

# OUR STORY

A timeline of Butterfly history



**2022**

Proudly celebrating 20 years of supporting the Australian community through the prevention and awareness of eating disorders.



Wandi Nerida

**2021**

Wandi Nerida, Australia's first residential recovery centre for eating disorders opens its doors in QLD.

'Change the Picture' campaign launches to raise awareness of body dissatisfaction at a young age.

Butterfly partners with international eating disorder organisations NEDA, NEDIC and BEAT to champion equity for eating disorders on World Eating Disorders Action Day.

EveryBODY is Deadly, Butterfly's latest anti-stigma campaign, encourages Aboriginal and Torres Strait Islander people to seek help for eating disorders.



**2020**

Butterfly is a founding member of the Eating Disorder Alliance of Australia (EDAA).

Butterfly launches its new branding and website, increasing accessibility and inclusivity.

MAYDAYS Campaign #PushingPastPostcodes highlights the daily battle for treatment and support for more than 280,000 Australians living with an eating disorder in regional and remote communities.

Butterfly's Let's Talk Podcast is launched to encourage conversations around eating disorders and body image, while highlighting the importance of lived experience voices.

Butterfly Residential Care founded to solely operate and own the first community-based residential facility for eating disorders in Australia.

Australia's first residential recovery centre for eating disorders finishes construction and is gifted the name Wandi Nerida, meaning "gather together to blossom" by local Elders of the Kabi Kabi Nation.

Butterfly Foundation Residential Eating Disorders Treatment (B-FREEDT) Model of Care© is developed, based on 17 years of operation in Monte Nido treatment centres in the United States.

KIT, the world's first body image Chatbot provides another channel for people to access information and resources.

Butterfly prevention and education programs reach more than one million young Australians, with over 8,300 professionals trained and parents supported.



Chat with KIT

**2019**

New CEO Kevin Barrow replaces Christine Morgan after 10 years of leadership.

Butterfly wins global Leadership, Public Service and Advocacy Award.

Aus government commits \$70.2 million through National Agenda for Eating Disorders and announces Butterfly will coordinate the delivery of six in-community residential treatment facilities in Australia.

MAYDAYS Campaign 'Carers Need Care Too' highlights the struggle of more than two million people in Australia caring for someone with an eating disorder.

\$400,000 in funding received from the Tasmanian Government to launch enhanced eating disorder recovery, support and referral services across Tasmania.

Butterfly's 'Talking Helps' encourages the one million Australians living with an eating disorder to seek support, especially those facing discrimination due to gender, sexual orientation or cultural background.

Federal Minister for Health, Minister Greg Hunt, announces \$5 million in funding for two major eating disorder research projects.

Collaboration with Instagram Australia to combat the pressure to appear "perfect" online with #TheWholeMe campaign.



Kevin Barrow  
CEO

**2018**

Prime Minister Scott Morrison, and Health Minister Greg Hunt announce that eating disorders will have dedicated Medicare Benefits Scheme item numbers for eating disorders – the only mental health condition to do so.

Butterfly and endED partner to develop Australia's first residential treatment facility for eating disorders.

Health Minister announces funding of \$3.2 million for Australian-first eating disorders trial on Sunshine Coast.

Eating disorders are included as a top priority area in the Million Minds Mental Health Research Mission's agenda.

Recovery Support Services expand to Gippsland VIC.

RESET launches – Australia's first digital body image program for males.

MAYDAYS campaign releases findings on alarming financial, social and emotional costs associated with eating disorders – \$67.7B each year.

Insights in Body Esteem report highlights Australians' experience of body image and its impact.

Butterfly announces new ambassador, Mia Findlay.

Eating disorders are included in the Fifth National Mental Health and Suicide Prevention Plan.



Mia Findlay  
Ambassador

**2017**

National Agenda for Eating Disorders 2017-2022 identifies priorities for mental health system reform.

Butterfly National Helpline extends its hours to 7 days a week, 8am – midnight.

Butterfly's first Youth Outpatient Treatment Program opens, funded by FGG.

NEDC reaches 2,500 members.

Butterfly merges with Tasmanian Recovery for Eating Disorders (TRED), extending Recovery Support Services into Hobart.

MAYDAYS campaign highlights the mortality and suicide risk for people with eating disorders.

NEDC launches [www.storiesfromexperience.com.au](http://www.storiesfromexperience.com.au) helping people to share their experience.

The first Love Your Body Week for Schools provides free resources to support classroom conversations about body image.



**2016**

Newly renovated Butterfly House opens, in partnership with the Sydney Children's Hospital Network.

Butterfly launches MAYDAYS – 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.

Celebrating 10 years of partnership with Sportsgirl.

Butterfly wins Telstra Business Award Charity of the Year NSW 2016.

**2015**

Butterfly with NEDC, and Mindframe Media deliver 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 reaches 500,000 people including students, teachers and parents.

Butterfly Recovery Support Services extends to Townsville and Adelaide.

Direct relief is funded by Sportsgirl and is renamed Financial Assistance to Recovery (FAR) Program.

**2014**

First eating disorders treatment service, Intensive Outpatient Program (IOP) opens.

Partnership with Sydney Children's Hospital Network (SCHN) established.

Butterfly advocates for eating disorders funding to the Prime Minister, Minister for Mental Health, Minister for Health, Youth and Defence.

Butterfly's National Eating Disorders Collaboration (NEDC) holds first Members' Meeting in Sydney.

Butterfly Education launches a whole of school initiative, Champions for Change.



Butterfly National Helpline

**2013**

Butterfly National Helpline receives Federal government funding as Australia's only 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.



**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.

**2010**

First Australian telephone support line for people with eating disorders is set up and funded by Sportsgirl.

Butterfly Outreach Services launch in Tamworth in the first major venture into providing whole-of-community regional services.

**2009**

Butterfly spreads its wings and 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.



the butterfly foundation  
Supporting Australians with Eating Disorders

**2003 - 2008**

First Butterfly Ball to raise awareness and funds for eating disorders service delivery.

Collaboration with state based organisations for Body Image and Eating Disorders Awareness Week.

Butterfly Education launches in Victoria to deliver student workshops in schools.

Partnership with Monash Health to deliver the Monash Health Butterfly Eating Disorder Day Program.

First corporate partnership with Sportsgirl established.

Partnership with the Dove Self Esteem Project established.

Direct Relief Program launches to provide financial assistance for people with eating disorders.

**2002**

Butterfly 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.



Claire Middleton  
Founder