



# TALKING *helps*

ANNUAL REPORT  
2019-2020



**Butterfly**  
LET'S TALK eating disorders

*welcome*  
TO OUR 2020  
**ANNUAL REPORT**

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# VISION, MISSION *and* VALUES

## VISION

FOR EVERYONE AT RISK OF OR AFFECTED BY AN EATING DISORDER

Prevention is a priority, intervention is early in illness and episode, treatment is effective, affordable and accessible, and recovery is rapid and sustained.

## MISSION

Our mission is to change the experience of eating disorders: save lives, minimise incidence and impacts, improve quality of life, and make recovery a reality.

## VALUES

While achieving our mission we will:

- Act with compassion and respect
- Encourage collaboration and excellence
- Respond with empathy and without judgment

## GOALS

TO FULFILL OUR MISSION WE NEED TO:

1

Reduce stigma and increase understanding – change conversation and culture

2

Prevent eating disorders from developing – change beliefs and behaviours

3

Ensure effective, affordable and accessible care – change policies and practice

4

Raise funds and generate major support – achieve resources for sustainability and advancement

# TALKING HELPS

At Butterfly we celebrate and value diversity. We are passionate about increasing access to diagnosis, treatment and support for all people living with a body image issue or eating disorder. No matter your size, shape, age, abilities, gender identity, sexual identity, cultural identity, language, economic status, profession or location—or anything else that makes you the person you are—we are here to support you. We know that some groups are more vulnerable to systemic prejudice, abuse, and psychological stress. While we honour the resilience and strength of communities and individuals, we also acknowledge that psychological stress can lead to mental ill-health, eating disorders and body image issues.

As part of our Federal Department of Health funding for the Helpline, this year we launched a national campaign, 'Talking Helps', to reduce stigma and encourage help-seeking; particularly

from those within the community who tend to be under-served due to disadvantage in relation to mental health. These 'target populations' included CALD (Culturally and linguistically diverse) people; people who are LGBTIQ+; and Aboriginal and Torres Strait Islander peoples.

Work on this campaign highlighted the need for a more inclusive, less feminine logo and branding. Following extensive engagement with our stakeholders – people with lived experience including carers, health professionals, other mental health organisations, staff, our Board, and those in the identified target populations – in March we revised and rolled out our new branding, including a new logo, colours, tagline and design elements. The new look and feel for Butterfly has been widely applauded and we're proud to be opening up the conversation about eating disorders and body image issues in so many ways. Let's Talk.



# MESSAGE *from* OUR CHAIR



This financial year has certainly been a challenging one. And yet Butterfly, with the support of a strong and supportive Board, has continued to consolidate its position as the leading voice of lived experience for eating disorders and body image issues; running several major campaigns, transitioning and developing new services for online delivery, and working tirelessly towards opening the nation's first residential community centre for the treatment of eating disorders.

In September, the Federal Health Minister, the Hon Greg Hunt, joined us in Queensland to break ground at the facility, signposting the culmination of efforts by the Federal Government, Butterfly and local partner endED to deliver holistic, multi-disciplinary residential care to Australians.

In November we saw the culmination of many years of advocacy, advice and persistence pay off, with the introduction of Medicare item numbers to develop and access an Eating Disorder Management Plan. These item numbers have been well received and we continue to consult with our community to monitor, assess and provide advice to the Federal Government on their delivery and accessibility.

This year was also an important one for the sector, as we cemented our alliance with other eating disorder advocacy organisations including Eating Disorders Victoria, Eating Disorders Queensland, Eating Disorders Families Australia, Bridges Eating Disorders Association of Western Australia, and the Australia and New Zealand Academy for Eating Disorders, working in collaboration with the National Eating Disorders Collaboration (NEDC), as well as other state-based service providers and research organisations. The Eating Disorders Alliance of Australia (EDAA) was formalised with a signed Memorandum of Understanding in April 2020, outlining our commitment to continue to ensure advocacy, resources and communications are evidence-based and best practice. We have since engaged in joint campaigns and announcements, amplifying our reach and presenting a unified front.

Butterfly's annual MAYDAYS campaign this year focused on the challenges in accessing support for those in regional, remote and very remote parts of the country. Some of the recommendations, including increased online service delivery, came to fruition sooner than intended when COVID-19 led to both significantly increased incidence and relapse of eating disorders; and social isolation preventing people from being able to access support. Although not as intended, the ability of Butterfly and others to quickly move to online program and service delivery has significantly contributed to an extended reach, as Butterfly continues to work to improve the lives of those with eating disorders or body negativity and the people who care about them.

DAVID MURRAY AO, CHAIR, BUTTERFLY BOARD

# MESSAGE *from* OUR CEO

In a year that has seen such notable changes and challenges, I am immensely proud of how the Butterfly team has performed. September saw Butterfly and our corporate partner, Sportsgirl, launch 'Love Your Body Week' calling upon Australians to be 'a voice for change' to make body image a national priority. This was supported by *Love Your Body Week* for Schools which provided resources and activities to a record 906 schools this year. The much-anticipated Medicare item numbers for eating disorders came into effect on 1 November, and we continue to monitor their success and report to the Federal Government; and in December we generated significant media and social media engagement, partnering with Instagram to launch *The Whole Me*, empowering teens, parents, and others to support positive use of social media and advising how to share in ways that are safe and authentic.

Thanks to our corporate partner, Future Generation Fund (FGG), we were well underway with developing a Virtual Youth Program, based on our existing face-to-face Program, when COVID hit. This meant we could relatively quickly transition this program, as well as our Carer and Recovery Support Groups, to online delivery.

Our Prevention Services team similarly pulled together to offer virtual training and seminars, which have been very widely and positively received by students, teachers, parents and carers alike.

The Helpline team have had a particularly challenging time during the pandemic lock down, with a surge in demand for services, coupled with having to work remotely, adding to the pressure. Overall, there was a 47% increase in services compared with the 2019 Financial Year – a demand that the team met head on, continuing to support nearly 30,000 contacts made via the Helpline, webchat, or email, over the course of the year. As I write this, there is no end to the pandemic in sight, and we expect the ramifications to the mental health of Australians to continue well beyond the end of social distancing. We are working to strengthen and further support our valuable Helpline team so we can continue to help those most in need.

The Helpline, and all of Butterfly, were further assisted by the development of our new brand, launched in March this year, and the *Talking Helps* campaign which gives us our theme for this report. Both were developed to improve Butterfly's positioning as an inclusive and diverse organisation, providing a safe welcome to every Australian struggling with an eating disorder or body negativity. The launch of our podcast *Let's Talk* in June this year will further extend this work, featuring the voices of people with lived experience, experts and advocates, from all walks of life.

Despite the difficulties of living in a pandemic in the latter half of this year, we continued to progress endED Butterfly House, our community-based residential facility on the Sunshine Coast, Queensland, including appointing our Residential Clinical Director and Operations Director. Fundraising activities continue to secure the funds to open and operate this pivotal pilot facility.

While the world continues to present challenges, particularly to those of us living with an eating disorder or body negativity, Butterfly continues to listen to and advocate on behalf of our community, encouraging help-seeking and starting with the conversation.

KEVIN BARROW, CEO, BUTTERFLY FOUNDATION



# SNAPSHOT OF OUR REACH IN 2019-2020

**215,000**

young people, schools and communities reached through Butterfly Prevention & Education Services

Over **29,000**

contacts made to Butterfly's National Helpline ED HOPE

**1.1M**

page views on Butterfly Foundation website

**150,000**

young people engaged with 'Love Your Body Week for Schools'

**10M**

reached through Butterfly social media channels

**630**

health professionals and services registered on the Helpline Referral database



## TALKING *helps* HELPLINE CAMPAIGN

Eating disorders can affect anyone, but stereotyping can compound stigma and reduce help-seeking. This financial year, Butterfly acted on findings of our own qualitative research conducted with underrepresented populations, to develop a campaign designed to reach people who may not see themselves in media stereotypes of eating disorders; a barrier to help seeking. Thanks to funding from the Federal Government, the campaign aims to encourage more people to reach out and talk to Butterfly's National Helpline.

The biggest barriers to accessing help are stigma and shame, yet research shows connecting with or hearing stories from others experiencing mental health issues can help break down stigma. The *Talking Helps* campaign focuses on five people from diverse backgrounds with different eating disorder presentations and aims to encourage those who haven't heard of or used our Helpline to contact us for support.

THROUGH EXTENSIVE CONSULTATION WITH LIVED EXPERIENCE AND THOSE AT RISK, WE IDENTIFIED THE KEY ENABLERS TO CONTACTING THE HELPLINE ARE:

- Easy to access – it's free and open seven days a week, with email, webchat or phone.
- Professional – our counsellors are qualified health professionals, with experience in eating disorders and body image issues.
- Safe – confidential and non-judgmental – our counsellors have cultural and LGBTQIA+ competence training.

These enablers underpinned key messaging in the campaign.

A suite of videos of our five diverse representatives with lived experience, telling their stories of experience, recovery and what helped them was completed with the assistance of Jon Kelly, Creative Director at M+C Saatchi, on a low-bono basis.

THE PEOPLE WHOSE STORIES WILL BE FEATURED IN THE CAMPAIGN INCLUDE:

- **TJ**, who has lived experience of anorexia, and describes how being male and from a multicultural background made it harder to initially reach out for help because he didn't recognise himself in media regarding eating disorders.
- **Sarah**, who had never heard of binge eating disorder before she began talking about what she was going through.
- **Katie**, for whom being in a same-sex relationship presented a different set of challenges when it came to her experiences of anorexia and bulimia.
- **Quinn**, who identifies as trans-masculine, non-binary and queer, and has lived experience of disordered eating. Reaching out for help and transitioning were the turning points to developing a positive relationship with their body.
- **Dominik**, a carer for his wife who has an eating disorder, found that reaching out to Butterfly helped them find new ways to cope.

# EDUCATION AWARENESS *and* CHANGE

## WHOLE OF PRIMARY SCHOOL PROJECT

The development of Butterfly's exciting new and innovative whole of primary school project, generously funded by FDC construction, is well underway.

## Butterfly Body Bright

The whole of primary school program, *Butterfly Body Bright*, incorporates evidence-informed curriculum resources, professional development, parent tools and school policy recommendations, supporting the healthy attitudes and behaviours that underpin the development of a positive body image in Australian children aged 5-12. Further details about the program are on the Butterfly website: [www.butterfly.org.au/butterflybodybright](http://www.butterfly.org.au/butterflybodybright)

Our Expert Advisory Group, chaired by Professor Susan Paxton, provides expertise, advice and content review for the project, with representatives from the eating disorder, body image, education, mental health, and CALD sectors. Educator and Parent reference groups also provide expertise and input.

To better understand the experience and consequences of poor body image in primary school years (ages 5-12), we conducted a lived experience survey with 190 respondents. Key findings from the survey have further reinforced the need for such a program with relevant information informing content. Testimonials and case studies will be incorporated into promoting *Butterfly Body Bright* when it launches next year. We also

conducted an expert consensus research study with 53 body image, education clinicians and researchers and 74 Australian primary school educators to identify the most important policy strategies to include in *Butterfly Body Bright*.

COVID-19 enforced restrictions on primary schools caused unavoidable delays in planned evaluation of the project. The project team is working to overcome these challenges and the expected completion of *Butterfly Body Bright* has been extended to June 2021.

A notable highlight was *Butterfly Body Bright's* Project Manager, Dr Stephanie Damiano, presenting on the development of the program at the virtual International Conference on Eating Disorders in 2020. This was significant not only for the project, but also for *Butterfly Prevention Services*, as it was the first time its work had been showcased at this esteemed conference.



## SCHOOL AND COMMUNITY EDUCATION PROGRAMS AND INITIATIVES

2019-2020 was far from a typical year for *Butterfly's* education programs and initiatives in schools and communities. It was the year however, where our programs achieved the incredible milestone of reaching more than 1 million young Australians, with over 8,300 professionals trained and parents supported.

*Butterfly's* prevention work aims to address and raise awareness about the modifiable risk and protective factors, including increasing help-seeking awareness, to help to reduce the development of body dissatisfaction and disordered eating in young people, which are significant risk factors to the development of eating disorders.

In its 3rd year, *Love Your Body Week* for Schools achieved an impressive 906 registrations, an increase of 58% from 2018, with every state and territory once again participating during September. It is estimated that more than 140,000 young people are involved in this initiative, making it Australia's largest positive body image movement in schools.

With the exciting re-brand of *Butterfly* in April 2020, *Prevention Services* reflected the new tagline *Let's Talk* across all school presentations, professional trainings, and parent seminars, including officially launching the *Let's Talk Body Esteem* series in Term 2 of 2020.

Since 2006, all education programs – to young people, professionals, and parents – have been offered face to face. Sudden enforced restrictions due to COVID-19, had the potential to significantly impact this work in our schools and communities. However, we successfully overcame this challenge by converting content to a virtual format; training the team of sessional presenters and working with schools to make sessions available online. Sessions were made available by early May.

The demand for virtual sessions; particularly professional trainings, was incredibly high with overwhelmingly positive feedback. Virtual delivery will now remain embedded within our offering to schools and communities, allowing our prevention programs to extend their reach to more young people around Australia.

# BUTTERFLY FOUNDATION NATIONAL HELPLINE

## 1800 ED HOPE

Throughout the year, Butterfly National Helpline 1800 ED HOPE has continued its vital role as Australia's expert eating disorders counselling and referrals national helpline. This free and confidential service provides online and telephone support to people with lived experience, carers, health professionals and anyone affected by an eating disorder or body and eating concerns. Specialist trained psychologists, social workers and counsellors provide information, referrals, brief counselling and interventions via phone, email and webchat along with online carer education programs and online support groups, from 8am to midnight AEST/AEDT seven days a week.

## DURING THE YEAR:

- There were 29,363 contacts to the service, an increase of 47% on the previous year.
- The average phone call lasted 29 minutes, while an average webchat lasted 30 minutes.
- 66% of contacts were from people experiencing an eating disorder.
- 85% of contacts were first time contacts to the service
- 63% of contacts were from young people aged up to 25 years, an increase of 6% from the previous year.
- 5% of incoming contacts were from people who identified as male.
- 325 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.
- Two carer online seminar series *Understanding Eating Disorder Recovery* were 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.
- Of those who agreed to provide feedback 88% were satisfied or very satisfied with the service received and 79% said they had acted on the information given to them by the time of follow-up.
- 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 81,604 visits to the Helpline page and 43,554 to the chat online page.
- There are 630 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 89 added in the past year.

# EMPOWERED VOICES

Over the years, Butterfly has had the honour and privilege of hearing from those who have had a lived experience of an eating disorder and those who have loved and cared for those people during that time. The voice of the lived experience and carer is an incredibly powerful tool which has supported Butterfly in its mission to bring about change and better support those living with eating disorders through advocacy, awareness, campaigns and community education.

Butterfly's lived experience speaker program, *Empowered Voices* reconnected, recruited, trained and mentored our inspiring speakers who have supported Butterfly in a number of ways, over the year. Sharing a story is incredibly personal and the wellbeing of our speakers is a priority of the

program. *Empowered Voices* has developed sound processes to ensure that our speakers are properly supported so that their experience of sharing their story is positive and achieves the intended outcomes for both the speaker and the audience.

Our *Empowered Voices* speakers were involved in a number many opportunities over 2019-2020 including media, awareness campaigns, blogs and podcasts. We also shared many powerful stories via our Share Your Story platform on the website.

Every story counts, and as Butterfly continues to strengthen its position as the voice of lived experience, *Empowered Voices* has set up a strong foundation for the future work at Butterfly in the lived experience and carer space.



# TREATMENT SERVICES

## TREATMENT PROGRAMS

Butterfly's Youth Treatment Services delivers community-based eating disorder treatment to young people aged between 18 to 24 years living in the Sydney region, and virtually to those living in other parts of Australia. The programs use the approach of Enhanced Cognitive Behavioural Therapy (CBT-E), meal and carer support in an environment and program structure which is safe, accessible, and evidence-based to support someone with an eating disorder. The timely introduction of the *Virtual Program*, developed from the *Youth Program*, extends this opportunity nationally, reaching many more who may otherwise not have been able to access treatment. Both programs are designed to sit within the eating disorder continuum of care, with pathways between each service needing to be stepped up and stepped down, depending on the complexity of needs and type of eating disorder.

Butterfly has conducted seven rounds of the face-to-face *Youth Program* since April 2017, with a total of 40 participants, aged 16-24 years. Evaluation of each round has informed delivery of subsequent rounds, with each assessed and revised as needed. Butterfly was well placed to pivot the current eighth round of the face-to-face *Youth Program* virtually, due to COVID-19.

## OVER THE NEXT 12 MONTHS BUTTERFLY WILL:

- Conduct four more *Youth Programs* at Butterfly House, Crows Nest, supporting up to 30 young people currently at risk of or living with an eating disorder, based in Sydney, along with their families. Face-to-face delivery pending COVID-19 restrictions.
- Pilot four rounds of the *Virtual Youth Program*, supporting 30 young people at risk of or living with an eating disorder and their families, from across Australia.
- Collate evidence for the *Youth Program* and *Virtual Youth Program* to show success, with a view to seeking further funding as required to increase delivery to support more young people via the *Virtual Youth Program* (particularly in regional, remote, or very remote areas.)

Butterfly's *Intensive Outpatient Program (IOP)* is a group therapy treatment program for people aged 16 and over, experiencing any diagnosed eating disorder presentation. It is held three times a week at Butterfly House in Crows Nest, and uses elements of a strong, multi-disciplinary, clinical team, high client to staff ratio and individual treatment plans, to enhance the ability for the individual to deal with their eating disorder.

The adult *IOP* commenced late 2018-2019 as a closed group for 20 weeks so that data could be collected at week 10, week 20, 6 and 12 months after discharge. The program began with ten clients, nine females and one male with ages ranging from 19 to 47 years old. Clinicians worked closely with 10 individuals, providing individual and group counselling sessions, as well as family support. The results from the diagnostic review at the end of the twenty-week program saw a significant decrease in various behaviours and cognitions related to eating disorders.

This critical adult program is on hold while we seek funding for further dates.



# SUPPORT SERVICES

## RECOVERY SUPPORT SERVICES (RSS)

Butterfly's RSS provides a community based, safe, reliable, and accessible point of entry to eating disorders prevention, treatment, and support services. RSS facilitates early help-seeking and early intervention for those experiencing or caring for someone with an eating disorder.

In 2019-2020 Butterfly rolled out RSS to communities in Sydney and Hobart to provide available and accessible support in the continuum of care for those experiencing or caring for someone with an eating disorder. Recovery and carer monthly support groups were delivered in Sydney and Hobart, using a combination of clinician and peer-led service delivery model. RSS also offers several multi-week recovery and carer group programs. With the support of Gippsland PHN, Butterfly has worked alongside existing

state-based service in Victoria to coordinate eating disorder support services for the Gippsland region. Butterfly has been able to expand program reach through training and delivery of our Emerging Recovery Program with a headspace partnership model in metropolitan and regional NSW, Tasmania, and Victoria. During COVID-19, Butterfly has been well placed to pivot the RSS groups and programs to be delivered virtually.

Butterfly's Financial Assistance to Recovery (FAR) Program supports people across Australia experiencing an eating disorder by providing financial support for treatment to those who could not otherwise afford it. This year 23 participants received approximately \$500 per month to support access to treatment with funding provided by corporate partner, Sportsgirl, and case management provided by Butterfly.



# NATIONAL EATING DISORDER COLLABORATION



## BUILDING THE SYSTEM OF CARE: TOWARDS SAFE, EQUITABLE AND ACCESSIBLE TREATMENT FOR ALL

The National Eating Disorders Collaboration (NEDC) aims to develop and implement a nationally consistent approach to the prevention and management of eating disorders in Australia. NEDC is a collaborative platform for the eating disorder sector to generate evidence-based, consensus approaches to sector issues and future directions. In 2019-2020, led by National Director Dr. Beth Shelton, the NEDC continued to synthesise research evidence, clinical expertise and lived experience in national standards and workforce initiatives aiming to build a safe, equitable and accessible system of care for Australians experiencing eating disorders. NEDC has 4,600 members, is guided by a Steering Committee of national clinical, research and lived experience experts, and is funded by the Australian Federal Government. The NEDC thanks Butterfly Foundation as its coordinating agency.

## CREDENTIALING PROJECT

In 2019 NEDC began developing a credentialing system for eating disorder treatment professionals in partnership with the Australia and New Zealand Academy for Eating Disorders (ANZAED). The NEDC led the development phase of this project, with a planned transition to ANZAED for the ongoing operation of the system in 2022. The Credentialing project is well underway, with a comprehensive nationwide consultation report, a credentialing system prototype and a communications framework delivered in June 2020. This initiative aims to create a clearer, safer path to treatment for people with eating disorders, and a skilled treatment workforce with expertise based on nationally consistent standards.

## NATIONAL PRIMARY HEALTH CARE NETWORK (PHN) CAPACITY BUILDING PROJECT

In 2019-2020 the NEDC continued to engage actively with all thirty-one PHNs to build their response to eating disorders using evidence-based tools and information. With PHN input, NEDC developed an innovative online PHN Quality Improvement Self-assessment and Scoping tool (ED-QISS) based on the NEDC National Practice Standards. The tool guides PHNs to assess their current service provision for people with eating disorders, and implement initiatives from leadership endorsement and policy, through communications, health system planning, service integration and workforce capacity building. NEDC provides focused consultation, support and resources. This work aims to improve treatment outcomes by increased early identification, first line treatment and referral in primary care.

## BUILDING THE SYSTEM OF CARE: NEDC'S 10TH ANNIVERSARY MEMBERS' MEETING

The NEDC Members meeting in February 2020 was a flagship event bringing together 250 stakeholders from across the eating disorders sector and the country, including service and sector leaders, people with lived experience, researchers, clinicians, PHNs leaders and others interested in building the system of care for eating disorders. Attendees generated clear priorities for building the system of care for eating disorders in the next 10 years. The need for a new National Plan for Eating Disorders emerged as a strong theme with endorsement from sector leaders. The NEDC has begun this work.

NEDC Outcomes also included initial development of comprehensive online training for GPs, health Professionals, sports and education professionals, and a ground-breaking collaboration with the Australian Institute of Sport (AIS) on a position statement on disordered eating in high performance sport, along with purpose designed training and resources.



# endED BUTTERFLY HOUSE

Butterfly Foundation partnered with endED and the Federal Government to build Australia’s first residential facility for eating disorders, situated on the Sunshine Coast. The Government has provided \$6m in funding towards the project, including \$2m towards the facility construction, \$1.5m to service establishment costs, and a further \$2.5m be made available in July 2021 to support the initial admission of public clients to the facility. This landmark facility was well underway to completion by the end of this financial year, despite facing numerous challenges. In October 2020, Butterfly will put key operational pillars in place, with the plan to open the facility’s doors in the first half of 2021.

The residential facility is situated on a beautiful, serene 25-acre block in the Mooloolah Valley, and will make a significant contribution to improving treatment options for Australians with eating disorders. It will be a licensed private mental health facility providing a unique service within the eating disorder care continuum and will accept referrals from all states and territories in Australia. Within the ecosystem of eating disorder services, it will fill the gap between hospital admission and outpatient care to provide an opportunity for a more intensive psychological recovery and more seamless integration of services.

This purpose-built, multidisciplinary staffed facility will provide a healing space where people living with eating disorders can work, over time, towards healthy minds and bodies. Treatment is underpinned by the B-FREEDT Model of Care®. The model is recovery-orientated integrating lived experience as a key feature. It will adopt a phased system, with holistic multidisciplinary treatment plans that are collaboratively designed with each client to meet their individual needs, and informed by a comprehensive multidisciplinary assessment.

In addition to the facility providing a safe, innovative environment for those most in need of psychological and physical care, it will be an important pilot project for future Australian models and facilities. The care we deliver will allow us to gather the evidence we need to make the case for the provision of high-level residential care and support across multiple sites around Australia.



## ACKNOWLEDGMENT TO COUNTRY

*We acknowledge the Kabi Kabi people who are the traditional custodians of the land upon which our facility is built and pay respects to Elders past, present and future.*

# COMMUNICATIONS

## OPENING UP THE CONVERSATION

Through awareness campaigns, community engagement, advocacy and a new brand, Butterfly is opening up the conversation about eating disorders and body image to break down stereotypes and stigma. Even against the backdrop of a global pandemic, Butterfly continues to change community understanding and raise awareness that eating disorders and body image concerns can affect anyone regardless of age, gender, sexuality, ethnicity or socioeconomic background.

This past year, we have seen a significant increase in discussion about body image concerns and eating disorders in Australia, fuelled further by the COVID-19 pandemic. Butterfly received close to 3,000 online news mentions and more than 4.3K social media mentions. Online news mentions this year generated a potential reach of more than 1.5 billion, nearly four times last year's reach, while social media mentions generated a potential reach of more than 10 million.

As 2019 ended, COVID-19 quickly became the focus of the media, our social media feeds, and conversation within our community. The pandemic has been incredibly distressing and triggering for people experiencing body image concerns or an eating disorder. During these extraordinary times, Butterfly has focused on listening to the needs of our community and dedicated to responding with effective advice and information on our communications platforms.

April 2020, at the height of COVID-19, saw the Communications team roll out and promote Butterfly's new and inclusive brand. Drawing on market research and community insights, Butterfly's reimagined look and feel was developed to ensure that everyone feels represented, heard and included. Butterfly's re-brand has already opened up new conversations, allowed for new connections and broken many barriers to accessing support.

Each year we represent the needs of our community and advocate on their behalf through our initiatives and campaigns. Our objectives are to start conversations, raise awareness and funds, reduce

stigma, influence policy change, educate, and above all change perceptions. In 2019-2020 we delivered three important campaigns: *Love Your Body Week* in September 2019; *#TheWholeMe* 2019 Christmas Appeal about the correlation between social media and body image, delivered in collaboration with Instagram Australia; and *MAYDAYS #PushingPastPostcodes*, addressing the lack of treatment and support available to those living in regional and rural Australia.

While there have been many achievements this year, we acknowledge that there is still much to be done in challenging stereotypes and dispelling the myths that perpetuate stigma amongst the Australian population. We remain committed to actively engaging with our community both online and offline to improve lives through connection and conversation.



# MARKETING

## BRAND AND WEBSITE

The new Butterfly website launched on 8 May showcasing Butterfly's new inclusive brand. The launch included a short video aiming to show how anyone, of any body type, age, gender identity or cultural background can have an eating disorder or body image issue.

We user-tested the site prior-to and post-launch with the Butterfly community and help-seekers. We also developed new content for the website to better serve and engage with our audiences. Thanks to the support of our Education Services team, this included new comprehensive body image information. Furthermore, based on our research with underrepresented populations, we included new pages that cover eating disorders and Aboriginal and Torres Strait Islander populations, people from multicultural backgrounds and LGBTIQ+ people.



The new website is truly amazing! The community feedback I've received has been incredibly positive. Some of the LGBTIQ+ ED orgs in the U.S. are seeing this as an example of best practice.



– Kai Schweizer, LGBTIQ+ education consultant, member of Helpline reference group.

## BUTTERFLY PODCAST: LET'S TALK

Butterfly's new monthly podcast was launched on 11 June 2020 and was picked up as New and Noteworthy by Apple podcasts. The podcast aims to showcase the stories of people with lived experience, their friends and family, reduce stigma and help people on their recovery journey. The first podcast, *The Tyranny of Distance* focused on our Maydays campaign, and the stories of people who have experienced an eating disorder, their carers and clinicians, and the lengths they have had to go to get appropriate treatment in rural, regional or remote areas of Australia.

## INCLUSION & DIVERSITY

As Butterfly seeks to dispel stereotypes and reduce stigma for help seekers, inclusion and diversity was a very important focus of our rebrand. Our internal Inclusion and Diversity Working Group provides input and actions for related initiatives on a bi-monthly basis.

## RECONCILIATION ACTION PLAN

Butterfly recognises the importance of Aboriginal and Torres Strait Islander history and culture. With emerging research suggesting the incidence of eating disorders amongst Australia's First Nations may be higher than the broader population, we see our work around reconciliation and amplifying the voices of Aboriginal and Torres Strait peoples as essential. We undertook extensive work on developing a Reconciliation Action Plan and subject to approval of the final design, will receive approval from Reconciliation Australia.

# COMMUNITY FUNDRAISING

Most of us, no matter who we are, where we live or where we work, have been profoundly affected by the COVID-19 pandemic. Unfortunately, Butterfly Foundation has not been immune, feeling the effects of this crisis from a financial support perspective early in the year. In February we wondered how we were going to recover from the decline in funds raised after the horrendous summer bushfires and then a month later we found ourselves facing another disaster that was out of our control.

With physical distancing and isolation restrictions, fundraising events and gatherings to raise awareness of Butterfly's vital work became significantly compromised. Sadly, due to the pandemic we saw a drop in community fundraising activity and were unable to support planned key fundraising initiatives including athletic events, gala dinners, movie nights, cocktail functions, school fundraisers and other peer to peer community-based events.

Knowing we hadn't felt the worst of the crisis, we had to pivot and adapt traditional fundraising methods like face-to-face events with the suggestion of virtual fundraising in the hope that our supporters would want to get involved again. At a time when fundraising in the physical world has been a challenge, being able to use digital channels effectively for fundraising is not just important, it is critical.

Fundraising is challenging without a crisis like this and is essential to keep Butterfly operating to support the more than one million Australians living with an eating disorder, those who care for them, and the many more with body image issues who need our help.

While we have had our challenges this year, COVID-19 brought out some amazing community spirit and collaboration and we feel very fortunate for the involvement of more than 244 community supporters including individuals, schools, workplaces and community and sporting groups, raising funds and awareness for our cause.

Thank you to all our passionate, loyal and selfless supporters, we will be forever grateful for your unwavering commitment to Butterfly. Remember you are part of the solution in bringing a positive future for so many.

## highlights

### LUSID ART & UNE PIECE SWIMWEAR – PRAISE YOU, COCKTAIL EVENT

Alex Saba of Lusid Art and Carly Brown, Founder of Une Piece swimwear raised \$12,600 for Butterfly through Praise You, an all-female art exhibition focused on celebrating body positivity and empowering women. In its 3rd year, this annual event was held in August 2019 at Lightspace in Fortitude Valley, Brisbane. Butterfly's lived experience speaker Lexi Crouch spoke on Butterfly's behalf.

### UNE PIECE SWIMWEAR – INTERNATIONAL WOMEN'S DAY SOIREE

Carly Brown and her team from Une Piece Swimwear supported Butterfly through their International Women's Day soiree cocktail event held under the stars at Hanworth House in Brisbane on 5th March, raising \$2,237. A fabulous celebration of women with bubbles, Bellinis, canapes and many laughs.

### XTEND BARRE STUDIOS – BAYSIDE VIC, ST LUCIA QLD, STONES CORNER QLD, OSBORNE PARK WA

Xtend Barre studios nationally supported Butterfly through their BE YOU campaign in July and August 2019 raising \$2,906. The founder Andrea Rogers flew in from New York to support the campaign and ran Barre class sessions at studios across Australia. A Butterfly representative spoke at each event and a brunch, lunch or dinner celebration was hosted post workout to celebrate the campaign and body positivity.

### TINA BRUNET, THIS IS ME – INCLUSION & DIVERSITY FASHION EVENT

Tina Brunet held a fashion show in March 2020 at the Collingwood Town Hall in Melbourne. Her event, This is Me, celebrated the diversity and power of women for International Women's Day. Sarah Bryan one of Butterfly's lived experience speakers represented us at the event that raised \$5,000 for Butterfly.



### THE BODY LOVE COLLECTIVE

Elysia Anketell from The Body Love Collective held a Body Positive Expo supporting Butterfly. The Body Positive Expo held on the 29th September 2019 was a one-of-a-kind event for people who desire to love their bodies and be a part of a community where all bodies are loved, respected and welcome. The event celebrated the LGBTQIA+ and featured an AUSLAN interpreter. This event raised \$1,000 in support of Butterfly.

### FRANCESCA JEWELRY, BUTTERFLY CHARITY BRACELET

Francesca, a cult Australian jewelry brand, designed a charity awareness bracelet for Butterfly and sold 96 bracelets through the month of August, raising \$1,920.

### AERIALFIT STUDIO – DREAMCATCHER, END OF YEAR PERFORMANCE

AerialFit, aerial yoga and barre studio, in partnership with Jenna's Singing School held its annual end of year performance 'Dreamcatcher' in support of Butterfly in November 2019 and raised \$3,342 through their two shows.

# Voices of our COMMUNITY FUNDRAISERS

## ALEX SABA, LUSID ART – PRAISE YOU EVENT

"I chose to support Butterfly as so many of us deal with negativity surrounding our body image in some way. Working with Butterfly has been incredibly fulfilling, allowing me and a whole community to gain a better understanding of eating disorders and body image issues. Over 3 years more than 90 creative women have used the power of art to share their experiences, help spread the word about the work of Butterfly, raise awareness around eating disorders, and contributed towards creating a more supportive environment as women for each other. 2019 included a record 40 artists, more than 250 guests and artwork and raffle sales and donations totalling \$12,600.

Having Butterfly representatives Mia Findlay and Lexi Crouch share not only their personal experiences but also incredibly eye-opening statistics to our audience, and how Butterfly helps, gave our audience a better understanding of exactly what they were generously supporting. I am so grateful to work with the Butterfly team so closely and support their mission. It will remain one of the greatest highlights of my career."



## TINA BRUNET – THIS IS ME FASHION EVENT

From an early age, women are told to be better, slimmer, fitter, prettier, younger. Media tells us to look a certain way. Patriarchy tells us to behave a certain way. The fashion industry can often typecast, objectify and sexualise us. Rarely do we see women that represent the way we look and show the power we have. This is me was held on International Woman's Day 8 March, 2020 at Collingwood Town Hall, providing a platform for everyday women to shine. It featured women from the LGBTQI+ community, survivors of violence, women of colour, various age groups and who have overcome the feeling of being disempowered.

By empowering a range of female voices and showcasing their honesty, individuality and diversity, 'This Is Me' challenged the deeply toxic cultural narrative that tells women that they can only be beautiful and fulfilled if they fit into narrow categories of size, orientation, expression and identification.

All funds raised were distributed between two organisations which support women and girls, including Butterfly. The audience was encouraged to embrace themselves for who they were and to start the process of self-love and honour. Sarah, a survivor and Butterfly advocate shared her story and encouraged the audience to stand against unrealistic standards set for women.



# CORPORATE PARTNERS

## SPORTSGIRL

Butterfly and Sportsgirl have been partners for 13 years, supporting the lives of people living with eating disorders and body image issues across Australia. Every purchase from the Sportsgirl Butterfly Range, online and in store, raises vital funds to promote positive body image, provide treatment and support programs, and bring hope.

During 2019-20 Sportsgirl funded such vital programs as Butterfly's Financial Assistance for Recovery (FAR) Program, assisting people to access treatment and services that they could otherwise not afford; the Child & Adolescent Day Program Accommodation Program, providing financial support for families and carers to be able to stay with their loved one/s; and a national digitisation program to extend Butterfly's reach and engagement. Sportsgirl also committed to funding the fit out and furnishings for our new residential facility on the Sunshine Coast.

Overall Sportsgirl raised and distributed a generous \$366,000 over the course of the year. Our CEO Kevin Barrow, accompanied by Butterfly advocate Olivia Molly Rogers in NSW, and Simone Brick in VIC, spoke at the annual Sportsgirl Summer launch to demonstrate the significance of the impact that this partnership brings.

## MINTER ELLISON

Minter Ellison has generously provided many hundreds of hours of pro bono legal support during our partnership. We are very grateful for their commitment, assisting with contracts, trademarks, copyright, and advice, all working towards better serving our community.

## DOVE SELF ESTEEM PROJECT

The Dove Self-Esteem Project (DSEP) is an evolving global project. Its aim is that our next generation grow up enjoying a positive relationship with the way they look. Since first partnering with the Dove Self-Esteem Project in 2006, Butterfly has reached over 1 million young people with age-appropriate, evidence informed education aimed at promoting body confidence and reducing risks for body dissatisfaction and disordered eating, either directly or through trained teachers, parents and community professionals. We are looking forward to continuing our partnership in 2021 and supporting the well aligned objectives of the DSEP.

## FUTURE GENERATION GLOBAL

Future Generation Global (FGG) continued to support Butterfly as one of its chosen charities working in youth mental health. Their generous contribution of \$350,000 funded the Butterfly Youth Program, directly supporting young people with eating disorders and body image issues. At the end of 2019, FGG agreed some of this funding being diverted to a Virtual Youth Program. This meant that the program was well developed and ready to roll out quickly when all treatment programs were moved online due to COVID-19 in March 2020.

During the year Butterfly supported the FGG Roadshows by providing Empowered Voices speakers to share their stories of eating disorders and recovery. We are incredibly grateful for their ongoing support.

# RESIDENTIAL TREATMENT FACILITY

To support the operation of Australia's first community-based residential treatment facility, we are undertaking a mixed funding approach. The plan is to establish and test the efficacy of the Butterfly Residential Model of Care™ in an Australian setting over a three-year period with the support from government, private health insurance and philanthropy.

The Commonwealth Government has provided \$6M in funding towards the project, with initial philanthropic funding pledged by Directors on the Butterfly Board (more than \$3M over 3 years) to support the service from July 2021.

The Butterfly Board and fundraising team have been working with several major donors and Australian philanthropists to secure funding for the facility. While the lead gift is still in the pipeline, the team has been successful in securing major gifts to convert one of the older existing buildings on site into a multi-purpose therapy space and to create a new Permaculture Therapy Garden which will provide clients with the opportunity to engage in therapy that involves interaction with the natural environment.

In the upcoming year, the Butterfly team will continue its fundraising efforts for the facility to enable us to open this much needed service as soon as possible



# GOVERNMENT FUNDING

## BUTTERFLY GRATEFULLY ACKNOWLEDGES GOVERNMENT FUNDING FOR PROJECTS AND SERVICES:

Butterfly National Helpline ED HOPE is fully funded by the Australian Federal Government.

The National Eating Disorders Collaboration (NEDC) is fully funded by the Australian Federal Government.

Butterfly Prevention Service's Victorian regional program received funding from the Victorian Government.

The Eating Disorders Intensive Program for Adolescents, delivered by Sydney Children's Hospitals Network in partnership with Butterfly (up until March 2020), is funded by the New South Wales Government.

Butterfly Recovery Support Services in Hobart, Tasmania received funding from the Tasmanian Government to engage a Peer Workforce to provide community-based support for those experiencing or caring for someone with an eating disorder.

A partnership between Butterfly, Gippsland PHN and Eating Disorders Victoria (EDV) provides eating disorder recovery support services to young people with an eating disorder, and those caring for them, in the Gippsland PHN region.

The Sunshine Coast PHN funds Butterfly to support their delivery of the Medicare Pilot for eating disorder item numbers.

# THANK YOU

Butterfly is fortunate to be supported by some generous and dedicated individuals and foundations who share our commitment for a better world for people living with an eating disorder or body negativity, and their loved ones.

Barrie Goldsmith

Cheryl and David Baer

David Anthony Hughes

Judy Goldsmith and Geoff Matthews

Alan and Barbara Bagnall

Bagot Gjergja Foundation

Stephen Rix & Dr Leesa Rix

The Cattanach Charitable Gift

Cripps Foundation

Darin Cooper Foundation

Tony Gill

Youanmi Family Trust

Paul & Mary Orenstein

Paul & Sandra Salteri

The Linaker Family

The Coca Cola Foundation

The Corio Foundation

The Vernon Foundation

The Department of Education and Early Childhood



Thank you Butterfly Foundation for your tireless efforts supporting sufferers, carers and in education and raising public awareness to fight and treat eating disorders.



– Michelle



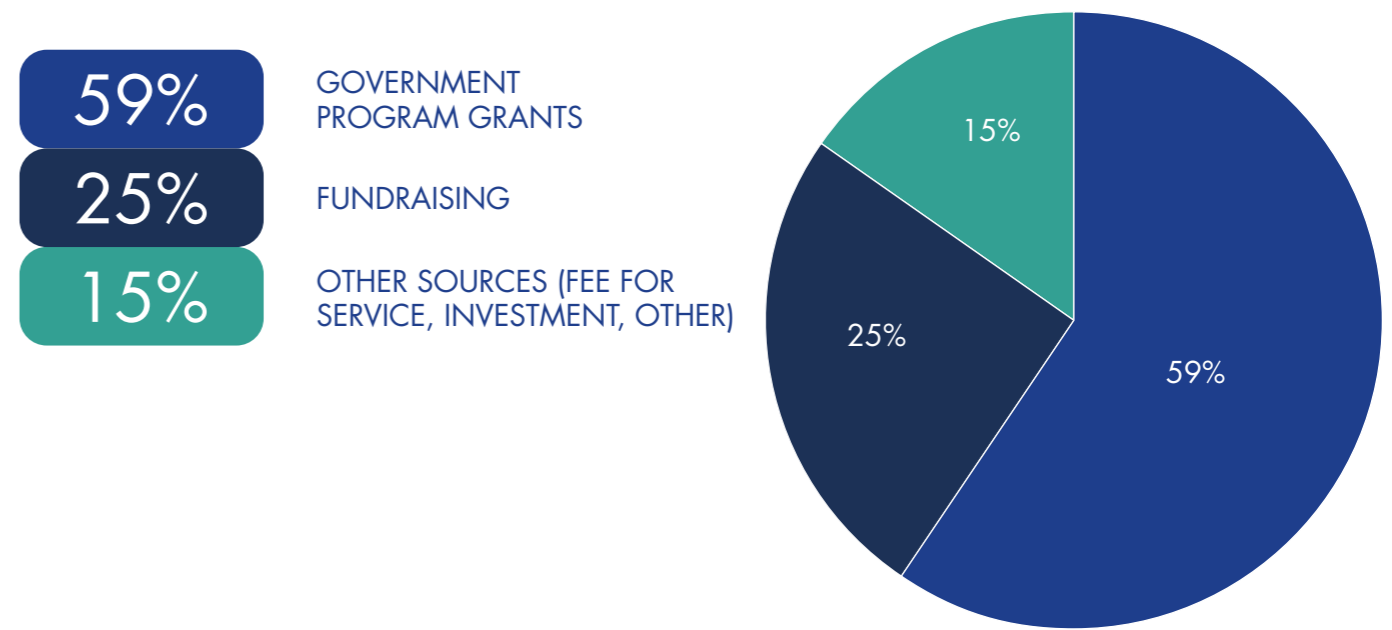
# FINANCIAL OVERVIEW

STATEMENT OF PROFIT OR LOSS AND OTHER COMPREHENSIVE INCOME

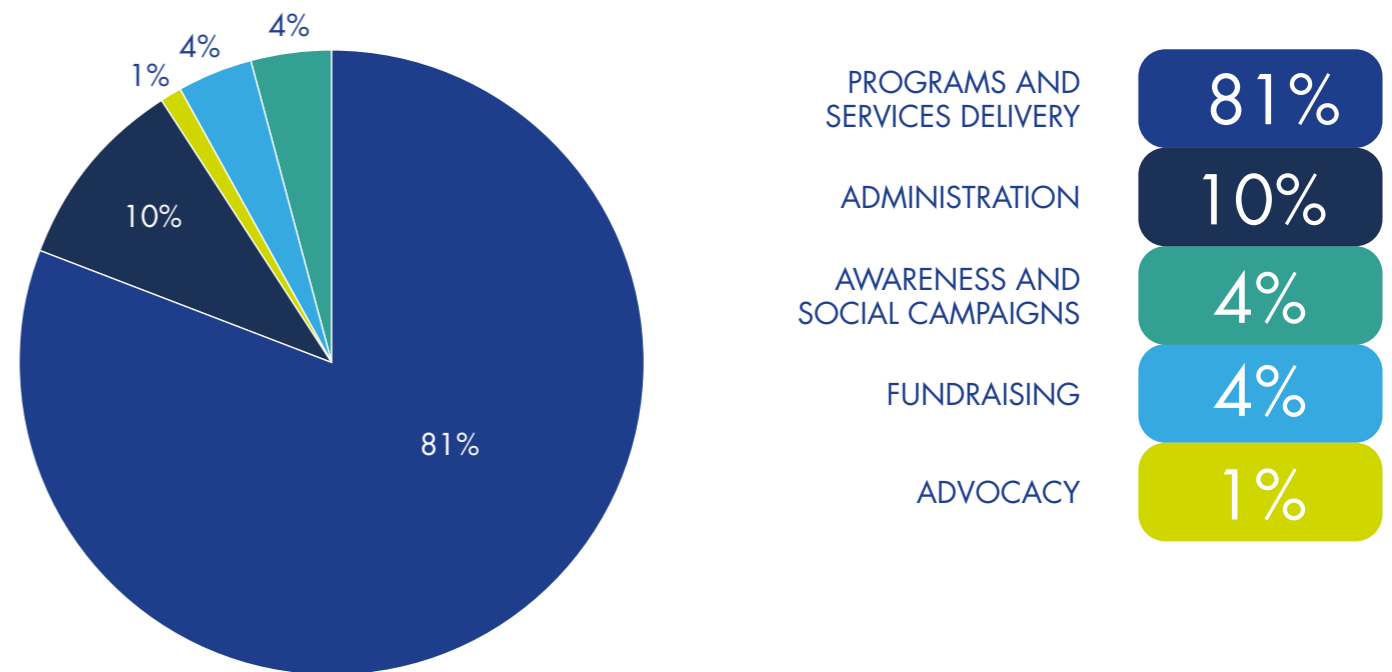
FOR THE YEAR ENDED 30 JUNE 2020

	2020	2019
	\$	\$
<b>REVENUE</b>		
Government Program Income	5,025,337	3,119,459
<b>FUNDRAISING INCOME</b>		
General Gift Fund	873,566	748,855
Capital Gift Fund	19,784	49,092
Specific Purpose Program Gift Fund	1,260,132	926,235
Specific Purpose Program Administration	-	148,932
<b>Total fundraising income</b>	<b>2,153,482</b>	<b>1,873,114</b>
<b>FEE FOR SERVICE</b>		
Government Program Administration	484,901	300,768
Interest and Investment Income	121,087	121,550
Other	590,585	-
<b>Total other revenue</b>	<b>1,315,645</b>	<b>615,245</b>
<b>Total revenue</b>	<b>8,494,464</b>	<b>5,607,818</b>
<b>EXPENSES</b>		
Government Programs	(5,025,337)	(3,119,459)
Non-Government Programs	(1,258,208)	(849,853)
Administration	(784,797)	(962,919)
Fundraising	(322,061)	(278,895)
Advocacy	(111,280)	(150,170)
Program Development	(115,712)	(176,639)
Awareness and Social Campaigns	(332,379)	(298,368)
Donation	-	(299,649)
<b>Total expenses</b>	<b>(7,949,774)</b>	<b>(6,135,952)</b>
<b>(Deficit)/surplus for the year</b>	<b>544,690</b>	<b>(528,134)</b>
<b>OTHER COMPREHENSIVE INCOME</b>		
Revaluation gains on investments in equity instruments designated as fair value through other comprehensive income	999,238	758,818
<b>Other comprehensive income</b>	<b>999,238</b>	<b>758,818</b>
<b>Total comprehensive income for year</b>	<b>1,543,928</b>	<b>230,684</b>

# INCOME 2020



# EXPENDITURE 2020





# BOARD *and* COMMITTEES

## BOARD OF DIRECTORS

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 five times per annum.

### DIRECTORS DURING THE YEAR ARE AS FOLLOWS:

David Murray AO Chair

Joanne Cook

Anne Doherty

Anthony Gill

Catherine Happ

Professor Richard Newton

Emeritus Professor Susan Paxton

Paul Salteri AM

Michael Same

### INFORMATION ON DIRECTORS

#### DAVID MURRAY AO

Chairman  
*Qualifications: Bachelor of Business, Masters in Business Administration and PhD*

David has 40 years' experience in financial services, with expertise in banking and wealth management, as well as the industry's regulatory environment. David served as CEO of the Commonwealth Bank of Australia from 1992 to 2005 and as the inaugural Chairman of the Australian Future Fund from 2006 to 2012 when his statutory term ended. He was the inaugural chair of the International Forum of Sovereign Wealth Funds. David also chaired the Financial System Inquiry, which reported to the Australian Government in December 2014 and has previously served as a member of the Finance Sector Advisory Council and the APEC Business Advisory Council.

David holds a Bachelor of Business from the NSW Institute of Technology and a Master of Business Administration, commenced at Macquarie University and completed at the International Management Institute, Geneva. He holds an honorary PhD from Macquarie University.

David was Chairman of the AMP Limited Board from June 2018 until August 2020.

#### JOANNE COOK

*Qualifications: Masters of Education, specialising in Gifted Education (University of Tasmania), Grad Dip Psychology (Charles Sturt University), Bachelor of Counselling (AIPC)*

Jo is a counsellor and Director of Turnaround Support. 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 and the NEDC. Jo is an advocate for improvements in mental health services in Tasmania and through participation in National forums. She holds that the voices of the lived experience of consumers and carers are integral to system and clinical advancement of treatment, in mental health broadly, but more specifically in eating disorders. Her achievements include being awarded 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 at 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.

#### ANNE DOHERTY

*Qualifications: RPN, RGN, BHA, altMBA*

Anne has over 40 years in the health industry; the majority in mental health. A previous executive in both general and forensic mental health, Anne brings the skills of governance, clinical operations and service development. Anne was the Executive Director Mental Health, Monash Health. During this period the first Butterfly Day Program was established in Melbourne and led an extensive review of eating disorder services in the south east sector of Melbourne. Anne is a current assessor with the Australian Council of Healthcare Standards, a member of the Victorian Mental Health Clinical Network Governance Committee, a member of the Clinical Advisory Committee South East Melbourne Primary Health Network and was recently appointed to the Expert Advisory Committee assisting the Royal Commission Victoria Mental Health.

#### ANTHONY GILL

*Qualifications: B.COMM (Hons)*

Anthony (Tony) is the Chairman of the AFG board, a position he has held since 2008. Tony has extensive experience across Australia's finance industry, including Macquarie Bank for more than 16 years. Prior to joining Macquarie, he was a Chartered Accountant with a major international firm in Australia and Canada, and then went on to work for a number of other banks and financial institutions. Tony's banking experience spans more than two decades with expertise in banking, mortgage origination and securitisation. He is a past Chairman of the Australian Securitisation Forum and a past President of the Mortgage Industry Association of Australia. He is also a Director of First Mortgage Services, First American Title Insurance and Pinchgut Opera.

#### CATHERINE HAPP

*Qualifications: Bachelor of Music (Elder Conservatorium, Adelaide University), Bachelor of Business, major in Industrial Relations (University of South Australia), Masters in Industrial Relations (Sydney University). Accredited Derivatives Adviser Level 2 (Australian Stock Exchange)*

Catherine has over 20 years' experience in the investment market having joined JBWere in 1996, holding the position of Executive Director. Catherine is the Vice President of Kambala Anglican Girls School Council, Chair of Kambala Foundation, and has been a member of the School Council since 2017.

## Committees

### PROFESSOR RICHARD NEWTON

*Qualifications: MBChB (Edin), MRCPsych, FRANZCP*

Richard is the Clinical Director of Peninsula Health Mental Health Service and an Adjunct Professor at Monash University. He is also a consultant adult psychiatrist within the Peninsula Mental Health, a large mental health service based in a teaching hospital with a range of Adult and Aged mental health services. Until 2017 Richard was the Medical Director of Austin Mental Health, and the Clinical Director of BETRS a regional eating disorder service. He has a private practice specialising in eating disorders. He is a board member of Mental Health Victoria, has had several roles within RANZCP and is currently Chair of the Victorian Branch of the College. Richard is a member of the Australian Safety and Quality Commissions Comprehensive Care Advisory Committee and has contributed to the development of the Commission's work on recognition and response to deterioration in mental state. He is strongly committed to Quality and Safety systems in MH, consumer and carer participation in Mental Health Service development and the provision of safe, effective, evidence-based interventions for all members of the community in need of mental health care. Richard is an Editorial Board member of national and international academic journals and sits on numerous federal and state-based planning or advisory committees. He has published more than 50 peer reviewed articles or book chapters. He teaches a Masters level course in Structured Psychotherapy at the University of Melbourne and an Advanced Training course in CBT accredited for RANZCP AT in Psychotherapy.

### EMERITUS PROFESSOR SUSAN PAXTON

*Qualifications: B.A. (Hons), M Psych., Ph D.*

Susan is Emeritus Professor in the School of Psychology and Public Health at La Trobe University. She is Past President of the Academy of Eating Disorders and of the Australian and New Zealand Academy for Eating Disorders (ANZAED). She is a clinical psychologist and researcher engaged in projects focused on understanding risk factors of body image and eating problems across the lifespan, and evaluating prevention and early intervention strategies for eating disorders with a focus on understanding the role of social media. In addition, her research has explored stigma and mental health literacy related to eating disorders in the community.

### PAUL SALTERI AM

*Qualifications: Bachelor of Commerce (Accounting)*

Paul Salteri 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. He is a past Director of Austrade, a former member of the National Executive of the Australian Industry Group (AIG); former Chairman 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. Paul was Tenix Group Managing Director from 1997 to 2007, when he resigned from his executive position and became Chairman of the renamed Tenix Group, Olbia Pty Ltd. Paul was awarded the title Cavaliere Ufficiale by the Italian Government in 1999. 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 the Founder and Chairman of his family's Private Ancillary Fund, the CAGES Foundation, which focuses on indigenous issues.

### MICHAEL SAME

*Qualifications: Bachelor of Business (Accounting), Chartered Accountant.*

Michael is a former Director of 29 years with Chartered Accounting Practice knp Solutions Pty Ltd. As a Chartered Accountant with a Bachelor of Business (Accounting) degree, he has fostered a unique relationship with his clients, often being the first point of call for those seeking advice with business, personal, development and planning issues. This has continued with Michael consulting privately to small business and families. His interests are broadened by his charitable involvement as Director of the Maccabi Victoria Foundation, and on the board of the PNET Cancer Foundation.

### BUTTERFLY BUSINESS ADVISORY COMMITTEE

The Butterfly Business Advisory Committee (BAC) provides professional advice and assistance of 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.

The members of the BAC are Michael Same (Chair), David Baer, Anne Doherty, Tony Gill, Meline Nazloomian, Paul Salteri AM, David Gazzard (appointed July 2019) and Kevin Barrow. The Board Chair is a permanent invitee to Committee Meetings. The BAC reports to the Board of Butterfly.

### BUTTERFLY CLINICAL ADVISORY COMMITTEE

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

The members of the CAC are Professor Susan Paxton (Chair), Professor Susan Byrne, Joanne Cook, Carolyn Costin, Professor Richard Newton, and Dr Beth Shelton. The CEO is a permanent invitee to Committee Meetings. The CAC reports to the Board of Butterfly.





## CASE STUDIES: HELPLINE

### CASE STUDY 1

Samantha, a mother of a 12-year-old boy called because she was worried about her son. She reported that she had observed him exercising excessively, losing weight, starting to restrict certain food groups and expressing body image concerns in the last six months. Samantha reported that both she and her daughter had talked to him and shared their concerns and attempted to educate him. The mother expressed worry about being to blame for her son's behaviours, due to her own interest in exercise and engaging in some restriction. The counsellor provided supportive counselling, psychoeducation and suggestions around how to talk with her son, particularly strengthening connection and using listening, curious and collaborative responses. The counsellor encouraged Samantha to take her son to a GP and provided referrals to local GPs in their area. The counsellor also provided resources including *Reach Out And Recover* and some general information about what to expect regarding treatment.

### CASE STUDY 2

An anonymous webchat contact, aged 31, reported that they had concluded they had an eating issue. They shared that they have days where they cannot stop themselves from eating a lot of food and feeling sick because of it. The contact identified that these episodes have become more frequent recently and they have struggled with their weight

for some time. The counsellor provided supportive counselling and psychoeducation on what may encourage and maintain binge eating. The contact said that they understood how this related to her and could see how it fitted with her life and behaviours. The counsellor provided support for reaching out and encouraged her to share her struggles with someone she is close to. The contact was open to taking referrals for both psychologists and dietitians. She said that she really appreciated the help that the counsellor provided.

### CASE STUDY 3

Terry is a previous contact to the Helpline who experiences significant body dissatisfaction, restriction and binge eating. Terry called the Helpline expressing distress related to various frustrations. She reported not being able to see her counsellor and several frustrations related to injustice at work. The Helpline counsellor provided counselling, support and brief interventions to reduce Terry's immediate distress and identify strategies to reduce ongoing harm. Terry identified that her needs in life were not being met and that she was using food to meet these needs, albeit in a damaging and unhelpful ways. The counsellor supported Terry to identify short term strategies instead of binge eating. Terry stated that since her last contact with the Helpline that she has reduced her body checking behaviours and was feeling better at the end of the phone call.

## CASE STUDIES: TREATMENT *and* SUPPORT SERVICES

### CARER SUPPORT GROUP

“I wrote this early Thursday morning after the carers group. I want you both to know how invaluable those sessions can be as well as writing for myself the lessons learned so the impact can stay strong and be reflected upon as life continues to play out. Thank you for all the tireless work you do in supporting sufferers and their carers and families through this insidious disorder.”

“It was difficult to explain our daughters ED diagnosis to our family and friends, it made for a very stressful time. Just when I thought no one would understand what we were going through we found Butterfly. The EDC, support groups and the CCSW program changed our lives. We feel like the most effective carers we could be now thanks to the team at Butterfly.”

### RECOVERY SUPPORT GROUP

“Speaking to other people who are suffering an ED makes me feel less alone. Having people who can relate to the way you feel has had huge benefits on my recovery journey.”

“I am so glad Butterfly ‘landed’ in Hobart; the support groups are a place I can be my true self. Having a facilitator with a lived experience gives me hope that I too can recover from my ED.”

### CCSW

“We would like to thank you for delivering the CCSW sessions, and your overall support. We got an enormous benefit from the workshops, and definitely feel more skilled and equipped to continue supporting and caring for our loved on this difficult journey. It's amazing what a difference some knowledge makes, and whilst we wouldn't wish this illness on anyone, we do feel the skills and understanding we have gained from the sessions, and the participants, has enabled us to become stronger, more capable and understanding. Thank you so much.”

### FAR PROGRAM

“Studying and working around our COVID-19 atmosphere has been a challenge and I am experiencing a bit of a relapse, so I have dropped some units at university to focus on recovery. I have made great strides becoming more flexible with routine, foods, exercise, and everything but feel I am sliding back into unhealthy habits with stress so am scheduling more intense appointments with my team. With the aid of Butterfly funding, I have had a taste of how much better life can be when my eating disorder has less of a grip on me. Hopefully, the new mechanisms I am putting in place with my team will help me get back on track and I am forever grateful for the Butterfly funding which makes it possible for me to touch base with my team so frequently to keep on track and ask for help when need be. Without Butterfly, I would not have made as much progress and all progress would be short-lived given the up and down nature of recovery. However, with the help of funding I will be in a place where I am mostly recovered and can sustain the effort and finance independently. No matter what, I would love to express my continual gratitude to Butterfly and Sportsgirl for helping me on my journey. Without them, I don't think I could see the future I now think I can glimpse.”

### TREATMENT PROGRAMS

“This program has changed my life and made it better. It helped me become more self-aware, educated and reflective.”

“The IOP team were so knowledgeable on eating disorders as well as caring and kind. It felt safe.”

“Regular and consistent support from both staff and group members made me feel more supported.”

“Very, very helpful! Made food feel more natural and normal instead of scary. Helped bust diet myths and provided lots of knowledge.”



