



**Butterfly**  
LET'S TALK eating disorders



# A VOICE FOR CHANGE



# WELCOME TO OUR **2019** ANNUAL REPORT

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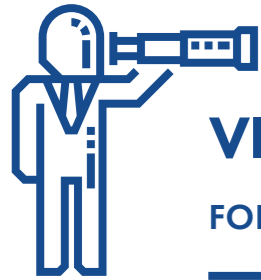
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# VISION, MISSION AND VALUES



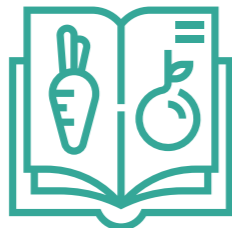
## VISION

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 judgement**



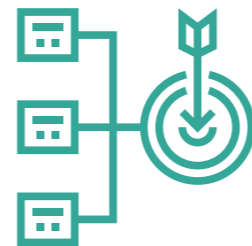
## GOALS

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

These three goals are underpinned by the critical fourth:

4. Raise funds and generate major support - achieve resources for sustainability and advancement



# AIMS AND OBJECTIVES

BUTTERFLY SEEKS TO BUILD A COMMUNITY OF LIKE-MINDED PEOPLE WORKING TOWARDS SYSTEMIC CHANGE. WE USE A COLLABORATIVE APPROACH TO IDENTIFY, BUILD AND FACILITATE STRATEGIC PARTNERSHIPS TO MAKE A REAL DIFFERENCE IN THE LANDSCAPE OF EATING DISORDERS AND BODY IMAGE ISSUES ACROSS AUSTRALIA.



# SNAPSHOT OF OUR REACH IN 2018-19

108,214

YOUNG PEOPLE REACHED THROUGH BUTTERFLY EDUCATION SERVICES

19,962

CONTACTS MADE TO BUTTERFLY'S NATIONAL HELPLINE ED HOPE

900,000

PAGE VIEWS ON BUTTERFLY FOUNDATION WEBSITE

852,903

PAGE VIEWS OF NEDC WEBSITE

17M

REACHED THROUGH BUTTERFLY SOCIAL MEDIA CHANNELS

8M

PEOPLE REACHED THROUGH BUTTERFLY'S TWO MAJOR AWARENESS CAMPAIGNS – TURN IT AROUND AND MAYDAYS CARERS NEED CARE TOO

# MESSAGE FROM OUR CHAIR

We have indeed had a momentous year. This year our concerted efforts over several years began to pay off, with some spectacular achievements. We gained global recognition at the International Eating Disorders Conference in New York, where our CEO Christine Morgan accepted the 2019 AED Meehan-Hartley Leadership Award on behalf of Butterfly, for Public Service and Advocacy. The award citation recognised Christine for significantly advancing the field of eating disorders through her impact on public policy, government advocacy, and service and representation of the voice of the community over a sustained period of time.

We partnered with endED to commence building a first of its kind community-based residential facility for eating disorders, and were rewarded with a \$1.5m commitment from the Federal Government to support the development of endED Butterfly House, located on the Sunshine Coast. This new clinical model will make a significant contribution to improving treatment options for Australians with these potentially fatal illnesses, providing intensive treatment in a person-centred approach.

We began the Sunshine Coast Access Trial, working with the local Primary Health Network (PHN) to commence Australia's first trial of a best practice evidence-based approach to eating disorders treatment in primary health.

In December history was made, with the momentous announcement by Prime Minister Scott Morrison, MP and Federal Health Minister Greg Hunt, MP, at Butterfly House in Sydney that MBS items would be introduced specifically to support people with an eating disorder. These are the first MBS item numbers for a specific

mental illness and a major reform in the mental health sector and I would like to acknowledge the help and support of the whole eating disorders community in bringing this to fruition. This breakthrough is another step in the right direction in the treatment of eating disorders. More importantly, it means our government is listening to the personal experiences of Australians in order to inform policy.

And in May our MAYDAYS campaign – Carers Need Care Too – acknowledged the significant difficulties experienced by the Carers of those with an eating disorder, advocating for more support and raising much needed funds for carer support groups and other resources.

Through our successes, and with widespread government and sector support, we are moving ever closer to our goal. That one day we will have effective, affordable, evidence-based treatment and support for all Australians with an eating disorder or body image issues, and those who care for them.

Thank you to all in the eating disorder community – practitioners, carers, staff members and of course those with personal lived experience. To all of you, and to my colleagues on the Board, we are most grateful.



DAVID MURRAY  
CHAIR BUTTERFLY FOUNDATION

# MESSAGE FROM OUR CEO

This year our voice was heard – loud and clear. Through our advocacy efforts, working with the sector, we had some incredible wins. I would like to acknowledge the tireless work of my predecessor, Christine Morgan. She has worked passionately for many years to advocate for change and the results of her work and that of the Foundation are coming to fruition. It is a very exciting time to be joining Butterfly, as the eating disorder landscape shifts significantly, with many key milestones achieved and significant opportunities on the horizon.

The announcement in July 2018 of endED Butterfly House was a significant advancement in establishing an evidence-based eating disorder treatment option in a residential setting. As the Australian peak voice for those with a lived experience of an eating disorder, we understand from consumers and carers how important it is to provide an intensive holistic option for treatment, recovery and ongoing support.

We released the results of the 2018 Insights in Body Esteem survey during Love Your Body Week in September, together with our corporate partner, Sportsgirl. The survey showed that more than half of Australians rarely spoke positively about themselves and their bodies, and nearly three-quarters wished they could change the way they look. Butterfly and Sportsgirl also collaborated with Instagram to launch "Own Your Feed" during Love Your Body Week – committed to ensuring time spent on social media is positive, inspiring, and empowering.

In October we began addressing the harsh reality that boys and young men are also susceptible to eating disorders and body image issues, with an estimated 1 in 4 males affected. 'RESET – a conversation about

boys' body image' is Australia's first digital body image program for adolescent boys, providing the opportunity to talk about pressures and concerns relating to body image.

In December we were on hand to applaud the Federal Government's commitment to eating-disorder specific Medicare Item Numbers. And May saw our annual MAYDAYS campaign, highlighting the difficulties of caring for someone with an eating disorder or body image issues. Through this campaign we reached several million Australians, and raised vital funds to directly help consumers and carers in our community.

My thanks go to our Board and committee members, to our generous philanthropic supporters, corporate sponsors, donors and staff. Together we have achieved so much, representing the voice of lived experience for our community.

I am excited to continue Christine's leadership in transforming lives through advocacy, raising awareness, spreading prevention messages, and increasing access to resources, treatment and support for all Australians living with an eating disorder and those who care for them. I look forward to the year ahead, continuing to drive systemic change on behalf of our community.



**KEVIN BARROW**  
CEO BUTTERFLY FOUNDATION  
(FROM MARCH 2019)

# EMPOWERING COMMUNITY VOICES

February 2019 saw the appointment of our Lived Experience Engagement Coordinator to design and manage Butterfly's first ever speakers' bureau – Empowered Voices.

Empowered Voices is made up of a community of people around Australia who have lived experience of an eating disorder or care for someone affected, and are willing to share their stories. Together we are helping to reduce eating disorder stigma and encourage help seeking to those struggling. Our speakers are dedicated volunteers who are willing to share their experience across a range of platforms. From media opportunities, to research input, community fundraising events, health professional seminars and internal Butterfly staff events, stories of a lived experience are continually regarded as a powerful addition to education and research.

Not only does storytelling provide a personal insight into the world of someone who has experienced an eating disorder, it sends a clear message of hope to those in the community that recovery is very much possible. Our remarkable volunteer speakers are at the forefront of changing the conversation around eating disorders, providing an insight into eating disorders that only they can.

Empowered Voices benefits both Butterfly and our speakers. As an organisation, Butterfly is able to strengthen its position as the national voice of the lived experience by dedicating resources to training, mentoring and opportunities to speak. Butterfly screens and vets any speaker opportunities, working collaboratively with organisers to ensure safety, respect and sensitivity essential to sharing experiences. A collaborative approach to storytelling is integral to ensuring that an opportunity is safe, enjoyable and empowering.

Testimonials from some of our speakers has signified the positive impact of Empowered Voices.



George



It is great to see the amazing work you have done in this engagement space in such a short period of time. It is definitely needed and it is so exciting to have some opportunities to be involved again."



Lexi



I have felt more connected to Butterfly this year than I have to services within my own state. Thank you."

# OUR YEAR IN ACTION

## → ESTABLISHING FOUNDATIONS FOR CHANGE

– The Prime Minister and Federal Minister for Health announced the first Medicare Item Numbers for eating disorders at a special media event held at Butterfly House, Sydney.

→ **BUILDING LOCAL PARTNERSHIPS** – Butterfly worked with Sunshine Coast PHN to pilot MBS item numbers for eating disorders in a real-life trial. Butterfly also developed relationships with Gippsland PHN to deliver services in this community.

→ **OWN YOUR FEED** – Butterfly and Sportsgirl partnered with Instagram during “Love Your Body Week” to encourage people to be safe, positive, inspiring and empowered by social media.

→ **EXPANDING HELP SERVICES** – Building on the extended hours for Butterfly National Helpline ED HOPE, Butterfly increased the number of people directly supported by 56% compared with the previous year, assisting 19,962 contacts.

→ **AMPLIFYING VOICES** – Butterfly developed ‘Empowering Voices’ – a speakers’ bureau to identify, train, and empower people with a lived experience to share their stories safely and appropriately on Butterfly’s behalf.

Butterfly continued to encourage anyone affected by an eating disorder to share their experience with our online community via the Share Your Story platform on our website.

Our social media following increased dramatically, finishing with approx. 66k followers on Facebook, 13k on Instagram, 34k on Twitter and 2.4k on LinkedIn, reaching and engaging with thousands more Australians within our community.

→ **SECURING GOVERNMENT SUPPORT** – In June, Health Minister the Hon Greg Hunt announced funding of \$3.2 million to Butterfly Foundation and Sunshine Coast PHN, to fund an innovative trial to improve access and affordability of eating disorders treatment.

→ **BLOGGING FOR CONNECTION** – Butterfly launched a new blog as a space for sharing all things body image and eating disorders related. Blog entries are written by Butterfly staff, people with lived experience and carers.

→ **TARGETING EARLY INTERVENTION** – Our innovative 10-week Youth Intensive Treatment Program, supported by corporate partner Future Generation Global, ran during the year, delivering targeted early intervention for young people showing signs of highly disordered eating/subclinical eating disorders.

→ **LAUNCHING RESET: A CONVERSATION ABOUT BOYS’ BODY IMAGE** – Butterfly Prevention Services launched RESET, Australia’s first digital body image program for adolescent boys to help educators raise awareness, reduce stigma and encourage help-seeking in boys and young men. Thank-you to John T Reid Charitable Trusts for enabling this program, available to all schools to download.

→ **HIGHLIGHTING THE EVIDENCE** – Butterfly coordinated submissions on the evidence-based best practice for treatment of eating disorders to the MBS Working Group on Eating Disorders, to work towards health system reform.

# EDUCATION, AWARENESS & CHANGE

## PREVENTION SERVICES

Eating disorder prevention primarily aims to address risk factors and build protective factors that underpin the development of an eating disorder, ultimately working to reduce body dissatisfaction and disordered eating in young people. Each year Butterfly Prevention Services, through its various programs and initiatives, works in hundreds of schools and communities around the country, increasing awareness and the knowledge base of parents, professionals and young people, working to build positive body esteem and reduce disordered eating behaviours.

Our core work with young people, parents, teachers and community professionals continues, delivering education, strategies and tools to guide and support. Our programs have now reached over 880,000 young people and over 7,600 professionals and parents Australia-wide.

In 2018-2019 we grew our whole community programs and ‘Champions for Change’ Leadership workshops, in regional VIC and in WA, NSW and TAS. Our “Love Your Body Week” for schools initiative saw an impressive 575 schools register, up 125% from 2017 – with every state and territory represented.

Another exciting project commenced our ‘Whole of Primary School Body Image Project’, supported by a generous donation from FDC Construction. This project aims to develop a full package of resources for Australian primary school – a crucial environment for prevention work. The project will be completed in March 2021.

We also relaunched Butterfly’s Lived Experience and Carers Speakers Program with a new name, focus and dedicated resource. ‘Empowered Voices’ aims to identify, develop and mentor lived experience and carer speakers to support the work of Butterfly in the community.

# MAKING YOUR VOICE HEARD



## COMMUNICATIONS

Through awareness campaigns, activities and advocacy, Butterfly is a voice for change for those experiencing eating disorders and for carers supporting those with an eating disorder. Butterfly continually strives to educate, grow community understanding and raise awareness about the significant impact eating disorders have on individuals, families and communities.

This past year, we have seen a very significant increase in discussion about body image concerns and eating disorders in Australia. For the period, Butterfly received close to 1,300 online news mentions and over 1,600 social media mentions. Furthermore, online news mentions generated a potential reach of over 540 million, while social media mentions generated a potential reach of over 17 million.

However, there is still a very long way to go in challenging perceptions and dispelling myths amongst the Australian community. We have made it our mission to actively engage with our community both online and offline and ensure that the voices of those impacted

by eating disorders are amplified to ensure change is brought about.

Each year, we represent the voices of our community and advocate for their needs through a number of initiatives and campaigns. Our campaigns aim to open up conversations, raise awareness as well as funds, reduce stigma, influence policy change and above all educate. 2018-2019 saw us deliver three important key campaigns throughout the year: "Love Your Body Week" in early September 2018; Christmas Appeal 'Turn it Around' in December 2018 and MAYDAYS for eating disorders 'Carers Need Care Too' throughout May 2019. We also supported the initiative World Eating Disorders Action Day including radio interviews and a blog post. Each of these campaigns carried its own key messages and objectives to bring about change and ultimately help reduce the impact of eating disorders in Australia.

## MARKETING

One of Butterfly's key strategic objectives is to increase help-seeking for eating disorders, as we know only 25% of people with an eating disorder receive treatment. This year, through our inclusion and diversity project we've started building and implementing a strategy to increase help-seeking to Butterfly's Helpline by males, people identifying as LGBTI+, people from culturally and linguistically diverse backgrounds, and Aboriginal and Torres Strait Islander peoples.

As Australia's only referral database of health professionals screened for an understanding of eating disorders, the database is essential for people around Australia to be able to access treatment. This year we grew the number and coverage of practitioners on the list by approx. 30%, particularly encouraging practitioners in regional and remote areas to apply. Our monthly newsletter, On the Fly, aims to engage those experiencing or in recovery from eating disorders by providing resources and other support for consumers, and their carers, whilst the practitioner newsletter

provides ongoing learning, education and resources. The attendance at and profile of all our programs continues to increase, so more people are getting the support they need. For example, the Helpline's Understanding Eating Disorders program for carers regularly has more than 70 people registered. Our Crows Nest support groups are also growing. We continue to review and create meaningful content to encourage help-seeking and to improve Butterfly website's search engine optimisation. This includes blog posts, reviewing existing services webpages and flyers and creating (in partnership with the Helpline) a self-help series for Binge Eating Disorder and Bulimia Nervosa to encourage further help-seeking. We're building stronger sector and industry relationships including with PHNs to further promote of our national Helpline and other services; with clinicians to increase our referral database and direct referrals to our programs; to local health districts; and to other community services.

# ADVANCING THE KNOWLEDGE BASE

## NATIONAL EATING DISORDERS COLLABORATION

### NATIONALLY CONSISTENT RESPONSES TO EATING DISORDERS

The National Eating Disorders Collaboration (NEDC) is a collaborative project in the Australian eating disorders sector, funded by the Australian Government and coordinated by Butterfly Foundation. The NEDC's primary objective is to develop and promote a nationally consistent, evidence based approach to the prevention and treatment of eating disorders in Australia, across the system of care. The NEDC's 4000 members represent all facets of lived experience, clinical expertise and research evidence.

### SUPPORTING AND BUILDING THE SYSTEM OF CARE

In 2018-19 the NEDC developed targeted professional resources on eating disorders. These included five free professional development videos featuring sector leaders and a range of lived experience speakers. The videos cover [Introduction](#), [Screening & Assessment](#), [Medical Management](#), [Nutritional Management](#) and [Recovery-Focused Psychological Treatment](#). Other key resources include a quick reference guide for use in primary care settings, decision-support resources for clinicians who aren't sure how to help someone with a suspected eating disorder, and an eating disorder service implementation guide for Primary Health Networks. The NEDC engaged Primary Health Networks (PHNs) across the country to improve provision of safe, evidence based eating disorder treatment in their locality. In 2018-19 NEDC delivered 51 introductory training sessions to over 1,300 participants across NT, QLD, ACT, NSW, VIC and WA. NEDC contributed to PHN e-bulletins, clinical resources, local referral guides (Health Pathways) and promoted uptake of the NEDC National Practice Standards. In addition, the NEDC commissioned a report from Deloitte Access Economics to map the prevalence of eating disorders in each of the 31 PHNs around Australia.

### JOINING THE DOTS

The NEDC undertook a national first project - mapping professional training in eating disorders currently available in Australia, and evaluating the extent to which each training aligns with the core competencies set out in the NEDC National Practice Standards for Eating Disorders. 73 different training modules from across Australia, from introductory to advanced, face to face and online, and targeting a wide range of professions were analysed. The NEDC thanks all of the organisations that were involved in this piece of work: Queensland Eating Disorders Service, Eating Disorders Queensland, the InsideOut Institute, the Sydney Children's Hospital Network Eating Disorder Service, the Victorian Centre of Excellence in Eating Disorders, Eating Disorders Victoria, the SA State-wide Eating Disorders Services, WA Eating Disorders Outreach and Consultation Service, the Eating Disorders Training and Evaluation Centre, the Centre for Clinical Innovations, and the Australia and New Zealand Academy for Eating Disorders.

### WORKING WITH EXPERIENCE

The NEDC produced an innovative six-part Peer Work Guide for organisations and individuals wanting to establish safe and effective Peer Work services for people with eating disorders and their carers. The Guide is structured so that users can pick the section most relevant to them, from service development to recruitment processes to competencies for Peer Workers to self-paced learning modules for prospective and current Peer Workers.



# ONE HOUR ON THE NATIONAL HELPLINE

## CARER VIA TELEPHONE – 35 MINUTES

Deborah\* is the mother of a 21 year old daughter who has been diagnosed with Anorexia, beginning 4 years ago. Deborah also noted her daughter experienced Body Dysmorphia. Deborah disclosed feeling extremely upset by the impact her daughter's eating disorder had on her and her other children. She shared how her daughter was seeing a non-eating disorder psychologist and described her daughter's treatment history with various providers. The counsellor supported Deborah using a therapeutic approach and provided information on the importance of self-care. The counsellor provided psycho-education and skills on how to care for someone with an eating disorder, specifically skills of compassion, non-judgement and having respectful motivational approach. The importance of specialised eating disorder treatment for her daughter was also highlighted. Deborah expressed her appreciation and gratitude for the service as she felt that being heard and supported were very powerful.



## CONSUMER VIA WEBCHAT – 35 MINUTES

Atesh\* reached out via webchat to get support as he was "struggling not to relapse" after treatment for Bulimia Nervosa. The counsellor provided supportive counselling by validating Atesh's struggle and explored the eating disorder thoughts as well as exploring strategies that had been helpful in the past to help prevent relapse. Psychoeducation was also provided by the counsellor to explore Atesh's unhelpful thinking styles and to examine the link between thoughts and how they influence feelings and behaviours. Towards the end of the webchat, Atesh was encouraged to engage in self-care and delay and distraction strategies. Atesh was encouraged to use the service moving forwards should he need some extra support, and was encouraged to reconnect with his eating disorder specialist.

\*Names changed to protect anonymity

# IMPROVING TREATMENT AND SUPPORT SERVICES

## BUTTERFLY FOUNDATION NATIONAL HELPLINE ED HOPE

Butterfly National Helpline 1800 ED HOPE is a free and confidential service that provides online and telephone support to people with lived experience, carers, health professionals and anyone concerned by eating disorders or with body image issues. The service is open from 8am to midnight seven days a week. 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. Throughout the year, Butterfly National Helpline has continued its vital role as Australia's eating disorders counselling and referrals national Helpline. During the year:

There were **19,962** contacts to the service, an increase of **56%** on the previous year.

The average phone call lasted **23 MINUTES**, while an average webchat lasted **25 MINUTES**.

**66%** of contacts were from people experiencing an eating disorder.

**57%** of contacts were from young people aged up to 25 years.

**6%** of incoming contacts were from people who identified as male.

Of those who agreed to provide feedback **92%** were satisfied or very satisfied with the service received and **84%** 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.

Suicide risk assessments were conducted for all clients who presented to the Helpline as potentially at risk. The Helpline conducted an average of **11 SUICIDE RISK ASSESSMENTS** per month and **15 MEDICAL RISK ASSESSMENTS** per month, with emergency services being contacted in a number of cases.

**107** practitioners or services were added to the Helpline Referral Database which is a database of health professionals and services that have been screened for an understanding of eating disorders.

## TREATMENT PROGRAMS

Butterfly's Outpatient Program for Young People (Youth Program) is an early intervention 10 week group therapy treatment program for young people aged 14 to 24 years who have early signs and symptoms of Bulimia Nervosa, Binge Eating Disorder or subclinical eating disorder presentations. It is held twice a week at Butterfly House, and is based on the CBT-e treatment approach. The program ran once this year due to restructuring of staff and operations. A Youth IOP evaluation report was written summarising the outcome of the four rounds of Youth IOP programs delivered in 2017-2018. The learnings from this report and recommendations will enable Butterfly to continue to improve the program. Our future goal is to be able to partner with external youth mental health organisations to expand reach and deliver the Youth IOP in other locations.

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 NSW, and uses combined 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. Clinicians worked closely with 10 individuals, providing individual and group counselling sessions, as well as family support. Our future goal is to run two adult IOP groups a year and provide an Alumni support group post discharge.

## RECOVERY SUPPORT SERVICES

The Butterfly Foundation's Recovery Support Services (RSS) provide face-to-face support 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 2018-2019 Butterfly rolled out RSS to communities in Sydney, Hobart and Gippsland 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 support groups were delivered in Sydney and Hobart, using either a clinician-led or a peer-led service delivery model. RSS also offers several multi-week Recovery and Carer group programs. Butterfly has worked alongside existing state based services in Victoria to coordinate training for GPs in the Gippsland region.

Butterfly has also been able to expand program reach through training and delivery of Emerging 8 week Recovery Program with a headspace partnership model in metropolitan and regional NSW, Tasmania and Victoria.

Butterfly's Financial Assistance Relief (FAR) Program supports people across Australia experiencing an eating disorder by providing financial support for treatment to those who could not otherwise afford it. In 2018-2019, approximately 16 participants received \$500 per month to support access to treatment with funding by Sportsgirl. Butterfly provides case management to ensure necessary support is provided.

# AMPLIFYING THE VOICE OF LIVED EXPERIENCE

## THE POWER OF STORIES

Since the launch of Butterfly's Share Your Story platform in March 2018, the amount of stories shared has doubled, with over 115 stories now live on our website.

The platform has continued to be a space for hope, inspiration, struggle, triumph, vulnerability and authenticity. Butterfly's community has continued to be a voice for change with each story shared.

Butterfly plans to revamp the Share Your Story platform as our Empowered Voices platform continues to grow.

Throughout the year Butterfly also started featuring shared stories in our monthly newsletter which has been a successful initiative in that the stories are often the most clicked links.

## NEVER TOO LATE. BY SUE

"I'm 61 years old. I was given the diagnosis of anorexia nervosa when I was 14 years old. That was 1971. So long ago. Things were very different then in the eating disorder world. I had never heard of anorexia nervosa. Neither had my parents, friends, family or school. Treatment consisted of psychiatric care. Mainly drug therapy. No psychologist. No CBT. No dietitian. No food plans. No family therapy. Lots of mystery, misunderstanding and stigma. It was not a great place to be.

But I am very lucky. The situation I was in seemed to spur me on to search for alternatives and I was very fortunate to find them by gaining life skills, and then a career. Eventually I was able to connect with others and form meaningful and lasting relationships.

My course was beset with relapses and serious health problems. I avoided conventional medical treatment whenever possible. A choice I now regret. More recently, I have started seeing a wonderful psychologist who has been a great help, and I have found a very supportive GP. Unfortunately, I have been left with several chronic health problems. I have now had to retire from work and am exploring new life directions. This is lots of fun and very exciting.

I believe my genetics, life experiences and the societal and cultural environment I have grown up in have predisposed me to, and almost encouraged, the development of an eating disorder. But I do not have to be victim to these influences. I have always had choices. I might not have always made the best choices but with support, encouragement, caring and understanding I am having a really rewarding life and love being alive."



## BUTTERFLY BLOG

Since the launch of Butterfly's Blog page in March 2018, 12 new blogs were added this year. With 3 major campaigns, including "Love Your Body Week", MAYDAYS, and Turn It Around (Christmas campaign).

Butterfly featured 4 guest blogs: 1 guest blog from a carer for MAYDAYS, 1 guest blog for Love Your Body Week from Butterfly's ambassador Mia Findlay, and two guest blogs about recovery. Butterfly has been consistently receiving guest blog requests, and plans to continue to engage with the community and connect one another via content creation.



# WHAT OUR COMMUNITY HAD TO SAY

## EDUCATION SERVICES

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

## HELPLINE

"Thank you Butterfly Foundation for supporting me and my son on his journey. You all do an amazing job and we will forever be grateful."  
"I haven't used a helpline in 5-10 years and I'm just so lucky how gorgeous and kind hearted this lady was I spoke to today."  
"The Butterfly Foundation was there for me when I was supporting someone very close to me through their battle with Anorexia Nervosa. The advice I received from your hotline was invaluable and so needed. My desire to volunteer is an expression of gratitude, and a demonstration of my support in helping the Butterfly Foundation to have as great an impact as possible."  
"I can't say enough wonderful things about the Butterfly Foundation - they have helped my daughter in her worst moments. When she can't bring herself to eat she calls them and they are so supportive of her. No judgement, just kind words from amazing people. Thank you."  
"The Butterfly Foundation has been very supportive for me over the years with my challenging journey to assist my beautiful wife with her eating disorder. Your foundation is a true life saver in every sense of the word for me and everyone out there who requires support so THANK YOU."

## SUPPORT SERVICES

"Fantastically helpful, I feel so much more confident in my ability to support my child."  
"A really invaluable workshop, so important for changing and considering how we can help support our daughter on the road to recovery. Thank you."  
"This is a great program!"  
"I would 100% recommend this"

\* Names changed to protect anonymity

## CAMPAIGNS

"Great to see carers being celebrated for all the behind the scenes work they do!"  
"This is so important, thank you!"  
"A really good initiative! One of the hardest parts of our journey was the lack of support and understanding for my partner who was my sole carer and family support. It's such an isolating experience to go through, and its great conversations are being had around this very topic."

## SOCIAL

"Really great blog team - incredibly helpful!"  
"Your Instagram account gives me so much inspiration"  
"Thank you so much for the impact you've had on my eating disorder recovery journey"  
"You guys are amazing! I have so much respect for all the work you're doing and even just following your page has helped me personally"  
"Read this post at the perfect moment, thank you."



Thank you so much for working with us! It's always a pleasure to spread the love through the world to those who need it. A message from our advocates:  
"Thank you so much for sharing Butterfly! The passion and drive in everyone I've met through Butterfly to support Australians living with EDs is nothing short of awe-inspiring. So glad this organisation is thriving and you've found my story helpful for a cause so clearly close to my heart!"

# SUPPORTING OUR CAUSE

## COMMUNITY FUNDRAISING

Butterfly Foundation fundraising and engagement is all about coming together as a community to raise funds and awareness to help us continue to educate and provide support across Australia for those experiencing eating disorders and negative body image concerns. There were more than 230 community fundraising initiatives held in support of Butterfly and we are proud to see this support is increasing every year. We would not exist to serve without the help of our loyal, passionate and selfless supporters that join together with friends, family and their work colleagues to destigmatise eating disorders, encourage help seeking and raise money so that Butterfly can continue to provide treatment and recovery resources to all those affected.

Supporters include individuals, community groups, schools and workplaces, and by holding a fundraiser they help change the lives of individuals experiencing eating disorders as well as their families that care for them. Whether you held a bake sale, ran in fun-runs, hosted an evening for friends, or cut your hair, your efforts make such a significant difference to the lives of people impacted by eating disorders. We are fortunate to have always been strongly supported by generous people seeking to do their part to bring about positive change. On behalf of so many, we thank you.

**\$300,091**

### FDC Construction Melbourne Cup Fundraising Event 2018 - \$300,091

Butterfly Foundation was fortunate enough to be chosen as FDC Construction and Fitout's supported charity for their 14th annual Melbourne Cup fundraising event on Tuesday 6th November 2018. This exciting event held at The Westin Hotel in Sydney was a great success attracting 600 plus guests for a day of punting fun, races glamour and all with the aim to raise funds for a good cause. \$300,091 was raised at the event through ticket sales, silent and live auctions, raffle ticket sales, and general donations. Funds raised support Butterfly's Prevention Services whole of school, 'Primary School Body Image Project'.

**\$20,203**

### The Law Society of NSW - \$20,203

Butterfly Foundation were supported by The Law Society of New South Wales in 2018, as Doug Humphreys OAM's charity of choice throughout his yearlong presidency. In excess of \$20,000 was raised through various fundraising events including a morning tea speaker event, Just Arts gallery event, Just Music event and their annual Law conference and dinner held in October 2018. Staff and members were also encouraged to attend Butterfly's MAYDAYS for Eating Disorders VIVID cruise event on Sydney Harbour in June 2018. The cruise was a great success with considerable funds and awareness raised for eating disorder carer support. Staff heard from voices of lived experience including the President, Doug Humphreys OAM's challenging experience as a carer of his daughter living with an eating disorder. His story helped people understand the seriousness of eating disorders and the effect they have on the whole family.

**\$16,238**

### Jock Laidlaw - \$16,238

Jock Laidlaw one of our ongoing community supporters from Tatyoon, Victoria, chose Butterfly as his charity of choice to raise funds and awareness for in November and December 2018. Jock has nurtured an amazing head of dreadlocks over the years and chose to cut them off in support of his fabulous sister Harriet who has lived with an eating disorder and other mental health challenges for many years. It had been 8 years since Jock set foot in a barber shop, let alone allowed scissors anywhere near his beloved locks. After 2 hours of clipping and snipping, Jock got rid of his locks and had raised an amazing \$16,238 for eating disorders and his sister. Incredible effort. Thanks Jock.

**\$14,360**

### Commonwealth Bank – Group Property & Security Golf Day 2018 - \$14,360

Commonwealth Bank's Group Property and Security team supported Butterfly for a third year through their annual charity golf day event on 26th November 2018 held at St Michaels Golf Club in Little Bay, NSW. Commonwealth Bank staff and suppliers were invited to attend and raised funds through event ticket sales, live auction and general donations.

**\$6,300**

### Praise You Art Exhibition Event - \$6,300

For a third year Alex Saba of Lusid Art and Carly Brown founder of Une Piece Swimwear co-hosted Praise You Art Exhibition, 'Women Celebrating Women'. The event held in Brisbane at Bib'n'Brace Collective featured 24 original artworks created by 24 amazing female artists. The event was a fabulous success in support of Australians experiencing eating disorders. On the opening night Butterfly's ambassador Mia Findlay attended the event to speak about her experiences as a body positivity advocate and night two was a Q&A panel featuring eight inspiring women from the creative industry. We were overwhelmed by the support received for the event and are so excited to see how the Praise You community connects and grows in the future to support us further.



## VOLUNTEERS AND PRO-BONO SUPPORTERS

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

# CORPORATE PARTNERS

## 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 more than a decade ago, Butterfly has reached 846,210 young people with age-appropriate education aimed at promoting body confidence and reducing risks for eating disorders, either directly or through trained teachers, parents and community professionals. We are looking forward to continuing our work with DSEP in 2020 to achieve the target of reaching 1 million young people.



## SPORTSGIRL

In 2019 Butterfly celebrated a 12-year partnership with Sportsgirl, having been funded for many projects over that time, through the sale of Butterfly products available in store and online. Every purchase from the Butterfly Range raises vital funds to promote positive body image, provide treatment and support programs, and bring hope to Australians with eating disorders and their families, with 100% of the profits going directly to Butterfly.

During 2018-19 Sportsgirl provided a generous \$ \$185,900 directly from this initiative to support key projects and services of Butterfly. This included funding for Butterfly's Financial Assistance for Recovery (FAR) Program, assisting people to access treatment and services that would otherwise not have been possible for them; 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.



## FUTURE GENERATION GLOBAL

Listed in September 2015, Future Generation Global is Australia's first internationally focused listed investment company with the dual objectives of providing shareholders with diversified exposure to selected global fund managers and changing the lives of young Australians affected by mental illness. Butterfly's Youth Intensive Outpatient Program is proud to continue to be a major beneficiary from FGG.



# GOVERNMENT FUNDING

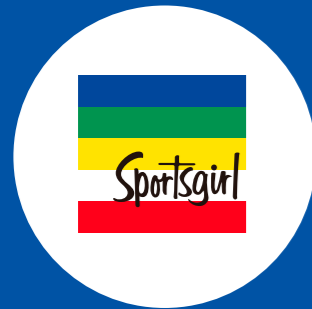
## BUTTERFLY GRATEFULLY ACKNOWLEDGES GOVERNMENT FUNDING FOR PROJECTS AND SERVICES:

- ➔ The 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, is funded by the New South Wales Government.
- ➔ The Butterfly Intensive Outpatient Program is supported by funding from the Sydney North Primary Health Network.
- ➔ Butterfly Recovery Support Services in Hobart, Tasmania received funding from the Tasmanian Government (Jan-June 2019) 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 and Gippsland PHN aims to provide eating disorder recovery support services to young people with an eating disorder, and those caring for them, in the Gippsland PHN region (Jan-June 2019)
- ➔ The Sunshine Coast PHN funds Butterfly to support their delivery of the Medicare Pilot for eating disorder item numbers.

# THANK YOU

Thank you to every organisation and individual that contributes to Butterfly, recognising the importance of the work we do. Your support is helping us to reach those in need and to change the experience of eating disorders in Australia.

## BUTTERFLY GRATEFULLY ACKNOWLEDGES MAJOR SUPPORT FROM:



## SPECIAL THANKS ALSO TO:

AMP Foundation  
Charitable Trust

ASX Refinitiv Charity  
Foundation Limited

Bagot Gjergja Foundation

Youanmi Family Trust

Cheryl and David Baer

Commonwealth  
Bank of Australia

Cripps Foundation

FDC Construction & Friends

Jan & Paul Bambach

Keep It Cleaner PTY LTD

Moseley Beach Club

Paul & Mary Orenstein

Paul & Sandra Salteri

Praise You

Stephen Rix & Dr Leesa Rix

The Abercrombie Family  
Foundation Pty Ltd

The Corio Foundation

The Law Society of  
New South Wales

Tony Gill

The Serpentine  
Foundation

# FINANCIAL OVERVIEW

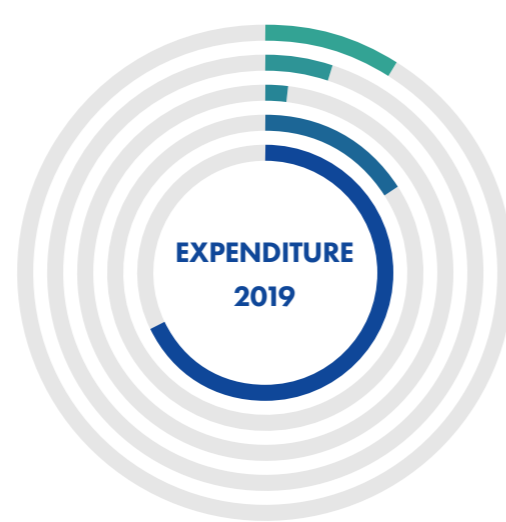
## STATEMENT OF PROFIT OR LOSS AND OTHER COMPREHENSIVE INCOME FOR THE YEAR ENDED 30 JUNE 2019

	2019	2018
<b>REVENUE</b>		
Government Program Income	3,119,459	2,062,174
Fundraising Income		
General Gift Fund	748,855	898,278
Capital Gift Fund	49,092	189,200
Specific Purpose Program Gift Fund	926,235	939,016
Specific Purpose Program Administration	148,932	156,800
<b>Total fundraising income</b>	<b>1,873,114</b>	<b>2,183,294</b>
Fee for Service	192,927	242,433
Government Program Administration	300,768	230,200
Interest and Investment Income	121,550	109,216
Other	-	4,438
<b>Total other revenue</b>	<b>615,245</b>	<b>586,287</b>
<b>TOTAL REVENUE</b>	<b>5,607,818</b>	<b>4,831,755</b>
<b>EXPENSES</b>		
Government Programs	(3,119,459)	(2,062,174)
Non-Government Programs	(849,853)	(775,091)
Administration	(962,918)	(762,390)
Fundraising	(278,895)	(341,316)
Advocacy	(150,170)	(186,158)
Program Development	(176,639)	(53,690)
Awareness and Social Campaigns	(298,368)	(165,012)
Donation	(299,649)	-
<b>TOTAL EXPENSES</b>	<b>(6,135,952)</b>	<b>(4,345,831)</b>
<b>(DEFICIT)/SURPLUS FOR THE YEAR</b>	<b>(528,134)</b>	<b>485,924</b>
<b>OTHER COMPREHENSIVE INCOME</b>		
Revaluation gains on investments in equity instruments designated as fair value through other comprehensive income	758,818	247,682
<b>Total comprehensive income for year</b>	<b>230,684</b>	<b>733,606</b>

RATIOS - INCOME	2018-19	2017-18
Government Program Grants	56%	43%
Fundraising	33%	45%
Other Sources (Fee for Service, Investment, Other)	11%	12%

RATIOS - EXPENDITURE	2018-19	2017-18
Programs and Service Delivery	68%	67%
Administration	16%	18%
Advocacy	2%	4%
Fundraising	9%	8%
Awareness and Social Campaigns	5%	4%

■ Government Program Grants.....56%	■ Programs and Service Delivery.....68%
■ Fundraising.....33%	■ Administration.....16%
■ Other Sources (Fee for Service, Investment, Other).....11%	■ Advocacy.....2%
	■ Awareness and Social Campaigns.....5%
	■ Fundraising.....9%



STATEMENT OF FINANCIAL POSITION AS AT 30 JUNE 2019

	2019	2018
<b>Assets</b>		
<b>Current assets</b>		
Cash and cash equivalents	3,783,555	3,126,316
Trade and other receivables	149,179	127,159
<b>Total current assets</b>	<b>3,932,734</b>	3,253,475
<b>Non-current assets</b>		
Financial assets	2,864,723	2,301,884
Plant and equipment	55,093	56,539
<b>Total non-current assets</b>	<b>2,919,816</b>	2,358,423
<b>TOTAL ASSETS</b>	<b>6,852,550</b>	5,611,898
<b>Liabilities</b>		
<b>Current liabilities</b>		
Trade and other payables	178,581	116,944
Other liabilities	2,550,820	1,562,743
Provisions	202,738	226,529
<b>Total current liabilities</b>	<b>2,932,139</b>	1,906,216
<b>Non-current liabilities</b>		
Provisions	77,017	92,972
<b>Total non-current liabilities</b>	<b>77,017</b>	92,972
<b>TOTAL LIABILITIES</b>	<b>3,009,156</b>	1,999,188
<b>Net Assets</b>	<b>3,843,394</b>	3,612,710
<b>Accumulated Funds</b>	<b>3,843,394</b>	3,612,710
Reserves	2,796,768	2,600,754
Retained surplus	1,046,626	1,011,956
<b>TOTAL EQUITY</b>	<b>3,843,394</b>	3,612,710

# 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 six times per annum.

Directors during the year are as follows:

### BOARD OF DIRECTORS

- David Murray AO (Chair)
- Joanne (Jo) Cook
- Anne Doherty
- Anthony (Tony) Gill
- Catherine Happ
- Associate Professor Richard Newton
- Professor Susan Paxton
- Paul Salteri AM
- Michael Same
- Christine Morgan (CEO) \*

\*Directors have been in office for the full financial year other than Christine Morgan, who resigned from the Board on 6 May 2019.

### DAVID MURRAY AO (CHAIR)

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 Chief Executive Officer of the Commonwealth Bank of Australia from 1992-2005 and as the inaugural Chairman of the Australian Future Fund from 2006-2012 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 appointed to the AMP Limited Board as Chairman in June 2018.

### JOANNE COOK

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

### ANNE DOHERTY

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, helping to establish the first Butterfly Day Program in Melbourne, and leading an extensive review of eating disorder services south east sector 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. Anne is a member of the Butterfly Business Advisory Committee. Anne holds an altMBA, BHA, RGN and RPN.

### ANTHONY GILL

Tony (Anthony) is the Chairman of the AFG board, a position he has held since 2008. He 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. Tony is also a Director of First Mortgage Services, First American Title Insurance and Pinchgut Opera's Development Committee. He is a member of the Butterfly Business Advisory Committee. Tony holds a B.Comm (Hons) and is an ACA (retired).

### CATHERINE HAPP

Catherine has over 20 years' experience in the investments markets having joined JBWere in 1996, and holds 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. Catherine holds a BMUS, BBUS, and Masters of Industrial Relations. Catherine is a member of the Butterfly Ethics Committee.

### PROFESSOR RICHARD NEWTON

Richard is the Clinical Director of Peninsula Health Mental Health Service and an Adjunct Professor at Monash University and has a private practice specialising in eating disorders. He is a board member of Mental Health Victoria. He has had a number of roles within RANZCP and is currently Chair of the Victorian Branch of the college. 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 in Psychotherapy. Richard is a Steering Committee Member of the National Eating Disorders Collaboration, having joined that Committee in 2009. Richard is a member of the Butterfly Clinical Advisory Committee. Richard is qualified as FRANZCP, MRCPsych, and MB ChB.

### EMERITUS PROFESSOR SUSAN PAXTON

Susan 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. 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. Susan is a Steering Committee Member of the National Eating Disorders Collaboration, having joined that Committee in 2009. Susan is a member of and Chairs each of the Butterfly Ethics Committee and the Butterfly Clinical Advisory Committee. Susan holds a BA(Hons), M Psych, and PhD.

### PAUL SALTERI AM

Paul graduated from the University of NSW in 1971 with a Bachelor of Commerce degree, trained as an accountant, working in Sydney, the UK and Canada, and joined the Transfield Group in 1978. He is a Fellow of the Australian Society of Certified Practising Accountants, and a Governor of the Warren Centre for Advanced Engineering at the University of Sydney. 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. Tenix Defence was sold in 2007. Paul was Tenix Group Managing Director from 1997-2007, when he resigned from his executive position and became Chairman of the renamed Tenix Group, Olbia Pty Ltd.

In 1999, the Italian Government awarded Paul the title Cavaliere Ufficiale. In 2005, he was named an "Innovation Hero" by the Warren Centre for Advanced Engineering in Sydney. He was appointed a Member of the Order of Australia in 2013.

Paul is the Founder and Chairman of his family's Private Ancillary Fund, the CAGES Foundation, which focuses on indigenous issues.

#### MICHAEL SAME

Since joining KNP Solutions in 1986, Michael has become an integral part of the KNP group. As a Chartered Accountant with a Bachelor of Business (Accounting) degree, he has fostered a unique relationship with his clients, often being the first port of call for those seeking advice with business, personal, development and planning issues. His interests are broadened by his charitable involvement as Director of the Maccabi Victoria Foundation, and on the board of the PNET Cancer Foundation.

Michael was Chair of the Butterfly Foundation from October 2010 to September, 2013.

Michael is Chair of the Butterfly Business Advisory Committee. Michael holds a Bachelor of Business (Accounting), Chartered Accountant.

#### CHRISTINE MORGAN

Christine Morgan is the CEO of the National Mental Health Commission and National Suicide Prevention Adviser to Prime Minister Scott Morrison.

Prior to joining the Commission, Christine was CEO of the Butterfly Foundation and Director of the National Eating Disorders Collaboration. In the not for profit sector, Christine was General Manager at Wesley Mission, over the areas of Corporate Services; and Community & Family Development. Prior to joining Wesley Mission, Christine was Executive General Manager responsible for managing the strategic direction and business unit effectiveness of the Wholesale, Broadband & Media Business Unit at Telstra.

Christine holds a BA LLB and Graduate Certificate in Management from the AGSM.

### BUTTERFLY COMMITTEES

#### BUSINESS ADVISORY COMMITTEE

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

##### BUSINESS ADVISORY COMMITTEE

- Michael Same (Chair)
- David Baer
- Anne Doherty
- Anthony Gill
- Meline Nazloomian
- Paul Salteri AM
- Christine Morgan (CEO) (resigned 06/05/19)

#### CLINICAL ADVISORY COMMITTEE

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

##### CLINICAL ADVISORY COMMITTEE

- Professor Susan Paxton (Chair)
- Professor Susan Byrne
- Joanne Cook (appointed 15/04/19)
- Carolyn Costin
- Anne Doherty (resigned 15/04/19)
- Professor Richard Newton
- Dr Beth Shelton

#### ETHICS COMMITTEE

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

##### ETHICS COMMITTEE

- Professor Susan Paxton (Chair)
- Catherine Happ
- Christine Morgan (CEO – Resigned 06/05/19)





The passion and drive in everyone I've met through Butterfly to support Australians living with eating disorders is nothing short of awe-inspiring. So glad this organisation is thriving and you've found my story helpful for a cause so dearly close to my heart!"  
– Sophie, Lived Experience.



Thank you Butterfly Foundation for supporting me and my son on his journey. You all do an amazing job and we will forever be grateful."  
– Kylie, Carer.



I can't say enough wonderful things about the Butterfly Foundation - they have helped my daughter in her worst moments. Butterfly are so supportive of her; no judgement, just kind words from amazing people. Thank you."  
– Karen, Carer.

**BUTTERFLY FOUNDATION – SYDNEY**

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1430 MALVERN ROAD GLEN IRIS VIC 3146 P: +61 3 9822 5771 E: [INFO@THEBUTTERFLYFOUNDATION.ORG.AU](mailto:INFO@THEBUTTERFLYFOUNDATION.ORG.AU)



**Butterfly**  
LET'S TALK eating disorders