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

Newly renovated Butterfly House opens, in partnership social and emotional costs associated with eating disorders Partnership with the Dove Self Esteem Project established.

Million Minds Mental Health Research Mission’s agenda. Prime Minister Scott Morrison, and Health Minister Greg Hunt announce that eating disorders will have dedicated Paying The Price: The Economic and Social Costs of Eating Disorders – the only mental health condition to do so. First corporate partnership with Sportsgirl established.

Recovery Support Services expand to Gippsland VIC. Butterfly Foundation Residential Eating Disorders Treatment (B-FREEDT) is launched – Australia’s first residential recovery centre for eating disorders. The first Love Your Body Week for Schools provides free resources for people to access information and resources. KIT, the world’s first body image Chatbot provides another channel for people to access information and resources.

Insights in Body Esteem report highlights Australians’ battle for treatment and support for more than 280,000 Australians struggling with eating disorders. Model of Care© is developed, based on 17 years of operation in Monte Nido treatment centres in the United States.

Mental Health and Suicide Prevention Plan. First Butterfly Ball to raise awareness and funds. Direct Relief Program launches to provide financial assistance for people with eating disorders.

Free To BE launches – first federally funded school resource. Butterfly prevention and education programs reach more than Australian community through the prevention insights in Recovery: A study on the importance of lived experience voices. Our story is released, recognising the specialised and integrated care across public and private providers.


MAYDAYS Campaign #PushingPastPostcodes highlights the daily struggle of more than two million people in Australia caring for someone with an eating disorder. KIT, the world’s first body image Chatbot provides another channel for people to access information and resources.


National Helpline extends its hours to 7 days a week, 8am – midnight. Butterfly National Helpline extends its hours to 7 days a week, 8am – midnight. Butterfly merges with Tasmanian Recovery for Eating Disorders. Free To BE launches – first federally funded school resource. Butterfly prevention and education programs reach more than Australian community through the prevention insights in Recovery: A study on the importance of lived experience voices. Our story is released, recognising the specialised and integrated care across public and private providers.


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