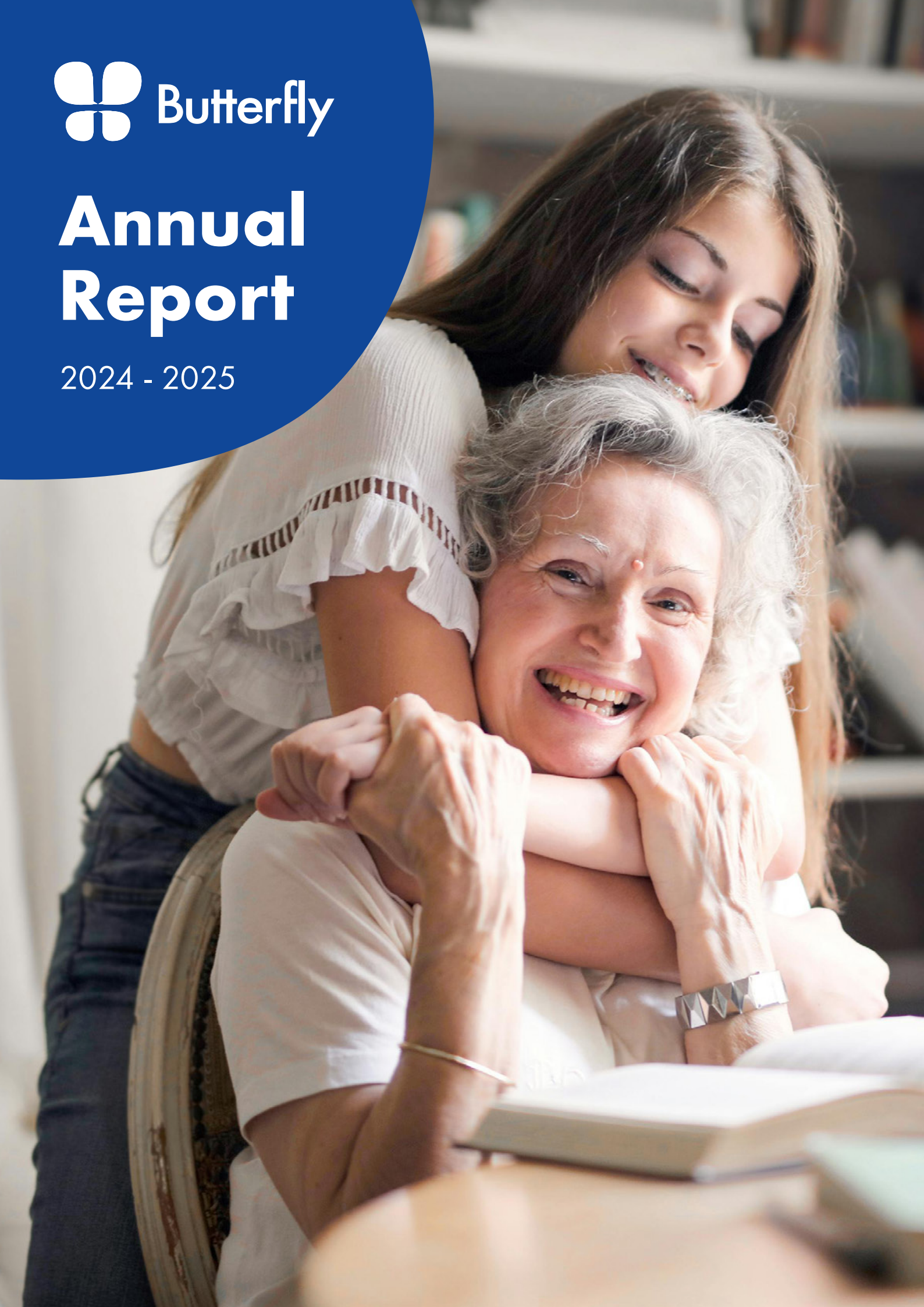




Annual Report

2024 - 2025



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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 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.

Recognition of lived experience

Butterfly values and deeply respects the courage and resilience of those with lived experience of eating disorders 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, understanding that true progress is only possible when those who have walked the path are heard, valued, and empowered to shape the future.



A message from our Chair

As I reflect on the first year of Butterfly's 2025-2027 strategy, I am deeply moved by the profound impact our organisation has had on the lives of those affected by eating disorders and body image concerns across Australia.

This year has been marked by extraordinary reach and meaningful change. We have connected with over 5.4 million people through social media, supported more than 22,000 contacts through our National Helpline, and reached more than 263,000 young people through our prevention and education services. These numbers represent real lives touched, real conversations started, and real hope restored.

What strikes me most is how lived experience has been woven into the fabric of everything we do. From our Ambassador Program featuring Matildas player Katrina Gorry and body acceptance advocate April Hélène-Horton, to our Lived Experience Committee providing strategic guidance, we continue to ensure that those with personal understanding of these challenges lead the way forward. When 61% of our social content features lived experience voices, we know we are staying true to our commitment that those most affected must help shape the systems designed to serve them.

Our advocacy efforts have been particularly impactful this year. The launch of the Cost of Appearance Ideals report at Parliament House reached over 8.7 million people through social and traditional media, demonstrating our growing influence in driving policy change. As a founding member of the Eating Disorder Alliance, we have strengthened our collective voice in calling for urgent government funding to implement the National Eating Disorders Strategy.

Our prevention work remains the cornerstone of lasting change. The third annual *BodyKind* Youth Survey revealed concerning statistics—over half of young people report body dissatisfaction—but also highlighted the critical importance of our continued investment in early intervention. With 877 schools participating in *BodyKind* Schools and the successful Medical Research Future Fund grant for a randomised control trial of Butterfly Body Bright, we are building an evidence base that will strengthen our impact for years to come.

Wandi Nerida is Australia's first residential treatment centre for eating disorders, operated by Butterfly. The continued excellence at this home-like facility, now in its fourth year and recognised as a 5-Star Employer of Choice, reinforces our commitment to providing exemplary residential care. With 66 participants completing treatment this year and research validating our unique trauma-informed approach, Wandi stands as a beacon of hope for those requiring intensive support.

Equally vital is our clinical support work, where we provide essential care navigation and recovery support for those in need. Our Next Steps virtual outpatient program enrolled 49 participants this year, providing critical transition support that leads to clinically significant reductions in eating disorder symptoms, as demonstrated in independent research. The expansion of our Recovery Support Groups, with 625 participants across 51 weekly groups, demonstrates the power of peer connection in recovery. With almost half of our staff having lived experience of eating disorders, including peer workers who facilitate these groups, we continue to prove that recovery is not only possible but strengthened through shared understanding and support.

As we look toward the future, I am confident that Butterfly's strategic direction, grounded in lived experience and supported by our dedicated board, staff, and community, will continue to advance our vision of an Australia free of eating disorders and negative body image.



Catherine Happ
Chair, Butterfly Foundation

A message from our CEO

As I write this letter, I am filled with immense gratitude for the remarkable community that makes Butterfly's mission possible. This year has been one of significant growth, innovation, and most importantly, hope for the 1.1 million Australians living with an eating disorder.

To our Board, led by Catherine Happ and supported by our Deputy Chairs Greg Hughes and Amanda Lintott, thank you for your unwavering strategic guidance and governance. I extend particular appreciation to Michael Same, who stepped down as Board Chair after years of dedicated service (while continuing as Direct & Past Chair), leaving an indelible mark on our organisation's trajectory.

Our staff across both Butterfly and Wandí Nerida have demonstrated extraordinary commitment. Our first group-wide engagement survey achieved a 'Soaring' culture rating of over 80%, putting our organisations in the top few percent of health-oriented organisations in Australia, reflecting the passion and dedication that drives our work every day. The launch of our Fly Achievers Recognition Program has allowed us to celebrate the incredible individuals who embody our values of Compassion, Inclusivity, Respect, and Collaboration, all underpinned by the voices of Lived Experience.

The highlights of the year speak to the breadth and depth of our impact. Our partnership with Liptember Foundation on The Changing Room campaign reached almost 300,000 people on social media, while our Spot Your Mate campaign achieved a 24% increase in men contacting the Helpline. The launch of our official Ambassador Program created over 70,000 video views and attracted nearly 3,000 new followers to our social media platforms.

I am particularly proud of our advances in cultural safety and inclusion. The work we are doing on building on our Aboriginal and Torres Strait Islander Strategy and the launch of resources in Arabic demonstrate our commitment to ensuring all Australians can access culturally safe support. These initiatives lay the groundwork for long-term, meaningful engagement with diverse communities.

Butterfly continued to advocate for safer digital environments and greater accountability from social media platforms, grounding that work in practical, prevention-focused solutions. A major achievement this year was completing the trial of our BodyKind Online Education e-learning program, which equips young people to navigate online appearance pressures safely. Our prevention work continues to be informed by research and the needs of those most at risk. With LGBTQIA+ young people reporting some of the highest body dissatisfaction, we partnered with Minus 18 to develop factsheets that strengthen understanding and support across schools, families, and communities, and dedicated a podcast to this community.

Our fundraising efforts have been exceptional, with the inaugural Butterfly Trophies Lunch alone raising over \$280,000. This success, alongside partnerships with Princess Polly, Fairfax & Roberts, and our 156 community fundraisers, ensures the sustainability of our essential programs and services. To every donor, major supporter, and community partner—your generosity makes recovery possible.

The research emerging from Wandí Nerida in partnership with Western Sydney University has provided compelling evidence of our residential model's effectiveness, with participants showing significant improvements in eating disorder symptoms, mood, and quality of life. This validation reinforces our commitment to providing exemplary care for the most complex cases.

Our clinical services continue to bridge critical gaps in the system of care. The 49 participants in our Next Steps virtual outpatient program this year received intensive transition support, with research from UTS showing participants experience clinically significant reductions in eating disorder symptoms.

Our Recovery Support Groups saw a 38% increase in attendance, with 625 participants finding connection and hope through peer support. The power of lived experience is especially evident in these programs, where peer workers provide the understanding that only comes from having walked a similar path to recovery.

Looking ahead, our Theory of Change framework and strategic investments in prevention, early intervention, and quality treatment position us well to continue driving systemic change. With our expanded Butterfly Collective of 1,358 members and our network of 96 trained Pathfinder speakers, we have built a powerful movement of voices advocating for better understanding, reduced stigma, and improved care.

To our entire community—board members, staff, volunteers, donors, participants, and supporters—thank you for believing in the possibility of an Australia free of eating disorders and body dissatisfaction. Together, we are not just providing services; we are transforming lives and creating a more *BodyKind* world for future generations.



Dr Jim Hungerford
CEO, Butterfly Foundation

Our strategy

This annual report covers the first year of Butterfly's 2025-2027 strategy.



Vision

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



Purpose

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.



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

Butterfly's theory of change

GROWING CRISIS

- Eating disorders are serious mental health illnesses that can have severe and long-lasting impacts on individuals and carers.
- 1.1 million Australians currently live with an eating disorder but only 30% seek help.
- Prevalence is increasing and the age of onset is decreasing.
- Body dissatisfaction affects 4.1 million Australians, with more than half of teenagers reporting body dissatisfaction.

CONSEQUENCES

- Every year 1,200 people die due to their eating disorder and more than 120,000 people develop one.
- Eating disorders cost the Australian economy \$67 billion each year; body dissatisfaction costs \$37 billion.

OUR RESPONSE

- Butterfly works across the continuum of care from prevention to recovery support.
- Through school and community education programs and awareness campaigns we break down stigma, provide strategies to support positive body image and encourage help-seeking.
- We deliver early intervention, treatment and recovery support services to reduce the burdens of living with body dissatisfaction and eating disorders, offering hope to all those impacted.
- Butterfly is here for all people in Australia – to listen, advocate, inform and support.



Advocacy
Initiatives &
Awareness
Campaigns



Prevention
& Education
Programs



National
Helpline



Treatment
& Recovery
Support
Programs

Lived experience is at the
heart of everything we do.

THE CHANGE WE MAKE

- Increased knowledge and understanding of eating disorders and body dissatisfaction, including recognising signs and symptoms.
- There is reduced stigma around eating disorders and body dissatisfaction.
- People seek help early and have access to effective support.
- People believe that recovery from an eating disorder is possible.
- People who engage with Butterfly's services experience improved outcomes and higher quality of life.
- Diverse individuals and communities benefit from our work.

Reduced Prevalence.
Reduced Severity. Lives Saved.

Highlights, impact and reach



Cost of Appearance
Ideals Report
launched at
Parliament House



The third annual
BodyKind Youth
Survey results
released



Butterfly collaborated with
Liptember on *The Changing
Room* campaign to shed
light on women's body
dissatisfaction across
the lifetime



22,454 people connected to
the Butterfly National Helpline
with over 72% of people having
a lived or living experience of
eating disorder, and critically
59% of people reaching out for
the first time



Wandi Nerida
celebrated 4 years
of operation



Our education
programs reached
over 260,000
young people



Established a new
Lived Experience
Committee

“ I first reached out to Butterfly for support during my own eating disorder journey, so to now work with them as a lived experience advocate feels incredibly meaningful.

I’m grateful to Butterfly for championing a fat First Nations trauma survivor at a time when marginalised voices are too often silenced. Including someone like me in the national conversation has made me feel valued, respected, and seen.”

Skye Cusack
Butterfly Pathfinder



Our Reach

(1 July 2024 – 30 June 2025)

Goal 1 - Reduce stigma and increase help-seeking



5.4 million
reached via social media



1.4 million
website page views,
with 500K new visitors



4.8 billion
potentially reached
by media stories



22K
reached via monthly newsletters



29K
downloads of the Butterfly
podcast: Let's Talk Body Image
and Eating Disorders



61%
of social content featured
lived experience

Goal 2 - Improve body image and reduce disordered eating



263,443
young people reached through
prevention and education
services and programs offered
by Butterfly, Australia-wide



897
schools registered for
Butterfly Body Bright



877
schools took part
in BodyKind Schools
in September 2024



1,644
professionals educated through
Butterfly's prevention professional
development sessions

Goal 3 - Increase early identification and care navigation



22,454
contacts made to Butterfly
National Helpline



50,079
searches of Butterfly's
Referral Database



959
people helped via Butterfly's
Support Groups and Programs

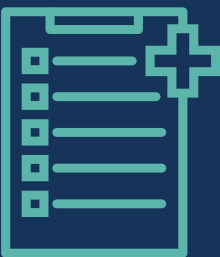


12,867
entries on the 'Are you at Risk'
screening tool

Goal 4 - Advance quality treatment and support



1,425
professionals and services
registered for Butterfly's
Referral Database





66
participants received
treatment at Wandjina

49
participants enrolled in the
Next Steps Outpatient Program

Goal 1: Reduce stigma and increase help-seeking

Butterfly remains deeply committed to increasing knowledge and understanding of eating disorders and body image, and extending our reach and messaging to the broader community. In addition to daily media and social media activity, this year saw the launch of several campaigns designed to raise awareness about eating disorders and body image, reduce stigma and increase help-seeking.



Butterfly collaborated with Liptember Foundation
to launch *The Changing Room* campaign showcasing how body dissatisfaction can occur across the lifetime for many women



Developed new animated video series
Let's Talk Eating Disorders explored eating disorders and common signs and symptoms, thanks to funding from YouTube

Awareness and advocacy campaign highlights



Cost of Appearance Ideals Report launched at Parliament House
revealing more than 4.1 million people are affected by body dissatisfaction



Released *Spot Your Mate* campaign
to highlight how men and boys experience body dissatisfaction and eating disorders



The third annual BodyKind Youth Survey results released
revealing that 75% of young people wished they were thinner and 67% wished they were more muscular



Launched *Let's Talk Eating Disorders: Support and Resources in Arabic*
to support Arabic-speaking communities with eating disorders and body image concerns



Body Image and Eating Disorder Awareness Week 2024
reached nearly 350,000 people on social media and nearly 29 million through media



Targeted advocacy strategy
called for increased government funding for eating disorder prevention and recovery, built around lived experience

Goal 1: Reduce stigma and increase help-seeking

Ambassador Program

To help challenge stereotypes and show that eating disorders don't look the same, Butterfly launched its inaugural Ambassador Program in March 2025, featuring Matildas star Katrina Gorry and body acceptance advocate April Hélène-Horton.

Together, our ambassadors are using their voices to challenge stigma, spark vital conversations, and promote a BodyKind world where everyone is treated with respect and can live in a kinder, more inclusive society.

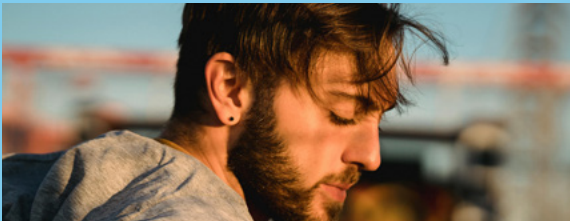
Results:

- More than 70,000 video views
- More than 2,970 new followers to Butterfly social media accounts due to ambassador content
- Key media pieces with Sydney Morning Herald, The Age, Missing Perspectives and Women's Agenda



Spot Your Mate

Research shows that men are four times more likely to live with an undiagnosed eating disorder and the number of men affected has risen by almost 33,000 since 2012. Pervasive stigma and lack of community understanding often means that men with eating disorders suffer in silence. Butterfly aimed to break down these barriers with a male-focused help-seeking campaign, Spot Your Mate, launched in November 2024 thanks to funding from the Corio Foundation.



Results:

- Radio and social media partnership with Triple M Radio, who have a high male listenership to 'meet men where they're at' and encourage them to contact the Butterfly National Helpline
- 190 pieces of media coverage, reaching 7.9 million
- A 24% increase in men contacting the Helpline during the campaign period (compared to November 2023)
- 491K people reached via radio

Body Image and Eating Disorder Awareness Week – Kindly Do, Kindly Don't

Body Image and Eating Disorder Awareness Week is a national campaign led by Butterfly, dedicated to breaking down stigma, spreading awareness and encouraging help-seeking. Celebrated annually in the first full week of September, The 2024 theme 'Kindly Do, Kindly Don't' acknowledged that what people say about food, eating, appearance and bodies can have a negative impact on anyone, but particularly those struggling with eating disorders and body image, and shared actionable ways & conversation starters/tips on how to avoid triggering comments & behaviours, reduce focus on appearance & combat diet culture.

Results:

- Media reach of 29 million
- Reached more than 348,840 accounts - 381% increase from BIEDAW in 2023
- 15,398 engagements - 128% increase from BIEDAW in 2023
- 755 new followers across Instagram, Facebook, LinkedIn and X.



The Changing Room

In April 2025, Butterfly launched The Changing Room, in collaboration with women's mental health charity Liptember Foundation. This campaign was informed by new research revealing how body dissatisfaction is experienced at different ages and stages for women and girls. It centred on a content series set in a changing room where some of our most intimate and personal conversations can take place with perfect strangers. The series features three pairs of women exploring themes of pregnancy, menopause, weight stigma, gender diversity, ageing, and hormonal issues, and, crucially, their intersection with body image.

Results:

- Over 200,000 video views
- Almost 300,000 reached on social media
- 65 pieces of media coverage reaching over 4.47 million
- Partnerships developed with Liptember, Endometriosis Australia, PANDA, and Jean Hailes for Women's Health



Goal 2: Improve body image and reduce disordered eating

At Butterfly, we have long championed awareness, education and early intervention as the key to making a real difference to the prevalence of body dissatisfaction and eating disorders. Our prevention and education work is a key driver of this, where we aim to disrupt diet culture, educate and partner with others to create supportive body image environments, and improve understanding of risk and protective factors.

BodyKind Education Services

Since 2007, Butterfly’s prevention services have reached 2,397,742 young people across Australia. Butterfly’s BodyKind initiative equips adolescents and those who work with and care for them with strategies and resources to support a positive relationship with the body, eating and exercise.

our Education and prevention programs have reached over **2.3 million young people and more than 21,000 professionals and parents** – making it the largest program of its kind in Australia.

In FY25



214
school/youth sessions conducted across Australia



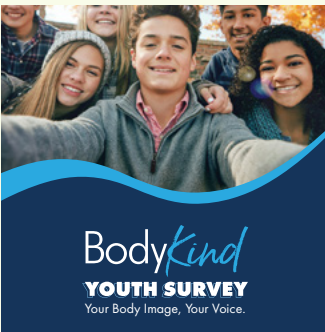
263,443
young people reached



1,644
professionals trained

BodyKind Youth Survey

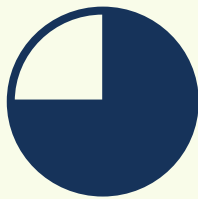
In May 2025, Butterfly released the findings of the third annual BodyKind Youth Survey, supported by nib foundation – a nationwide snapshot of body image concerns and satisfaction in young people in Australia aged 12-18.



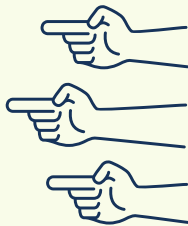
1,648 young people aged 12-18 surveyed



Over half
were dissatisfied with how their body looks



75%
wished they were thinner and 67% wished they were more muscular.



Nearly 8 in 10
have received negative comments or been teased about their appearance.



9 in 10
believe schools need to do more to support body image.

With the finding that LGBT+ young people report some of the highest prevalence of body dissatisfaction, a collaboration with LGBTQIA+ youth-focused organisation Minus18 was established, producing factsheets for parents, educators, and professionals to support greater understanding of the unique experiences of LGBTQIA+ young people in relation to body image. We also developed social media content exploring key survey themes in collaboration with content creator Jenna With the Pink, to help us reach younger audiences.

Results:

- Over 56,000 people reached on social media.
- Total media coverage included over 300 pieces with an estimated reach of 17.7 million within Australia.

Goal 2: Improve Body Image and Reduce Disordered Eating

BodyKind Online Education

In December 2024, Butterfly released the pilot evaluation of BodyKind Online Education (BKOE) – the first evidence-informed, strength based, digital eLearning program developed for Australian secondary schools to support body image and online safety of young people, aged 12-16.



What students have to say about BKOE

“ It made me feel better about myself”

“ It was amazing”

“ I liked how it incorporated many different aspects of body image”

“ This was a great idea, and I loved it”

Conducted by researchers at the University of the Sunshine Coast, nearly 500 students across four secondary schools in Victoria and Tasmania were involved in the evaluation. Students who completed the program showed statistically significant improvements in social media literacy, related to the critical assessment of appearance-focused media messages, and self-compassion,

as well as improvements in social media behaviours and aspects of help-seeking. BodyKind Online Education provides young people with the tools to critically assess media messages, challenge body, eating and fitness ideals, build greater self-compassion and seek help when they need support, with programs for years 7-8 and years 9-10 now available for all Australian secondary schools.

Butterfly Body Bright

Since launching Australia’s first body image program for primary schools Butterfly Body Bright in 2021, 805 primary schools have registered for this whole of school, curriculum-aligned program designed to build positive body image and nurture healthy attitudes and behaviours towards bodies, eating, and physical activity in every primary school child.

Teacher feedback on Body Bright continues to be extremely positive, with teachers telling us that the training within the program has helped them to approach the topic with greater confidence and create a school environment where every child can thrive in their body.



“ The example that I set is critically important. I am very critical of my own body and struggled with weight my whole life. I don’t want to pass that on to the kids I teach, and this training has given me the tools to do this.”

Male Teacher, SA

A significant milestone this year was the successful Medical Research Future Fund (MRFF) grant application, ‘Leveraging Implementation Science and Systems Thinking for Eating Disorder Risk Reduction in Primary Schools’, led by Deakin University, to conduct a randomised control trial of Butterfly Body Bright.

The two-year trial will begin in December 2025, providing robust, independent data and analysis on the program’s impact on students and exploring implementation barriers and enablers.

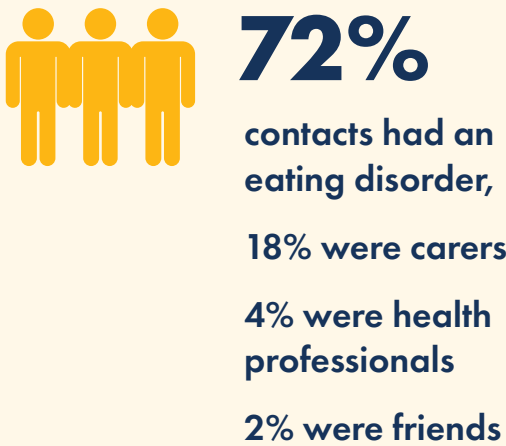
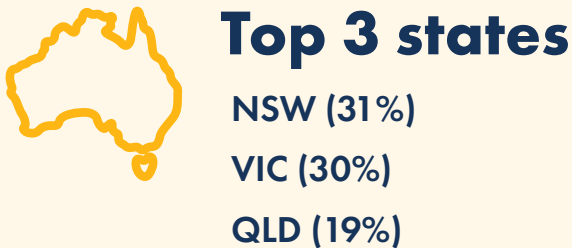
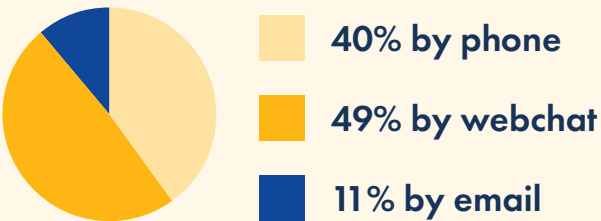
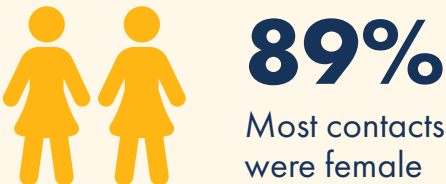
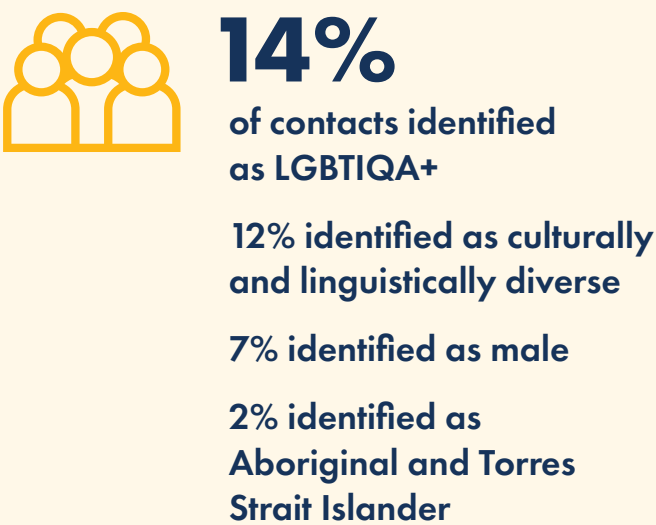
Goal 3: Increase early identification and care navigation

Butterfly continues to emphasise the critical importance of prevention and early intervention strategies in limiting the development of, and suffering from, negative body image and eating disorders. Through the Butterfly National Helpline and our Recovery and Support Services, we facilitate early identification of warning signs and symptoms, address early intervention gaps in the system of care and guide people to access quality care and support.

“I’ve tried and failed to reach out for help for decades. Today’s call, in my mid to late 50s offered a conversation that flowed, was kind and supportive with doable informed pathways/small actions for me to take after the call. It felt safe to talk about the things I’ve never shared, the thoughts and rituals that are a daily grind and battle for me.”

Helpline contact

In FY24-25



Goal 3: Increase Early Identification and Care Navigation

Support groups

There is an increasing demand for Butterfly’s virtual and in-person support groups, with a 38% increase in attendance compared to the previous financial year. These groups provide a safe, regular space where people can discuss their eating and body image concerns, as well as offer support, encouragement and comfort to other group members. All groups are delivered by trained counsellors as well as peer workers with their own lived experience of an eating disorder or caring for a loved one.



In person support groups

For the first time since COVID, Butterfly returned to delivering in-person support groups, in partnership with Tasmanian Eating Disorder Service (TEDS) and Launceston Mental Health Centre. We now offer groups every third Monday of the month, with all groups delivered by peer workers with their own lived experience of an eating disorder or caring for a loved one.

“It’s so helpful to hear that you’re not alone in the way you’ve been thinking... but you don’t really hear about it until you’re in this group”

- Quinn

“Connectedness is one of the biggest things I get out of Butterfly’s Recovery Support Groups. Having an eating disorder can be very isolating and it makes such a big difference to me to have that weekly connection.”

- Support group participant

Recovery support groups

51 weekly groups

625 participants

31% regular attendees who have established a genuine sense of ‘recovery community’

National Referral Database

1425 services and professionals listed on the Butterfly National Referral Database

50,079 searches of the Referral Database in FY25

Carer support groups

This year, thanks to philanthropic funding, we were able to add a psychologist to this crucial support group. We now have the experience of a carer and a psychologist to support those caring for someone with an eating disorder. This group has been received incredibly well by the community with expression of hope and feeling ‘not so alone’.

- 22 fortnightly groups
- 99 participants



Goal 4: Advance quality treatment and support

To support the 1.1 million people in Australia living with an eating disorder, Butterfly provides accessible and effective support for individuals with lived experience and those who support and care for them. Our goal is to deliver exemplar and emerging services for people living with eating disorders.

Next Steps

Butterfly’s virtual outpatient program Next Steps provides critical support for people transitioning out of inpatient care to reduce relapse and readmission. This year, we engaged the University of Technology Sydney (UTS) to complete a research evaluation of the program, and preliminary findings reveal that on average, participants experience a clinically significant reduction in eating disorder symptomatology following admission to the program.



49

participants enrolled in Next Steps



National reach

- 31% from NSW
- 25% from QLD
- 20% from VIC
- 12% from SA
- 8% from WA
- 4% from TAS



On average,

participants were engaged for a minimum of 4-5 hours of support per day, across three days a week

Understanding Eating Disorder Recovery (UEDR)

In recognition that carers and loved ones can play a powerful role in someone’s recovery, our webinar program for carers, Understanding Eating Disorder Recovery, continues to be well attended and receives strong feedback from carers, with 95% of participants likely or very likely to recommend the program.

- 6-weekly group for carers ran in October 2024 and March 2025.
- 97 total participants



“I felt supported and understood, and was given practical strategies to apply in caring for my loved one. I felt like I wasn’t alone anymore and not doing it on my own.”

- UEDR participant

Collaborative Care Skills Workshop (CCSW)

Our Collaborative Care Skills Workshop (CCSW) provides training and practical guidance to improve carers’ wellbeing, coping strategies, problem-solving skills and communication techniques. Each workshop is delivered over two weekends, and the program continues to be well received and recommended by carers.

- Delivered 4 Collaborative Care Skills Workshops across the year
- 57 carers participated
- Significant improvements in carers’ confidence to support their loved one’s recovery



“The team at Next Steps have helped me get further along in my recovery than I ever have achieved before. I feel so hopeful that I can keep this up with my outside supports. The individual sessions I have had in conjunction with the group sessions have completely transformed my attitude towards recovery and my newfound persistence with recovery”

Next Steps participant

Goal 4: Advance Quality Treatment and Support

Pathways to Recovery (formally Emerging program)

The Pathways to Recovery (formerly Emerging) Program is an 8-week psychoeducation and skills program for individuals experiencing an eating disorder or engage in disordered eating. Participants reported significant improvements in developing the skills and knowledge needed to navigate recovery.

- **Delivered 6 rounds of Pathways to Recovery program**
- **81 total participants**
- **25% increase in retention rate over the 8-week program**



Wandi Nerida

Now in its fourth year of operation, Wandi Nerida continues to provide exemplary, intensive and holistic care as the most established residential recovery centre in Australia. Wandi is a safe, hopeful, and nurturing place built on best-practice approaches and lived experience, with almost half of staff having experienced an eating disorder themselves, or as a carer. Wandi empowers participants to be actively involved in their own treatment and prepares them for sustainable, long-term recovery.





66

participants completed treatment at Wandi Nerida



9 participants

received philanthropic financial support for treatment, and 48 were funded by QLD Health



270 admissions

of 212 participants at Wandi since opening (some participants require more than one admission)



Participants were from:

4 from NSW

52 from QLD

2 from SA

5 from VIC

1 from WA

2 from O/S



Participants

report improvements in eating disorder symptoms, mood, functional capacity, and quality of life post-discharge.

Clinical impact and research highlights

In FY25, Wandi Nerida partnered with Western Sydney University on several groundbreaking research projects confirming the strong clinical outcomes and therapeutic value of residential care. The findings validate Wandi Nerida’s unique model, particularly for complex cases involving trauma and comorbidities. Outcomes demonstrate not only clinical improvements for participants but also positive impacts on carers and families—reinforcing the importance of whole-of-system approaches in eating disorder treatment.

Research Highlights – Wandi Nerida & Western Sydney University (2025)

Focus Area	Key Findings	Implications/impact
Residential vs Day Treatment Outcomes	- Residential participants showed significantly greater improvements in ED symptoms, anxiety, depression, and BMI compared to day program participants. - Notable improvements observed as early as Week 4.	- Validates the effectiveness of 24/7 residential care. - Supports continued investment in intensive treatment models.
Qualitative Participant Outcomes	- Participants valued the natural setting, relational care model, consistency, and lived experience staff. - These features contributed positively to engagement and recovery.	Reinforces the importance of Wandi’s unique, trauma-informed, and relational approach.
Longitudinal Quantitative Outcomes	Sustained improvements in ED symptoms, mood, functional capacity, and quality of life.	Evidence of durable treatment outcomes beyond discharge.
Quantitative Carer Outcomes	- Significant reductions in carer distress and enabling behaviours. - Improved carer support and engagement in recovery.	Confirms the value of Wandi’s carer education and involvement programs.
Qualitative Carer Outcomes	Carers reported increased hope, improved relationships, and recognised the need for respite and support.	Highlights the broader family impact and importance of wraparound support.

Local partnerships

Recognising the increasing demand for residential treatment for eating disorders, both in Queensland and across Australia, we continued our partnership with Queensland Health and expanded the number of publicly funded beds to 8 (out of 13) in FY25. These additional beds are now part of the statewide network available to Queenslanders requiring eating disorder services. We also developed essential partnerships with Queensland Health's Mental Health Strategy Department, QuEDS, Metro North Health and Hospital Services, and other key Queensland mental health and eating disorder hubs across the state.



Employer of Choice

In July 2024, Wandi Nerida was named as a HRD '5 Star Employer of Choice'. To assess the award, employees were required to complete anonymous surveys about different aspects of their working life, including benefits, compensation, culture, employee development, and commitment to diversity and inclusion. Businesses that averaged more than 75% satisfaction were crowned a 5-Star Employer of Choice. Wandi Nerida is one of only 62 organisations across Australia and New Zealand to receive this honour.



After battling my eating disorder for 19 years, and being labelled over the past 4 years as too complex and resistant to ever get better, I was exhausted from the fight in every sense and had completely given up. My journey to this day started in June, after a night of crying to an incredible support worker at my local hospital. He told me I still had fight left in me and to give it one more chance—so I did! I realised that night I didn't want to die. I wanted a life—so much more than I'd ever had—so I fought for my life, even though I still didn't believe I could get better. But for the first time ever, I had a tiny bit of hope.

As Meredith Grey said, "I think you can't wait for someone to fly underneath you and save your life. I think you have to save yourself."

Wandi is a place like no other. When I arrived, I was terrified, a shell of a human clutching my comfort toy for dear life. To be honest, I wasn't expecting much from Wandi; I just wanted to prove wrong all those who had labelled me a "lost cause" or "too complex."

Sitting here today, I can proudly say I have done that—and I'm bloody proud of myself! Wandi has been one of the hardest but most amazing things I have ever done. I'm leaving here a changed man. A better man. A man who isn't afraid to be himself and isn't afraid of emotions or life anymore (but still terrified of snakes). I want to thank Wandi for taking a massive chance on me and accepting me. I am forever grateful. Thank you for giving me hope that it could get better, and being a shining light to guide us out of the dark tunnels."

Dylan*

past participant of Wandi Nerida

* name changed for privacy

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.



Elevate lived experience

By embedding lived experience throughout our work—from strategy to execution—we’ve seen firsthand how it builds credibility, deepens engagement, and propels meaningful reform. At Butterfly, we are guided by the principle that individuals with lived and living experience of eating disorders and body image concerns—as well as those who support them—must help shape the systems designed to meet their needs. This philosophy isn’t just external—more than 50% of Butterfly staff, and around 75% of staff at our residential recovery centre, Wandí Nerida, report having a lived experience of an eating disorder. Many contribute to peer-led services such as Wandí Nerida and our Recovery Support Groups, where peer care navigators play a vital role.

Lived Experience Committee

In August 2024, Butterfly established a Lived Experience Committee to regularly review policies, operations, and decisions, and provide recommendations to Butterfly’s Senior Leadership Team to ensure lived experience expertise is embedded within Butterfly’s operations, strategy, and governance. Meeting quarterly, the group has provided guidance on a range of key initiatives, including Butterfly’s Strategic Plan, Mentally Healthy Workplace Framework, social media safety and brand guidelines, several fundraising campaigns, the Theory of Change framework, and more. Their insights help to mitigate risks, avoid harm and are in the best interests of people with living, and lived experiences of an eating disorder and body image concerns, including carers, family, and kin. When lived experience leads, systems are shaped by the people they’re meant to serve.



Kacey



Megan



Varsha



Juliette



Tharindu



Sabrina



Jeanette



Joining the Butterfly Lived Experience Committee (LEC) is one of my proudest roles both personally and professionally. To step into my lived experience has challenged me, connected me with my purpose and ignited a passion to see a sector that is driven by lived experience. For me, joining the LEC was fuelled by a direct connection to the vision and work of Butterfly, and the over 1.1 million Australians living with an eating disorder - the friends, colleagues and families I know, the strangers I will never meet, my younger self and the hopes I hold for future generations.”

Sabrina, Co-Chair



I had previously worked with Butterfly on other lived experience initiatives and found it to be a really positive experience. Joining the committee felt like an opportunity to build on that work, strengthen my practice as a lived experience advocate, deepen my relationship with Butterfly, and connect with other inspiring lived experience advocates on the committee. It has been a rewarding experience so far, and I believe having diverse lived experience voices at the table is essential.”

Kacey, member

Elevate Lived Experience

Butterfly Collective and Butterfly Pathfinders

At Butterfly, lived experience is not supplementary, it’s central. When people with lived and living experience lead and contribute to advocacy efforts, they bring critical insight, strategic clarity, and emotional depth to conversations that shape policy.

Our lived experience network, the Butterfly Collective, is now made up of 1,358 members from across Australia – a 32% increase since FY23-24 – with members contributing to 48 engagement opportunities across the year. Of these, 23 were initiated internally by Butterfly, reflecting a strong commitment to embedding lived experience across our work.



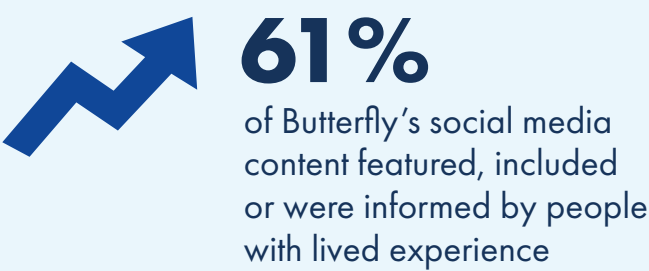
Butterfly’s Lived Experience Speakers Program, Butterfly Pathfinders, contributed to over 460 lived experience engagements, sharing their lived experience through campaigns, media interviews, focus groups and external consultations.



“The role of Butterfly to help those with eating disorders is more important than ever...

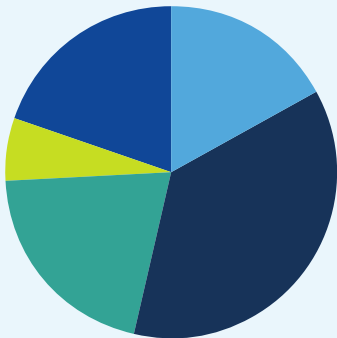
I share my lived experience in the hope that Butterfly Foundation is effectively resourced to be able to carry out this vital work.”

Collective Member, Cannon Hill, QLD



Profiling diverse experiences

particularly those from minority communities remains the priority of Butterfly’s Pathfinder’s program.



- 30% identify as LGBTQIA+
- 14% of members are male
- 5% identify as Aboriginal and Torres Strait Islander
- 17% come from multicultural backgrounds
- 16% live in larger bodies

Let’s Talk Podcast

In October 2024, Butterfly welcomed television personality Yvie Jones as the new host of our podcast, Let’s Talk. Yvie emerged as a voice for the eating disorder community during *I’m A Celebrity...Get Me Out of Here!* in 2019, when her refusal to be weighed on national television went viral. Yvie’s powerful speech disclosing her lifelong experience with body dissatisfaction and an eating disorder positioned her as a passionate advocate for inclusivity and sparked a national conversation about our weight and appearance-obsessed society.

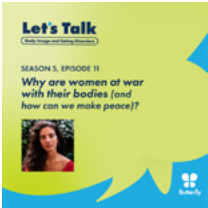
Now in its fifth year of broadcasting, Butterfly’s Let’s Talk podcast, funded by Waratah Education Foundation, connects listeners with experts, people with lived experience, their loved ones and families to support recovery from eating disorders and body image issues.

- **Almost 29,000 downloads**
- **14 episodes in FY25**
- **18 guests with lived experience**

Most popular episodes in FY25



February 2025
Older, wiser – and still battling body image and eating? We can help.



April 2025
Why are women at war with their bodies (and how can we make peace)?



July 2024
Updating the 8 Keys to Recovery with Carolyn Costin



October 2024
A GP’s guide to navigating eating disorders with compassion and care



Eating disorders and body image issues are something that are very close to my heart and I’ve found education and information so powerful in helping me get a better understanding of my eating disorder and how to deal with it. Butterfly Foundation is one of the best resources we have and I’m really proud to be working with them to bring you episodes filled with knowledge, education,

Yvie Jones

Government advocacy

Lived experience at the forefront

In the 10 months leading up to the 2025 Federal Election, Butterfly developed a targeted advocacy strategy calling for increased government funding for eating disorder prevention and recovery. From the outset, this strategy was built around lived experience—recognising that authentic, personal stories are key to shifting political will and public understanding. This included matching Butterfly Collective members to their local electorates and providing personalised, pre-filled email templates to support direct MP outreach. This was supported



by online training co-facilitated by CEO Jim Hungerford and four Collective members who had met with MPs, which explored the advocacy process and the power of lived experience in driving change.

Cost of Appearance Ideals and Appearance Discrimination

In February 2025, Butterfly launched the Cost of Appearance Ideals report at Parliament House, unveiling the startling reality of the impact of body dissatisfaction and weight-based discrimination on Australia's economy and society. Pathfinder Evie Gardiner shared her lived experience as a fat person, challenging weight stigma and broadening public understanding of body image distress.



- Over 8.7 million reached through media
- 4,700 engagements on social media
- Over 1,600 link clicks to campaign webpage

Eating Disorder Alliance

Butterfly is a proud founding member of the Eating Disorder Alliance, which also comprises Eating Disorders Victoria, Eating Disorders Queensland, the Australia and New Zealand Academy for Eating Disorders (ANZAED), Eating Disorders Families Australia and affiliate members Eating Disorders Neurodiversity Australia, the National Eating Disorder Collaboration, and the Embrace Collective.

In FY25, we worked collaboratively to support the provision of information, initiatives and advocacy for those living with eating disorders and their families and carers, as well as healthcare professionals.

This included:

- Calling for urgent government funding and resourcing to implement the National Eating Disorders Strategy 2023-2033
- Advocating for recommendations and improvements to the Eating Disorder Medicare Benefits Schedule Items
- Supporting and joining a National Taskforce dedicated to addressing social media's impact on body image and eating disorders
- Distributing key media statements on issues affecting our communities, including the rise of weight loss medications and advocating for increased governance in telehealth prescriptions.

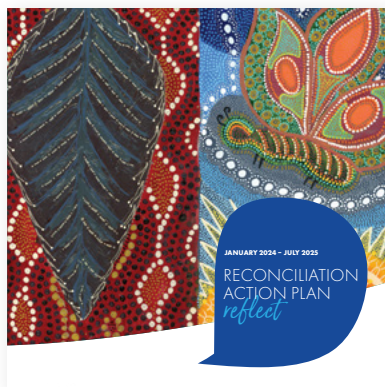


Diversity and inclusion

Throughout FY25, Butterfly has made strong, strategic advances in reconciliation, cultural safety, and inclusive outreach. These initiatives have laid the groundwork for long-term impact and deepened engagement with diverse communities across Australia.

RAP

During FY25 we concluded our second Reflect Reconciliation Action Plan and took steps towards a longer-term approach to reconciliation at Butterfly. Guided by our cultural advisors, we commenced work on a reconciliation strategy that will include establishing an Aboriginal and Torres Strait Islander Advisory Council. This council will provide guidance on how Butterfly can better listen to and incorporate Aboriginal and Torres Strait Islander voices, ensuring our support reaches community members at risk of, or living with, an eating disorder or body image concern. The council will also advise on embedding Aboriginal and Torres Strait Islander perspectives across our



programs, services and resources, and within our organisation. We remain committed to creating culturally safe and respectful support for Aboriginal and Torres Strait Islander people and ensuring that reconciliation is embedded in our ongoing journey.

Cultural safety training

In July 2024, clinical Helpline staff undertook tailored cultural safety training delivered by Cultural Advisor Dr Liz Dale. Training focused on improving clinical services for Aboriginal and Torres Strait Islander contacts, with Liz sharing the fundamentals of cultural safety, and the importance of clinical yarning, ‘Dadirri’ (active and deep listening) and some of the core skills needed to support Aboriginal and/or Torres Strait Islander people in culturally safe ways on the Helpline.



Let’s Talk Eating Disorders: Support and resources in Arabic

In November 2024, Butterfly launched Let’s Talk Eating Disorders: Support and Resources in Arabic to support communities where the risk of developing an eating disorder and access to treatment may be even further impacted by stigma, cultural attitudes and beliefs towards mental health, body image and food, as well as the complexities of navigating multiple cultural identities and the pervasive Western body and beauty ideals. With the first initiative **Let’s Talk Eating Disorders: Support and Resources in Arabic** funded by The Midwinter Ball Committee, Butterfly hopes to secure further funding to produce resources for other multicultural populations.

Results:

- 96% of survey respondents reported an increase in awareness of eating disorders and body image concerns
- Key media pieces with OZ Arab Media and SBS Arabic (TV)
- 2,500 website hits
- Campaign informed by 27 Arabic speaking participants from across Australia



Improve sustainability

- Fundraising

Butterfly Trophies Lunch

For the first time in five years, Butterfly hosted a large-scale fundraising event, welcoming over 450 guests and influential figures from the AFL to the iconic MCG for the inaugural Butterfly Trophies Lunch. Not only did this raise over \$280,000 in profit for Butterfly's essential programs and services, but the event sparked vital conversations about preventing body image issues in sporting environments. Keynote speaker Dr Jennifer Hamer shared her lived experience as an athlete whose dreams were derailed by an eating disorder, while Butterfly's Director of Education Initiatives, Danni Rowlands, highlighted the need to provide adequate support for young athletes, showcasing Butterfly's new BodyKind Sports initiative.



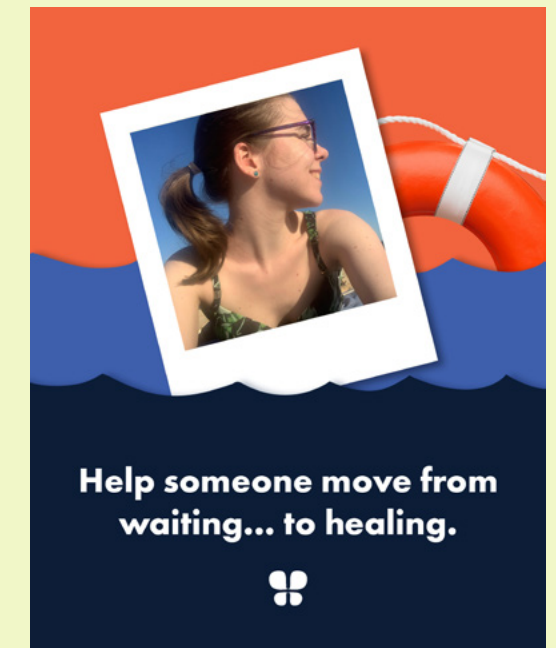
Tax appeal: Throw a lifeline

Butterfly's 2025 tax appeal 'Throw a Lifeline' raised essential funds for our Peer Mentoring Program, which connects people with a peer worker – someone who has recovered from their own eating disorder or supported a loved one to provide empathetic support.

This appeal featured the story of Sophie, whose recovery began after hearing someone share their own experience of overcoming an eating disorder.

"Peer mentoring is an essential part of treatment because mentors build trust, hope and understanding. They help reduce feelings of isolation by supporting people to practise tried and tested strategies and tools for recovery. They're living proof that recovery is possible."

Beth, Butterfly Peer Mentor



Christmas appeal: Join Katya's Mission

Butterfly's 2024 Christmas Appeal 'Katya's Mission' shared the lived experience of Katya, who developed an eating disorder at just 13 years old and spent years in the cycle of recovery and relapse. The campaign raised essential funds for Wandi Nerida's personalised treatment offerings.



Community fundraising – Butterfly Effect

In FY25, 156 community fundraisers supported Butterfly and joined the Butterfly Effect. From school-based fundraisers to workplace giving events, to individual challenges and personal fundraising missions, our work would not be possible without our generous community, who not only raise essential funds for Butterfly, but contribute to destigmatising eating disorders and body image concerns through conversations, spreading much needed awareness. Every action, big or small, creates a ripple of change - we call this the **Butterfly Effect**.



Fairfax and Roberts partnership

In October 2024, Fairfax & Roberts designed and produced the Butterfly Necklace. With all proceeds donated to Butterfly’s essential work, this necklace symbolises hope and support for those battling eating disorders and the ongoing transformative journey of life. The butterfly motif and blue enamel inlay represents the Butterfly logo, and the shape of the wings are reminiscent of speech bubbles, reflecting Butterfly’s ongoing commitment to change through conversations that are meaningful, understanding, informed and persuasive.



Princess Polly Charity Collection

Fashion brand Princess Polly continues to be a valued community partner of Butterfly, and in FY25 we celebrated the launch of the Princess Polly X Butterfly Charity Collection, which raised over \$63,000 through the sale of three Butterfly-branded merchandise items, including a fleece jumper, oversized t-shirt and cap.



“As I navigate through my own journey with an eating disorder and witness its impact on many others, I have developed a profound commitment to raising funds and awareness and encouraging understanding of this complex issue. By choosing to support Butterfly, my aspiration is for all individuals affected by disordered eating and negative body image to find the support they need to recover and reduce the toll these struggles have on mental health.”

Liana Falappi, Commercial Property Group



A Big Butterfly Thank You

We are deeply thankful for every donor and generous supporter of Butterfly in FY25. Your support brings us one step closer to an Australia free of eating disorders and body dissatisfaction, and improving treatment and support for those currently affected.

Our major supporters

2 B Mad Charitable Foundation	James N. Kirby Foundation
Allsopp Family Foundation	Lee Ming Tee Foundation
Andrew and Geraldine Buxton Foundation	Marie Kinsella & David Conolly
Anytime Fitness Dickson	McKnight Family Charity
Bagnall Endowment Fund, a giving fund in the APS Foundation	Mia Lalanne
Bagot Gjergja Foundation	MinterEllison
Butterfly Effect Competition	Nala
Carl St Leon	nib foundation
Chewin the Fat	Paul and Lana Szumowski
Clare Loewenthal	Pizmony Family Foundation
Clever Curl	Pratt Foundation
Corio Foundation	Princess Polly
Cripps Foundation	Renmark Horse and Pony Club
Darin Cooper Foundation	Roberts Pike Foundation
David and Cheryl Baer	Scene to Believe
Dove Self-Esteem Project	Southern Dance Festival Inc
Dr Jim Hungerford	St Michael's Collegiate School
Ducas Paul Foundation	Stephen and Tanya Mendel
Ellen Koshland	The Gailey Lazarus Charitable Foundation
Emily's Hope	The Tieck Foundation
Equity Trustees Charitable Foundation - The Cattanaich Charitable Gift	Think HQ
Erdi Foundation	Toyota Motor Corporation Australia
Esther and Michael Same and family	Vernon Foundation
Fairfax & Roberts	Waratah Education Foundation
FIT Lane Cove	Youanmi Family Trust
Gandel Foundation	
Georgia Brice	
Hugh and Selina Williams Foundation	

Some of our major supporters 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.

Thank you also to:

Commonwealth Government of Australia, Department of Health

Tasmanian State Government, Department of Health

Queensland State Government, Department of Health

NSW State Government, Department of Health

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.

Elizabeth McMillan

Barbara Blest

Jim Hungerford

Judith Goldsmith

Taryn Dorrough

Jan Bambach

Demelza Bates

Salli Browne

Shaun Jeffrey

Catherine Broady

Clare Loewenthal

...and to those who prefer to remain anonymous



Invest in our people

Group-wide engagement survey

In FY25, we launched our first in-depth employee engagement survey across both Butterfly and Wandí Nerida. The results from the survey were excellent across the Butterfly Group, achieving an engagement rating of over 80% - which is the highest possible culture rating of 'Soaring' which positions us in the top few percent of organisations who have participated in surveys with our external provider, BPA. The survey results have given us rich information about what engages staff at Butterfly, and during FY25, we rolled out team-based action planning sessions, where we collaborated on actions



to ensure we continue to focus on the areas where we are doing well, and areas where we can improve. The discussions were a great example of our value of "Collaboration" in real life and were well received by all.

Fly Achievers Recognition Program

During FY25, Butterfly launched an employee recognition program, Fly Achievers to acknowledge and celebrate the incredible work and dedication our staff bring to Butterfly each and every day. This includes individual and team based ad hoc recognition, via email and personal handwritten cards, birthday and tenure milestone recognition and quarterly awards presented to staff who have exemplified one or more of our new values – Collaboration, Inclusivity, Respect, Compassion. Developed this year, our values reflect the way we work together, support one another, and create meaningful impact in the lives of the people we serve.



“Over the past three years with the Butterfly Helpline, I’ve spoken with so many people, from carers looking for ways to support loved ones to those with lived experience reaching out for understanding and hope. Eating disorders run deep in my own family, so it’s deeply meaningful to offer the compassion and clarity I know can help. The helpline team is supportive and collaborative. It’s a privilege to be part of such a dedicated group, making recovery more accessible every day.”

Louisa, Helpline Counsellor

The National Eating Disorders Collaboration (NEDC) is a sector initiative, bringing together people with lived experience, clinicians, researchers, service leaders, and governments to develop and implement a nationally consistent, evidence-based system of care for the prevention and treatment of eating disorders. Led by National Director Dr Sarah Trobe and Steering Committee Chair Professor Phillipa Hay, NEDC provides national leadership, generates unified, evidence-based sector positions



and consistent national standards, and drives collaborative action towards a more accessible, equitable system of care. 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.

FY25 Highlights:

- Partnering with five PHNs to operationalise the Right Care Right Place project, with bespoke models responding to local needs. Stakeholder and service engagement, workforce development, enhanced service integration and service navigation have been established and embedded are evident across all sites.
- Co-hosted a landmark roundtable with the EDIT Collaboration, bringing together eating disorder and obesity (higher weight) sector leaders to set shared priorities to improve the prevention and response of eating disorders in people with higher weight.
- Strengthened partnerships with key organisations including CEED, TEDS, QuEDS, CHQ, SEDS, PCH, EDNA, EDV, ANZAED, EDQ, and WAEDOCs.
- Reached 14,000+ members with sector updates, resources and opportunities for collaboration
- Received 13 new partnership requests from clinical, education, and public health organisations.



National coordination and collaboration

NEDC provides timely advice to the Government, informed by NEDC's position as a collaboration of research evidence, lived experience and clinical knowledge. NEDC continues to engage with all state and national eating disorder lived experience and service development organisations to support coordination of activities and reduce duplication.

In 2023, NEDC launched the National Eating Disorders Strategy 2023–2033, which continues to guide reform across prevention, identification, treatment, and support. NEDC continues to provide overarching leadership, coordination, resources, support, and evaluation to drive the implementation of the National Strategy.

In FY25, NEDC focused on three strategic priorities:

- 1 Activating national and jurisdictional planning and coordination
- 2 Building sustainable local and regional systems of care
- 3 Strengthening workforce capacity across Australia

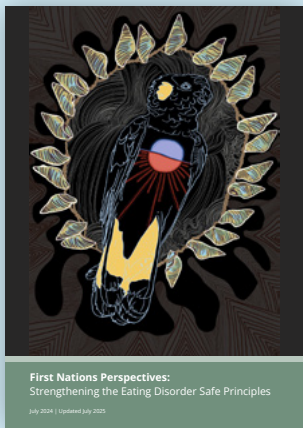
Activating national and jurisdictional planning

- Supported all states and territories to drive systems change which aligns with the National Strategy and regional needs, policy, and funding priorities.
- Continued to lead the National Strategy Implementation Network, 40 sector and government leaders whose role is to drive National Strategy activities and guide NEDC's work.
- Submitted 10 policy submissions, including alternatives to weight-centric approaches, and contributed to the Public Health Association of Australia policy review.
- Co-developed with WellMob a suite of culturally relevant resources for First Nations communities and workers, including fact sheets, tip sheets, and a glossary of key terms.
- Recognised in a Lowitja Institute publication as best practice for co-design with First Nations peoples.



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Building sustainable local and regional systems

- Formalised a strategy for engagement with Primary Health Networks (PHNs) to embed eating disorder responses in core activities.
- Delivered 40+ consultations to support the adoption of the Eating Disorder Safe (ED Safe) Principles.
- Collaborated with multiple PHNs (including Western Queensland, Victoria, Tasmania, Capital Health, Northern Queensland, South Western Sydney, and Gold Coast) through trainings, webinars, HealthPathways reviews, and resource development.

Strengthening workforce capacity

- Updated and published the National Framework for Eating Disorders Training and Workforce Core Competencies, key frameworks underpinning workforce development initiatives
- Expanded to 48 Approved Trainings across introductory learning, evidence-based treatment models, and evidence-informed dietetic practice
- Launched Eating Disorder Identification Learning Modules for tertiary curricula for psychology, dietetics, medicine, nursing, occupational therapy, and social work.
- Established the online Workforce Development Hub, providing professionals and services with accessible training and resources.
- Co-developed the Holding Hope Guide, a collaborative, ethical guide for supporting person-centred care for people experiencing longstanding eating disorders.
- Released new eLearning programs, including:
 - Introductory ED Safe
 - Eating Disorder Safe Practice in Healthcare
 - Management of Eating Disorders in People with Higher Weight
 - Introductory Stepped System of Care
- Continued rollout of the Right Care Right Place project, a partnership with four diverse PHNs, including regional workforce development plans implemented seeing over 531 health professionals trained across PHN regions in identification training, evidence-based approaches (SSI, FBT, EIDP, CBT-E, CBT-GSH). NEDC continues to provide project leadership and coordination.



Our Board

Butterfly’s essential work is supported by our passionate and dedicated volunteer Board, who provide their time and expertise to ensure we can reach our vision of an Australia free of eating disorders and body dissatisfaction. In FY25 we welcomed several new board members providing a refreshed and renewed commitment to improving the eating disorder system of care. We also extend our heartfelt thanks to Michael Same, who stepped down as Board Chair after many years of unwavering commitment to Butterfly, and are thankful for his willingness to continue on the Board as Past Chair.

Butterfly Foundation Board

Catherine Happ, Chair

Amanda Lintott, Deputy Chair

Greg Hughes, Deputy Chair

Michael Same, Past Chair

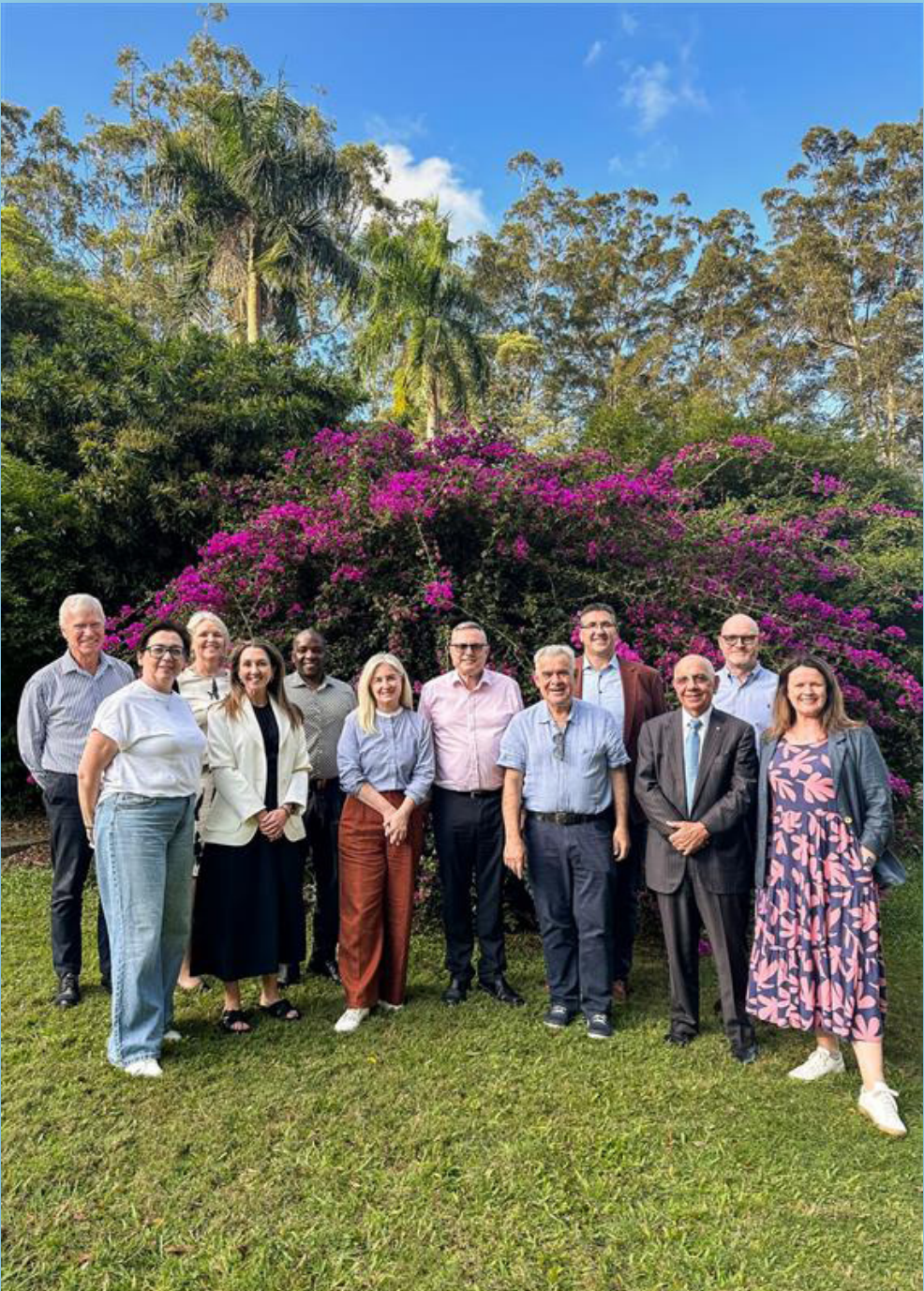
Paul Salteri AO

Penny Shell

Janet Lowndes

Julian Maiolo

Peter Dobson (up until 31/03/2025)



Improve sustainability – Financials

Butterfly Foundation Financial Overview

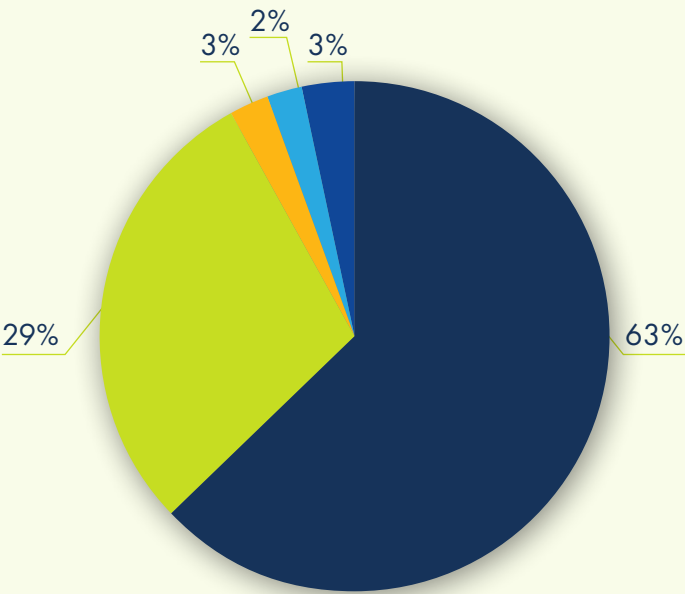
Statement of profit or loss and other comprehensive income for the year ended 30 June 2025	2025	2024
Revenue	\$8,739,605	\$9,249,746
Personnel Expenses	(\$7,796,938)	(\$7,323,386)
Program Expenses	(\$1,432,381)	(\$723,091)
Depreciation & Amortisation Expense	(\$188,774)	(\$219,256)
Other Expenses	(\$941,549)	(\$1,367,482)
Surplus/(Deficit) from Operating Activities	(\$1,620,037)	(\$383,469)
Net Finance Income	\$200,615	\$136,028
Surplus/(Deficit) from Operating Activities	(\$1,419,422)	(\$247,441)
Other Comprehensive Income	\$3,953,135	\$81,878
Total Comprehensive Income for year	\$2,533,713	(\$165,563)

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.

Where we obtained our funding

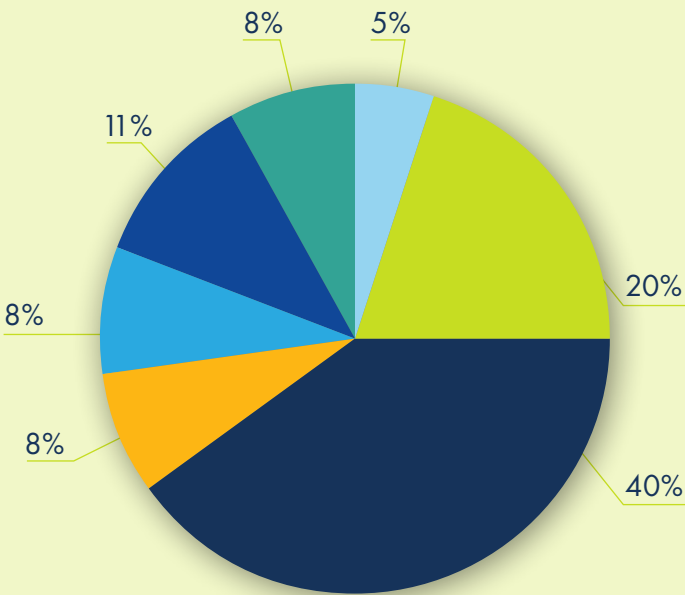
- Government Funding
- Fundraising
- Investment Income
- Service Income
- Other Income



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. This financial year, 68% of our funding was allocated directly to the programs and services we deliver. The remaining 32% was invested in essential activities that strengthen our organisation’s operations and build our long-term sustainability.

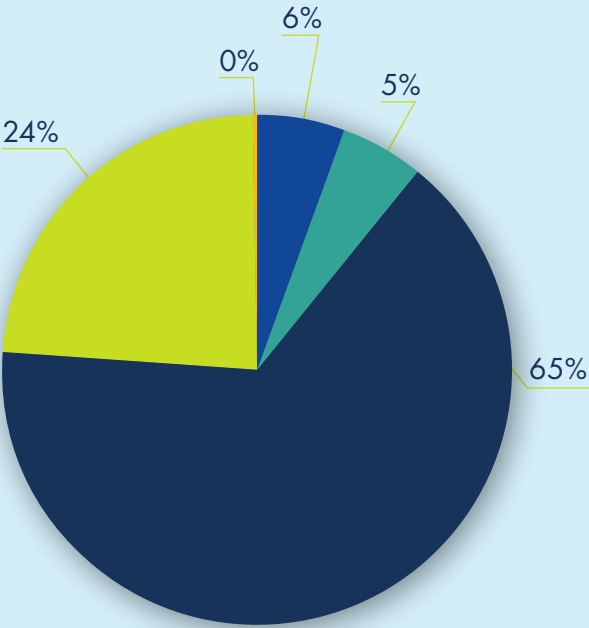
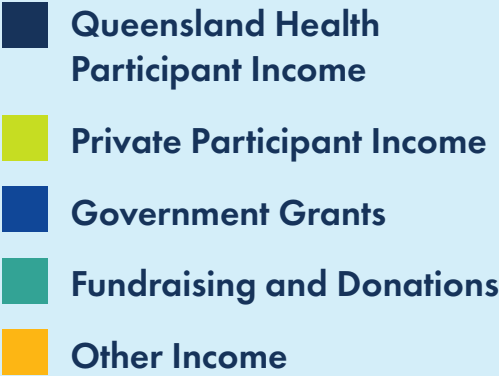
- Treatment & Support
- Advocacy & Awareness
- Fundraising
- Education & Prevention
- Accountability & Governance
- Organisational Effectiveness
- Facilities



Butterfly Residential Care – Wandí Nerida Financial Overview

Statement of profit or loss and other comprehensive income for the year ended 30 June 2025	2025	2024
Revenue	\$6,411,266	\$7,332,515
Personnel Expenses	(\$5,633,388)	(\$5,292,930)
Program Expenses	(\$544,217)	(\$527,610)
Depreciation & Amortisation Expense	(\$159,030)	(\$123,185)
Other Expenses	(\$881,642)	(\$864,300)
Surplus/(Deficit) from Operating Activities	(\$807,011)	\$524,490
Net Finance Income	\$0	\$0
Surplus/(Deficit) from Operating Activities	(\$807,011)	\$524,490
Other Comprehensive Income	\$0	\$0
Total Comprehensive Income for year	(\$807,011)	\$524,490

Where we obtained our funding



Butterfly and Wandí Nerida recorded a combined net loss this financial year, with deficits of \$1.4 million and \$0.8 million respectively. This deliberate decision, fully supported by the Board of Directors, reflects our unwavering commitment to serving our community during a period of critical need. Given the critical support provided to support the wellbeing of Australians living with eating disorders and body image issues, our Directors determined that certain vital activities could not be postponed or reduced. In alignment with our strategic plan, we made the conscious choice to draw upon our financial reserves to ensure continued support for those who depend on us. We recognise the privilege of being able to access these reserves to maintain our mission during challenging times, and we have implemented comprehensive measures to restore financial balance in the coming year. The Board remains confident in the organisation’s long-term financial sustainability and our capacity to continue making a meaningful difference in the lives of those we serve.

Full audited results are available through the [Australian Charities and Not-for-profits Commission](#)

Butterfly values

Our values reflect the way we continuously work together, support one another, and create meaningful impact in the lives of the people we serve. Lived experience is at the core of everything we do.

Collaboration

Listening to and supporting each other towards a collective goal.

Inclusivity

Fostering a sense of belonging for all.

Respect

Treating others with kindness, courtesy and consideration.

Compassion

Showing genuine concern for the wellbeing of others and taking action to help.



