

MAKING PREVENTION A PRIORITY

ANNUAL
REPORT
- 2017 -

MAKING RECOVERY A REALITY



Butterfly
Foundation for Eating Disorders

VISION, MISSION, VALUES



AIMS AND OBJECTIVES

We use a collaborative approach to identify, build and facilitate strategic partnerships to:



THE BUTTERFLY EFFECT

SNAPSHOT OF OUR REACH IN 2017

85,000

young people reached
through Butterfly
Education Services

9,000

contacts made
to Butterfly's National
Helpline ED HOPE

2.4M

reached through
Butterfly social media
channels

3.5M

people reached through
Butterfly's two major
annual awareness campaigns

1.2M

page views
of NEDC website

2,400

members of
the NEDC reached with
the latest information

CHAIR'S MESSAGE



In pursuing its mission over the last year, the Butterfly Foundation has never been busier, and yet the need for the work that we carry out has not diminished.

Deloitte's prevalence modelling infers that Australia would have added another fifty thousand to the growing number of people with an eating disorder. With suicide up to 31 times more likely to occur for someone with an eating disorder, it remains unacceptable that only one quarter of Australians with an eating disorders are in treatment.

Butterfly seeks to bring about change to improve the current situation for people with eating disorders. Like treatment itself, tackling the symptoms of the issue, without getting to the underlying causes, will not solve the problem. Real progress in the eating disorders field demands significant, concrete change. That is why, in 2017, Butterfly launched the ground-breaking National Agenda for Eating Disorders 2017-2022, which outlines the policy changes required to establish a minimum effective level of evidence-based care that is accessible for all Australians affected by eating disorders.

Although there is so much to achieve, there are encouraging signs that our work is having an impact. This year, primarily as a result of Butterfly's work, we have seen:

- The Federal Minister for Health acknowledging the immense, debilitating impact of eating disorders on individuals and families;

- Eating disorders being included in the Fifth National Mental Health Plan, with a commitment to inclusion of the National Agenda focus in implementation plans;
- The Medicare Benefits Schedule Review Taskforce to consider improved coverage for "safe integrated treatment for eating disorders that address all aspects of the illness, including physical, psychological, behavioural, nutritional, occupational and social needs"; and
- The commitment of further funds to address eating disorders specific workforce development.

The Butterfly Foundation is making sure these developments are but the beginning. We are committed to bringing about the changes that are needed by every Australian affected by an eating disorder.

Our work could not be possible without the generous support of our donors who we thank most sincerely. I would also like to thank my fellow directors for their commitment to Butterfly and the work of the Board. Our CEO, Christine Morgan together with her leadership team have made very significant progress this year for which we thank them wholeheartedly.

CEO'S MESSAGE



It has been another challenging but rewarding year for the Butterfly Foundation. We have made real progress in our advocacy work and continue to reach increasing numbers of people.

In 2016-17, significant numbers of Australians connected with us through our awareness campaigns, the ED HOPE National Helpline, our schools and community prevention programs, the National Eating Disorders Collaboration, local community fundraising events, our appeals, the collaborative At Home With Eating Disorders conference for carers, our In Memoriam day, our story telling workshops, our support groups and recovery programs - and so much more.

Notwithstanding our activity and reach, we are aware of how much work still lies ahead. As I write this, in November, I can look back and see that our achievements this year are based on the hard work of previous years - building relationships with those with a lived experience and the sector more broadly, developing the evidence base, consolidating our advocacy and strengthening our services.

This year we have welcomed the commitment of the Federal Minister for Health to improving the system for those with eating disorders. That commitment is critical to bring about systemic and real change. We have come to the end of the beginning in that eating disorders are now recognised as serious mental illnesses. We 'have a seat' at the policy table. However, this is only

the beginning of the next stage. Those with eating disorders must have access to affordable, evidence based treatment irrespective of where they live in Australia. We have a long way to go.

The Butterfly Foundation team is inspiring. They are committed to our vision and to ensuring that the voice of those with a lived experience is heard and included at all levels of our work from advocacy and awareness through to service design and delivery. We are indebted to the leadership of our Board and the input of our Advisory Committees. They, together with our volunteers, community fundraisers, philanthropic supporters, donors, grantors and corporate sponsors, enable us to continue our work.

Recovery from an eating disorder is possible and we are working to make it more frequent. Our core commitment is to provide support and hope for anyone who is affected, at each and every stage of illness, including families, carers and friends. As we maintain our focus on driving for system, policy and service improvement we hold strongly to our relationships with those with a lived experience. Their courage, strength and vulnerability is our true inspiration.

CHRISTINE MORGAN, CEO BUTTERFLY FOUNDATION

OUR YEAR IN ACTION

SUPPORTING TREATMENT

Butterfly formally opened the new specially designed facilities for the Eating Disorders Intensive Program for Adolescents at Butterfly House in partnership with the Sydney Children's Hospital Network.

TARGETING EARLY INTERVENTION

The Butterfly Youth Intensive Outpatient Program was launched; a specialised, innovative program aimed at targeted early intervention for young people showing signs of highly disordered eating/subclinical eating disorders.

SECURING GOVERNMENT SUPPORT

Butterfly secured Federal Government support for expansion of the Butterfly National Helpline ED HOPE from February 2018, and for building national workforce capability through the NEDC.

DISSEMINATING NEW RESEARCH

The findings of the Insights in Recovery research, conducted by the Butterfly Research Institute (BRI), were published and disseminated for use by practitioners across Australia.

ESTABLISHING FOUNDATIONS FOR CHANGE

The Federal Minister for Health launched the first National Eating Disorders Agenda (2017-2022), a milestone document focusing on the priority issues that need to be addressed nationally, developed by Butterfly with sector-wide collaboration.

ENGAGING WITH COMMUNITIES

Butterfly Prevention Services delivered workshops, seminars and peer group activities using a whole community approach to reducing risk factors and building resilience against negative body image and eating disorders.

OUR YEAR IN ACTION

ENGAGING WITH CARERS

Butterfly collaborated with FEAST to deliver the third *Australian Eating Disorders Conference for Families and Carers*, providing the latest information, recovery stories, workshops and networking opportunities.

AMPLIFYING VOICES

Butterfly's *MAYDAYS for Eating Disorders* annual awareness campaign turned up the volume on the voice of the lived experience, so that the plight of consumers with eating disorders reached millions of ears Australia-wide.

BUILDING LOCAL PARTNERSHIPS

Butterfly reached out to regional areas, piloting the delivery of community-based Recovery Support Services in Townsville and Adelaide, and delivering workshops and youth days in regional Victoria.

BUILDING STATE-BASED SUPPORT

Butterfly delivered recovery support programs in Adelaide, and merged with *Tasmania Recovery for Eating Disorders (TRED)*, committing to continue the work begun by TRED's founder, Jo Cook, and raising to a national level the needs of Tasmania.

ADVANCING UNDERSTANDING

Butterfly in partnership with Sportsgirl launched a national survey as part of its annual *Love Your Body Week* awareness campaign, while actively promoting that appearance does not equate to worth.

RECOGNISING THE HUMAN COST

Butterfly held its inaugural Memorial Day, on International Eating Disorders Awareness Day, where the community came together in remembrance of loved ones lost to an eating disorder - lost but never forgotten.

GROWING

UNDERSTANDING AND REDUCING STIGMA

Prevention Services

Eating disorder prevention primarily aims to reduce the level of certain risk factors for the development of an eating disorder, thereby preventing or delaying onset of the disorder. Each year Butterfly Prevention Services encourages thousands of members of the community to build their understanding of how they can modify risk factors, enhance protective factors and/or reduce early warning signs of eating disorders.

To deliver our key messages about building positive body esteem, reducing disordered eating, and seeking help and support early on, Butterfly Prevention Services works with young people, parents, teachers and community professionals, delivering resources, strategies and tools which they can use to help themselves and others in their community.

Since 2006 our education programs in schools have reached over 630,000 young people and over 6,000 professionals and parents Australia-wide.

In 2016-17 we began to develop new packages to support specific target groups, including young men with eating disorders, sporting organisations and tertiary institutions.

A special focus this year has been our whole community programs. With the support of the Victorian government, eight Victorian regional communities to date have experienced their own tailored package of professional development for teachers and community workers, presentations for parents, and workshops and activities for young people.

The whole community approach is now being extended to other areas, with Alice Springs being one of the first communities outside Victoria to benefit.



GROWING

UNDERSTANDING AND REDUCING STIGMA

Communications

At Butterfly, through our awareness campaigns, activities and advocacy, we strive to be a bold and courageous voice for those with a lived experience of eating disorders. Everything that we do in Communications aligns strongly with our goal to reduce the stigma attached to eating disorders and to grow community understanding and awareness.

We are working constantly to rally support from all sections of the community. Our campaigns aim to challenge the ignorance, dispel the myths and change the culture surrounding eating disorders.

2016-17 saw us continue to focus attention on four key campaign points through the year: *Love Your Body Week* in early September 2016; *World Mental Health Day* on 10th October, *Fat Talk Free February* at the start of 2017, and *MayDays for Eating Disorders* throughout the month of May. Each of these campaigns carried its own key messages, each centring on one of the major changes required to help combat eating disorders.

As our main advocacy focus this year, we turned our attention to the fact that, for many people, the most fundamental building blocks underpinning treatment access are still missing. Our campaign hit home as never before, with the Federal Health minister hearing, and committing the Federal Government to ensuring a national approach, including a review of the Medicare coverage for the treatment needs of those people with an eating disorder, and support for improving workforce capability.



OUR STAFF IN ACTION



A WEEK IN ALICE SPRINGS FOR PREVENTION SERVICES

Butterfly’s Whole Community Approach recognises that everyone has a role to play in prevention. Butterfly was grateful to be given the opportunity to deliver a Whole Community program to the Alice Springs community in August 2016, as a result of funds donated by the local community in memory of Clare Harrison who passed away from an eating disorder.

The Prevention team staff trained a range of local professionals who worked with young people in how to identify eating disorder warning signs; delivered a community seminar aimed at empowering families to support body confidence; and ran a Youth Day which brought together students from five local schools to learn about body esteem and work out their own action plans for a more body-positive school environment.

The recipients expressed their gratitude to Butterfly for providing tools and learning resources to help prevent further eating disorders loss in their close-knit community.



A MONTH IN THE CALENDAR OF BUTTERFLY COMMUNICATION

Throughout the month of May, the Butterfly Communications team sounded a MAYDAY alarm on the unacceptable number of eating disorder deaths due to suicide and medical complications in Australia, and called for urgent and lasting change, through the annual MAYDAYS for Eating Disorders campaign.

This year’s campaign featured the lived experience of four families, each of whom suffered the agonising loss of a loved one to suicide or through medical complications. Each family was able to identify key failures of Australia’s health system as contributing factors to their loved one’s death.

As a result of the campaign, Butterfly obtained the collective commitment of all of Australia’s health ministers, through the COAG Health Council, to address the critical needs of the 1 million Australians with an eating disorder.



OUR STAFF IN ACTION



ONE HOUR OF A DAY FOR AN ED HOPE COUNSELLOR

Anna is a contact from Victoria who connected with a Helpline counsellor via Webchat. At the beginning of the chat Anna was feeling overwhelmed with upsetting thoughts. She described how she was attempting to recover from an eating disorder, but the previous evening had a fight with her husband and subsequently was feeling like recovery was too hard.

Anna indicated that she found the online webchat a helpful space to chat because it was anonymous and she could share her thoughts and feelings more honestly and openly than when face to face.

The counsellor was able to create a safe, non-judgmental space for Anna to unpack the difficult and confusing feelings that were contributing to her thoughts of restriction and bingeing.

With the guidance of the counsellor, by the end of the chat Anna had reconnected with her motivation for recovery and had decided on helpful behaviours to reduce the likelihood of binge eating that day, and to seek ongoing support from a close friend.



SIX EVENINGS IN ADELAIDE WITH RECOVERY SUPPORT SERVICES

Butterfly's Emerging six-week skill-building program, delivered by a Recovery Support Services Coordinator in Adelaide, reached out to people recovering from an eating disorder who wanted to boost their recovery.

The program covered topics such as the stages of change, intuitive eating, relaxation and self-care, body image and boundaries, to help the participants re-engage with their healthy selves and find new inspiration to continue their recovery.

Over the course of the program the percentage of participants that felt that they had the skills and knowledge to recover increased from 40% to 71%. Furthermore their rating of how important it was to recover increased from 85.5% to 91%.

Participants all agreed that the program had helped them to understand their eating disorder and how it had impacted on their life, and by the end of the program they all felt more confident in their ability to recover.



ADVANCING

THE KNOWLEDGE BASE

The National Eating Disorders Collaboration

The National Eating Disorders Collaboration (NEDC) is a collaborative project in the Australian eating disorders sector, funded by the Australian Government and managed by Butterfly. Its primary objective is to develop and maintain a nationally consistent, evidence based approach to the prevention and treatment of eating disorders in Australia.

Over 2016-17 the NEDC continued to develop targeted eating disorders resources for key groups of health professionals, making it easier for them to find at their finger-tips the information on eating disorders that is most relevant to their field of work.

The project team has responded and adapted smoothly to change over the years, including the government policy reforms of 2015 that included the creation of the Primary Health Networks (PHNs). In 2016-17 the team continued to build sector workforce capacity to address eating disorders, by engaging with the PHNs, identifying local needs, offering training, advice and information resources and working collaboratively to reach the professional population each serves.

As part of its target to add to the knowledge base, this year the NEDC revised and updated its Evidence Review in the Prevention, Identification and Treatment of Eating Disorders (first published in March 2010), to address new evidence from 2010-2015. New project work included a systemic review of obesity treatments and their outcomes, which was published in the *Journal of Eating Disorders* in May 2017.



ADVANCING

THE KNOWLEDGE BASE

The National Agenda For Eating Disorders 2017 - 2022

In September 2017 Butterfly launched the ground-breaking National Agenda for Eating Disorders 2017-2022, which outlines the systemic changes required to establish a minimum effective level of evidence-based care that is accessible for all Australians affected by eating disorders.

This baseline is defined as “early, affordable access to a variety of safe, evidence-based treatments and recovery support that is specific to eating disorders and inclusive of support for the critical role of families and carers”.

Development of the National Agenda involved widespread consultation with individuals and organisations in every state and territory. Over 700 individuals with lived experience of eating disorders and their family members contributed, as did every state-based eating disorder organisation, and many key national stakeholders, including the Australia and New Zealand Academy of Eating Disorders (ANZAED), the National Eating Disorders Collaboration (NEDC) and the Royal Australia and New Zealand College of Psychiatrists (RANZCP).

An Expert Advisory Group was appointed to review evidence and the submissions, and to prioritise and summarise the results.

The end result was Australia’s first National Agenda for Eating Disorders; a key document, consensus-based and aligned with the Fifth National Mental Health Plan, which can act as a blueprint for nationwide health system reform. Butterfly will use this to drive Australia forward towards meeting the needs of people with eating disorders and their families.



KEY ACTIVITIES AND EVENTS



BUTTERFLY COMMUNITY FUNDRAISING

Butterfly receives a donation from the NSW Girl Guides.



BUTTERFLY VOLUNTEER ACKNOWLEDGED

Butterfly volunteer receives Higgins Community Service Award for her not for profit work.



BUTTERFLY VIVID CRUISE FOR MAYDAYS

Butterfly came together with supporters, for the MAYDAYS for Eating Disorders Vivid Cruise. Funds raised went towards our essential community programs.



NATIONAL MENTAL HEALTH WEEK

Butterfly joined with the mental health community to acknowledge and support those affected by a mental illness.



WORLD MENTAL HEALTH DAY

10th October marked World Mental Health Day with the theme being "Do you see what I see?"

KEY ACTIVITIES AND EVENTS



THE VOICE OF THE LIVED EXPERIENCE

Everything that Butterfly does is informed by the voice of those with a lived experience of eating disorders.



TRED MERGES WITH BUTTERFLY

Merger announced of Tasmanian Recovery from Eating Disorders Foundation (TRED), with Butterfly at Parliament House.



LAUNCH OF THE FIRST NATIONAL AGENDA FOR EATING DISORDERS

Butterfly welcomed the announcement by Federal Minister for Health and Sport, Greg Hunt, of funding and support that recognised the needs of more than 1 million Australians living with an eating disorder in 2017. The milestone was marked with the launch officially by Greg Hunt of the first National Agenda for Eating Disorders.



IMPROVING

TREATMENT AND SUPPORT

The Butterfly National Helpline ED HOPE

As a free and confidential service, **Butterfly's National Helpline ED HOPE** is a channel of support that can provide a safe, non-judgemental space for people with eating disorders to work through immediate concerns, as well as for parents and friends who need help with the complex burden of caring for a loved one with an eating disorder.

Throughout the year, ED HOPE continued to accomplish its vital role as Australia's expert eating disorders counselling and referrals national helpline. During the year there were almost 9,000 contacts to the service. The average phone call lasted 25 minutes; while an average webchat lasted 35 minutes.

Of those contacts:

- 65% were from people experiencing an eating disorder.
- 55% were from young people aged up to 25 years.
- 26% of incoming contacts were referred to the service by a health professional.
- Of those who agreed to a follow-up call, 90% said they had acted on the information given to them by the time of follow-up.

While ED HOPE received most of its contacts from those with an eating disorder and their family members, it also provided information and basic guidance to a growing number of health professionals, including some in remote and rural locations who had limited experience in treating eating disorders and who had no local back-up in terms of hospital support.



IMPROVING

TREATMENT AND SUPPORT

Treatment Programs

In 2017 Butterfly launched its second innovative treatment program, the Outpatient Program for Youth, which is a ten-week therapeutic group program providing early intervention for young people with emerging eating disorders. The Youth Program is for individuals aged 14 - 24 years old who have early signs and symptoms of an eating disorder and/or disordered eating.

This unique and specialised program encourages a person to overcome obstacles that have interfered with their quality of life, and provides intensive support while enabling the individual to continue with school, university and/or work.

The early feedback and high participation rates are very encouraging. Participants have reported that they are learning, not just about food and eating, but also about how their personality traits, relationships and environments may be impacting their symptoms and quality of life. Parents have reported that they feel better able to support their loved one at meals, with some reporting that their loved ones have been able to go back to eating with their family at home.

Butterfly's original adult Intensive Outpatient Program, an innovative program based on the work of Carolyn Costin in the United States, has continued to operate throughout the year. The clients, most of whom have had an eating disorder between 2 and 15 years, have been very engaged. Clients who have completed the program have shown an increase in quality of life, and decreases in eating disorder symptomatology, anxiety and depression.



IMPROVING

TREATMENT AND SUPPORT

Recovery Support Services

Butterfly Support Groups and Programs offer the opportunity to meet and connect with others either face-to-face or online, and to share similar experiences of eating disorders in a safe and supportive environment. Participants often find hope and inspiration in other's recovery journeys, gain support and helpful tips from the trained facilitator, and regain strength to continue on their own paths.

One of the most consistent themes from participants in Recovery Support Groups this year was the benefit of connecting with others who are experiencing similar struggles. Finding connection, and a safe space to share the ups and downs of their recovery, contributed to regular attendance and strong group numbers.

Carer Support Groups support both individual carers and a growing number of carer couples. Participants this year told us they found the support groups helped to build their understanding of the nature of recovery, and upskilled them to cope with the struggle of remaining compassionate, calm and consistent when tensions were high at home. A rare opportunity to take time for themselves, carers were grateful for the opportunity to speak openly about the difficulties of caring for a loved one with an eating disorder.

Butterfly also offered several multi-week support programs. These programs provided participants with the opportunity to develop deeper insight into the eating disorder problems they were facing, and to learn about and practise using tools and strategies to help with those issues.



STRENGTHENING

THE VOICE OF LIVED EXPERIENCE

Butterfly is committed to listening to, learning from, strengthening and responding to the voice of people with eating disorders and their families and carers.

In 2016-17, Butterfly sent out a nationwide survey to people affected by eating disorders, collecting their thoughts on what were the issues to tackle first, to inform a National Agenda, with a resounding response from many hundreds of individuals.

Following our release last year of the Stories from Experience resource for safe and effective storytelling, this year we ran workshops in Melbourne and Sydney, to provide training in the use of those resources. Once training was completed, a number of trained speakers received opportunities to share their stories through media outlets and at university forums.

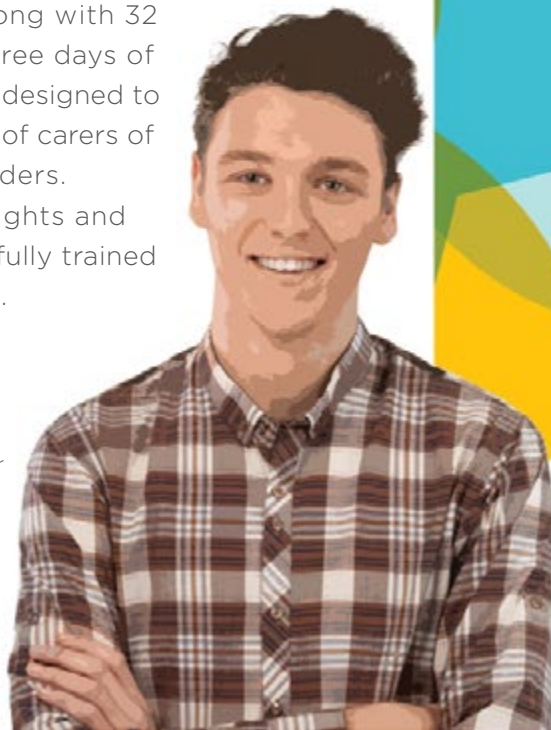
This year we also collected and launched on our website a library of stories from people who have recovered from their eating disorder, and their carers. This library will be added to over time, to form a high quality resource of inspiration and hope for all those who need it.

In May 2017, Butterfly partnered once more with FEAST to deliver the third eating disorders conference for families and carers, At Home With Eating Disorders*.

Hugely valuable support from the Ian Potter Foundation Conference Fund assisted with bringing to Australia keynote speakers Professor Janet Treasure from the UK, and Dr. Roxanne Rockwell from the USA. Professor Treasure and Dr Rockwell joined Australian keynote Professor Stephen Touyz, along with 32 other speakers, to provide three days of workshops and presentations designed to meet the wide-ranging needs of carers of loved ones with eating disorders.

The conference included insights and recovery stories from twelve fully trained recovered and carer speakers.

**Videos of presentations from this and former At Home With Eating Disorder conferences are available on YouTube.*



FEEDBACK

PREVENTION SERVICES

“I feel much more skilled to talk about body esteem and to implement strategies to promote this in school.”

NATIONAL HELPLINE

“The Helpline confirmed that my fears were valid, let me know what Butterfly could offer, gave me a referral to an appropriate psychologist, and saved my daughter’s life.”

NATIONAL HELPLINE

“Being able to talk to someone who understood pulled me out of the warped world of how awful the ED is and brought me back to a sense of ‘recovery is possible’.”

INTENSIVE OUTPATIENT PROGRAM

“Participating in the group environment was the most valuable thing that assisted my recovery... I can’t speak any higher of the positive effects that environment has on recovery.”

PREVENTION SERVICES

“good messaging and well presented; offered me things I hadn’t thought of before ... I learned a lot!”

RECOVERY SUPPORT SERVICES

“The carer’s program... helped me both understand [my wife] and gave me tools to communicate in a way which did not encourage the ED.”

FEEDBACK

CONFERENCE

“...I walked away with a sense of hope, and am putting what I learnt into practice.”

NATIONAL HELPLINE

“The counselling took away the feeling of guilt and made me feel ‘it’s okay, it’s not the end of the world today’.”

LIVED EXPERIENCE VOICES

“My aim now is to really experience life, as the healthy person I deserve to be. I’m sharing my story so as to change the stigma surrounding mental illness and eating disorders.”

INTENSIVE OUTPATIENT PROGRAM

“I really needed the intensiveness of three days a week, being supported, reassured and held accountable. I would never have been able to start eating and putting on weight without this support.”

CONFERENCE

“...the best psychological help and advice that I have received since my daughter became unwell 4 years ago. Thank you.”

NATIONAL HELPLINE

“The resources were excellent, up to date, concrete and effective... I’m very grateful for your service.”

BOARD AND COMMITTEES

BOARD OF DIRECTORS

Butterfly Foundation is an Australian Public Company and ACNC registered Health Promotion Charity. The directors of Butterfly are responsible for managing the business and affairs of the company. The Board of Directors currently meets six times per annum. The names of each person who has been a director during the year and to the date of this report are listed below.

BOARD OF DIRECTORS

David Murray AO (Chair)

*Claire Russell Middleton OAM (Founder)

*Joanne Cook

Anne Doherty

Anthony Peter Gill

Catherine Mary Happ

Associate Professor John Richard Newton

Professor Susan Jessica Paxton

Paul Salteri AM

Michael Same

Christine Elizabeth Morgan (CEO)

*Directors have been in office for the full financial year other than: Claire Middleton OAM, who resigned on 25th October, 2016. Jo Cook, who joined the Board on 27th September 2017.

DAVID MURRAY AO (CHAIR)

David Murray joined the Commonwealth Bank in 1966, and was appointed its Chief Executive officer in June 1992. He retired from that position in 2005. In November 2005 the Australian Government announced that he would be Chairman of the Future Fund. His statutory term ended in April 2012. In November 2013 he was appointed to head the Government's inquiry into Australia's financial system. The inquiry made recommendations to foster an efficient, competitive and flexible financial system, consistent with financial stability, prudence, integrity and fair treatment.

David Murray has previously served as a member of the Finance Sector Advisory Council and was the inaugural Chair of the International Forum of Sovereign Wealth Funds. David is a Director of Amber Power Holdings Ltd and holds a range of advisory roles.

In 2001, David Murray was awarded the Centenary medal for service to Australian Society in banking and corporate governance and, in 2007 he was made an Officer in the Order of Australia (AO).

He holds a Bachelor of Business and a Master of Business Administration, and an honorary PH.D from Macquarie University and the University of Technology, Sydney.

CLAIRE RUSSELL MIDDLETON OAM (FOUNDER)

Claire Middleton is a former sufferer and carer of two daughters with eating disorders. She was honoured by the State Government of Victoria by being placed on the Victorian Honour Roll of Women in 2004 and in 2005 as Woman of Achievement, and in 2006 by the International Academy of Eating Disorders with the Meehan Hartley Award. In 2012 Claire was awarded the Medal of the Order of Australia (OAM).

Claire is a Steering Committee Member of the National Collaboration of Eating Disorders having held that position since 2009. She was the inaugural Chair of the NEDC in 2009. She has served on State and Federal Government advisory boards and committees for body image and eating disorders. Claire is an Advisory Board Member for the International Academy of Eating Disorders.

Claire is a member of the Butterfly Ethics Committee and the Butterfly Research Institute Board.

Claire holds a BA (Anthropology).

JOANNE COOK

Jo is the founder and held the position of the Executive Officer of TRED (Tasmania Recovery from Eating Disorders Inc). She is a member of the Australian and New Zealand Academy for Eating Disorders and sits on its Consumer and Carer Committee. She is a member of the NEDC Expert Advisory Panel for the National Agenda for Eating Disorders.

Jo is an advocate for improvements in mental health services in her own state and through participation in national forums. She holds that the voices of the lived experience of consumers and carers are integral to system and clinical advancement of treatment, in mental health broadly, but more specifically in eating disorders.

Jo's achievements include being awarded a Certificate of Appreciation from the State Director of the Department of Immigration and Multicultural Affairs in March 1997 for contribution to the settlement of refugees and more particularly as Chair of the Southern Tasmania CRSS Network and member of the Advisory Board of the Phoenix Centre (Torture and Trauma) 1996-1997.



BOARD AND COMMITTEES

BOARD OF DIRECTORS

JOANNE COOK CONT.

Jo held the Ministerial appointment as the Chair of Tascag, (Advisory Committee to the Minister of Health on Mental Health) 2008-2009 and was a Member of COPMI National Family Forum 2008-2010.

Jo holds a M.Education, Grad Dip Psychology, and Bachelor of Counselling.

ANNE DOHERTY

Anne Doherty has over thirty years' experience in health, with the majority of that time spent in mental health and forensic mental health. Anne provides advice, assistance and the development of governance systems that ensure high system integrity, assists organisations to develop and improve quality and safety systems and delivery and leads in the development of new models of care and change management.

Anne is a member of the Butterfly Business Advisory Committee.

Anne holds a GAICD, BHA, RGN and RPN.

ANTHONY PETER GILL

Tony Gill worked for Macquarie Bank for over sixteen years, most recently as Group Head of the Banking and Securitisation Group. Prior to joining Macquarie, Tony worked for other banks and was a Chartered Accountant with a major international firm in Australia and Canada. Tony is Chairman of Australian Finance Group (AFG) - listed company; and a Company Director of Genworth Australia - listed company; First American Title Insurance Company of Australia - unlisted public company; First Mortgage Services (FMS) - unlisted public company and is a member of ASIC External Advisory Panel (EAP).

Tony is a member of the Butterfly Business Advisory Committee.

Tony holds a B.Comm (Hons) and is an ACA (retired).

CATHERINE MARY HAPP

Catherine Happ has over twenty years' experience in investments markets and is currently an Executive Director of Private Wealth Management at JBWere. She is a Council Member of Kambala Girls School and is the Immediate Past President of the Kambala Parents Association, one of Sydney's leading Independent Girls Schools.

Catherine holds a BMUS, BBUS, and Masters of Industrial Relations.

Catherine is a member of the Butterfly Ethics Committee.

ASSOCIATE PROFESSOR JOHN RICHARD NEWTON

Associate Professor Richard Newton is the Clinical Director of Peninsula Mental Health Service, a large mental health service based in a teaching hospital with a strong research component. He is also a Consultant Psychiatrist with a private practice specialising in eating disorders and formerly was the Clinical Director, of BETRS, a specialist Body Image, Eating Disorder, Treatment and Recovery Service. He is strongly committed to consumer and carer participation in Mental Health Service development and the provision of safe effective evidence based interventions for all members of the community in need of mental health care.

Richard has published more than 50 peer reviewed articles or book chapters on a range of topics including CBT, treatment of psychosis, eating disorders, psychosocial interventions in mental health services, health service redesign, and homelessness. He teaches a Masters level course in Structured Psychotherapy at the University of Melbourne and an Advanced Training course in CBT accredited for RANZCPAT in Psychotherapy.

Richard is a Steering Committee Member of the National Eating Disorders Collaboration having joined that Committee in 2009.

Richard is a member of the Butterfly Clinical Advisory Committee.

Richard is qualified as FRANZCP, MRCPsych, MB ChB.

PROFESSOR SUSAN JESSICA PAXTON

Susan Paxton is Professor in the School of Psychology and Public Health at La Trobe University. She is a clinical psychologist and researcher engaged in projects that focus on understanding risk factors for body image and eating problems, evaluating prevention and early intervention strategies and exploring stigma and mental health literacy related to eating disorders in the community. She is Past President of the International Academy for Eating Disorders and of the Australian and New Zealand Academy for Eating Disorders and was awarded the 2013 Academy of Eating Disorders Leadership Award in Research.

Susan is a Steering Committee Member of the National Eating Disorders Collaboration having joined that Committee in 2009. Susan is a member of and Chairs each of the Butterfly Ethics Committee and the Butterfly Clinical Advisory Committee. She is a member of the Butterfly Research Institute Board. Susan holds a BA(Hons), M Psych, and PhD.



BOARD AND COMMITTEES

BOARD OF DIRECTORS

PAUL SALTERI AM

Paul Salteri graduated from the University of NSW in 1971 with a Bachelor of Commerce degree, trained as an accountant, working in Sydney, the UK and Canada, and joined the Transfield Group (co-founded in 1956 by his late father Carlo Salteri AC and the late Franco Belgiorno-Nettis AC) in 1978. He is a Fellow of the Australian Society of Certified Practising Accountants, and a Governor of the Warren Centre for Advanced Engineering at the University of Sydney. Paul is Chairman of the major Australian industry/technology company, Olbia Pty Limited, the parent company of the Tenix Group, headquartered in North Sydney. He is a past Director of Austrade, a former member of the National Executive of the Australian Industry Group (AIG); former Chairman of AIG's Defence Manufacturers Council and a former member of the Defence Industry Advisory Council. He was appointed a Director of Transfield in 1981 and rose to the position of Joint Managing Director until the Transfield Group split in 1997. Following the split, the Salteri family formed Tenix Pty Limited, the assets of which included the company responsible for the ANZAC Ship Project, later named Tenix Defence. Tenix Defence was sold in 2007. Paul was Tenix Group Managing Director from 1997 to 2007, when he resigned from his executive position and became Chairman.

In 1999, the Italian Government awarded Paul the title Cavaliere Ufficiale. In 2005, he was named an "Innovation Hero" by the Warren Centre for Advanced Engineering in Sydney. He was appointed a Member of the Order of Australia in 2013.

Paul is a member of the Butterfly Business Advisory Committee.

MICHAEL SAME

Michael joined KNP Solutions in 1986 and became a director in 1989. Over the past 26 years Michael has built a specialist practice including but not limited to sectors such as the legal profession, commercial property, import industry, manufacturers and a range of family businesses. Michael has been instrumental in forming Advisory Boards for various clients.

Michael is a Director of Maccabi Victoria Sports Foundation Pty. Ltd. Michael was Chair of the Butterfly Foundation from October 2010 to September, 2013. Michael is Chair of the Butterfly Business Advisory Committee.

Michael holds a Bachelor of Business (Accounting), Chartered Accountant.

CHRISTINE ELIZABETH MORGAN (CEO)

Christine was appointed CEO of Butterfly in 2009 and joined the Board in 2013. She was formerly CEO of Eating Disorders Foundation of NSW and prior to that role was General Manager at Wesley Mission over portfolios including community services, health, corporate services and fundraising.

Prior to joining the not for profit sector, she worked for over 20 years in the corporate sector as Company Secretary / General Counsel for a number of public listed companies, and as Executive General Manager Business Strategy for Telstra. Christine is the National Director of the National Eating Disorders Collaboration, having held that role since 2009.

Christine is a member of the Butterfly Business Advisory Committee, the Butterfly Ethics Committee and the Butterfly Research Institute. She is also a Director of Mental Health Australia Limited.

Christine holds a BA LLB and Graduate Certificate in Management from the AGSM.



BOARD AND COMMITTEES

BUTTERFLY COMMITTEES

BUSINESS ADVISORY COMMITTEE

The Butterfly Business Advisory Committee is responsible for management of Butterfly's investments, including the Butterfly Foundation Gift Fund - Capital Account, in accordance with investment policy as approved by the Butterfly Board. The Committee provides advice on:

- The efficient investment and management of funds and assets of Butterfly.
- Business alignment of the strategic goals of Butterfly and the implantation and delivery of services.
- Oversight of the management of strategic risk, financial reporting, budgets, audit and compliance issues.

BUSINESS ADVISORY COMMITTEE

Michael Same (Chair)
 Anne Doherty
 Anthony Gill
 Paul Orenstein
 Paul Salteri AM
 Christine Elizabeth Morgan (CEO)

CLINICAL ADVISORY COMMITTEE

The Clinical Advisory Committee provides advice to the Board and management in relation to clinical and support services and prevention services provided by Butterfly. The responsibilities of this committee include providing advice on and conducting review and monitoring of:

- Clinical processes and protocols with respect to any clinical and support services provided by Butterfly.
- The practice of Butterfly's clinical and support services in relation to legislation, appropriate guidelines and standards, and best practice evidence.
- Any potential issues related to professional and/or ethical standards within service delivery.
- Any material complaints received in relation to such services.
- The development of new service models and service delivery opportunities.
- Trends in data over time.

CLINICAL ADVISORY COMMITTEE

Professor Susan Jessica Paxton (Chair)
 Professor Susan Byrne
 Carolyn Costin
 Anne Doherty
 Associate Professor John Richard Newton
 Dr Beth Shelton

ETHICS COMMITTEE

The Butterfly Ethics Committee provides advice to the Board in relation to the consistency of activities with Butterfly's vision, mission and strategic objectives. The responsibilities of this committee include providing advice on and evaluating:

- Relationships with external parties, including potential patrons and ambassadors.
- Community and/or publicity issues of a sensitive or complex nature.

ETHICS COMMITTEE

Professor Susan Paxton (Chair)
 Catherine Happ
 Claire Middleton OAM
 Christine Morgan (CEO)



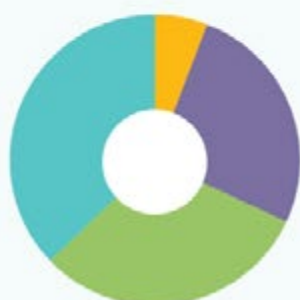
FINANCIAL OVERVIEW

STATEMENT OF INCOME AND EXPENDITURE FOR THE YEAR ENDED 30 JUNE 2017

	2017	2016
	\$	\$
INCOME		
Fundraising Gift Fund	757,686	446,730
Fundraising Capital Gift Fund	116,246	644,513
Fundraising Specific Purpose Gift Fund	472,000	480,000
Fundraising	1,345,932	1,571,243
Program Revenue	2,647,599	3,457,262
Programs	2,647,599	3,457,262
Fee for Service	254,362	171,233
Investment and Interest Income	96,197	50,489
Other	37,489	28,793
Other	388,048	250,515
TOTAL	4,381,579	5,279,020
EXPENDITURE		
Administration	760,814	673,145
Fundraising	376,170	330,596
Program Expenses	2,422,240	3,004,121
Advocacy	162,641	56,356
Program Development	70,284	49,484
Awareness and Social Campaigns	251,853	196,081
TOTAL	4,044,002	4,309,783
SURPLUS*	337,577	969,237
*Surplus of \$337,577 composed of Capital Gift Fund surplus \$116,246 and operational surplus \$221,331		
Other Comprehensive Income		
Investment Gains - Changes in Market Movement	60,467	0
TOTAL COMPREHENSIVE INCOME	398,044	969,237

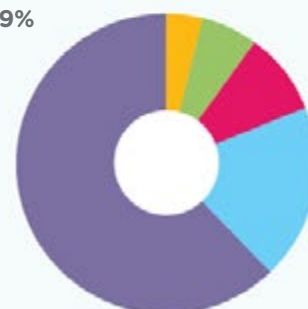
Income 2017

- ▶ Government Program Grants **37%**
- ▶ Philanthropy/Non Government Grants **26%**
- ▶ Fundraising **31%**
- ▶ Other (Fee for Service, Interest, Other) **6%**



Expenditure 2017

- ▶ Programs and Service delivery **62%**
- ▶ Administration **19%**
- ▶ Awareness and Social Campaigns **6%**
- ▶ Advocacy **4%**
- ▶ Fundraising **9%**



FINANCIAL OVERVIEW

STATEMENT OF FINANCIAL POSITION AS AT 30 JUNE 2017

	2017	2016
	\$	\$
Current assets		
Cash & cash equivalents	2,187,036	2,386,279
Trade & other receivables	161,897	411,102
Total current assets	2,348,933	5,146,314
Non-current assets		
Financial assets - Capital Gift Fund	1,949,221	1,500,000
Plant & equipment	40,925	40,989
Total non-current assets	1,990,146	1,540,989
TOTAL ASSETS	4,339,079	3,579,128
Current liabilities		
Trade & other payables	123,040	119,713
Other liabilities - grant funds in advance	1,050,375	1,491,872
Provisions	218,749	201,807
Total current liabilities	1,392,164	2,035,108
Non-current liabilities		
Provisions	67,811	43,918
Total Non-current liabilities	67,811	43,918
TOTAL LIABILITIES	1,459,975	1,857,310
NET ASSETS	2,879,104	4,829,993
Accumulated Funds		
Reserves	2,163,872	1,987,159
Retained Surplus	715,232	493,901
TOTAL EQUITY	2,879,104	2,481,060

This financial overview is drawn from Butterfly's full financial statements for 2016-17.

Butterfly's financial report including statement of financial position as at 30 June 2017, the statement of profit and loss and other comprehensive income, statement of changes in equity and statement of cash flows for the year ended 30 June 2017 has been audited by McClean Delmo Bentleys Audit Pty Ltd.

In the unqualified opinion of the auditors the financial reports are presented in accordance with Australian Accounting Standards and with Division 60 of the Australian Charities and Not-for-profits Commissions Act 2012 including that they give a true and fair view of the Entity's financial position as at 30 June 2017 and are compliant with relevant Australian Accounting Standards.

A copy of Butterfly's full financial statements is available from the Butterfly Foundation upon request.

SUSTAINING US

COMMUNITY FUNDRAISING

Butterfly's core operations are unfunded, and are possible only because of the generosity of many Australians. Community fundraising is a core source of the Butterfly Foundation's annual income. This area not only provides much needed financial support, it also generates awareness about the reality of eating disorders, and helps spread the word about unique services like the Butterfly National Helpline ED HOPE and Butterfly Prevention Services.

There were over 200 community fundraising initiatives held in support of Butterfly in 2016 - 2017. We are fortunate to have so many amazing, passionate and selfless supporters. The fundraising events themselves are as varied and imaginative as the people and organisations that create them, although all align with the vision and spirit of Butterfly. We want to particularly thank the friends and family of Clare Russell, Bendigo Bank Beaumaris Branch, Macquarie Bank Sydney, the Riverine Herald Echuca, the Ocean Keys Shopping Centre Claremont, RACV Resort Torquay, the Royal Fremantle Golf Club and Trinity College (University of Melbourne) for their amazing support.

One event was particularly notable this year. In Sydney, the Commonwealth Bank of Australia's Group Property and Security Charity Golf Day brought together nearly 90 employees and their clients. Combining the golf challenge with a charity auction of donated items, the group raised a stunning \$27,000 to support our work.

It's impossible to thank all contributors here, but each and every contribution is of huge value to us, irrespective of the dollar value raised. The fact that people care enough to want to make a difference is what truly counts - and, like a person, that value cannot be measured by numbers.



SUSTAINING US

CORPORATE PARTNERS

This year Butterfly Foundation celebrated its decade-long, shared-value partnerships with Sportsgirl and the Dove Self-Esteem Project. We were also proud to become one of eight charities partnered with the Future Generation Global Investment Company (FGG).

DOVE SELF ESTEEM PROJECT

The Dove Self-Esteem Project is an evolving global project with a mission to ensure that our next generation grow up enjoying a positive relationship with the way they look. Since first partnering with the Dove Self-Esteem Project a decade ago, the Butterfly Foundation has reached over 630,000 young people, either directly or through trained teachers, parents and community professionals, with age-appropriate education aimed at promoting body confidence and reducing risks for eating disorders.

SPORTSGIRL

Sportsgirl, Australia's iconic fashion label, first joined forces with Butterfly in 2006, to tackle the problem of negative body image by building an in-store customer awareness fundraising program. Over the ensuing decade, \$2.6 million has been raised through this program to support key projects and services of Butterfly. In 2016, Butterfly shared our gratitude and our vision for the future at the annual Sportsgirl conference.

A proportion of the funds raised via Sportsgirl are distributed each year by Butterfly through its Financial Assistance for Recovery (FAR) Program, assisting people to access treatment and services that would otherwise not have been possible for them.

FUTURE GENERATION GLOBAL

The Future Generation Global Investment Company (FGG) is Australia's first internationally focused listed investment company with the dual objectives of providing shareholders with diversified exposure to global equities and changing the lives of young Australians affected by mental illness. Butterfly's Intensive Outpatient Program for young people is grateful to be one of the first major beneficiaries of support from FGG in 2016.



SUSTAINING US

GOVERNMENT FUNDING, VOLUNTEERS

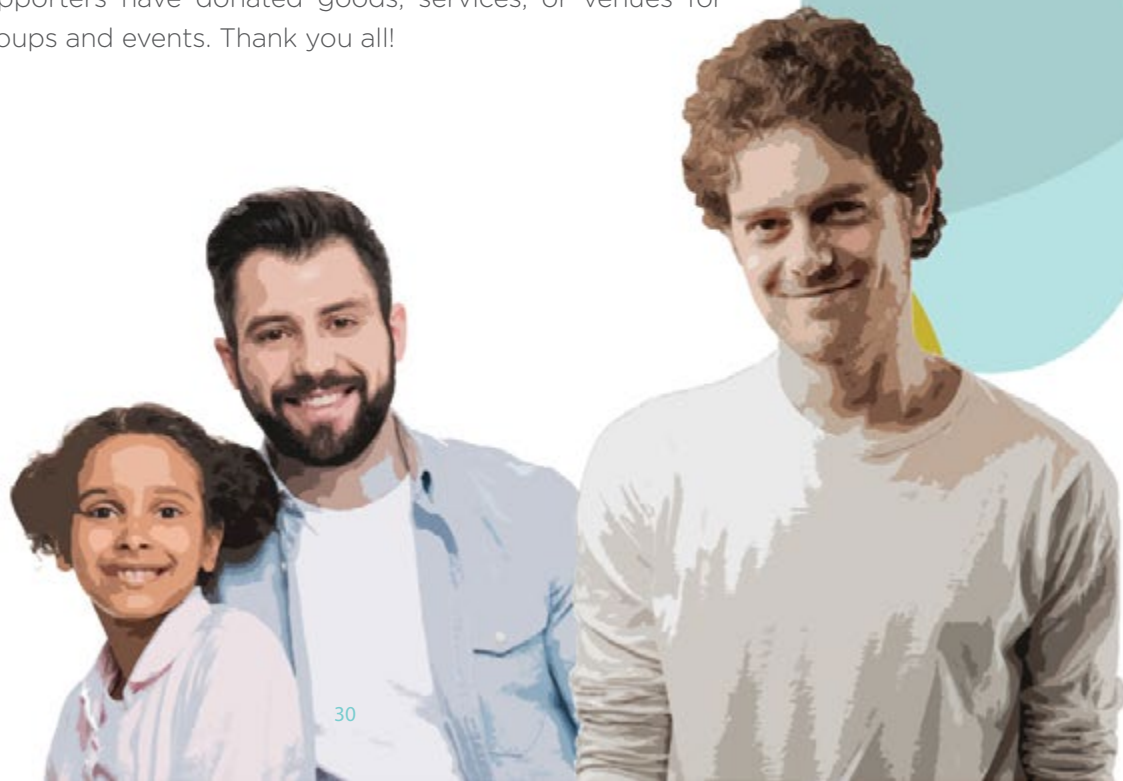
GOVERNMENT FUNDING

Butterfly gratefully acknowledges government funding for projects and services:

- The Butterfly National Helpline ED HOPE receives funding from the **Australian Government**.
- The National Eating Disorders Collaboration receives funding from the **Australian Government**.
- Butterfly Prevention Service's Victorian regional program receives funding from the **Victorian Government**.
- The Eating Disorders Intensive Program for Adolescents, delivered by Sydney Children's Hospitals Network in partnership with Butterfly, is funded by the **New South Wales Government**.
- The Butterfly Intensive Outpatient Program is supported by funding from the Sydney North Primary Health Network.

VOLUNTEERS AND PRO-BONO SUPPORTERS

We are immensely grateful for the support of more than 50 people and organisations who have helped us in a volunteer or pro-bono capacity over the year. Some are regular office volunteers, helping weekly in an administrative capacity. Others have helped by sharing their stories at fundraising events or to the media, presenting at conferences, or handing out brochures and factsheets on stalls. Pro-bono supporters have donated goods, services, or venues for groups and events. Thank you all!



THANK YOU

Thank you to every organisation and individual that contributes to Butterfly or recognises the importance of our work. Your support is an investment in a better future – a future where eating disorders prevention is a priority; a future where recovery from eating disorders is a reality for everyone.

BUTTERFLY GRATEFULLY ACKNOWLEDGES MAJOR SUPPORT FROM:

CORPORATE PARTNERS



WE ALSO GRATEFULLY ACKNOWLEDGE SUPPORT FROM THE FOLLOWING:



Bagnall Foundation

Darin Cooper Foundation

Headspace Brookvale

Headspace Chatswood

Headspace Townsville

Mary Vernon Foundation

Mast Foundation

Rix Foundation

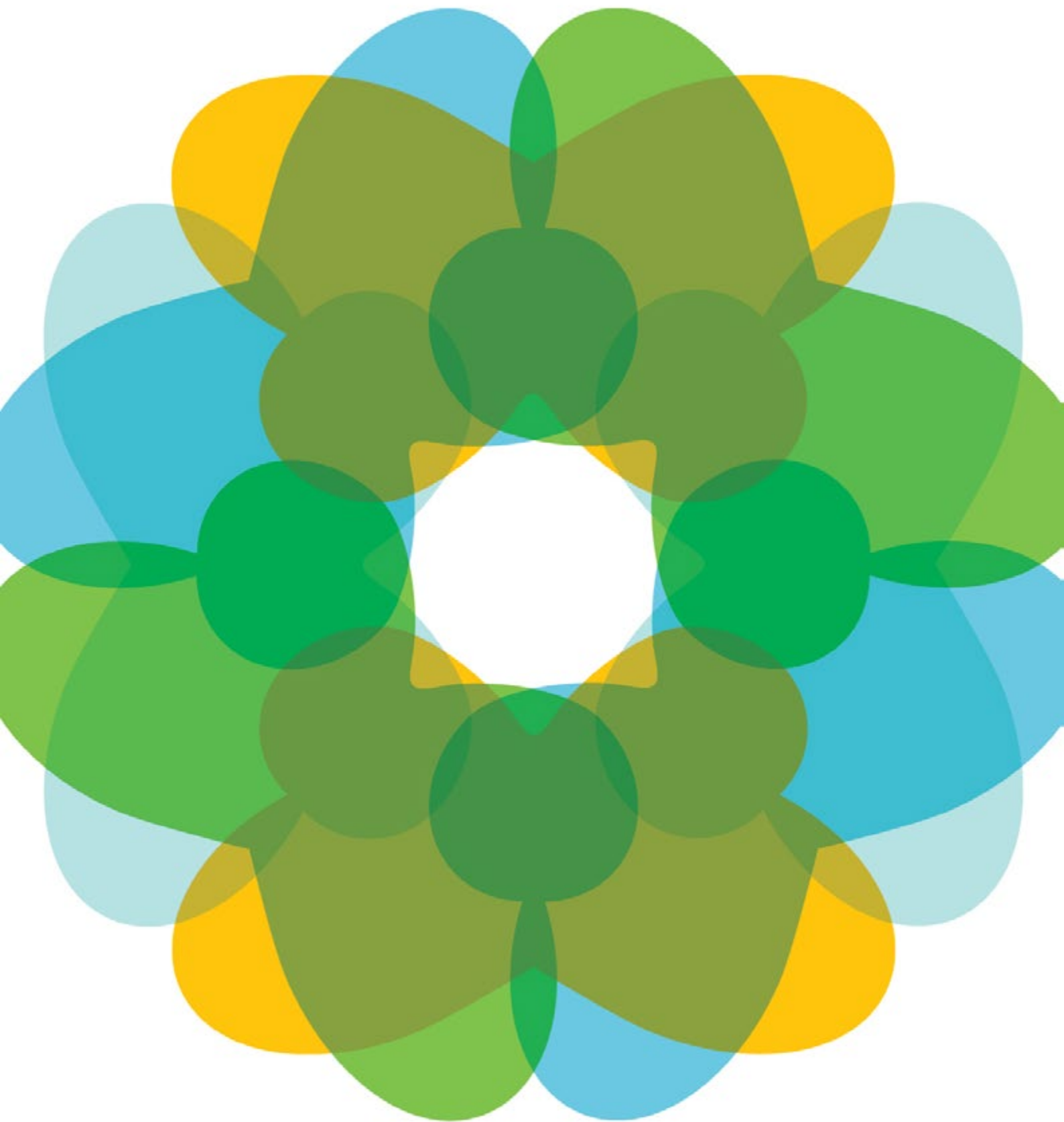
Youanmi Family Trust



thebutterflyfoundation.org.au

For support: 1800 ED HOPE - 1800 33 4673 or email: support@thebutterflyfoundation.org.au

For a downloadable PDF copy of this report visit thebutterflyfoundation.org.au



Butterfly
Foundation for Eating Disorders

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