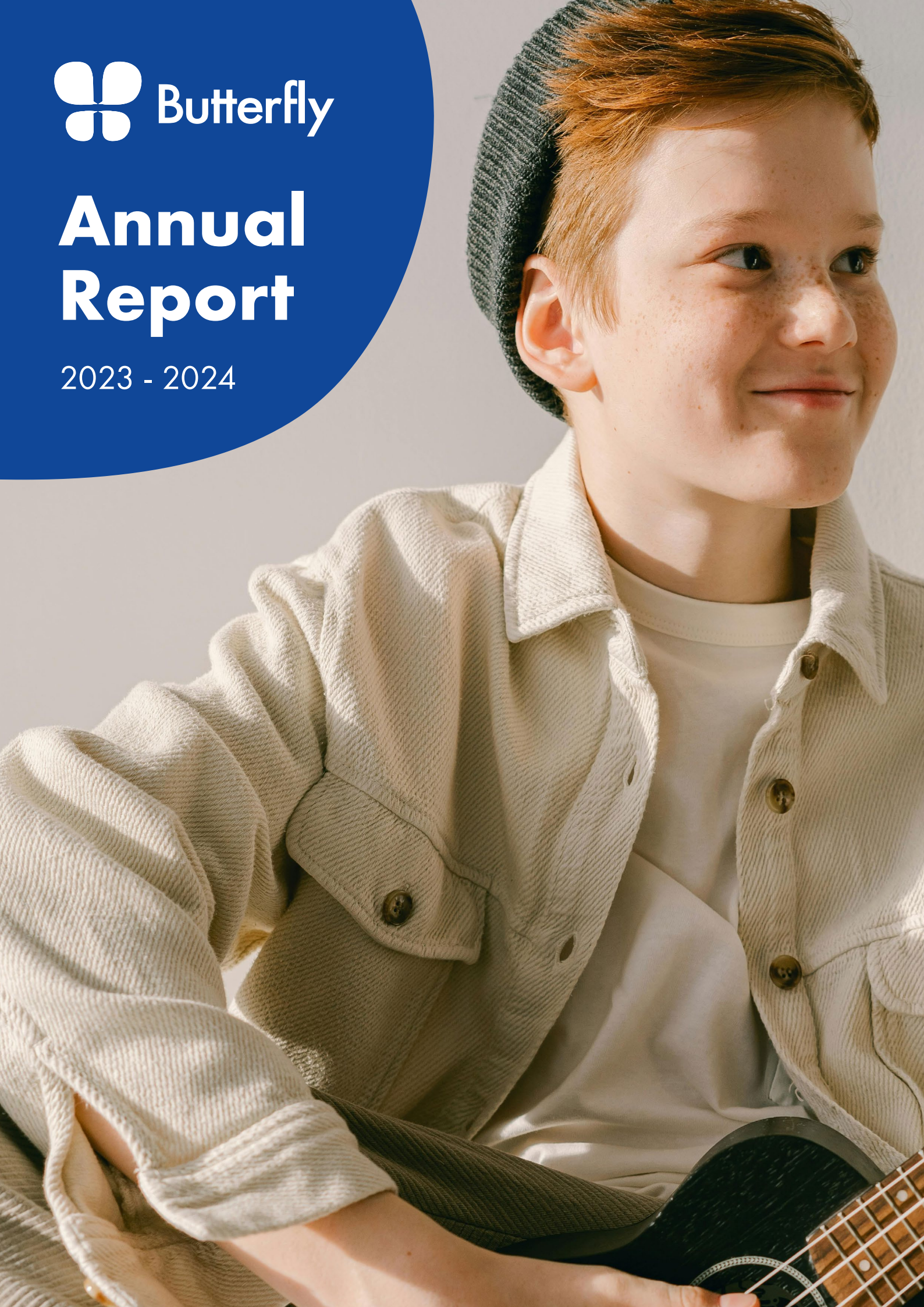




Annual Report

2023 - 2024



Our Strategy

This annual report covers the final year of the 2021-2024 strategy.

Vision

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

Mission

We work to prevent eating disorders and body image issues from occurring, to ensure that the best possible treatments are available, and that appropriate care and support is there for those affected.

Goal 1: Reduce stigma and increase help-seeking

Goal 2: Work to prevent eating disorders from developing

Goal 3: Improve treatment and support



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Acknowledgment of Country

Butterfly acknowledges Aboriginal and Torres Strait Islander peoples across Australia as the Traditional Owners of the lands on which we live and work. We pay our deepest respects to Elders past and present and recognise that this land was never ceded. It always was and always will be Aboriginal land. We honour their enduring connection to the land, waters, and culture, and acknowledge the profound contributions they continue to make to our communities. We stand in solidarity with their ongoing struggles for justice and commit to walking together towards true reconciliation. We are committed to fostering a future grounded in truth, justice, and respect, where the voices and rights of Aboriginal and Torres Strait Islander peoples are upheld and celebrated.

Artwork by Dr. Elizabeth Dale, proud Worimi woman, and one of Butterfly's Cultural Advisors.

Acknowledgment of Lived Experience

Butterfly acknowledges and deeply respects the courage and resilience of those with lived experience of eating disorders and/or body image issues. Your voices are vital to everything we do. Your insights, stories, and experiences guide our understanding and inform our actions, ensuring that our work is grounded in empathy, authenticity, and real-world impact. We are committed to centering your perspectives in all our efforts, recognising that true progress is only possible when those who have walked the path are heard, valued, and empowered to shape the future.



Message from CEO and Chair

We would like to start by acknowledging the immeasurable burden that eating disorders place on individuals, carers and families across Australia. It is alarming that more than 1.1 million people have an eating disorder, that more than 1,200 die each year, and that the prevalence in young people has almost doubled in the last decade. It is unacceptable that every week thousands of people are diagnosed, that we allow our youth to be damaged, that government hasn't funded a national prevention strategy.

We are calling for everyone – our governments and the Australian community – to address this issue. We must act now, we must mobilise to ensure that we don't look back in 10 years at our community with their lives and livelihoods devastated. Please join us, please support our work, and ensure that when you look back you will be proud of the change that you have brought to people across Australia.

Yet despite these distressing truths, we have hope. Butterfly supporters have enabled major achievements over the last year. These have had profound impacts on the lives of those affected by eating disorders and body image issues across Australia. This year has been marked by milestones that not only further our mission but also lay the groundwork for future progress in the support and care of those we serve.

- In December 2023, Butterfly became the first eating disorder organisation in Australia to attain accreditation for the National Safety and Quality Digital Mental Health Standards (NSQDMHS). This accreditation is a testament to Butterfly's commitment to excellence and innovation in delivering person-centred digital mental health care.
- In March, we were proud to launch the Paying the Price 2024 report at Parliament House. This crucial report shines a light on the immense personal, social, and economic costs of eating disorders in Australia. It has catalysed important conversations and policy discussions, reinforcing the urgent need for increased funding, resources, and systemic change to prevent eating disorders and body image issues from occurring, and better support those suffering.
- We released the second annual *BodyKind* Youth Survey results, bringing to the forefront the pressing issues faced by young people in Australia aged 12-18. The insights from this survey, supported by the nib foundation, have been instrumental in shaping our advocacy and outreach efforts, ensuring that the voices of young people are heard and acted upon in meaningful ways.
- We also convened the 'Social Media, Body Image, and Eating Disorder' Roundtable in Parliament in Canberra in May, a critical forum that brought together lived experience, academics,

policymakers, eating disorder organisations and other experts to discuss the intersection of social media and eating disorders. Supported by Zoe Daniel MP, the group presented 21 recommendations to government, which will guide our ongoing advocacy and partnerships aimed at creating safer online environments for people in Australia.

- The success of Wandi Nerida, Australia's first residential treatment centre for eating disorders, has been reaffirmed through independent clinical and economic evaluations released this year. These evaluations highlighted the effectiveness and value of residential treatment, underscoring the importance of supporting publicly funded residential treatment centres as they roll out across Australia.
- We launched the Next Steps Outpatient Program, designed as a step-down program for those transitioning out of in-house or in-hospital treatment for an eating disorder. This innovative program addresses a critical gap in care, providing continued support and reducing the risk of relapse during this vulnerable stage of recovery.
- Finally, the National Eating Disorder Collaboration (Butterfly is proud to be able to support NEDC's operations) made significant strides with the launch of the National Eating Disorder Strategy. This landmark strategy outlines a comprehensive approach to prevention, early intervention, treatment, and recovery, setting a clear roadmap for the future of eating disorder care in Australia.

Each of these achievements, and so many more across the year, represents a step forward in our mission to change lives and create a world where everyone with an eating disorder or body image issue can access the support they need. We are deeply grateful to our partners, supporters, and the incredible individuals and families who have shared their stories and insights with us. We also thank the Commonwealth and Tasmanian Governments for their funding to make so much of our work possible. Together, we are making a difference, and together, we will continue to advocate for change and provide hope to those who need it most.

The outcomes and achievements detailed in this report would not have been possible without the passion and expertise of the Butterfly staff across Australia, and we want to take this opportunity to thank them for their dedication to helping people with eating disorders and body image concerns.

Thank you for being a part of Butterfly's journey in 2024. We look forward to the work ahead as we strive to build a more compassionate, informed, and supportive society for all.

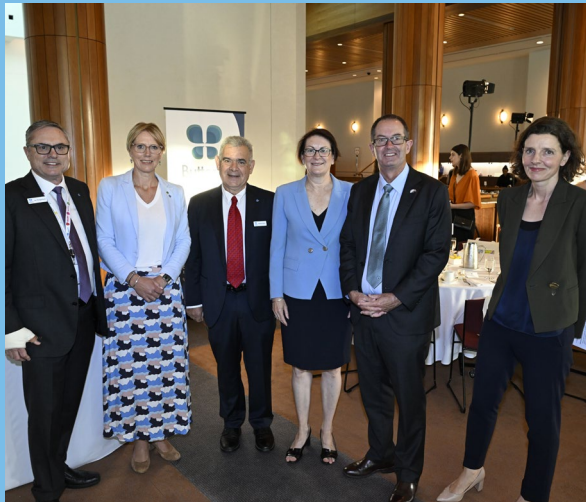


Michael Same
Board Chair

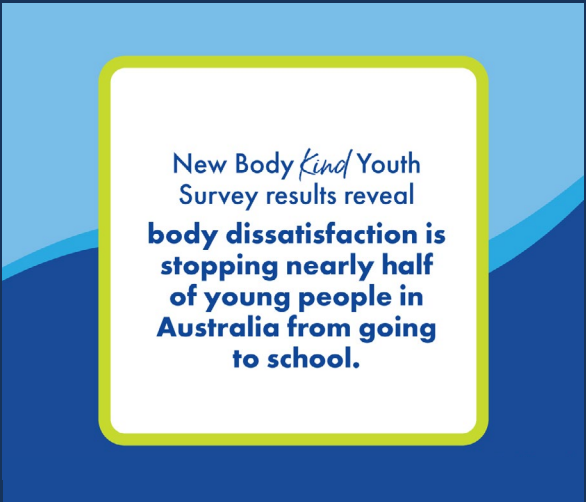


Jim Hungerford
CEO

Butterfly Highlights



Paying the Price
2024 Report
launched at
Parliament House



The second
annual *BodyKind*
Youth Survey
results released



Butterfly collaborated
with Meta to launch
Enter the Chat



Social Media, Body
Image and Eating
Disorder Roundtable
held in Parliament



Successful independent
clinical and economic
evaluation reports
of Wandi Nerida
delivered



Next Steps Outpatient
Program launched



Outdoor advertising
rolled out as part of
JC Decaux charity
partnership

“ I am extremely grateful to work for an organisation that shares the same values as I do.

As someone who is passionate about social inclusion, I’m proud to contribute to the invaluable work the Butterfly Foundation does in the community and am honoured to say I have been involved in the launch of the Next Steps Intensive Outpatient program and work alongside an incredible team providing support on the frontline for some of the most vulnerable members of our community at no cost.

Butterfly isn’t afraid to lead the way in breaking down stigma and advocating for a more inclusive society.

As an employee I don’t only feel inspired to create social change, but as someone with a lived experience of complex mental illness and an eating disorder, I feel safe to express my authentic self at work and this has been liberating.”



**– Reece,
Butterfly Pathfinder and
Next Steps Peer Worker**

Our Reach

(1 July 2023 – 30 June 2024)

Goal 1 - Reduce stigma and increase help-seeking



4,213,607
people reached via Butterfly social media content



2,417,301
website page views



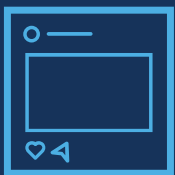
2.7 billion
potentially reached by media stories



197,470
reached via monthly newsletters



28,852
downloads of Butterfly's Let's Talk Podcast

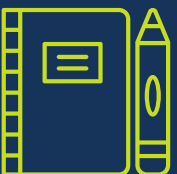


64%
of social content featured lived experience

Goal 2 - Work to prevent eating disorders from developing



317,940
young people reached through prevention and education services and programs offered by Butterfly, Australia-wide



1,152
schools participated in BodyKind Schools in September 2023



804

schools now registered for Butterfly Body Bright

Goal 3 - Improve treatment and support



22,768
contacts to Butterfly National Helpline



451
people helped via Butterfly's Support Groups and Programs



60
participants received treatment at Wandj Nerida



938

professionals registered for Butterfly's Referral Database



19

participants enrolled in the Next Steps Outpatient Program

Goal 1: Reduce stigma and increase help-seeking

Lived experience

Butterfly’s ongoing commitment to putting lived experience at the heart of everything we do is evident in the continued growth of the lived experience engagement programs over the past year. Butterfly Collective members have been involved in 20 working groups and expert advisory panels for internal initiatives, including the launch of Next Steps Outpatient Program, as well as more than 30 engagements with external stakeholders, such as Monash University, Women’s Health in the South East (WHISE), YWCA Australia and The Australian Centre of Social Innovation (TACSI). Over the year, there were more than 400 engagements for Butterfly’s Pathfinder Lived Experience Speaker Program members, including regular media interviews and inclusion in 64% of Butterfly’s social content.

- Butterfly’s Lived Experience Committee was established to provide input into strategy, review the organisation’s operations to mitigate risks, educate Butterfly’s board and management on effectively embedding the voices of lived experience, and advocating for the best interests of Butterfly’s Lived Experience Community.
- Lived experience played a central role in the development and launch of Butterfly’s Paying the Price Report 2024, with members of the Collective involved in focus groups to inform the report, and Pathfinders Chantel Le Cross and Sarah Cox sharing their experiences at the report launch in Parliament House in Canberra, across the news and on social media.
- Butterfly’s Eating Disorder Peer Workforce Guidelines were launched and well received by the sector, with the lived experience engagement process used by other organisations in Australia and New Zealand.
- Pathfinder and actor, Mia Morrissey, starred in the ‘Quiet The Noise’ Christmas Fundraising Campaign, which received over 500 pieces of media coverage, 90% of which included lived experience voices.



Butterfly Collective now has
1,034 members
which is a 30% increase over the year



Continued increase in male and
LGBTQIA+
Collective members



92 members
members of Butterfly’s Pathfinder Lived Experience Speaker Program



Profiling diverse experiences,
particularly those from minority communities remains the priority of Butterfly’s Pathfinder’s program.

22% identify as LGBTQIA,
18% identify as multicultural,
7% identify as Aboriginal and/or Torres Strait Islander,
13% identify as living in a larger body,
15% identify as being neurodivergent

“ The Collective has given meaning to my lived experience – I feel purpose and comfort in sharing my experience for the potential benefit of others.”

– Leanne, Butterfly Collective member

Goal 1: Reduce stigma and increase help-seeking

Awareness campaign highlights:

In addition to daily media and social media activity, this year saw the launch of several campaigns that successfully met our objectives of increasing public awareness and understanding of eating disorders and body image, to reduce stigma and increase help-seeking.

Quiet the Noise

As well as encouraging donations to Butterfly's annual Christmas fundraising appeal, the Quiet the Noise campaign aimed to educate and reduce stigma around the highly distressing voice or noise that many people with eating disorders experience and direct people to Butterfly's National Helpline for support.

Results:

- Over 44,000 accounts reached on social media
- Over 124 million estimated views of media coverage
- Over \$50,000 raised



Enter the Chat

In May, Butterfly partnered with Instagram and six of Australia's most loved creators for a campaign to combat the unintended harm of body appearance content and encourage conscious creation on social media.

As well as sharing the engaging discussion between the creators across social media, the campaign provided resources and tools to support users online and included a launch event at Meta HQ in Sydney with speakers including Zoe Daniel MP as well as the content creators themselves.

Results:

- Over 300,000 accounts reached on Instagram + Facebook
- Over 500,000 video views
- Over 25 million estimated views of media coverage
- 1,937 new followers on Instagram



BodyKind Youth Survey Results

To release the second annual BodyKind Youth Survey results, we shared a series of social media content featuring the reactions of three prominent parenting voices to the concerning statistics, alongside expert tips from Butterfly to support parents and carers to best manage young people's body image.

Results:

- Over 53,000 accounts reached on social media
- Over 32 million estimated views of media coverage



“ My eating disorder noise was completely isolating— an all-consuming, deafening cacophony of shame, anxiety, and hopelessness that felt inescapable.

The ‘new year, new me’ pressure of diets and exercise regimens is damaging for anyone, but it’s especially dangerous for someone with an eating disorder.

That’s why I felt compelled to work with Butterfly.

I wanted to shed light on the risks and realities of eating disorders this holiday season, to help Australians ‘Quiet the Noise’ in their minds and raise funds to support Butterfly’s essential services.

Sharing my personal experiences for one of the first times was a responsibility I took very seriously, and I’m grateful to Butterfly for supporting me in my pursuit to advocate for change.”



– Mia Morrissey,
Actor and Lived Experience Advocate

Goal 2: Work to prevent eating disorders from developing



Estimated
317,940
young people reached
via BodyKind Education
Services



1,152
schools took part in
BodyKind Schools
in September 2023



More than
2.1 million
young people reached
by BodyKind Education
Services since 2007

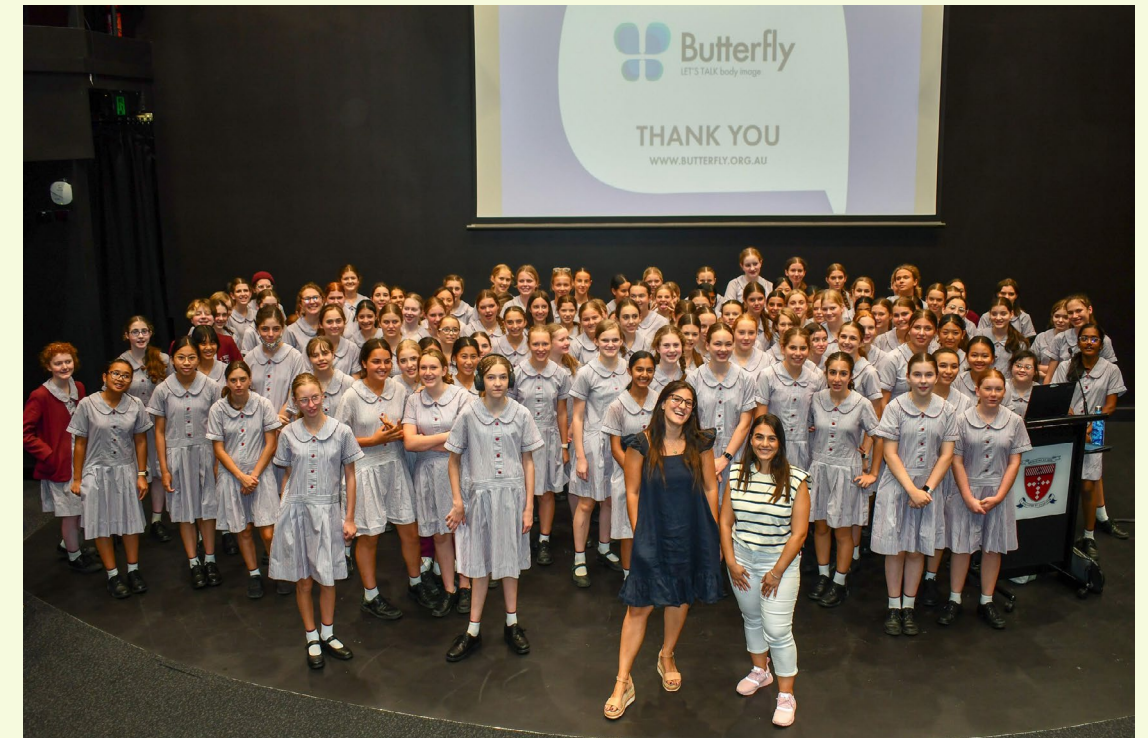


804
Body Bright Schools
with a potential reach
of 164,000 students

BodyKind

BodyKind

The success of Butterfly's prevention and education programs did not slow over the year, with the highest ever estimated reach to young people in a single term achieved in Q3, youth presentations remaining high at almost 250 across the year, and four new workshops developed to meet community demand and need. During the seventh annual *BodyKind* September, the free webinars – *BodyKind* School Culture and *Supporting Teens in a Food Confused World* – attracted more than 1,300 participants, which was well above our target.



“Clare was a fantastic presenter and worked well with this age level.

Thank you to her for her professionalism and for how personable she was towards staff and students.

She responded well to students throughout with consideration to what they were saying and asking.”

***– NSW teacher,
following Year 7 Body Image Online session***

Goal 2: Work to prevent eating disorders from developing

BodyKind Youth Survey

With continued support from nib foundation, the second annual BodyKind Youth Survey was conducted in September 2023, securing nearly 3,000 responses, with findings formally released in May 2024. The survey continued to show that body dissatisfaction remains an issue among a large proportion of young people, especially females, gender diverse youth and the LGBTQIA+ community, impacting every aspect of their lives.



Of 2,942 12–18 year olds surveyed:



Over half
(57%) were dissatisfied with how their body looks



Nearly half
(49%) said body dissatisfaction stopped them attending school



77%
reported appearance teasing at school



Almost two thirds
(62%) said social media made them feel dissatisfied with their body

89% of young people
want schools to do more to stop body image bullying

Butterfly Body Bright

Following funding from the Commonwealth Department of Health and Aged Care and supported by generous donors to help further develop the primary school program, the last year has seen the registration target for Butterfly Body Bright exceeded by over 170%.

Since launching the program there are now 804 Body Bright Schools with over 3,000 staff registered for training. In addition, there have been enhancements to the Body Bright curriculum, family materials and new staff training resources.



As a result of the training, a teacher in NSW said they had learned:

“ ...that body image and body dissatisfaction begins at such a young age, and it is critical that we are educating and supporting students to make healthy and positive choices to develop positive relationships with themselves and others.”



Goal 2: Work to prevent eating disorders from developing

BodyKind Online Education

Developing Butterfly's universal body image and social media e-learning program for Australian secondary schools, funded by the Office of e-Safety and their Online Safety Grants, was a significant project this year. Key deliverables included development and design of two 3 module programs for Year 7-8 and Year 9-10, a school staff support guide and webinar and resources for parents and families. The project was overseen by an Expert Advisory Group and a Youth Advisory Group. The pilot program is being evaluated by Sunshine Coast University in four secondary schools later in 2024.



BodyKind Sports

BodyKind Sports aims to support sporting organisations with role specific education (coaches, parents and young people/ adults) and support positive culture in relation to body image, eating and training. Key activities this year included work with the Australian Institute of Sport (AIS) to develop their Athlete Education workshops as part of the AIS Disordered Eating in Sport project, as well as work with The Victorian Institute of Sport (parent education), Australian Sports Commission, Australian Rules Football – Womens teams, Gymnastics Australia and Diving Australia. BodyKind Sports will be rolled out more formally and widely next year.



Goal 3: Improve treatment and support



Treatment

Wandi Nerida

Wandi Nerida, Australia’s first residential eating disorder recovery centre, celebrated its second year of operations in July 2023 and at the close of FY24 is nearing its third year of making recovery a reality. Wandi’s clinical and economic evaluation reports were released at the start of the year, revealing positive results, with over 60% reduction in eating disorder symptoms and behaviours and improved mental health related quality of life, and more than 90% of participants and carers expressing satisfaction with the quality of care, involvement and therapy.

This year has also seen the benefits of Wandi Nerida’s model of care and early outcome data highlighted at the 2023 ANZAED Conference and ANZAED Autumn Workshop.

With increased funding from the Queensland government we have been able to support residents from across the state, as well as implementing increased integration with Queensland Health to manage the patient flow and contribute to better outcomes for participants.

149 participants have received treatment at Wandi Nerida since opening

60 participants in the last year

State breakdown:

QLD:	34
NSW:	8
ACT:	2
VIC:	8
WA:	2
SA:	4
TAS:	1
Overseas:	1



“ It [Wandi] just was a life changer for us. [Our daughter]’s alive now, and I honestly don’t think she would have been.”

– The parent of a Wandi Nerida participant

“ Wandi is both so different to other treatment options, but the foundation is the same.

It’s the same psychoeducation groups and it’s the same treatment model in terms of food and nutrition and restoration and that kind of stuff. But the thing that really set it apart, for me personally was the people and the non-punitive approach and I think that that’s what made the difference.”

– Wandi Nerida participant

Goal 3: Improve treatment and support

Next Steps Outpatient Program

In January 2024 Butterfly launched the new, virtual Next Steps Outpatient Program with Commonwealth Department of Health and Aged Care funding. The program provides critical support for people transitioning out of inpatient care to reduce relapse and readmission and has been developed with the support of an Expert Advisory Group, including clinical advisors. Positive feedback has been received from participants and clinicians within the first 6 months, with outcomes to be measured by the University of Technology Sydney.

145 referrals have been received from prospective participants across Australia

19 participants enrolled

395 individual sessions conducted

51 group sessions conducted

“ This program has honestly been a life changer for me, so please, please, please keep it running, because it will save so many people.”

– Next Steps participant

Support

Recovery Support Services

This year saw a continued increase in demand for Butterfly’s Recovery Support Services, funded by the Tasmanian Government. The attendance at Recovery Support Groups almost tripled to over 450 participants, and there was increased participation in the Emerging Program and Mental Health Professional Network events.

To meet this growing demand and reduce waitlists, the number of Recovery Support Groups were increased and collaborations were established with Mental Health Lived Experience Tasmania (MHLET) and Tasmanian Eating Disorder Service (TEDS) to increase face-to-face offerings in Tasmania, as well as updating the Peer Mentoring Program to ensure capacity to deliver this valuable service and enabling us to offer the first carer mentorship.

Highlights:

152% increase in Recovery Support Groups

16% increase in attendance for Emerging Program

16% increase in participation for Collaborative Skills Workshop

180% increase in attendance for Mental Health Professional Network events

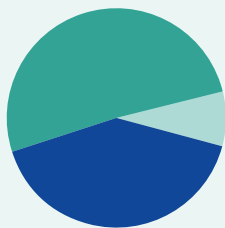
“ It was outstanding...and that was unanimous across all participants. Being able to share made us all realise it’s not a unique affliction that we suffer.”

– Collaborative Carer Skills Workshop participant

Helpline

Despite an expected decrease in contacts following the surge of demand during the COVID-19 pandemic, the ongoing need for the Butterfly National Helpline service was evidenced by a rise in the number of contacts in FY23/24 to 22,768.

A significant focus has been the ongoing commitment to providing culturally safe services, including vulnerable and hard to reach groups. Butterfly also became the first eating disorder organisation in Australia to attain accreditation for the National Safety and Quality Digital Mental Health Standards (NSQDMHS) in December 2023, recognising Butterfly’s exemplar practice in providing a person-centered digital mental health system. Thank you to the Commonwealth Department of Health and Aged Care for their continued funding of Butterfly’s National Helpline.



51% via webchat,
8% via email,
41% contacted
via phone



56%
of contacts were
first-time users



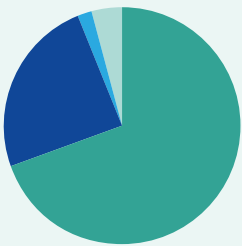
72%
of contacts were satisfied
or very satisfied with the
service



Top 3 states
by percentage of Helpline
contacts were NSW (33%),
VIC (29%), and QLD (19%)



68%
of contacts were able to
act on the information
provided



69% of contacts had
an eating disorder,
24% were carers,
2% were friends,
4% were health
professionals



80%
were female,
16% of contacts
identified as LGBTQA+,
16% identified as CALD,
3% identified as
Aboriginal and/or
Torres Strait Islander

Goal 3: Improve treatment and support

Helpline Feedback

“ Thank you for your empathy and your advice. We are now seeing a GP at the local eating disorder clinic. I am very grateful that your service exists.”

“ Every time I call, compassion, knowledge and guidance has been invaluable. I am so so grateful. Thank you.”

“ I just want to say thank you so much. The counsellors on the helpline have gotten me through some really rough times.”

Goal 3: Improve treatment and support

Referral Database

Butterfly continued to expand the directory of practitioners and services that have been validated for their understanding of eating disorders, with professionals now able to select if they are credentialed by the Australia and New Zealand Academy for Eating Disorders (ANZAED).

- 926 health professionals registered – 359 new registrations in the year
- 284 can support people who identify as Aboriginal and/or Torres Strait Islander
- 404 can support people identifying as part of the LGBTQIA+ community
- 265 can support people who identify as culturally diverse
- 362 can support people who identify as neurodivergent
- 370 can support children (ages 0-12)
- 701 can support young people (ages 12-25)
- 590 are credentialled by ANZAED

Screening Tool

In April, Butterfly launched a screening tool on our website, in response to our research which showed that nine in ten people are not confident in spotting signs and symptoms of an eating disorder and less than one in three (30%) of people affected reach out for help.

The screening tool is simple and anonymous, asking users a series of questions to assess whether they are at risk for an eating disorder and advise if they should see a trained health professional.

So far over **8,600** people have used the screening tool.



Our team

A central focus for the People and Culture team this year was to provide a structured approach to implementing the Mentally Healthy Workplace Strategy to prevent, identify and manage psychosocial risks, protect and promote mental health awareness among staff and managers, and ensure staff who are living with mental health conditions are supported in the workplace.

In practice, this meant rolling out two days wellbeing leave granted to every employee each year, Mental Health First Aid Training available for all staff, and the implementation of the Butterfly Intranet, displaying everything from improved onboarding materials, to team updates and staff engagement.

“ To be given two wellbeing days and encouraged to take them was such a wonderful gift, to take time out of life for myself and not feel guilty about it was great.

Along with that, participating in the Mental Health First Aid training really gave me an insight into the different types of mental ill health and I do feel more confident that I now have the skill set to be able to assist anyone who is struggling with their mental health, not just in the workplace, but in everyday life.”

– Lauren,
Body Bright Administrator



Butterfly team members at the annual ANZAED Conference on the Gold Coast, in August 2023.



Butterfly team Christmas gathering in Sydney, December 2023.

Fundraising Highlights



"Paul and I decided many years ago to add Butterfly into each of our Wills because we wanted families to have the vital support and access to programs that they need. Knowing that there is an organisation like Butterfly can be life changing." - **Barbara Blest, Bequestor**



Butterfly hosted a lunch for our major supporters in Sydney to discuss the social and economic costs of eating disorders. It featured a keynote speech from Prof The Hon Greg Hunt and a panel including Butterfly Pathfinder Chantel Le Cross.



We were honoured to have Sarah share her story so honestly and openly for our Christmas Appeal "Quiet The Noise". Sarah shared her experiences about a 'non-stop' noise in her head and the turning point being a call to Butterfly's Helpline. We are grateful for Sarah's support.



We were thrilled to be selected as a JC Decaux charity partner. They ran a campaign for Butterfly through their outdoor advertising space across Australia.



An enthusiastic and passionate group of Princess Polly staff volunteered their time at Wandi Nerida. They spent the day tending to the permaculture garden and building flat-pack garden furniture for the participants and their families to enjoy.

Fashion brand Nala continues to be a wonderful Butterfly partner, donating a percentage of sales each quarter to support our work. During Body Image and Eating Disorder Awareness Week they donated 10% of all sales to Butterfly.

"The fashion industry has done so much damage when it comes to body image and as a brand we are passionate about trying to change that. Butterfly Foundation does such incredible work in this space that it is a no brainer to partner with them."

- **Chloe de Winter, Nala Co-founder**

A big thank you

We are always extremely grateful for the generosity of our supporters, which enables us to continue in our goal of supporting every Australian experiencing an eating disorder or body image concern, and the families and loved ones who care for them.

Major Donors & Foundations

2 B MAD
Bagnall Endowment Fund, a giving fund in the APS Foundation
Allsopp Family Foundation
Amy Bowman
Andrew & Geraldine Buxton Foundation
Anthony Gill
Bagot Gjergja Foundation
Clever Curl
Corio Foundation
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Darin Cooper Foundation
David and Cheryl Baer
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Edelman
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Evelynne and Jack Gance
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Joanne Wade
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Mia Lalanne
MinterEllison
Nala
National Press Gallery Midwinter Ball Foundation
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Paul and Lana Szumowski

Princess Polly
Roberts Pike Foundation
Scene to Believe
Stephen and Tanya Mendel
The Eliza Braitling Foundation
The Gailey Lazarus Charitable Foundation
Vernon Foundation
Waratah Education Foundation
Youanmi Family Trust
Butterfly Effect Competition

Some of our major donors choose to remain anonymous and we recognise and appreciate them as well.
Their contribution is greatly appreciated and valued by everyone at Butterfly and across the whole community.

Gifts in Wills

We would like to extend our sincere appreciation to a wonderful group of supporters who have chosen to leave a gift in their will to ensure the long-term sustainability of our organisation.

Anthony Gill
Judy Goldsmith
Demelza Bates
Elizabeth McMillan
Shaun & Angela Jeffrey
Barbara Blest
Helen & Jonathan Beeby
Salli Browne
And to those who prefer to remain anonymous.



Advocacy

In the past year Butterfly has been involved in significant government advocacy and research activity to assess gaps in the system of care and champion the change required to address them. This has included six policy submissions and oral testimonies for parliamentary inquiries and reviews across diabetes, menopause, and social media, and five research partnerships, including a screening tool for children aged 5-12, and the experiences of body image by women with disabilities and chronic illness.

Relationships with the Parliamentary Friends of Eating Disorders Awareness Group have been strengthened through three events held in Parliament House in the last 12 months, all attracting significant sector, media, and government engagement. Communication with the Commonwealth Government has continued, including successful advocacy for funding for Butterfly Body Bright and the National Eating Disorders Collaboration announced in the Federal Budget of May 2024. Collaborative activities have taken place with NSW and ACT health departments, including a walk-through of the ACT's residential treatment centre for eating disorders in Canberra in June.

Highlights:

- The second Paying the Price Report was launched, revealing the prevalence and social and economic costs of eating disorders in Australia for the first time in 12 years. Butterfly commissioned Deloitte to deliver the report and engaged lived experience in the development and launch of the report at Parliament House.
- The second Community Insights Report was launched with findings shared via Butterfly's Let's Talk Podcast and a Webinar featuring three voices of lived experience. The InsideOut Institute's validated screening tool is now available on the Butterfly website, addressing the report's recommendation to continue to build public knowledge of signs and symptoms to encourage help-seeking.
- Two Body Image, Eating Disorder and Social Media roundtables were held at Parliament House, co-hosted by Zoe Daniel MP, to elevate body image as a key safety consideration for policy makers and provide recommendations developed by a working group of sector experts, researchers, and lived experience.
- Butterfly appeared with Sienna, who has a lived experience of type 1 diabetes and an eating disorder, at the Diabetes Inquiry to share her experience directly with parliamentarians.
- Several of Butterfly's policy recommendations were included in the ACT Government's response to the ACT Legislative Committee on Public Accounts Inquiry into the report into Childhood Healthy Eating and Active Living Programs.
- The first national guidelines for the eating disorders peer workforce were created through co-design and collaboration with people with lived experience and sector expertise, funded by the Commonwealth Department of Health and Aged Care.



“ Social media has been a double-edged sword,

telling us we have found a ‘community’ when in reality much of it has detrimentally affected our mental health – our feed filled with weight loss stories, dieting advice or the next best supplement to take, and it’s all consuming.

To me and so many others, it is clear that social media negatively impacts perceptions of health and contributes to young people experiencing eating disorders – we feel there is no escape from this content.

However, my hope is that the incredible work of our Roundtable over the last few months highlights this issue and leads to change.”

***– Varsha Yajman,
Butterfly Pathfinder***

Efficient and effective delivery

During the year we implemented a series of key system upgrades to continue providing the highest standards of effectiveness, efficiency and governance in our support for the community. These resulted in improved communications, security & responsiveness in programs across the organisation resulting in benefits such as:

- Self-service for program participants
- Reduced administrative time
- Improved access to services

Service excellence

In the last financial year, we have continued to maintain and enhance service excellence by ensuring our services are accredited under the National Safety and Quality Digital Mental Health (NSQDMH) Standards.

We have integrated lived experience into all that we do and collaborated with external experts to continuously review and improve our work through expert advisory groups and our Safety and Quality Committee.

We have consistently conducted surveys to assess the programs and services we deliver, regularly reviewing this feedback to tailor our services to the community's needs. In addition, we have ensured that all staff employed through Butterfly are appropriately registered, comprehensively trained, and receive supervision.

Diversity and inclusion

A continued priority for Butterfly is working to build trust, increase reach and deliver positive impact for underserved groups. We ensured that diverse identities were represented in the second BodyKind Youth Survey and developed a unique Multicultural Awareness campaign (due to launch in late 2024). Butterfly and other eating disorder organisations across Australia and New Zealand continue to work together for the 'Everybody Welcome' collaboration to provide resources and help-seeking support for the LGBTQIA+ community, which we know is particularly affected by eating disorders and body image concerns.

We are always grateful to Butterfly's Cultural Advisors, Dr Elizabeth Dale and Mr AJ Williams-Tchen who guide us in our

reconciliation journey, including working on our second Reflect Reconciliation Action Plan (RAP). Liz Dale also gifted Butterfly an original piece of her artwork "Balang Balang" which symbolises the metamorphosis of a butterfly to illustrate Butterfly's commitment to the Reconciliation process, as well as the artist's own journey of recovery from an eating disorder. A particular highlight of the past year has been reaffirming our commitment to reconciliation by holding a Smoking Ceremony at Butterfly House in Sydney, led by respected Elder, Uncle Colin Watego OAM, a proud Bundjalung, Torres Strait Islander and South Pacific Man, and Professor Aunty Kerrie Doyle, a proud Winninninni woman and Associate Dean of Indigenous Health, at the Western Sydney University, School of Medicine.



National Eating Disorders Collaboration

The National Eating Disorders Collaboration (NEDC) is a sector initiative dedicated to developing and implementing a nationally consistent, evidence-based system of care for the prevention and treatment of eating disorders. NEDC's work is led by Pr. Phillipa Hay the NEDC National Director. NEDC's contract is administered by Butterfly on behalf of the Commonwealth Department of Health and Aged Care, whose funding makes NEDC's work possible. NEDC continues to provide a national platform for coordination, collaboration, cross-promotion, and non-duplication. Initiatives to support this include the NEDC Steering Committee, project Expert Advisory Groups, National Strategy Implementation Network, PHN advisory groups, and the strategic promotion of existing resources, trainings, and tools from across the sector. Over the past year, NEDC's reach has continued to grow, with membership increasing by 35% to over 14,000 members.

National Eating Disorders Strategy 2023-2033

In August 2023, NEDC launched the National Eating Disorders Strategy 2023-2033. The National Eating Disorders Strategy is a roadmap for change. It provides a clear formulation of the full eating disorders system of care and sets out minimum standards and priority actions to guide system change. It aims to create meaningful

change to improve experiences and outcomes for people with or at risk of eating disorders.

The National Strategy is meeting strong positive response from the eating disorder sector and beyond, with governments, PHNs, organisations, services and individuals actively using the National Strategy framework, Standards, and Actions to inspire and guide planning and action to improve the system of care. NEDC is leading, coordinating, guiding, resourcing and evaluating the Strategy through developing the overarching implementation and evaluation frameworks, supporting and leading stakeholders with system-building initiatives, providing opportunities for stakeholders to connect and learn from

"To genuinely improve our system, the roadmap has shifted the priority from patient-centred to person-centred care, identifying the need for evidence-based treatment while recognising other essential needs, such as psychosocial support and social determinants of health and wellbeing.

So, 'hope' is the publication of a National Strategy outlining strategies to ensure that no one impacted by an eating disorder in our nation will be forgotten or left behind."

- Shannon Calvert,
Lived Experience Advocate
and NEDC Advisory Consultant

Other NEDC highlights:

- Launching the Eating Disorder Safe Principles, six how-to guides, and the first National policy document to focus exclusively on eating disorder prevention, response and care among First Nations peoples and communities, First Nations Perspectives: Strengthening the Eating Disorder Safe Principles.
- Releasing the 'Eating Disorders Training in Tertiary Education' report, outlining key initiatives to drive the embedding of eating disorders and associated content within tertiary education.
- Co-developing the discussion paper, Holding Hope: Exploring Compassionate and Holistic Care Pathways for Longstanding Eating Disorders, which looks at the multifaceted challenges and ethical complexities of palliative care for people experiencing longstanding eating disorders.
- Launching free eLearning for fertility care professionals.
- Actively supporting workforce development in the health and mental health sectors through the national Training Approvals, the national training and professional development database, and partnering with Neami National's Youth Residential Recovery Services to develop an Eating Disorder Workforce Development protocol.



- Leading the Right Care Right Place project, which seeks to establish a more accessible and integrated system of care through the introduction of an Eating Disorder Coordinator model in Public Health Networks.
- NEDC delivered 19 workshops and presentations at national and international conferences, including the 2023 ANZAED Annual Conference, headspace National conference, TheMHS, and the International Conference for Eating Disorders (ICED) in New York.

Our Board

Butterfly’s work is supported by an outstanding volunteer board, who provide their time to help ensure that we can continue to deliver on our mission of preventing eating disorders and body image concerns from occurring and supporting those who are affected.

Having provided wonderful support for many years, several Butterfly directors stepped down and enabled a Board refresh process with new directors joining in June and in the new financial year.

Butterfly Foundation Board

Michael Same, Chair

Catherine Happ, Deputy Chair

Paul Salteri AO

Julian Maiolo

Associate Professor Richard Newton (resigned September 2023)

Joanne Cook (resigned October 2023)

David Murray AO (resigned October 2023)

Dr Peter Dobson (from June 2024)

Amanda Lintott (from August 2024)

Greg Hughes (from August 2024)

Janet Lowndes (from August 2024)

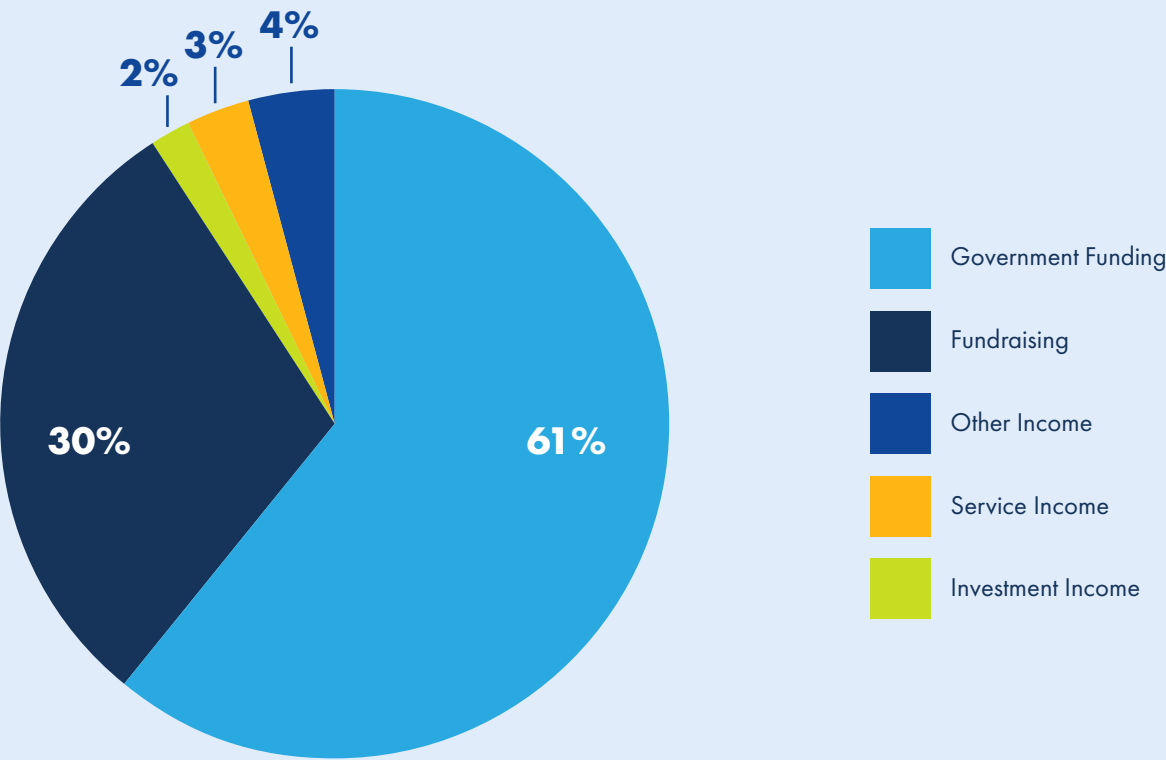
Penelope Shell (from August 2024)



Financial Overview

Where we obtained our funding

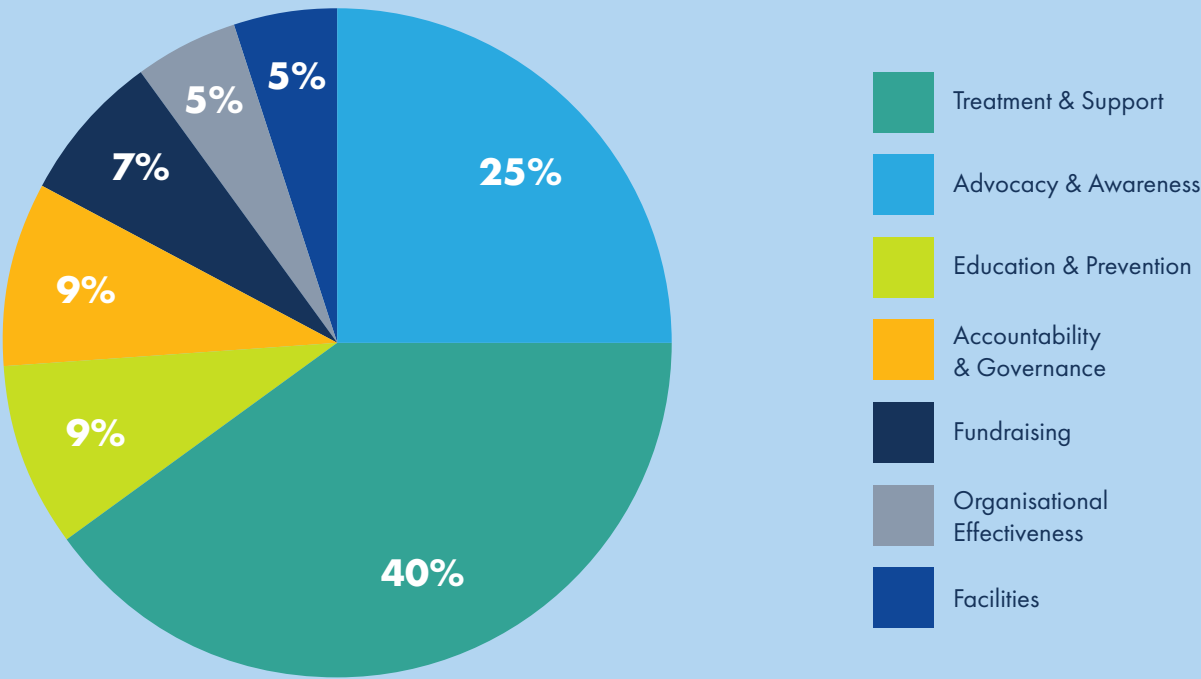
Government Funding	\$5,726,116
Fundraising	\$2,865,107
Investment Income	\$170,775
Service Income	\$324,270
Other Income	\$334,253
Total	\$9,420,521



How we applied our funding

Resources are crucial for developing strong infrastructure and enhancing our effectiveness in supporting people living with eating disorders and body image concerns and the families who care for them. In the 2023-2024 financial year, 74% of our funding

was allocated directly to the programs and services we deliver. The remaining 24% was invested in essential activities that strengthen our organisation’s operations and build our long-term sustainability.



Definitions:

Organisational Effectiveness: optimising our resources and operations to deliver the best outcomes.

Accountability & Governance: upholding the highest standards of integrity and transparency in all we do.

Facilities: supporting the vital infrastructure that keeps our organisation running smoothly.



www.butterfly.org.au