



MEDIA RELEASE



Friday, 6 November 2020

Butterfly Residential Care to solely operate Wand Nerida, Australia's first residential eating disorders treatment facility

In a joint statement released today, Butterfly Foundation and endED announced that endED, a Sunshine Coast-based Charity for eating disorders, will hand over its interest and shares in Wand Nerida. The Butterfly Foundation will focus on the operation of Wand Nerida and is expected to start recruiting for staff later this year. endED will concentrate on the development of a stepped care facility to support Wand Nerida and those affected by eating disorders.

In July 2018 endED and Butterfly Foundation announced the ambitious joint goal to build and operate the first community-based residential facility for eating disorders in Australia. With the support of the Federal Government and generous philanthropy, Wand Nerida, operated by a subsidiary of Butterfly Foundation, has now reached practical completion.

Situated in the Mooloolah Valley on Queensland's Sunshine Coast, the facility is currently being fitted out and prepared for operation. The Butterfly Foundation Residential Eating Disorders Treatment (B-FREEDT) Model of Care© has been developed, based on best practice treatment from around the world. With the help of additional funding and philanthropy, the facility is expected to open its doors in early to mid-2021.

This innovative, purpose-built facility would not have happened without the support and commitment of the Boards of Butterfly and endED, Butterfly Foundation former CEO, Christine Morgan, endED cofounders, Mark and Gay Forbes, and the generosity of our major donors. Of the additional funding required, Butterfly Board members have personally contributed, on aggregate, \$3.5 million, approximately one third of the additional funds required to make this facility successful.

Butterfly Residential Care will solely operate Wand Nerida and is expected to start recruiting for staff later this year. "We are focussed on delivering the best practice clinical model, supporting those in need at a critical part of their journey," said Butterfly CEO Kevin Barrow. "Under the expertise of Residential Executive Director, Jodie Ashworth, the facility will be dedicated to the holistic treatment of people with an eating disorder, in a tranquil bushland environment."

"The state of the art, purpose-built, 13 bed residential treatment facility will operate under the B-FREEDT Model, which provides a phased treatment structure to address not only symptoms and behaviours but also underlying perpetuating psychological factors," he said.

endED will focus on a stepped care facility, providing support for families and those affected by eating disorders transitioning into and from Wand Nerida's more intensive program. The endED House of Hope will focus on providing support groups and peer mentoring. "Participants will be nurtured and treated while in

Wandi Nerida, until they are ready to leave. But critical to their recovery journey will be how they are supported pre and post-residential treatment,” said Mark Forbes. “endED House of Hope will focus on the incredibly important ‘stepped-care’ that will contribute to long term and sustained recovery.”

Both endED and Butterfly Foundation thank their respective Boards for their vision and commitment to Wandi Nerida and acknowledge the support of the Federal Government and generous donors to get to this stage.

For more information about Wandi Nerida or to offer support visit the [Butterfly website](#).

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Editor and producers note: Please include the following support line details in all media coverage of this story and refer to the [Mindframe Media guidelines](#) for safe reporting on eating disorders. Please include the following helpline message.

Help and Support

Anyone needing support with eating disorders or body image issues is encouraged to contact:

- Butterfly National Helpline on 1800 33 4673 (1800 ED HOPE) or support@butterfly.org.au
- Eating Disorders Victoria Helpline on 1300 550 23
- **For urgent support call Lifeline 13 11 14**