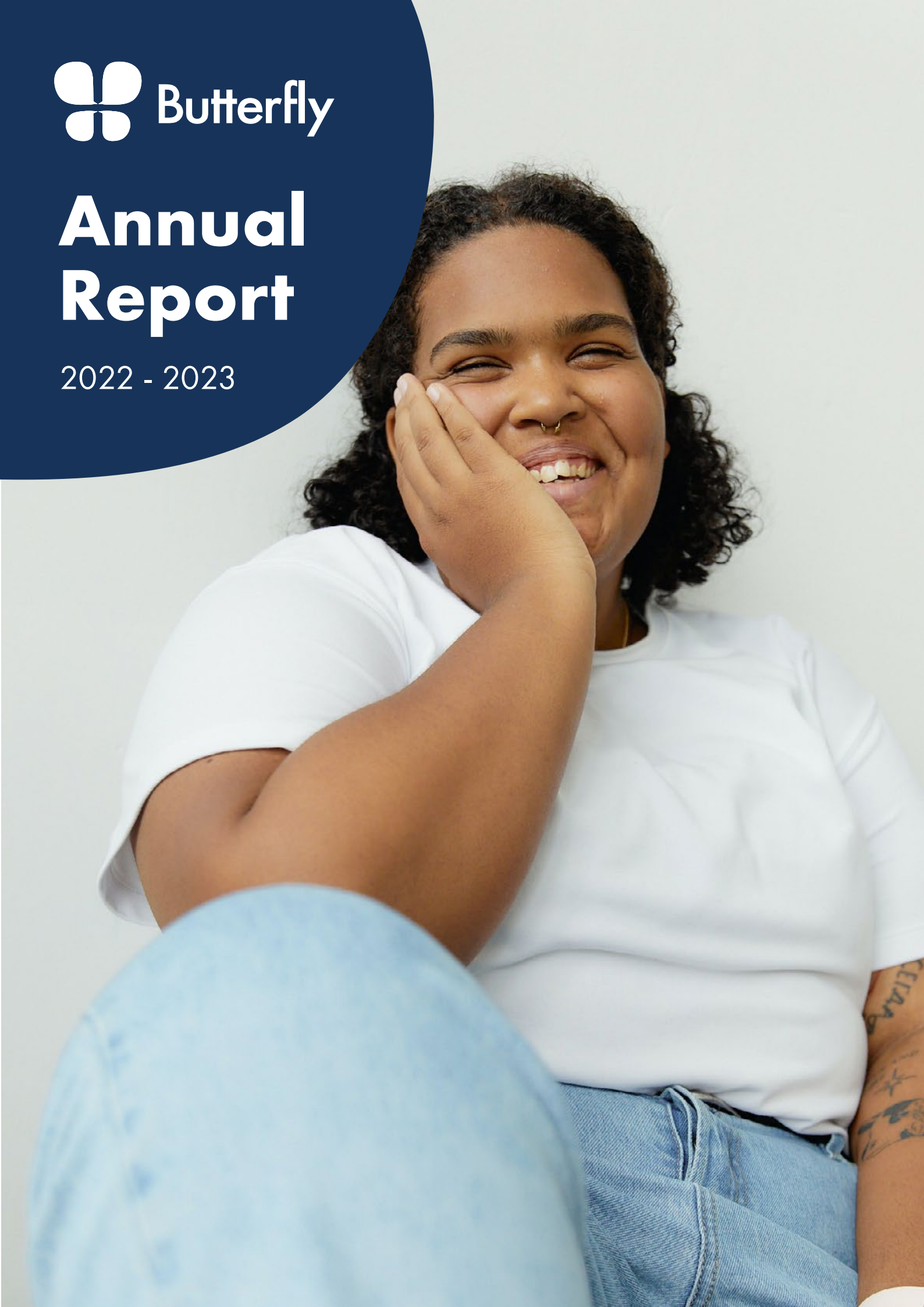




# Annual Report

2022 - 2023



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## Acknowledgment of Country

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

*Artwork by Jordan Ardler*



# Acknowledgment of 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 Michael Same, our Chair

Welcome to Butterfly Foundation's Annual Report, a roundup of the activities, achievements and challenges across the 2022/2023 Financial Year and how they helped us be there for Australians impacted by eating disorders and body image issues. As we approach the final year of our Strategic Plan 2021-2024, there has been continued and important progress towards our goals of reducing stigma and increasing help-seeking, working to prevent eating disorders from developing and improving treatment and support. This has been made possible

by the hard work and dedication of the Butterfly Team to innovate and grow income streams, successfully expand our prevention services, as well as producing solid results across our awareness and advocacy work. We closed out this financial year with the interim leadership of Butterfly's Head of Finance and Administration, Anna Cullinane, before welcoming Butterfly's new CEO, Jim Hungerford, who is excellently placed to drive Butterfly to achieve its purpose in the years to come.



# Message from Jim Hungerford, our CEO, and Anna Cullinane, Head of Finance and Administration and Interim CEO

As we reflect on the past year, it is clear that Butterfly's role has never been more vital. There are more than one million Australians living with an eating disorder, but less than a quarter of them receive the treatment or support they need. This has been compounded by the ripple effect of Covid-19, which has seen an increase in demand for Butterfly's Helpline and school services, with more complex cases and carers reaching out

for support. With prevention and early intervention crucial in improving outcomes for eating disorders and body image issues, we're committed to the ongoing development of Butterfly's Education services, offered in schools and communities for over 17 years, with Butterfly's Body Bright and Body Kind programs now reaching over 1.9 million young people.

Where prevention or early intervention have not been available or successful, support, treatment and recovery services are essential components in the system of care, and we are constantly working to understand how our services and offerings can best serve our community.

At the heart of all Butterfly's work are the voices of lived experience, highlighted by the Lived Experience Community Insights Group (LECIG) who contributed to informing the critical National Eating Disorders Strategy and the diverse voices who featured in our campaigns to raise awareness and advocate.

While there is always more work to do, we thank everyone for their support over the past year and in the year ahead we look forward to working together towards our collective vision that all people in Australia can live free of eating disorders and negative body image.





# Butterfly Highlights

Nearly 70% of young people have experienced appearance-related teasing.

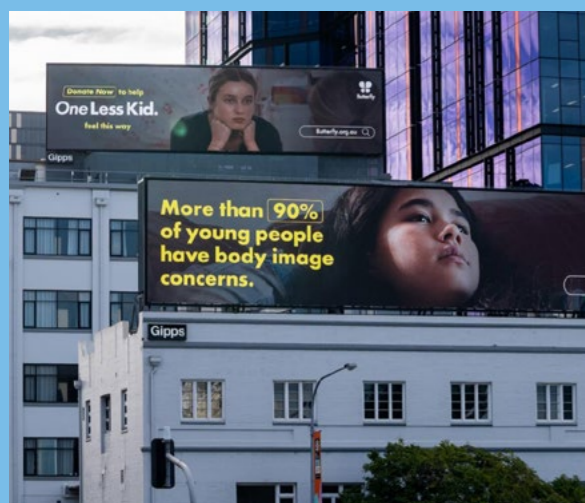
The inaugural Body Kind Youth Survey was launched and results released



We attended the National Education Summit in Melbourne to promote Butterfly Body Bright



Butterfly collaborated with Meta to launch the Body Pride awareness campaign



Billboards went live in Queensland for the 'One Less Kid' fundraising campaign



The Parliamentary Friends of Eating Disorder Awareness group was launched



Danni Rowlands, Head of Prevention, spoke on Dove's panel to launch their Detox Your Feed campaign



Butterfly partnered with Kic for the 'Kic the Rules' campaign against toxic diet culture



***“Being a part of Butterfly Pathfinders and sharing my story has given me back my voice, has made me feel heard and is making up for all the years I felt unseen.*”**



***It has also been amazing to see Butterfly expand its touchpoints with communities that have previously been left to the side when it comes to eating disorders, especially for BIPOC, queer and trans people and people living with a disability.”***

**– Chantel Le Cross, Butterfly Pathfinder**

# Our Strategy

As we approach the final year of Butterfly's 2021-2024 strategy, this annual report will be structured to show the progress made against the goals and enablers laid out in the current plan.

## Vision

All people in Australia can live free of eating disorders and negative body image.

## Mission

We work to prevent eating disorders and body image issues from occurring, to ensure that the best possible treatments are available, and that appropriate care and support is there for those affected.

## Goal 1: Reduce stigma and increase help seeking

## Goal 2: Work to prevent eating disorders from developing

## Goal 3: Improve treatment and support

## Enablers: Organisational priorities

### ENABLER 4.1

Improve and maintain high employee engagement

### ENABLER 4.2

Diversify funding sources

### ENABLER 4.3

Strengthen government relations

### ENABLER 4.4

Improve operational effectiveness (systems & processes)

### ENABLER 4.5

Maintain and improve service excellence

### ENABLER 4.6

Embed diversity and inclusion principles across the organisation



# Our Reach (1 July 2022 – 30 June 2023)

## Goal 1 - Reduce stigma and increase help seeking



**2,094,992**

people reached via Butterfly social media content



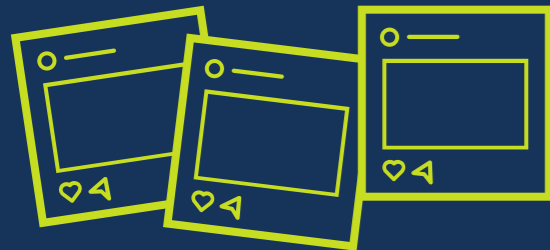
**1.8 billion**

estimated views of Butterfly's media coverage



**1,255,924**

page views of Butterfly's website



**62%**

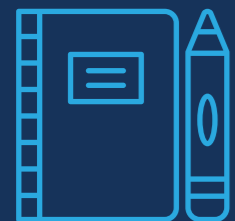
of all social posts featured lived experience

## Goal 2 - Work to prevent eating disorders from developing



**209,919**

young people reached through prevention and education services and programs offered by Butterfly, Australia-wide



**1,099**

schools participated in Body Kind Schools in September 2022



**547**

Australian primary schools registered for Butterfly Body Bright

## Goal 3 - Improve treatment and support



**22,043**

contacts to Butterfly National Helpline



**839**

health professionals and services registered on Butterfly's Referral Database



**383**

people helped via support groups/programs



# Goal 1: Reduce stigma and increase help seeking

## Lived experience

Listening to, amplifying and advocating for lived experience of eating disorders and body image issues continues to be fundamental to every area of Butterfly's work. This year saw an increase in collaborative opportunities for our lived experience network, the Butterfly Collective and Pathfinders speaker and ambassador program members, internally through focus groups, working groups, and co-design projects, as well as externally via our education programs and communications.

- Butterfly's Lived Experience Community Insights Group (LECIG) ended its tenure in March, after almost a year of the 14 members contributing to inform the peer workforce guiding principles and NEDC's National Eating Disorders Strategy, as well as sitting on Butterfly's clinical risk committee and Body Bright Evaluation Group.
- We created a logic framework, evaluation questions and recommendations to improve the Butterfly Collective experience. Initial improvements have been made in response to findings, and a project to develop a lived experience education hub will further improve the experience for Collective members (with work commencing in August 2023).
- Members of Butterfly's Pathfinders speaker and ambassador program continued to amplify the voice of diverse lived experience across our external communications. Highlights include our Body Pride and Summer of Kindness campaigns spearheaded by lived experience content, as well as regular media opportunities, blogs and social posts sharing their experiences to inform and help others.



**796**

members of our lived experience network, the Butterfly Collective



**51%**

increase in male Collective members



**44%**

increase in Aboriginal and Torres Strait Islander Collective members



**30%**

increase in Collective members that speak another language in addition to English



The number of identified LGBTQIA+ Collective members has

**Quadrupled**



**83**

participants in Butterfly's Pathfinders speaker and ambassador program



**26**

new recruits to Butterfly's Pathfinders speaker and ambassador program



***“For once I felt like I was actually being heard when it came to my experiences and the challenges I faced.***

***I never thought I would one day use my experiences to help Butterfly...such an honour and it has made me feel like I have a purpose.”***

**– Brooke, Butterfly Collective member**





## Goal 1: Reduce stigma and increase help seeking

### Awareness campaigns:

The last year has seen the launch of several creative campaigns with the aim of increasing public awareness and understanding of eating disorders and body image; a vital part of Butterfly's work to reduce stigma and increase help-seeking.

#### Campaign Highlights:

##### Body Pride

With negative body image concerns spiking in the lead up to events like Mardi Gras, Butterfly launched the Body Pride campaign in collaboration with Instagram. It featured revealing statistics and content from four of Australia's top LGBTQIA+ influencers to spread awareness, encourage help-seeking and provide support and resources for this community, their loved ones, and allies.

##### Results:

- Over 142,582 accounts reached on social media
- 25.9 million people reached via media



##### Summer of Kindness

To combat the problematic conversations around losing weight in the New Year and warmer weather meaning less clothes and more attention on the body, we launched the Summer of Kindness campaign, providing a range of tips and advice from lived experience voices and experts. The campaign also had a fundraising element to help Butterfly continue to support the rising number of Australians with body image concerns.

##### Results:

- 6,832 likes, comments, shares and saves
- 47.5 million people reached via media



##### Body Image and Eating Disorder Awareness Week 2022:

Members of the Eating Disorder Alliance of Australia (EDAA) united to encourage people to know the signs of an eating disorder and to act early to improve outcomes. The campaign featured helpful resources and stories of lived experience.

##### Results:

- BIEDAW announcement post reached 18.2K people on Instagram – Butterfly's highest reach to date



**“My sexuality has influenced so much about my body, and I feel like there are so many expectations in the community about how a lesbian should be and what they should look like.**

**But I’ve now reached a point where I can embrace myself, and step proudly and authentically into my vessel – my body – just the way it already is. I know that’s more than enough!**

**Partnering with organisations such as Butterfly Foundation has helped me spread the message of body pride as well as sharing positive resources for people who may not be at the stage of celebrating themselves.”**

– Allira Potter, Butterfly Pathfinder

Digital presence:



Combined social media following grew to over **165,000+** accounts



**4,191**  
mentions of Butterfly in media (+63% on FY22)



**1,255,924**  
page views of Butterfly’s website and a 28.8% increase in length of time spent on each page. Butterfly’s Referral Database page views more than doubled



**34,930**  
total downloads of Butterfly’s Let’s Talk podcast, which remains in the top 10% of weekly downloads worldwide



**13,772**  
subscribers to Butterfly’s newsletter (+16.28% on FY22)



## Goal 2: Work to prevent eating disorders from developing

### Body Kind

It has been another high activity year for Butterfly's prevention and education programs, with a notable increase in the number of sessions delivered directly to young people. The annual Body Kind September initiative, now in its sixth year, provides free resources for schools, families and sporting clubs, to encourage people to be kinder to their own body and to others.

Thanks to funding support from the James N. Kirby Foundation and Erdi Foundation we introduced a number of new and innovative resources for Body Kind Schools including a Body Kind Journal (a collaboration with Jessica Saunders), three new classroom activities to support positive attitudes and behaviours towards eating and a digital Body Kind Leaders workshop to guide the Body Kind Schools activities.



BodyKind

209,919 young people reached via Butterfly's Body Kind Education Services (+127% above our annual target)

***“Changing the narrative towards diet culture, body image and how we think and treat food from grassroots is so important...”***

***The work you do is so incredible and I assure you, many people got so much out of the presentation and everything you had to say.”***

***– Year 12 student with lived experience, sharing feedback about a Body Kind presentation***

## Goal 2: Work to prevent eating disorders from developing

### Body Kind Youth Survey

The inaugural Body Kind Youth Survey, supported by nib foundation, was conducted during September 2022, with findings formally released in May 2023. With plans to make the survey annual, it highlights the current and changing prevalence of body dissatisfaction and related issues for Australia's youth, supporting the development of Butterfly's resources and advocacy and awareness work.



### Butterfly Body Bright

In August, Butterfly Body Bright received funding from the Australian Department of Health for a 12-month project to support further program development, including an additional staff training module, parent resources and an evaluation framework.

This funding also supported a targeted and intensive marketing campaign which enabled us to surpass the goal of registering 450 schools before 15 August 2023.

The online staff training achieved accreditation with the NSW Education Standards Authority and ACT Teacher Quality Institute, and the program was listed on the Be You Program Directory, Victorian Schools Mental Health Menu and South Australia External Wellbeing Program Directory.

Estimated 132,854 children reached through the 547 registered schools.

## 1,635 12–18-year-olds surveyed



**45%**

of young people are dissatisfied with how their body looks



**1 in 4**

kids don't feel respect for their body



**More than 90%**

of young people reported some level of concern about their body image

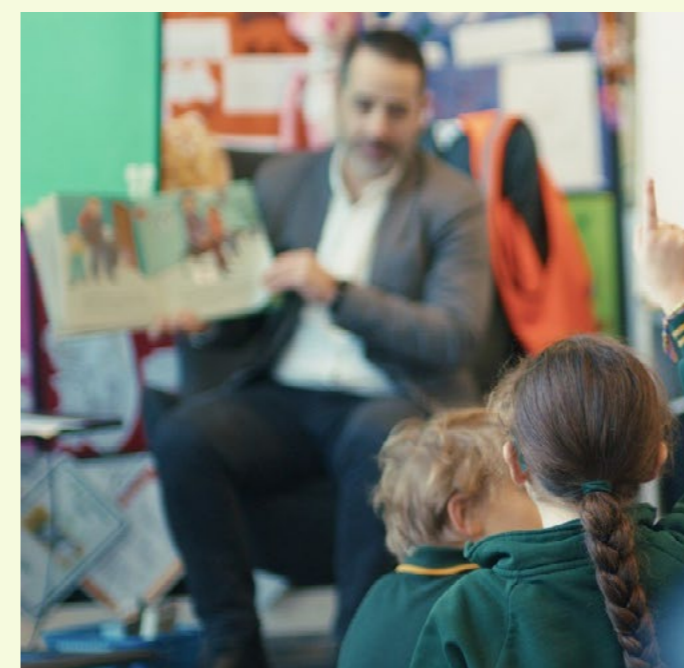


**50%**

of kids rarely speak positively about their body.

**1 in 3**

kids are either very or extremely concerned about their body image



**Butterfly  
Body Bright**





***“Every staff member who has completed the training so far has approached me to tell me how much they got from it on a personal level.***

***It has already changed our language with each other and the way we respond to our students...***

***I am really impressed with the impact it has had.”***

**– Body Bright Lead, South Australia**

## **Goal 2: Work to prevent eating disorders from developing**

### **Body Kind Online Education project**

Thanks to funding received from the Office of e-Safety and their Online Safety Grants Program, Butterfly began developing a universal e-Learning prevention program for Australian Secondary Schools, addressing body image and the significant socio-cultural influence of social media. The project is supported by an Expert Advisory Group, as well as a Body Kind Youth Advisory Group of students aged 13-17, and will be formally evaluated by the team at the University of Sunshine Coast for broader dissemination in June 2024.



### **Body Kind Sports**

Butterfly supported Gymnastics Australia as they developed their Body Care Framework, as part of their Change the Routine project. This framework aims to improve the culture of gymnastics in Australia, in relation to body image and eating disorders. Butterfly continues to work with sporting organisations at community, state and national levels, with education and guidance, and is working with the Australian Institute of Sport (AIS) to develop athlete education as part of their Eating Disorders in Sport project.



# Goal 3: Improve treatment and support



**22,043**

contacts made to Butterfly's National Helpline



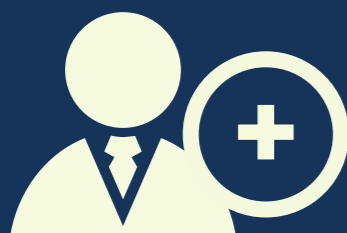
**190%**

increase in attendance rate for Recovery Support Services (RSS)



**28%**

more mentees onboarded for Peer Mentoring program



**839**

health professionals registered on the Referral Database



**95**

participants have received treatment at Wandi Nerida to date

## Wandi Nerida

Wandi Nerida celebrated its first year of operations in July 2022, shortly followed by winning the ACHS Clinical Excellence and Safety Award and receiving excellent results from the first Employee Satisfaction Survey.

Wandi Nerida's model of care was presented at the 2022 ANZAED Conference in Sydney and was positively featured in ABC's Four Corners documentary in early 2023.

The year also saw Wandi welcome Triya, a beautiful therapy dog (donated by Pet Barn and trained by Empower Assistance Dogs) as well as farewell Catherine Houlihan, Clinical Director who was instrumental in the startup of Wandi Nerida, and Jodie Ashworth, Executive Director and one of Wandi's first employees.

**95 participants have received treatment at Wandi Nerida since opening**

**55 participants in FY22/23**

**State breakdown:**

**QLD:** 13

**NSW:** 17

**ACT:** 6

**VIC:** 10

**WA:** 5

**SA:** 4



### Goal 3: Improve treatment and support

## Helpline

Butterfly Foundation's National Helpline continued to be a vital service for people affected by eating disorders and their loved ones.

While there was an expected decrease in contacts this year, following spikes in contact associated with the Covid-19 pandemic, the Helpline continued to provide high-quality and responsive support to those who reached out.

We continued to be committed to providing inclusive services that meet the needs of all people regardless of their gender identity, sexual orientation, cultural background, or Indigenous heritage and by introducing a new technology platform, we were able to increase tracking and reporting mechanisms to better the service.



# Half

of contacts were first-time users and half were returning users



The Helpline answered

# 67%

of inbound calls and responded to 72% of viable webchats within 15 minutes



# 80%

of contacts were satisfied or very satisfied with the service. 73% of contacts were able to act on the information provided



## Top 3 states

by percentage of Helpline contacts were NSW (34.12%), VIC (28.52%), and QLD (17.77%)

The majority of contacts

# 77.3%

were female,

16% of contacts identified as LGBTQIA+,

16% identified as CALD,

2.6% identified as Aboriginal or Torres Strait Islander

# 66%

of contacts had an eating disorder, 25% were carers,

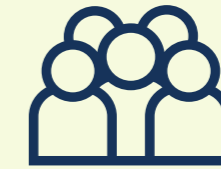
2% were friends,

5% were health professionals,

2% were other

## Recovery Support Services

Following Butterfly's transition to virtual support groups during the Covid-19 pandemic and to increase reach across Australia, this year our Recovery Support Services saw a significant increase in demand. Butterfly responded to this growing need for support by increasing Recovery and Carer Support Groups from monthly to fortnightly offerings and doubling rounds of the Emerging Program.



# 236%

increase in attendance for Recovery Support Groups



# 91%

increase in attendance for Emerging Program



# 850%

increase in attendance for Carer Support Groups



# 84

participants attended Carer Support Groups in FY22/23



# 37

participants attended Collaborative Carer Skills Workshops in FY22/23



# 179

participants attended Recovery Support Groups in FY22/23



# 16

Mentorships were engaged in FY22/23



# 67

participants attended the Emerging Program in FY22/23

### Goal 3: Improve treatment and support

#### Referral Database

Butterfly continued to expand the directory of practitioners and services that have been screened for an understanding of eating disorders, with professionals now able to select if they are credentialed by the Australia and New Zealand Academy for Eating Disorders (ANZAED).



**839 health professionals registered on the Referral Database – 115 new registrations this year**

***“Every person I have spoken to is incredibly knowledgeable and understanding.***

***I’m so glad I’m not alone.”***

– Helpline feedback

***“Very caring person on the line listened to concerns and followed up with resources for me.***

***Great organisation, so wish I had known of it before.”***

– Helpline feedback



# Enabler 4.1 - Improve and maintain high employee engagement

## Our team:

With the pandemic behind us, this year we took time to reflect and consult with employees to see what the 'new normal' means for Butterfly across the ever-growing teams in Sydney, Melbourne, Queensland, Tasmania and remotely.

This included organisation-wide values and engagement sessions and mental health workplace focus groups, with feedback directing changes and improvements this year and into next year, including embedding the flexible, hybrid working model.

On top of our existing employee benefits, employee assistance programs and competitive salary reviews, we dedicated time and investment to professional development and training in management, leadership and cultural diversity, as well as the launch of an internal newsletter to celebrate and acknowledge our employees and their work.

*"I feel very proud and fortunate to say that I have worked at Butterfly for 10 years now. It has been really exciting to watch our brand recognition grow and see how we have evolved into the inclusive brand we are today supporting the voice of lived experience no matter who you are. I am lucky to be surrounded by such inspiring, passionate and driven colleagues that are truly making a real difference and care about the lives of those impacted by eating disorders and body image concerns every day. Thank you, Butterfly."*

- Elizabeth Herd,  
Fundraising Manager

*"I really value working at Butterfly, I get the opportunity to connect and support people around their relationship with food/eating and body image. I'm also appreciative of the staff I work alongside; they are compassionate, caring and we take time to support each other."*

- Sarah Priest,  
Helpline Supervisor

*"Being a Butterfly Presenter is heart-warming work in an amazingly supportive team! I'm so grateful to be welcomed into schools and communities, given the opportunity to speak about such important topics, and especially being able to hear from young people and see the positive impact our work has on so many people."*

- Rachel Soderstrom,  
Sessional Presenter

*"After 6 years working at Butterfly, I really appreciate the opportunity to work with a team of highly dedicated and experienced professionals."*

- Suresh Sampathkumar,  
Finance Manager

*"I have been with Butterfly for more than 5 years, and had the honour of working in various roles. What I love most about working in Butterfly has always been the incredibly supportive, skilled, collaborative team. All counsellors, supervisors and peer workers have such rich experience and wealth of knowledge which they generously share with each other and all the contacts that come through. I feel truly privileged to be working with such an amazing team"*

- Mihaela Homjak,  
Acting Clinical Supervisor

*"Having been at Butterfly for nearly four years, working in the capacity of a Helpline counsellor, and currently a Helpline supervisor, has been quite a rich journey of learning experiences and growth. The nature of the work we do is no doubt challenging and demanding – yet it feels rewarding. I would say that the compassionate and collaborative team culture, along with opportunities to contribute to side projects, certainly plays a huge role for me in feeling well-supported and engaged."*

- Ayesha Khan,  
Helpline Supervisor



Butterfly staff at the 2022 ANZAED Conference in Sydney





## Enabler 4.2 - Diversify funding sources

We have had a successful year executing our new fundraising strategy, which included an expanded team and a focus on diversifying revenue streams. We exceeded our overall target and saw growth in almost every fundraising area. We more than doubled the number of successful grant applications from the previous year and launched Butterfly's first regular giving acquisition campaign resulting in positive results and leads.

The year also featured two fundraising appeals at Christmas and Tax time, continued support from corporate partners such as Dove, Princess Polly and new partner Scene to Believe, as well as almost 300 community groups raising funds for Butterfly through various events.

In March 2023, we conducted a supporter survey with 1,436 people across Australia, giving us valuable insights and actions to take forward in our fundraising activities in the year ahead.

### Supporter feedback

***“Butterfly provided me with critical support at a very challenging time in our life – when it seemed impossible to get any help or support. I will be forever grateful.”***

***“Just thank you! Your organisation does amazing work and I have found your resources and support line extremely helpful. Please keep going.”***

***“You give me hope when nothing else does. You are strong in your voice and advocacy and professionalism with government but also caring, nurturing and holistic with sufferers, families and the wider community.”***

## Fundraising Highlights



Butterfly hosted a lunch for current and future supporters in Melbourne. Entitled 'Philanthropy in partnership with Government' it featured a keynote speech by Prof The Hon Greg Hunt.



An installation was created at the entrance of Wandji Nerida to thank and recognise the people who made the opening of Australia's first residential treatment centre possible.



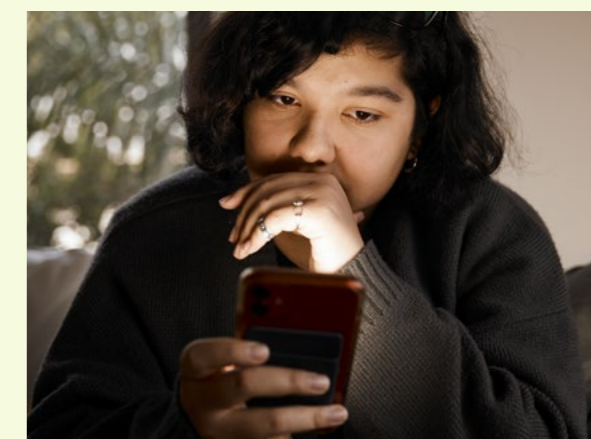
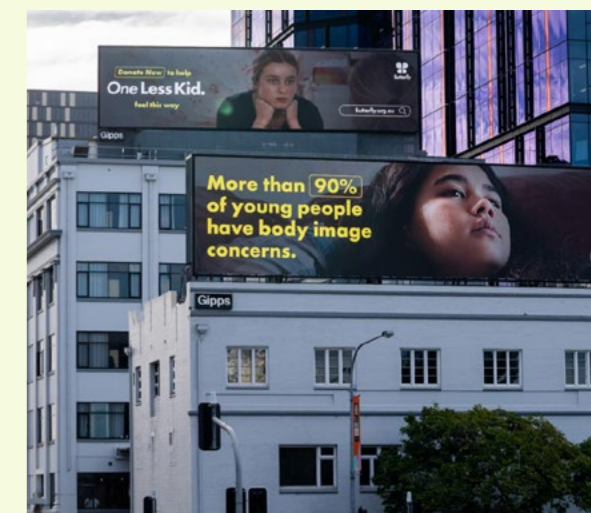
The 'One Less Kid' tax appeal campaign in June 2023 almost tripled our fundraising target as we raised funds to support our prevention programs for young people.



*"Barker College is grateful for the Body Kind Schools initiative by the Butterfly Foundation. We want our young people to know that they are precious and valued just as they are. The school and its community were delighted to be able to support Butterfly Foundation through our Les Misérables Musical in February 2023." - Phillip Heath AM, Head of Barker College*



*"Kic was proud to partner with Butterfly Foundation to take a stand against toxic diet culture with our Kic The Rules campaign. Finding a charity partner that aligned with our mission to change the relationship people have with wellness and themselves was really important to us, Butterfly Foundation does exactly that." - Steph Claire Smith, Kic Co-founder*





**“Waratah Education Foundation recognises the importance of early intervention, spreading awareness and understanding of eating disorders and body image issues and are pleased to support the Butterfly Let’s Talk Podcast, which does just that.”**

– Geraldine Campbell, CEO,  
Waratah Education Foundation

**“Having personally seen the challenges and detrimental impacts that Anorexia has on both a child and family, we decided as a business we wanted to make a difference. Scene to Believe is in a unique position to create a massive positive impact on children, their families, and the community. That’s why we’ve decided to give back by teaming up with Butterfly.”**

– Stefan Hutton, Managing Director,  
Scene To Believe

# A big thank you

It is thanks to these generous supporters that we are able to continue in our mission to prevent eating disorders and body image issues from occurring, ensure that the best possible treatments are available, and that appropriate care and support is there for those affected.

## Major Donors & Foundations

2 B MAD  
Alan and Barbara Bagnall  
Allsopp Family Foundation  
Amy Bowman  
Anthony Gill  
Bagot Gjergja Foundation  
Corio Foundation  
Cripps Foundation  
Darin Cooper Foundation  
David and Cheryl Baer  
David Murray AO and Stephanie Murray  
Ellen Koshland  
Equity Trustees Charitable Foundation –  
The Cattanach Charitable Gift  
Erdi Foundation  
Esther and Michael Same and family  
Evelynne and Jack Gance  
Hugh and Selina Williams Foundation  
James N. Kirby Foundation  
Joanne Wade  
John Fraser  
Maddocks Foundation  
Marie Kinsella and David Conolly  
Mia Lalanne  
nib Foundation  
Olivia Humphrey  
Paul and Lana Szumowski  
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Smartgroup Foundation  
Stephen and Tanya Mendel  
The Gailey Lazarus Charitable Foundation  
The Worth Foundation  
Thyne Reid Foundation  
Vernon Foundation  
Waratah Education Foundation  
Youanmi Family Trust

Some of our major donors choose to remain anonymous. Their contribution is greatly appreciated and valued by everyone at Butterfly and across the whole community.

## Partners

ATCO Communities Fund  
Clever Curl  
Commonwealth Bank of Australia  
Dove Self-Esteem Project  
Edelman  
Minter Ellison  
Princess Polly  
Scene to Believe

## Butterfly Wings

A special thank you to our Butterfly Wings, a wonderful group of individuals who have chosen to leave a gift in their Will to ensure the long term sustainability of our organisation. You are at the heart of our work.

**“We decided to leave a gift in our Will to Butterfly to help to tackle this much-misunderstood issue, and support the families and friends of those living with these devastating physical and mental health conditions.”**

Helen and Jonathan Beeby, Victoria

## Enabler 4.3 - Strengthen government relations

Butterfly has continued to assess gaps in the system of care and advocate for change to address them, including four policy submissions and participation in five research partnerships.

### Highlights

- Submission to the Australian Association of National Advertisers' Children's Advertising Code Review (August 2022). Released in August 2023, the updated Code includes reference to the promotion of unhealthy body image as a potential breach.
- Submission to the development of the Victorian Eating Disorders Strategy, with a focus on universal prevention and the need for alignment of eating disorder prevention with public health promotion.
- Submission to the National Mental Health Commission's Draft National Stigma and Discrimination Reduction Strategy (February 2023), highlighting the particular forms of eating disorder stigma.
- Establishment of the Parliamentary Friends of Eating Disorders Awareness Group with 23 Federal MPs from across the political spectrum to highlight the critical need for more support and services for people suffering from an eating disorder or body image issues, and their families.
- Launch of a petition for a National Body Image Inquiry, in collaboration with our long-term partner Dove. The collaboration aimed to kick-start a national conversation about what legislation, policies and programs may be needed to bring about real change to address the high levels of body dissatisfaction in Australia.
- Written submission to the ACT Legislative Assembly's Standing Committee on Public Accounts Inquiry into the findings of the ACT Auditor-General's report into Childhood Healthy Eating and Active Living Programs (May 2023). This was followed by an invitation to provide oral evidence before the Committee in July 2023, where policy recommendations were highlighted and profiled in ACT media.

***"So much of my body image woes through my childhood, teens and into my 20's were fuelled by ignorant commentary.***

***I let TV, magazines and social media dictate my worth. I rarely saw people celebrated over a size 10 and that left me confused, self-conscious and believing that my body was not good enough.***

***An Inquiry would help to ensure that effective measures are put in place to protect young Australian's self-esteem and body image.***



***I can't help but think how different my journey could have been had this been a consideration when I was growing up."***

– Jess Rae King  
content creator for Dove  
x Butterfly National Body  
Image Inquiry campaign



## Enabler 4.4 - Improve operational effectiveness

This year has seen strides in ensuring that Butterfly operates efficiently and effectively to deliver the best outcomes for the community, including work to improve the user experience of Butterfly's Referral Database and the virtual booking management for Recovery Support Services.

A Senior IT Business Process Analyst was hired to lead on the development of our Information Technology Strategy 2023-2028 and drive improved policy and procedure documentation and training.

Butterfly also commenced work to complete a Cyber Security Self-Assessment to analyse Butterfly's cyber security controls, technology and people, rolling out Security Awareness Training for all Butterfly staff and contractors.







## Enabler 4.5 - Maintain & improve service excellence

As part of our goal to increase the quality, credibility, and reputation of Butterfly's services, we have continued to evaluate our clinical programs, including reviews of the Helpline and the Emerging Peer Support Program.

To support ongoing service improvement over time, we have also implemented a Strategic Plan Impact Framework to guide and continue working towards accreditation under the National Safety and Quality Digital Mental Health Standards (NSQDMHS).

This accreditation is designed to ensure high standards of care, improve the quality of digital mental health service provision, and protect service users and their support people from harm.

We are constantly striving to improve service delivery and through regular surveys of our service users, we review feedback and implement changes, for example amending Helpline shift times to reflect high demand periods to address long wait times, developing a more robust database system to meet the service user needs and launching more peer support programs due to increased demand.



# Enabler 4.6 - Embed diversity and inclusion principles across the organisation

Our commitment to building trust, increasing reach and positive impact for underserved groups continued to be a priority for Butterfly over the past year.

This included support for key calendar events like NAIDOC Week, Reconciliation Week and Weight Stigma Awareness Week, launching an LGBTQIA+ eating disorder and body image awareness campaign called Body Pride, ensuring diverse identities were represented in the inaugural Body Kind Youth Survey, and securing Mid-Winter Ball funding for a Multicultural Awareness campaign.

We reaffirmed our commitment to reconciliation with Butterfly's new Reconciliation Action Plan (RAP) Working Group that includes Butterfly's Cultural Advisors, Dr. Elizabeth Dale and Mr. AJ Williams-Tchen, and submitted Butterfly's Second Reflect RAP to Reconciliation Australia.

We also joined with Australia's national eating disorder organisations to establish the 'EveryBody Welcome' campaign to tackle eating disorders and body image concerns that disproportionately affect the LGBTQIA+ community.

Internally, we focused on improving employee knowledge, through delivering LGBTQIA+ and Aboriginal and Torres Strait Islander Cultural Safety training to Helpline staff, as well as providing educational information to all staff ahead of the Voice to Parliament referendum.







# NEDC

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

## NEDC Highlights 2022-2023

### National Eating Disorders Strategy 2023-2033

Across 2022-23 the NEDC team conducted in-depth national consultation to develop and deliver the action-oriented National Eating Disorders Strategy 2023-2033.

The strategy articulates the key standards and action areas across the whole system of care and provides a practical roadmap for the next decade. It is the culmination of consultation with over 1,400 stakeholders, including a reference group comprising 21 sector leaders, five working groups comprising 129 stakeholders, and a national survey with 1,031 respondents.

### Professional Development

This year saw the completion of NEDC's Credentialed Professional Development program, with eating disorder training and supervision provided to 896 clinicians.

Evaluation data indicates that treatment will be provided to 3,794 more people in the next 12 months as a result of the program.

NEDC's online training Eating Disorder Core Skills: eLearning for GPs was completed by 736 people; Eating Disorder Core Skills: eLearning for Mental Health Professionals was completed by 1,071 people.

### Eating Disorders in Primary Care

NEDC was awarded national government funding for the Right Care Right Place – Eating Disorder Care in my Community project 23-26. The project will catalyse and support sustainable local/regional system building across Australia by placing eating disorder coordinators in four diverse Primary Health Networks, and evaluating a scalable model for national dissemination.



# Our Board

## Butterfly Foundation Board: (as at 30 June 2023)

David Murray | *Chair*

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Paul Salteri

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Michael Same | *Chair from Oct 2023*

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Jo Cook

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Catherine Happ

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Richard Newton

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Julian Maiolo

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Anne Doherty | *Resigned*

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Tony Gill | *Resigned*

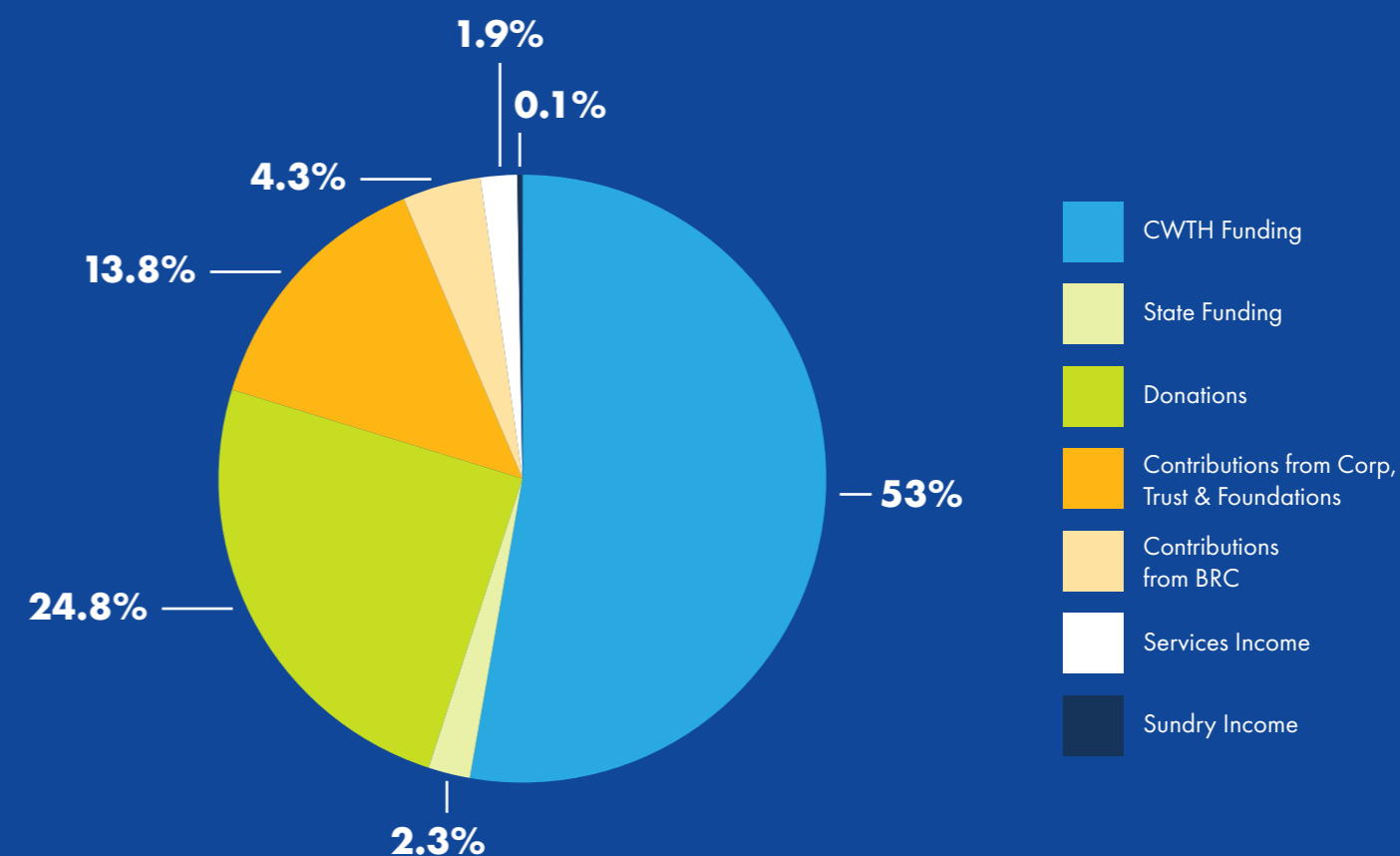
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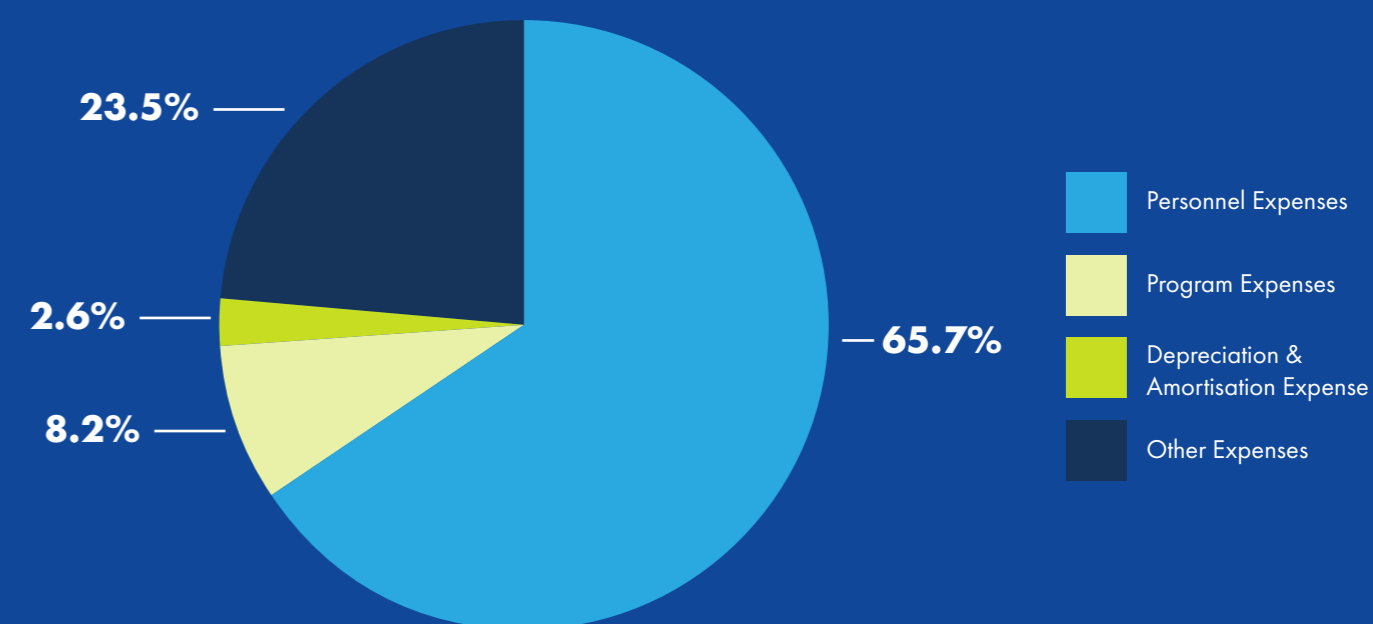
# Financial Overview

Statement of profit or loss and other comprehensive income for the year ended 30 June 2023	2023	2022
Revenue	\$9,987,474	\$9,419,994
Personnel Expenses	(\$6,260,660)	(\$6,210,208)
Program Expenses	(\$786,405)	(\$940,056)
Depreciation & Amortisation Expense	(\$244,276)	(\$246,280)
Other Expenses	(\$2,242,985)	(\$803,713)
<b>Surplus/(Deficit) from Operating activities</b>	<b>\$453,147</b>	<b>\$1,219,736</b>
Net Finance Income	\$93,508	(\$1,009)
<b>Net Finance Income</b>	<b>\$93,508</b>	<b>(\$1,009)</b>
<b>Surplus/(Deficit) for the year</b>	<b>\$546,655</b>	<b>\$1,218,727</b>
Other Comprehensive Income	(\$92,024)	(\$176,891)
<b>Total Comprehensive Income for year</b>	<b>\$454,631</b>	<b>\$1,041,836</b>

## Income 2023



## Expenditure 2023







[www.butterfly.org.au](http://www.butterfly.org.au)