



## Vision

All people in Australia can live free of eating disorders and body dissatisfaction.



## Purpose

To prevent eating disorders and body dissatisfaction from occurring and support those who are affected.



## Our Change Agenda

Leverage and advance our position as the national charity for eating disorders in Australia to drive growth and innovation in health promotion, prevention and early intervention.



## Strategic goals & priorities

### Reduce Stigma & Encourage Help Seeking

1. Increase knowledge and understanding of eating disorders and body image.
2. Extend our reach and messaging to a broader community.
3. Remove obstacles to help-seeking.

### Improve Body Image & Reduce Disordered Eating

1. Disrupt diet culture.
2. Educate and partner with others to create supportive body image environments.
3. Improve understanding of risk and protective factors.

### Increase Early Identification & Care Navigation

1. Facilitate early identification of warning signs and symptoms.
2. Address early intervention gaps in the system of care.
3. Guide people to access quality care and support.

### Advance Quality Support & Treatment

1. Provide accessible and effective support for individuals with lived experience and those who support and care for them.
2. Deliver exemplar and emerging services for people living with eating disorders.



## Foundations of our work

### Elevate Lived Experience

1. Embed lived experience into everything we do.
2. Amplify diverse voices with lived experience.
3. Role model best practice lived experience engagement.

### Improve Sustainability

1. Grow net fundraising income.
2. Grow net service income.
3. Secure government funding.
4. Invest in technology.

### Invest in our People

1. Be a great place to work.
2. Build the capabilities needed for now and into the future.
3. Foster a culture of operational excellence.

### Demonstrate Impact

1. Include outcomes research in all our services.
2. Generate and translate evidence of impact.
3. Raise awareness of impact and progress.



## Values

Respect

Compassion

Inclusivity

Collaboration