

The Butterfly Foundation Journey



2002

Butterfly Foundation is founded by Claire Middleton, with a passion to find support for her two daughters experiencing eating disorders and a vision to extend support to all Australians.



2003 – 2008

Butterfly launches education workshops in schools.

Butterfly develops and delivers an eating disorder day program in Victoria.

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

Butterfly partners with the Dove Self Esteem Project to support young people's body image.



2009 – 2012

Butterfly merges with Eating Disorders Foundation NSW.

The National Eating Disorders Collaboration (NEDC) is founded.

With the support of corporate partner, Sportsgirl, Butterfly launches the National Helpline with two counsellors, available during office hours.

Butterfly launches Free to BE, the first federally funded school resource.

Butterfly commissions Deloitte Access Economics to produce *Paying the Price 2012 Report: The Economic and Social Costs of Eating Disorders*.



2013 – 2015

Butterfly National Helpline receives Federal government funding and continues to expand.

Butterfly opens its first eating disorders treatment service, the Intensive Outpatient Program.

Butterfly Recovery Support Services are established.

Butterfly launches first whole of school initiative.

Butterfly works with Mindframe Media and NEDC to develop Australia's first guidelines for the safe reporting of eating disorders.



2016 – 2018

Butterfly's National Helpline 1800 ED HOPE receives further government funding, and extends its hours to 7 days a week, 8am-midnight.

Butterfly and three Queensland Primary Health Networks are federally funded to run the Sunshine Coast Eating Disorders Access Trial (SCEDAT) - an innovative trial to improve access and affordability of treatment for eating disorders in primary health.

Butterfly launches the National Agenda for Eating Disorders 2017-2022, identifying priorities for mental health system reform.

The Federal Government announces a dedicated Medicare Benefits Scheme item number for eating disorders and include eating disorders in the Fifth National Mental Health Plan for the first time.

Butterfly receives funding and starts plans for Australia's first national residential treatment facility for eating disorders on the Sunshine Coast.

Butterfly partners with the Mental Health Commission of NSW to launch *Insights in Recovery: A guide for health practitioners working with people with eating disorders*.

Butterfly merges with Tasmanian Recovery for Eating Disorders (TRED).

Butterfly launches RESET: A conversation about boy's body image, Australia's first digital body image program for males.



2019 – 2021

Butterfly opens *Wandi Nerida*, Australia's first residential eating disorder treatment facility.

Butterfly launches *Body Kind* and *Butterfly Body Bright*, evidence-based prevention programs for schools, families and communities.

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

Butterfly launches the *National Referral Database*.

Butterfly launches lived experience network, *The Collective*, and Butterfly's speaker program, *Pathfinders*.

Butterfly launches *Let's Talk* podcast.



2022 – today

Butterfly celebrates its 20th anniversary!

NEDC launches the *National Eating Disorders Strategy 2023-2033* – a roadmap for improving eating disorder care.

Butterfly supports the establishment of the Parliamentary Friends of Eating Disorder Awareness Group to address the critical need for more research for people suffering from an eating disorder or body image issues.

Butterfly launches virtual *Next Steps Outpatient Program* to help to lower the risk of relapse and supports long term recovery.

Butterfly launches inaugural *Body Kind Youth Survey*.

Butterfly commissions Deloitte Access Economics to produce *Paying the Price 2024 Report*, revealing the economic and social impact of eating disorders for the first time in 12 years.

Butterfly launches awareness campaigns to reach underserved communities, including *Body Pride*, to improve body image in the LGBTQIA+ community, and *Every BODY is Deadly* to reach Aboriginal and Torres Strait Islander people.

Effectiveness of *Wandi Nerida* model of care demonstrated by an independent clinical outcomes review.