



AUGUST 2020 – AUGUST 2021

RECONCILIATION ACTION PLAN

reflect



RECONCILIATION
ACTION PLAN
REFLECT



Butterfly
LET'S TALK eating disorders



Jordan Ardler
New Beginnings
Acrylic on Canvas
50 x 76cm

OUR ARTWORK

This artwork acknowledges the Cammeragal peoples, their land, spirits and ancestors.

It is a reflection of the significant shorelines and visually expresses where the land meets the sea.

The ripple effect of the blue central piece is symbolic of the ocean, which has provided resources for thousands of years.

The surrounding black lines are a protective barrier around the ocean and are an acknowledgement to the walking tracks and pathways ancestors use to travel along.

The artwork also incorporates elements of the initiatives, growth, empowerment and pathways based around Butterfly.

The central symbols are symbolic of the community coming together into an inclusive safe space. The ripples within the central circles are a reflection of the surrounding land as well as the conversations and storytelling which promote change and growth within the community.

The black pathways can also be seen as the journeys each individual will take during their time with Butterfly. The nine symbols surrounding the circles are symbolic of the outer community taking their first steps on their new journeys into the community.

The outer circular patterns reflect empowerment for one another to be positive, inspiring and striving to create change. Change is something that builds over time, in turn creating new beginnings. A butterfly's lifecycle is a perfect example of this. The image allows the viewer to take a step back to view the overall artwork.

This will allow the audience to see the various angles the artwork can be seen. Each way the image is turned, it resembles a butterfly.



Kevin Barrow
CEO



David Murray, AO
Chair

FORWARD BY OUR **CHAIR AND CEO**

Butterfly Foundation acknowledges the Traditional Owners of the Lands on which we operate. We pay our respects to Elders past, present and emerging and extend our respect to Aboriginal and Torres Strait Islander peoples across Australia.

Butterfly Foundation's mission is to bring about change to the culture, policy and practice in the prevention, treatment and support of those affected by eating disorders and body image issues.

Australia's historical legacy and current social and economic environment has resulted in high levels of psychological distress among Aboriginal and Torres Strait Islander peoples. Systemic and interpersonal forms of racism also play a significant role in the health and wellbeing of Aboriginal and Torres Strait Islander peoples.¹ With higher rates of poverty and other forms of disadvantage such as food insecurity it's perhaps not surprising that existing and emerging research suggests there may be higher rates of eating disorders and body image issues amongst Aboriginal and Torres Strait Islander peoples. The potential correlation between metabolic health issues, high rates of suicide and self-harm, eating disorders and body image issues may mean that improving physical and mental health outcomes for Aboriginal and Torres Strait Islander peoples will require tailored approaches.

While noting these challenges we reject the deficit approach to Aboriginal and Torres Strait Islander health. Instead we recognise the value of the holistic concept of Social and Emotional Wellbeing, and its potential to improve approaches to mental health promotion, prevention and intervention. We also note the resilience and fortitude of communities and individuals, and the specific strengths that Aboriginal and Torres Strait Islander peoples with lived experience of eating disorders and negative body image can bring to prevention and service delivery.

Butterfly is committed to developing our knowledge and practice in partnership with First Nations Peoples to increase access to both diagnosis and treatment for eating disorders, and to reverse the trend of growing mental health inequalities.

1. Australian Institute of Health and Welfare. (2011). The health and welfare of Australia's Aboriginal and Torres Strait Islander Peoples: An overview. Canberra: AIHW. Retrieved from <https://www.aihw.gov.au/getmedia/677d394f-92e1-4ad5-92b4-c13951b88968/12222.pdf.aspx?inline=true>; Ferdinand, Angeline. & Paradies, Yin. & Kelaher, Margaret. & Lowitja Institute, issuing body. (2013). Mental health impacts of racial discrimination in Victorian Aboriginal communities: the Localities Embracing and Accepting Diversity (LEAD) Experiences of Racism Survey. Victoria: Lowitja Institute. Retrieved from <http://dro.deakin.edu.au/eserv/DU:30058482/paradies-mentalhealthimpacts-2013.pdf>



OUR VISION FOR RECONCILIATION

Butterfly Foundation's vision for Australia is of a society which celebrates health, wellbeing and diversity, and embraces and values Aboriginal and Torres Strait Islander cultures and peoples.

As Professor Tom Calma AO, Reconciliation Australia's co-chair says, *"Here in Australia we're fortunate enough to have one of the richest and oldest continuing cultures in the world. This is something we should all be proud of and celebrate."*

In celebrating the cultures of Australia's First Peoples, Butterfly believes we must also have a deep understanding of our nation's history of colonisation, and the resulting psychological trauma, grief and loss experienced. It's with this understanding we can serve Aboriginal and Torres Strait Islander peoples well, continue our learning, break the cycle of trauma and achieve reconciliation.

It's also important to recognise there is still much to be done in improving the understanding, recognition and treatment of eating disorders and body images issues amongst Aboriginal and Torres Strait Islander peoples.

This RAP consolidates Butterfly Foundation's commitment to reconciliation and provides a framework to help realise our vision.



OUR BUSINESS

Founded in 2002, Butterfly Foundation is the national charity for all Australians impacted by eating disorders and body image issues, and for the families, friends and communities who support them.

Butterfly changes lives by providing innovative, evidence-based support services, treatment and resources, delivering prevention and early intervention programs and advocating for the needs of our community. Butterfly has staff in four states and territories – New South Wales, Victoria, Queensland and Tasmania – and national programs and services.

An eating disorder is a serious psychiatric disorder with significantly distorted eating behaviours and high risk of physical as well as psychological harm. Left unaddressed, the medical, psychological and social consequences can be serious and long term. Eating disorders can impact every aspect of an individual's life and, for many, can be life-threatening.

Whilst research indicates that approximately 9% of Australians will experience an eating disorder in their lifetime,² we know that eating disorders and body image issues often go undiagnosed. Suicide is a leading cause of death for people experiencing an eating disorder and we believe it's important to take a holistic approach to any intervention.

Our name represents both the ongoing transformation of individuals recovering from an eating disorder or body image issues and – through advocacy, treatment and prevention – the transformation Butterfly seeks to make to Australia's eating disorders landscape.

Butterfly's website is accessed by almost 300,000 people each year seeking information and support for eating disorders and body image issues.

Our National Helpline, funded by the Federal Department of Health, provides support over the phone, via email and through webchat from 8:00 am – midnight (AEST), seven days a week. Our trained Helpline counsellors are experienced in assisting people with eating disorders and body image issues and help around 28,000 contacts a year with non-judgemental information, counselling and referrals. The Helpline has specific objectives to increase support for and help-seeking by Aboriginal and Torres Strait Islander peoples.

We also provide treatment and carer programs, as well as support groups, through which we reach more than 500 Australians a year.

Because Butterfly recognises that eating disorders can arise from a negative body image, we deliver a range of Positive Body Image workshops to schools and workplaces through education programs which reach over 10,000 young people each year.

The Butterfly Foundation employs 87 people³. In the past, we haven't asked employees if they identify, so the number of staff identifying as Aboriginal and/or Torres Strait Islander is currently unknown. The majority of our staff are counsellors, social workers and psychologists employed by our Helpline, followed by those working in treatment and support services and our residential facility. Other areas of employment are in communications, fundraising, marketing, human resources, operations, finance, prevention services and sector development. Our prevention services team also has sessional presenters who visit schools, communities and workplaces to deliver prevention programs.

Our Empowered Voices program aims to give a greater voice to people with lived experience of eating disorders. In order to reduce stigma and to show that recovery is possible, our Empowered Voices ambassadors tell their stories in the media and present at prevention and education events and other ad hoc community partner and fundraising occasions.

2. National Eating Disorders Collaboration, retrieved 14 November 2019, <https://www.nedc.com.au/eating-disorders/eating-disorders-explained/something/whats-an-eating-disorder/>

3. As at 30 June 2020



OUR REFLECT RAP

Butterfly's Reflect RAP is driven by a number of imperatives.

Firstly, we aim to stand with Aboriginal and Torres Strait Islander peoples to support their efforts to improve social and emotional wellbeing, particularly in relation to body image issues and eating disorders.

Secondly, Butterfly commits to helping to develop the evidence base by supporting research in relation to eating disorders, body image and Aboriginal and Torres Strait Islander peoples. We will consult meaningfully with Aboriginal and Torres Strait Islander social and health workers, monitor and disseminate new research, and explore ways we can assist or collaborate with studies of eating disorders and body image involving Australia's First peoples. Our goal is to ensure culturally safe and appropriate eating disorder and body image services for this constituency.

Thirdly, we aim to build partnerships with Aboriginal and Torres Strait Islander-led organisations and communities, so that we can learn how best to support Australia's First Peoples and become a more culturally-safe, responsive organisation. As the voice of lived experience, Butterfly is committed to hearing and elevating the voices of all Australians affected by eating disorders.

Fourth, we seek to create a safe and inclusive workplace that creates space for respect and celebrates Aboriginal and Torres Strait Islander cultures, histories and contributions.

Finally, this RAP is part of our broader objective to reduce stigma around eating disorders for all Australians and to encourage help-seeking by diverse populations. We are committed to improving identification of eating disorders and access to treatment for all.

Our RAP was developed by our Marketing Manager, in collaboration with our Inclusion and Diversity Working Group and Senior Leadership Team.

Butterfly Foundation's Reconciliation Action Plan is championed by its CEO, Kevin Barrow, its executive and Board, and is passionately supported across the organisation.



Our RAP Working Group will be formed with the following participants as members to implement and champion our RAP:

POSITION	MEMBER
CEO (Co-Chair)	Kevin Barrow
Board Member (Co-Chair)	As nominated
Marketing Manager (Project Manager)	Belinda Kerslake
Head of Finance and Administration	Anna Cullinane
Human Resources Manager	Therese Coffey
Practice Manager	Tania Giltrap-Jones
Helpline Counsellor	Katie ⁴
Digital Content Coordinator	Michaela Del Casale
Manager, Knowledge, Policy & Research	Dr Sarah Squire
National Manager, NEDC	Hilary Smith
Lived Experience Coordinator	Mitch Doyle
Manager, Education Services	Helen Bird
Marketing Coordinator	Camilla Becket
External Aboriginal Representative Research Assistant, Sydney School of Medicine (central clinical school), Faculty of Medicine and Health, The University of Sydney.	Elizabeth Dale

Our partnerships/current activities

Recognising the importance of beginning our Reconciliation journey, Butterfly has become a member of Reconciliation NSW and will continue to consult with them to deepen our understanding and guide our reconciliation journey.

All current Butterfly staff members have received cultural competence training and we will continue with this training at appropriate points as new staff are inducted into our organisation.

Our social inclusion toolkit with inclusive language guidelines has been disseminated to all Butterfly employees and forms part of induction for new employees. We will continue to investigate opportunities to increase cultural awareness and cultural competence as a group.

We will continue to maintain Aboriginal and Torres Strait Islander flags and Acknowledgements of Country on our website to show our respect for the First Peoples of the land on which we operate.

4. Our Helpline counsellors use only their first name for anonymity.

OUR PLAN

RELATIONSHIPS



Action	Deliverable	Timeline	Responsibility
1. Establish and strengthen mutually beneficial relationships with Aboriginal and Torres Strait Islander stakeholders and organisations.	• Identify Aboriginal and Torres Strait Islander stakeholders and organisations within our local area or sphere of influence.	October, 2020	Marketing Manager
	• Research best practice and principles that support partnerships with Aboriginal and Torres Strait Islander stakeholders and organisations.	November, 2020	Marketing Manager
2. Build relationships through celebrating National Reconciliation Week (NRW).	• Circulate Reconciliation Australia's NRW resources and reconciliation materials to our staff.	May, 2021	Helpline Counsellor
	• RAP Working Group members to participate in an external NRW event.	27 May-3 June, 2021	Digital Content Coordinator
	• Encourage and support staff and senior leaders to participate in at least one external event to recognise and celebrate NRW.	27 May- 3 June, 2021	CEO
3. Promote reconciliation through our sphere of influence.	• Communicate our commitment to reconciliation to all staff.	September, 2020	CEO
	• Identify external stakeholders that our organisation can engage with on our reconciliation journey.	October, 2020	Marketing Coordinator
	• Identify RAP and other like-minded organisations that we could approach to collaborate with on our reconciliation journey.	January, 2021	Marketing Manager
4. Promote positive race relations through anti-discrimination strategies.	• Research best practice and policies in areas of race relations and anti-discrimination.	November, 2020	Human Resources Manager
	• Conduct a review of HR policies and procedures to identify existing anti-discrimination provisions, and future needs.	March, 2021	Human Resources Manager
5. Build relationships with Aboriginal and Torres Strait Islander peoples with lived experience of an eating disorder or body image issue.	• Actively seek and encourage Aboriginal and Torres Strait Islander peoples with lived experience to become part of our Empowered Voices program.	January, 2021	Lived Experience Engagement Coordinator

RESPECT



Action	Deliverable	Timeline	Responsibility
6. Increase understanding, value and recognition of Aboriginal and Torres Strait Islander cultures, histories, knowledge and rights through cultural learning.	• Develop a business case for increasing understanding, value and recognition of Aboriginal and Torres Strait Islander cultures, histories, knowledge and rights within our organisation.	February, 2021	Marketing Manager
	• Conduct a review of cultural learning needs within our organisation.	May, 2021	Human Resources Manager
7. Demonstrate respect to Aboriginal and Torres Strait Islander peoples by observing cultural protocols.	• Develop an understanding of the local Traditional Owners or Custodians of the lands and waters within our organisation's operational area.	September, 2020	Marketing Coordinator
	• Increase staff's understanding of the purpose and significance behind cultural protocols, including Acknowledgement of Country and Welcome to Country protocols.	October, 2020	Manager – Knowledge, Research and Policy
	• Acknowledge Traditional Owners with printed Acknowledgements in all our permanent offices including appropriate artwork.	November, 2020	Practice Manager
	• Include an Acknowledgment of Country or Welcome to Country in all staff team meetings and major events with external people.	September, 2020	Marketing Manager
8. Build respect for Aboriginal and Torres Strait Islander cultures and histories by celebrating NAIDOC Week.	• Raise awareness and share information amongst our staff about the meaning of NAIDOC Week.	June, 2021	Marketing Coordinator
	• Introduce our staff to NAIDOC Week by promoting external events in our local area.	June, 2021	NEDC Representative
	• RAP Working Group to participate in an external NAIDOC Week event.	First week in July, 2021	Marketing Coordinator

OUR PLAN

OPPORTUNITIES



Action	Deliverable	Timeline	Responsibility
9. Improve employment outcomes by increasing Aboriginal and Torres Strait Islander recruitment, retention and professional development.	• Develop a business case for Aboriginal and Torres Strait Islander employment within our organisation.	February, 2021	Human Resources Manager
	• Build understanding of current Aboriginal and Torres Strait Islander staffing to inform future employment and professional development opportunities.	March, 2021	Human Resources Manager
	• Improve knowledge of our workforce and collaboration with Aboriginal and Torres Strait Islander researchers and organisations.	November, 2020	Manager – Knowledge, Research and Policy
10. Increase Aboriginal and Torres Strait Islander supplier diversity to support improved economic and social outcomes.	• Develop a business case for procurement from Aboriginal and Torres Strait Islander owned businesses.	May, 2021	Head of Administration & Finance
	• Investigate Supply Nation membership.	July, 2021	Practice Manager
11. Build our understanding of the effects of eating disorders and body image issues effecting Aboriginal and Torres Strait Islander peoples in our local communities.	• Consider ways we can assist or collaborate with researchers in the area of Aboriginal and Torres Strait Islander peoples, eating disorders and body image.	March, 2021	Manager – Knowledge, Research and Policy
	• Monitor new research and disseminate to the organisation.	October, 2021	Manager – Knowledge, Research and Policy
	• Explore the creation of an online Aboriginal and Torres Strait Islander self-care support group.	July, 2021	Marketing Manager
	• Seek advice internally and externally to get better understanding of how our organisation can distribute our prevention services and resources about body image positivity, our programs and services in Aboriginal and Torres Strait Islander communities.	June, 2021	Manager, Education Services

GOVERNANCE



Action	Deliverable	Timeline	Responsibility
12. Establish and maintain an effective RAP Working Group (RWG) to drive governance of the RAP.	• Maintain a RWG to govern RAP implementation.	August, 2020	Marketing Manager
	• Draft a Terms of Reference for the RWG.	September, 2020	Marketing Manager
	• Establish Aboriginal and Torres Strait Islander representation on the RWG.	June, 2021	Marketing Manager
13. Provide appropriate support for effective implementation of RAP commitments.	• Define resource needs for RAP implementation.	September, 2020	Human Resources Manager
	• Engage senior leaders in the delivery of RAP commitments.	September, 2020	CEO
	• Define appropriate systems and capability to track, measure and report on RAP commitments.	April, 2021	Manager – Knowledge, Policy and Research
14. Build accountability and transparency through reporting RAP achievements, challenges and learnings both internally and externally.	• Complete and submit the annual RAP Impact Measurement Questionnaire to Reconciliation Australia.	30 September, 2020	Marketing Manager
15. Continue our reconciliation journey by developing our next RAP.	• Register via Reconciliation Australia’s website to begin developing our next RAP.	April, 2021	Marketing Manager



CONTACT DETAILS

Belinda Kerslake
Marketing Manager
P: (02) 9412 4499
E: Belinda.kerslake@butterfly.org.au

Butterfly National Helpline 1800 33 4673
butterfly.org.au



Butterfly
LET'S TALK eating disorders