

# Compassion. Commitment. Collaboration.

The Butterfly Foundation - A reflection of our journey together



## 2019

It is Butterfly's vision to reach more Australians in need. Together, with the community's support, we've made an undeniable impact on the face and future of eating disorders prevention and treatment in Australia. There is a long way to go, but the journey has definitely begun!

## FLYING HIGH - THE JOURNEY HAS JUST BEGUN

### 2018

- Prime Minister Scott Morrison, and Health Minister Greg Hunt announce that as of November 2019, eating disorders treatment will have a dedicated Medicare Benefits Scheme item number - providing access of up to 60 Medicare funded treatment sessions.
- Butterfly and endED partner to develop Australia's first national residential treatment facility for eating disorders.
- Health Minister announces funding of \$3.2 million for an Australian-first innovative eating disorders trial on the Sunshine Coast.
- Eating disorders are included as one of the first three priority areas in the Million Minds Mental Health Research Mission's agenda.
- Recovery Support Services expands to Gippsland.
- RESET launches - Australia's first digital body image program for males.
- MAYDAYS for eating disorders campaign releases findings on the alarming financial, social and emotional costs associated with eating disorders.
- Insights in Body Esteem report launches, highlighting Australians' experience of body image and its impact on their day to day life.
- Butterfly announces new ambassador, Mia Findlay.
- Eating disorders are included in the Fifth National Mental Health Plan, for the first time.

### 2017 continued...

- National Agenda for Eating Disorders 2017-2022 is launched by Butterfly, identifying and summarising the priorities for mental health system reform to address the needs of people with eating disorders and their families.
- Butterfly Foundation National Helpline 1800 ED HOPE receives government funding to expand hours to 7 days a week, 8am - midnight.
- Butterfly's first Youth Outpatient Treatment Program opens, funded by FGG.
- Recovery Support Services expands to Hobart, following merger with TRED.
- NEDC reaches 2,500 members.

## Channelling Change

### 2016

- Newly renovated Butterfly House opens, recognising Butterfly's partnership between SCHN Eating Disorder Intensive Program for Adolescents.
- Butterfly launches MAYDAYS for eating disorders campaign - an annual advocacy campaign calling for national systemic change.
- In partnership with the Mental Health Commission of NSW, Butterfly launches Insights in Recovery: A consumer-informed guide for health practitioners working with people with eating disorders to inform recovery-orientated practice in mental health services.
- Butterfly partners with Future Generation Group (FGG) to develop an early intervention program to support young people with eating disorders.
- 10 year anniversary of the Butterfly and Sportsgirl partnership.
- Butterfly wins the Telstra Business Award Charity of the Year NSW 2016 and is a national finalist.

### 2017

- Butterfly merges with Tasmanian Recovery for Eating Disorders (TRED).
- MAYDAYS for eating disorders campaign highlights, for the first time, the mortality and suicide risk for people with eating disorders.
- NEDC launches [www.storiesfromexperience.com.au](http://www.storiesfromexperience.com.au) - an online platform to assist people in sharing their personal experience.
- Love your body week for schools kicks off, providing free resources to support classroom conversations about body image.

## The Power of Stories



**Butterfly**  
Foundation for Eating Disorders

### 2015

- Butterfly works closely with Mindframe Media and the NEDC to develop Australia's first Mindframe Media guidelines for eating disorders.
- Investing in Need: Cost-effective Interventions for Eating Disorders report is launched by Butterfly and Deloitte Access Economics.
- Education services hits a milestone, reaching 500,000 people including students, teachers and parents.
- Butterfly Recovery Support Services is established and rolled out across Townsville and Adelaide.
- Direct relief is funded by Sportsgirl and is renamed Financial Assistance to Recovery (FAR) Program.

### 2013

- Butterfly Foundation National Helpline 1800 ED HOPE receives Federal government funding as Australia's national support line for anyone affected by eating disorders.
- Butterfly runs Love Your Body Week campaign in Parliament.
- NSW Service Plan for People with Eating Disorders 2013-2018 is released, recognising the specialised and integrated care across public and private providers.
- The first At Home With Eating Disorders Carers Conferences is held.

### 2014

- Butterfly opens its first eating disorders treatment service, Intensive Outpatient Program (IOP).
- Butterfly partners with Sydney Children's Hospital Network (SCHN).
- Butterfly plays a key role in advocating for key priorities for eating disorders funding to the Prime Minister, Minister for Mental Health, Minister for Health, Youth and Defence.
- Butterfly commissions Deloitte Access Economics to develop a Gap Analysis report - identifying gaps in services, treatment and workforce.
- NEDC holds its first Members' Meeting in Sydney.
- Butterfly Education launches a whole of school initiative, Champions for Change.

### 2012

- Butterfly gets a new look and feel to reach more people.
- Paying The Price: The Economic and Social Costs of Eating Disorders report is funded and launched by Butterfly and Deloitte Access Economics.
- Body image is identified as one of the top three concerns for young people in the Mission Australia Survey.
- Butterfly, in partnership with Sportsgirl, launches the first national body image awareness campaign Love Your Body Week, during Body Image and Eating Disorders Awareness Week.

### 2011

- Butterfly appears before the Senate Inquiry into improved access for mental health services - this is the first time eating disorders is represented in the context of mental health government funding.
- Free To BE launches - first federally funded school resource.

### 2009

- Butterfly spreads its wings, with services and support across the country.
- As previous CEO of Eating Disorders Foundation (EDF) NSW, Christine Morgan orchestrates the merger of Butterfly and EDF NSW.
- Christine Morgan is appointed CEO of Butterfly Foundation.
- National Eating Disorders Collaboration (NEDC) is founded.
- Butterfly Research Institute (BRI) is established, with major funding from the Myer Foundation.
- Butterfly joins a panel of media, fashion and eating-disorder-sector experts, to develop the first Voluntary Industry Code of Conduct on Body Image.

### 2010

- First Australian telephone support line for people with eating disorders is set up and funded by Sportsgirl.
- Butterfly Outreach Services launch in Tamworth making the first major venture into the provision of whole-of-community regional services

## Building on Foundations

## SPREADING WINGS

### 2003 - 2008

#### Advocacy

- First Butterfly Ball to raise awareness and funds for eating disorders service delivery.
- Butterfly collaborates with state based organisations for Body Image and Eating Disorders Awareness Week.

#### Investing in Services

- Butterfly Education launches in Victoria to deliver student workshops in schools.
- Butterfly partners with Monash Health to deliver the Monash Health Butterfly Eating Disorder Day Program.

#### Corporate Partnerships

- Butterfly develops its first corporate partnership with Sportsgirl.
- Butterfly partners with the Dove Self Esteem Project.

#### New Initiatives

- Butterfly establishes the Direct Relief Program.
- Direct Relief Program launches to provide financial assistance for people with eating disorders.

## ESTABLISHING FOUNDATIONS

### 2002

Butterfly Foundation is founded as a national organisation in Victoria by Claire Middleton, a dedicated mother with a passion to find support for her two daughters experiencing an eating disorder and a vision to extend support to all Australians.



The butterfly foundation  
Supporting Australians with Eating Disorders

## BIRTH OF BUTTERFLY

