From the CEO’s desk

Butterfly has once again hit the ground running in 2010. In fact, I wonder what has happened to the first two months of the year, they have passed so quickly. Then I stop and think on what we have been doing. Exciting news in Sydney late last year was our move to our new location in “Butterfly House” in Crows Nest. We are now well and truly settled with plans afoot to engage with clinicians and therapists so they can provide services from our Wellbeing Centre. Butterfly has been working hard with all the team on the National Eating Disorders Collaboration as we finalise the National Framework. This is such a significant development for all of us who work in the eating disorders and related sectors and thank you to all of our Butterfly friends who have been sharing with us along the way. We are also very busy planning the Butterfly Foundation Balls which will be held in Sydney on Thursday May 13th and in Melbourne on Friday September 10th. On the social side of things Claire, Julie and I had a wonderful evening at the Sportsgirl Glammy’s awards night. It was a great occasion to share with the Sportsgirl team and to thank them in person for all their support. We are looking forward to another busy year and we will continue to update you through our website and this bi-monthly newsletter. If any of you are in Sydney and would like to visit us in our new home, please do so. We always have time to share with our friends.

Christine Morgan
CEO
The Butterfly Foundation

Butterfly Eating Disorder and Body Image Resource Centre

The Butterfly Eating Disorder and Body Image Resource Centre in Crows Nest is open! Butterfly staff are very excited about the move to this wonderful property which will be the base for our support services including a national helpline and education programs.

2010 will see some exciting new developments as we continue to realise the exciting concept and potential of this resource centre. Support and treatment for eating disorders, disordered eating and negative body image will be provided as well as clinicians’ rooms, group therapy facilities and holistic allied health programs. This will be the first centre of its kind in Australia and we would love to share this journey with you. Please stop by and say ‘hi’ if you get the chance.

Butterfly Research Institute

The Butterfly Research Institute (BRI) was developed in 2009 to award grants to eating disorder related research. In 2009 six top up PhD scholarships were awarded to exceptional students completing their PhD in an eating disorder related area.

2010 will see a finalisation of all policies and procedures for the BRI as well as the award of further research scholarships and grants for collaborative research projects. Please check The Butterfly Foundation website on a regular basis for updates on the BRI.
The Butterfly Foundation Ball - Sydney

Dust off those dancing shoes and join us for a wonderful night of fun, laughter and entertainment - Thursday 13th May 2010 will see Sydney host to its first Butterfly Foundation Ball. This signature event will be held at the spectacularly set Doltone House, overlooking Sydney Harbour and will attract a number of celebrities, media personalities, corporate and social networks, as well as those with a lived experience. Multi-award winning journalist and Channel 9 reporter, Ben Fordham will again show his support as MC of the evening. Guests will be entertained by the wonderful sounds of The John Field Band and will be tempted by an irresistible array of auction items.

Please visit our website for updates including how to buy tickets which will go on sale in late March. Please contact Mary Orenstein at mary@thebutterflyfoundation.org.au if you are interested in showing your support through sponsorship or in-kind donations for our live and silent auctions. The Butterfly Foundation Ball Sydney will be an event to remember and a fabulous way for you to show your support!

Violet and I

It is always exciting when businesses approach us stating they love our work and that they want to support us. The newest member of the Butterfly ‘family’ is Violet and I, an emerging fashion label steeped in vintage inspiration. Violet and I’s Head Designer, Anna Lintkater, is busy designing a special item of clothing for which a percentage of proceeds will come to Butterfly. Violet and I are also currently running an art competition, with the winning entry to be featured on a Violet and I notebook. For further information about this wonderful opportunity, please click here. Entries close March 30th 2010.

Merchandise

We are excited to announce that a new range of Butterfly merchandise is now available online. We encourage you to explore our new ‘web shop’ with items including beautiful linen tea towels, fine bone china mugs, positive word magnets. Butterfly branded nail files and a wide range of butterfly gift cards. Our signature aqua pens, scented candles, t-shirts and resources are also still available and will make the perfect gift for a loved one or person suffering from an eating disorder or poor body image. Join us in the Butterfly effect – a small gesture can make the world of difference.
The Butterfly Foundation

EDUCATION & COMMUNITY

Services

The Butterfly Foundation is Australia’s largest charitable organisation working to support sufferers of eating disorders & negative body image.

One of the key areas of focus for the foundation is in the area of Health Promotion, Prevention & Education. Please find below the services that are on offer in this space for 2011 in Victoria and NSW.

DOVE BODYTHINK FOR EDUCATORS & PARENTS

Dove continues to support The Butterfly Foundation as a valued corporate partner & has been funding & supporting the Dove BodyThink initiative since 2006.

The Butterfly Foundation will be building on the foundation that has been created by this program & will be facilitating Dove BodyThink workshops for not only Educators in 2010, but also Parents.

For more information about Dove BodyThink for Educators & Parents please visit the ‘Services’ link at www.thebutterflyfoundation.org.au or contact Danni Watts E: danni@thebutterflyfoundation.org.au or T: 03 9822-5771

EARLY INTERVENTION WORKSHOPS TO SCHOOL STAFF

In the event that school staff (school counsellors & staff) require, or are seeking further information about eating disorders & intervention strategies, we can provide a presentation to assist in equipping your staff with information and skills in this area. Please note that as it is not in their best interests, we do not present directly to young people on the topic of Eating Disorders.

Please contact Paula Kotowicz: E: paula@thebutterflyfoundation.org.au T: 02 9412-4499

PRESENTATIONS & WORKSHOPS TO YOUNG PEOPLE

With society & the media placing such a huge emphasis on weight, size, shape & appearance, young people today are feeling the pressure more so than ever before to look a certain way. Research continues to tell us that many are experiencing feelings of inadequacy, low self esteem & negative body image as a result of not measuring up to these unrealistic ideals.

Presentations (classes of entire year levels) & workshops (max 30 students) are age appropriate & relevant to both males & females. Sessions are positive, uplifting, empowering & informative.

As all of our Education services are unfunded there is a flat fee assigned for these sessions.

PRIMARY SCHOOL TOPICS

GRADE 3 & 4 - 'Just As I Am'
1.5hr Workshops (Class size)
Focus: Self Esteem
This is an interactive workshop which includes activities & discussions around self esteem & power of words (bullying).

GRADE 5 & 6 - 'Building a Better Body Image'
45min-1hr Presentations & 1.5hr Workshops
Focus: Self Esteem, Body Image & Basic Media Literacy
These sessions focus on understanding self esteem and body image & highlighting some of the tricks that the media uses to empower this age group.

SECONDARY SCHOOL TOPICS

YEAR 7 & 8 - 'Getting Media Savvy'
45min-1hr Presentations & 1.5hr Workshops
Topic: Media Literacy, Influences & impacts.
These sessions address the things that have the power to influence self esteem & body image (media, friends & peers)

YEAR 9 & 10 — ‘Living Healthy & Happy’ or ‘Avoiding Body Image Pressures’!
45min-1hr Presentations only
Focus: Health (nutrition & fitness) & Body Image or;
Focus: Self Esteem, Body Image & their influences

SENIOR (16-18yo) - The Great Dieting Myth
1hr Presentation
Focus: Dangers of dieting/overtraining & Body Image
This presentation explores the dangers of dieting & overtraining which young people often engage in, in an effort to cope with their feelings of low self esteem & body dissatisfaction.

FRIENDS OR FRENEMIES? — Girls only!

MAKING A BOOKING

To organise a workshop or presentation in VIC or NSW please email the relevant Butterfly Education Manager below. A suitable date & time can be negotiated & they can also inform you of the costs & requirements for these sessions.

NSW: Paula Kotowicz (T) 02 9412-4499 (E) paula@thebutterflyfoundation.org.au
VIC: Hannah Cranage (T) 03 9822-5771 (E) hannah@thebutterflyfoundation.org.au

www.thebutterflyfoundation.org.au