

ANNUAL REPORT  
**2015**



# Contents

Highlights of 2014/15	3
About EDV	4
Our services	5
Board Chair report	6
Chief Executive Officer's report	8
Feature articles	10
• Victoria's first eating disorders strategy	10
• Educating the fitness industry	11
• Eating disorders in General Practice	12
• Who are we working with?	14
• EDV supports recovered speakers to the Melbourne Clinic	15
• What does the support of EDV Psychology mean for clients?	15
• Representing eating disorders across the country	16
• Feed the Soul 2015	17
• Help-seeking cards for family and friends	18
• Positive thinking postcards	18
• Body and balance	19
• Your Body, Your Friend	19
• EDV online	20
Volunteer Story	22
Governance	23
Treasurer's Report	24
2014–2015 at a glance	26
Auditor's Report	27
Financial Statements	28
Statistics for 2014–15	30
Grantors, sponsors and corporate supporters	32
Thank you	34
How you can help	35

# Highlights

**2,063**

Number of requests  
for support to the  
EDV helpline

**1,225**

Number of attendees  
to EDV Education  
sessions

**424**

GP education  
attendees

**521,682**

Number of website  
page views

**669**

Number of Psychology  
sessions held

“I can’t thank you enough. I really feel touched by those in my life who can help. I know I now need to do some heavy lifting too”.

Helpline caller

# About EDV

Eating Disorders Victoria (EDV) provides services to anyone in Victoria affected by an eating disorder, such as anorexia, bulimia or binge eating disorder. We provide counselling, education and information for people with eating disorders, their families and carers to promote early identification and intervention of eating disorders so as to reduce their incidence and manage their impact. We provide services to anyone affected by eating disorders, regardless of their age, gender, or background, because eating disorders affect almost a million Australians and only one in six receive any treatment.

## Mission Statement

The Eating Disorders Foundation of Victoria is the primary source of support, information, community education and advocacy for people with eating disorders and their families in Victoria. We connect those whose lives are affected by eating disorders with the people, services and hope they need for recovery.

## Vision Statement

We envisage a future where the incidence, duration and impacts of all eating disorders are reduced and ultimately eradicated. We achieve this by maintaining a focus on: prevention; awareness; understanding; and evidence based services and supports.

## Values Statement

We embrace the following values to underpin our vision and mission:

**Respect • Acceptance • Hope**

## Strategic plan

The following five strategic pillars support EDV’s vision:

### 1. Gateway

EDV is the gateway to the information and services that support people to recover from an eating disorder.

### 2. Culture

EDV culture is one where our behaviour aligns with our organisational values of respect, acceptance and hope.

### 3. Engagement

EDV engages in meaningful ways with stakeholders to educate and support any interactions with others.

### 4. Identity and brand

EDV has a clear and sophisticated understanding of our mission, vision and values. All our activity is validated and underpinned by a combination of evidence and lived experience.

### 5. Architecture

The architecture of EDV enables us to be nimble, agile and adaptable to any market changes that impact EDV.

# Our services

## EDV Psychology

Psychological therapy through EDV Psychology for people affected by eating disorders and their families.

## Helpline

A telephone, email and drop in support for anyone affected by an eating disorder.

## Support groups

Facilitated self-help groups providing a confidential and safe environment for recovery and learning through shared experience.

## Professionally facilitated group programs

Group programs for carers, people with poor body image, and people who are at risk of, or in recovery from an eating disorder.

## Education and professional development

Workshops for schools, health and community workers, workplaces, businesses, professionals and the broader community about eating disorders and body image.

## Consultations

For workplaces, schools and community organisations.

## Website

Comprehensive information for anyone looking to find out more about eating disorders, including fact sheets, basic information and an overview of treatment options.

## Online recovery forum

Fully moderated for safety; reaching out to those who are isolated, require full anonymity or just like connecting online.

## Advocacy

Engaging key policy makers to ensure people with an eating disorder and their carers have a voice in the community.

## Communications and resources

Including regular member newsletters, a specialist library of books and DVDs, eating disorder specific resources and fact sheets, and a database of treatment facilities in Victoria.

“I found it helpful to get the tips about talking the patient through what to expect when they are referred on to the mental health team.”

GP Education feedback

“I am proud to be the Chair of EDV’s board, as it allows me to lead an ambitious and passionate organisation that continuously innovates to address these serious and pervasive mental illnesses. EDV’s approach combines evidence and research with new approaches to be responsive to the changing needs of the community.”

# Board Chair report

It has been my pleasure and privilege to serve EDV as its Chair again this year.

The board has had another busy 12 months working behind the scenes with Jennifer and the staff to ensure that we are achieving our strategic plan and goals. We had one resignation this year – Ms Melissa Jordan, due to work commitments – and we welcomed Mr Russ Wood to the board who brings expertise in governance. I wish Melissa all the best for the future and look forward to Russ’s input at board meetings.

Thank you to the rest of the board for your work this year – Matthew Tence has again been Treasurer, and as always has done an amazing job. Jennifer Beveridge has and always will be an inspiration to me. Thank you Jennifer, you have taught me so much over the years we have worked together.

To all the staff, from the board and myself thank you for all your hard work and dedication; you are laying the foundations for another successful year at EDV. I would like to acknowledge Ms Marilyn Amendola who was EDV’s Volunteer Coordinator for almost 10 years. Lastly, thank you to all the volunteers – without you we would not be able to do the depth and breadth of work that we do. May the next 12 months be as productive as the last.



Tracey De Poi  
Board Chair



“We expect that over the coming years our work will bear fruit of reducing stigma and encouraging more people to seek help for their eating disorder early.”

# Chief Executive Officer's report

After completing our last strategic plan in early 2014, the board, staff and some volunteers of EDV developed our new 2014–2017 strategic plan. As part of the process we designed three scenarios which have provided EDV with images of the future to strive towards achieving. The use of these scenarios of embracing life, being an inclusive community, and looking out for new opportunities has energised the organisation and contributed to a culture that contains both reflection and achievement.

EDV is keen to be an organisation that gets things done...and this year we have been entrusted with a number of projects that have allowed us to demonstrate our ability to do just that!

The Victorian Government granted EDV significant one off funding for new projects that will provide ways to engage with the primary healthcare sector regarding identification and early intervention for eating disorders. Local governments and locally based organisations have funded EDV to deliver programs to their communities. Medicare locals, headspace centres and schools have requested EDV to assist in educating staff. Other organisations have sought the advice and experience of EDV to inform the communication of public health and social change messages.

We look to emerging trends and areas of need by listening to people who contact EDV by phone, email, on social media or in person. As a result we are at the forefront in addressing eating disorders in the community (eg. working with primary health, fitness professionals, and having a presence at national conferences).

We expect that over the coming years our work will bear fruit of reducing stigma and encouraging more people to seek help for their eating disorder early.

We continue to build our signature approach of combining evidence based practice with innovative approaches, testing and trialling new resources, services and programs along the way. Our EDV community is a vital part of our ability to work in meaningful ways – with and for Victorians who are affected by eating disorders. We want to work in partnership with individuals, groups and organisations. Please keep in touch with us, provide your ideas and feedback, and together we will make a difference. Again I want to sincerely thank all the volunteers, supporters, friends and staff of EDV who help us pursue our vision of connecting “those whose lives are affected by eating disorders with the people, services and hope they need for recovery.”



Jennifer Beveridge  
Chief Executive Officer





A community that is aware, together with frontline health professionals who can identify eating disorders, are central to support people to seek help and provide earlier diagnosis, thus reducing critical delays in treatment. (Victorian Eating Disorders Strategy, 2014).

## Victoria's first ever eating disorders strategy

In October 2014, the previous Victorian Government launched the Victorian Eating Disorders Strategy at EDV's Offices in Abbotsford – a major milestone for the eating disorders and broader mental health sector. The strategy is the culmination of a significant amount of work led by the Eating Disorders Taskforce since 2011, with contributions from EDV's Chair, Tracey De Poi, over many years.

Victoria's first ever eating disorders strategy is the result of considerable effort to bring eating disorders to the fore in terms of mental health advocacy, and represents a formal acknowledgement of the magnitude and impact of these serious mental illnesses. The importance of people with eating disorders being identified early, and being provided with appropriate treatment options, is undeniable. While around a million Australians have an eating disorder, less than half are likely to be diagnosed. There is a 10 year delay on average between the onset of the illness and treatment for people with bulimia; 15 years for people with anorexia. Only around one in six people with an eating disorder get treatment for their illness.

To support implementation of the strategy, in 2015 the Andrews Government committed \$2.1 million in funding to four key mental health organisations in Victoria – specifically EDV, the Centre for Excellence in Eating Disorders, headspace and Austin Health.

EDV has been recognised with over \$300,000 to support our work in enhancing the skills of general practitioners and primary health care providers in identifying and responding to eating disorders. This builds on our successful work to date with the Centre for Excellence in Eating Disorders in providing GP Education across the state. We have also been given \$50,000 to develop an online product to support early identification and effective referrals for eating disorders.

This much-needed funding is a welcome recognition of the significant need for financial support to enable existing state-based services to provide education, advocacy, and treatment for people with eating disorders across Victoria. With the support of this funding, EDV looks forward to working collaboratively with our partners across the state to strengthen early intervention and improve support for people with eating disorders, their carers and family members.



## Educating the fitness industry

The fitness and weight loss industries are booming in Australia. With almost 3,000 gyms and fitness centres across the country, it is estimated that Australians spend around \$6.6 billion dollars on health and weight loss each year.

Unfortunately, the quest for fitness or a particular physical ideal can go hand in hand with excessive exercise, body dysmorphia or disordered eating. Every day fitness professionals have to manage the complex health needs of their clients, while seeing some clients become obsessive about exercise and diet.

Due to the nature of their work, fitness professionals are well placed to identify early signs of an eating disorder and refer people on to professional support such as the EDV Helpline, a GP, psychologist or dietitian. However personal trainers and gym instructors are not always well supported to identify the danger signs– and sometimes their approaches can unintentionally make things worse for people who are struggling.

An EDV survey of fitness professionals in 2015 indicated that while 98% believed eating disorders and body image are relevant to their work, only 27% rated themselves as having a good knowledge of the subject, and a worrying 84% had no workplace policy around how to approach, refer, and support a client they were concerned about. And while fitness professionals are dealing with the complex needs of different clients, sometimes they are struggling with their own personal issues with eating and exercise at the same time.

EDV has already started work to address this issue through more targeted education and awareness to the fitness industry, but we need financial support to deliver this. EDV's fitness project started in earnest in January 2015, with our accompanying fundraising appeal launching in June 2015. The project that we are hoping to deliver consists of:

- Educating registered Personal Trainers and Group Instructors through a range of mechanisms such as accredited courses with organisations such as Fitness Australia and Physical Activity Australia and online education programs
- Developing and distributing educational materials targeted at fitness professionals, personal trainers and gym instructors that inform them about eating disorders and how they can link clients into professional support
- Ongoing consultation with representatives from the Victorian fitness industry

Our ultimate goal is to support 1,100 people in the fitness industry to more accurately identify the signs that someone might have an eating disorder and link them into professional support such as a GP, psychologist or dietitian.

Our ultimate goal is to support 1,100 people in the fitness industry to more accurately identify the signs that someone might have an eating disorder...

The success of this approach has been highlighted by calls coming through to the Helpline as a direct result of a clinic visit...

## Eating Disorders in General Practice

The second year of the William Buckland 'Eating Disorders in General Practice' project enjoyed immense success with ten education workshops and 25 individual GP clinic visits conducted across Victoria. The RACGP accredited workshops on eating disorders were extremely well received by GPs and allied health professionals, with two thirds of participants reporting that the workshop was entirely relevant to their practice. Interest has been high not only with GPs and nurses, but also allied health professionals such as dietitians and mental health practitioners.

Two education workshops were delivered to service a specific need after receiving a request for eating disorder training from Diabetes Australia and a group of dietitians, and one education session was held in Gippsland at a time when a clear referral pathway for eating disorders was almost non-existent. The success of this highly attended EDV GP education project in Gippsland provided an open door for CEED to continue working with the region in an attempt to improve the service system pathway for eating disorders.

The 25 GP clinic visits, held across all regions of metro Melbourne, provided a more personalised opportunity to engage with GPs, nurses and staff on a one-on-one basis. The success of this approach has been highlighted by calls coming through to the Helpline as a direct result of a clinic visit, including people living with an eating disorder who were referred on by a GP after the clinic visit and a medical centre requesting a presentation after hearing about the program.

*The*  
**WILLIAM BUCKLAND**  
**FOUNDATION**  
— WBF —

Complementing the project was the distribution of the 'One million Australians have an eating disorder brochure' in almost 1,000 GP clinics across Victoria through Info-Med. With over 30,000 brochures picked up from GP waiting rooms, a report from Info-Med highlighted Melbourne's outer West and outer North were the areas where the most brochures were picked up.



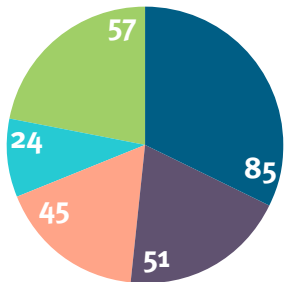
GPs attend one of the many education sessions held across the state in 2014/15

A key objective of the project was to incorporate personal stories of recovery, however this proved challenging due to many of the workshops being held in regional areas. To address this, a panel of three speakers with lived experience shared their stories with health professionals at a dedicated forum. The feedback from this session was extremely positive, with 93% of participants rating the session 'very helpful' or 'helpful' and 100% reporting they would recommend the session to others. In addition to this, a new 'lived experience' electronic recording is in production with the specific objective of further educating health professionals.

With the collaborative relationship between EDV and CEED further strengthened and new relationships continually developing with medical experts and primary care networks, the next 12 months of the GP education project promise to build on the previous successes.

#### Snapshot stats:

262 attendees over 10 GP education workshops including:



- General Practitioners
- Nurses
- Mental Health Practitioners
- Dietitians
- Other

# 76%

of education session attendees felt their learning needs were entirely met in recognising and assessing an eating disorder

# 66%

of attendees felt entirely confident to assess the risks of eating disorders and recommend suitable treatment and referral options for eating disorder patients

# 2,371 kms

travelled across Victoria

With the collaborative relationship between EDV and CEED further strengthened and new relationships continually developing with medical experts and primary care networks, the next 12 months of the GP education project promise to build on the previous successes.

“My involvement with EDV is both personal and community based. Personal in that EDV were there when I needed them and I wanted to give something back, and as a member of the broader community I can contribute to progressing and improving a vital support for others with an eating disorder.”

Felicia Cousins  
(Deputy Chair)

## Who are we working with?

EDV works with a range of partners to have a greater impact in raising awareness and support for our work. When we collaborate with different organisations, we are united in working towards achieving our vision of a future where the incidence, duration and impacts of eating disorders are reduced and ultimately eradicated. Working with others allows EDV to harness the capacity of the community to help us to achieve our mission. Our partnership work allows us to have a greater impact with a larger group of people.

In 2014/15, we were fortunate to work with a whole range of different organisations and groups who came together to help us achieve our vision. Some examples of our collaborative work with other for-purpose organisations include:

- Working with the team at **EntertainThinkInspire** to support The Mannequin Project, a creative and informed approach to addressing body image issues in Australia
- Providing input and feedback into anti-obesity public health campaigns such as **LiveLighter**, to ensure the approach taken is informed by an understanding of eating disorders
- Collaborating with **headspace** and the **Centre for Excellence in Eating Disorders** in leading the implementation of the Victorian Eating Disorders Strategy, supported by funding from the **Department of Health and Human Services**
- Working with **the yoga squat**, **Reach** and funded by the **City of Yarra** to ensure our new body image and yoga workshops for school-aged students meet the needs of young people
- Running education workshops for homeless support service **Anchor** to explore issues such as beauty ideals, stereotyping, media analysis, and how to link to services for more support

- Running a fun stall for young people at **headspace Collingwood's** ‘Zest Fest’ on Victoria Park oval
- Working with students from **Deakin University** on two research projects, including exploring the concept of recovery and what happens to families in the aftermath of an eating disorder
- Teaming up with **Girl Guides Victoria** for their *Guides Can Change The World* event, talking to young Guide advocates about body image and self esteem

The organisations we work with are different – different to EDV, and different to each other. The diversity of these organisations is important in helping us reach more people, and new people. EDV is looking forward to continuing to build our relationships in 2015/16, reaching new audiences and breaking new ground.



## EDV supports recovered speakers to the Melbourne Clinic

EDV has also been strengthening connections with public and private hospitals across Victoria to support existing eating disorder programs. Often, people report that they would benefit from being able to hear from someone who has recovered, who can ‘tell it like it is’ and show others going through recovery that there is always hope. To help meet this need, EDV has established a program where trained recovery speakers share their experiences with patients undergoing hospital treatment and help to facilitate honest discussion about the ups and downs of recovery.

In June 2015, we recommenced a partnership with The Melbourne Clinic in Richmond, and once a month we support a recovered speaker to talk to groups of patients undergoing treatment. The first session was incredibly well-received, with participants finding it to be an honest, inspiring and sensitive look at the rewards of recovery and the challenges associated with issues such as reaching out for help and balancing work, study and relationship needs.

EDV is exploring agreements with a number of other hospitals and treatment centres looking to incorporate the voice of recovery into their services, and we hope to offer this in several other hospitals next financial year. We are eager to ensure all patients receiving hospital treatment for an eating disorder have access to this unique source of hope and inspiration.

## What does the support of EDV Psychology mean for clients?

EDV Psychology continues to represent a unique service in Victoria, offering people with eating disorders and related difficulties a place to receive affordable community-based care. Over the last year we’ve expanded our program to support more people, and have seen some great results like the story below (name has been changed).

*Belinda had just been diagnosed with Anorexia Nervosa by a GP and was advised to start seeing a psychologist at EDV. During weekly sessions, Belinda and her psychologist began to address her anxiety around eating and the underlying fears and beliefs stopping her from having a positive relationship with food. They explored what Belinda hoped to achieve and experience in her life, and developed ways to help her learn to enjoy food both for nourishment and for enjoyment.*

*Belinda continued to see her GP regularly and also visited a dietitian while coming to EDV Psychology. She eventually felt comfortable in disclosing her eating disorder to her partner, who was eager to support her and learn more about eating disorders. Belinda worked hard to develop new coping strategies, and to form a network of people she can trust as she continues to work towards recovery.*

*After several months, Belinda felt ready to continue her recovery with the support of family and friends, and has been linked in with other EDV services such as Support Groups and the online Recovery Forum. The work Belinda undertook at EDV Psychology allowed her to develop a better understanding of her eating disorder, improve her health and happiness, and create a clear pathway towards recovery, knowing she can revisit her psychologist for additional support at any time.*

“Thank you so much for replying to me. I am grateful for your help, your suggestions and the information you sent has taken a huge load off of my heart. I can’t tell you how grateful I am for all of this. The work you do to help heal is so wonderful”.

Helpline caller

“Thank you for your support and helpful information. I am very thankful for being able to seek your advice and be given such a prompt response when I am not sure where to turn to for help”.

Helpline caller

## Representing eating disorders across the country

May 2015 was a busy month for the team, with EDV represented at two conferences in Melbourne and on the Gold Coast.

On May 18, EDV was represented at the 2nd Annual *Australian & New Zealand Eating Disorders and Obesity Conference* at the Gold Coast, in a joint presentation with the manager of the Victorian ‘LiveLighter’ campaign. Together, we explored issues around the unintended impact of the LiveLighter advertisements, which encourage Victorians to do more exercise and eat healthier meals through a series of controversial TV ads. This topic sparked some interesting debate around the sensitivities of promoting healthy eating messages to people who may already be struggling with body dissatisfaction or recovering from an eating disorder.

Towards the end of the month, EDV helped organise and took part in the *At Home with Eating Disorders* conference for carers here in Melbourne. Held over three days, the conference provided carers with an opportunity to meet others experiencing similar situations at home, to engage with leading clinicians from around Australia, and get access to current information, knowledge and skills to help their loved ones. EDV had the opportunity to facilitate a panel discussion with a number of carers who shared the up and downs of supporting a son, daughter, brother or sister with an eating disorder who has now recovered. The panel also featured a young woman sharing her own experiences of recovery as she spoke publicly for the first time.





## Feed the Soul 2015

2015 saw EDV host its fourth *Feed the Soul* campaign, encouraging people to appreciate the diversity of things that makes them unique, and move away from assessments of value that are defined by physical appearance. *Feed the Soul* is about building on our strengths, and working towards mental wellness and resilience across all parts of our community.

*Feed the Soul's* message is to focus on the things you love to keep yourself happy – things like enjoying a meal with friends, being mindful, having a positive attitude, and engaging in creative and sporting activities. *Feed the Soul* encourages you to enjoy a happy and healthy relationship with your body, mind and soul.

EDV wrapped up this year's *Feed the Soul* campaign with an inspiring and lively event at Parliament House. Drawing bipartisan support once again, the Afternoon Tea keynote speakers included Mr Martin Foley MLC (Minister for Mental Health) and Mr Tim Bull MLC (Shadow Minister for Mental Health), as well as Eve Morey from The Mannequin Project. Our speakers spoke passionately about the importance of strong policy and service responses to eating disorders and body image as well as the almost universal experience of body dissatisfaction.



Coming to EDV was like coming in from out of the darkness. I feel so connected and supported.

Education Program participant

“Thank you very much for all of this information. It will really help me and once again, thanks for listening to me, it was much appreciated and I will look after myself and support my daughter”.

Helpline caller

## Help-seeking cards for family and friends

Given that almost half of the calls and emails to the EDV Helpline are from family and friends of someone with an eating disorder, we have developed a series of three small business card sized resources to support people who might be worried about someone but not sure how to help. They progress through the stages of supporting someone – identifying the signs that someone might need help, starting a conversation, and linking in to further services and supports.



**Worried about someone you know?**

- Does food dominate their life?
- Are they terrified of being overweight?
- Do they ever vomit or purge after eating?
- Does their weight affect how they feel about themselves?
- Do they eat in secret?

These attitudes and behaviours may relate to a deeper issue. Often people struggling with an eating disorder don't recognise that they have a problem. Almost half of the calls to our Helpline are from friends and family members. You can help, and we can help you.

T1300 550 236 E [help@eatingdisorders.org.au](mailto:help@eatingdisorders.org.au)  
W [www.eatingdisorders.org.au](http://www.eatingdisorders.org.au)




**Not sure how to ask the question?**

It's hard to know what to say to someone who might be struggling with food or their body image. It can be scary, awkward and upsetting. So, how can you do it?

1. Prep yourself – read up about eating disorders, body image and other mental health issues.
2. Word up – the words you use can be really powerful. Be calm, honest and caring, and use examples.
3. No go zones – try to avoid comments about appearance, weight or food. Be direct, but don't criticise or get angry.

Almost half of the calls to our Helpline are from friends and family members. You can help, and we can help you.

T1300 550 236 E [help@eatingdisorders.org.au](mailto:help@eatingdisorders.org.au)  
W [www.eatingdisorders.org.au](http://www.eatingdisorders.org.au)




**Okay, now what?**

Only 1 in 8 people get help for their eating disorder. The earlier someone gets help, the better their chances of recovery. Lots of people can help, such as:

- A GP – who can provide an overall assessment and refer on.
- A psychologist or psychiatrist – who can provide therapeutic treatment, counselling or group therapy.
- A dietician or nutritionist – who can help with food and eating.
- A social worker or allied health professional – who can help with broader issues such as financial support or employment.


There is help out there. We can help you find it.

T1300 550 236 E [help@eatingdisorders.org.au](mailto:help@eatingdisorders.org.au)  
W [www.eatingdisorders.org.au](http://www.eatingdisorders.org.au)



## Positive thinking postcards


Our exciting new series of 'Positive Thinking Postcards' address a range of unhelpful thought patterns that so many of us fall into, whether we are struggling with eating, exercise or body image, or just with other life stresses and challenges. The postcards explore thought patterns such as perfectionism, self-criticism, taking compliments, and negative-self talk and provide suggestions for more helpful and healthy thoughts and strategies.



**"BETTY BULLY" CAN BE CRUEL AND NASTY... TO HERSELF!**

IF YOU WOULDN'T SAY IT TO A FRIEND, DON'T SAY IT TO YOURSELF.

**DON'T BE A "BETTY BULLY"!**




**"INWARD EDWARD" THINKS PEOPLE NOTICE EVERYTHING ABOUT HIM.**

STEP OUTSIDE YOURSELF AND YOU'LL FIND PEOPLE ARE FAR MORE CONCERNED ABOUT THEMSELVES THAN OTHERS.

**DON'T BE AN "INWARD EDWARD"!**



Contact us at [help@eatingdisorders.org.au](mailto:help@eatingdisorders.org.au) to enquire about getting copies of our 'Help-seeking Business Cards' and 'Positive Thinking Postcards' for yourself!

## Body and Balance

Another new initiative introduced in early 2015 was the *Body and Balance* program – a creative and active approach to build protective factors for positive mental health in schools. In partnership with the City of Yarra, the yoga squat, Collingwood headspace and the Reach Foundation, EDV Education designed a fun and engaging program that combines educational messages for good mental health and positive body image with strategies for self-care.

The first round of the program was piloted at Richmond West Primary School with 24 grade 5/6 students. Each week the students spent 45 minutes working with educators from EDV to learn skills of media analysis, and how to identify and challenge stereotypes, and explore strategies to better understand how we feel and how we can be kind to ourselves. These educational messages were then reinforced during a 45 minute yoga session run by the yoga squat. The second round of the program will engage a group of year 7–10 students from Melbourne Girls College.



## Your Body, Your Friend

Continuing our approach to bringing innovation to evidence-based approaches, in 2014/15 EDV developed and delivered an exciting new workshop series titled *Your Body, Your Friend*.

*Your Body, Your Friend* helps women to improve their relationship with their body, build a more positive body image and experience techniques designed to improve overall mental health, mood and happiness. Supported by a grant from the City of Boroondara, the initial trial of the program was open to women aged over 18 who live or work in Boroondara. The success of this initial trial has led to the planning of two more series of workshops in the near future.

To trial the program, each week for six weeks a group of eight women met at Hawthorn Community House to practice strategies and build skills around media literacy, mindfulness, and understanding thinking styles that can contribute to poor body image. The group worked together using interactive and collaborative conversations and activities. During the program they explored how to build a more body positive relationship with their bodies, for example through understanding the body's capabilities and strengths and working to reduce body comparisons and body checking.

...helps women to improve their relationship with their body, build a more positive body image and experience techniques designed to improve overall mental health, mood and happiness.

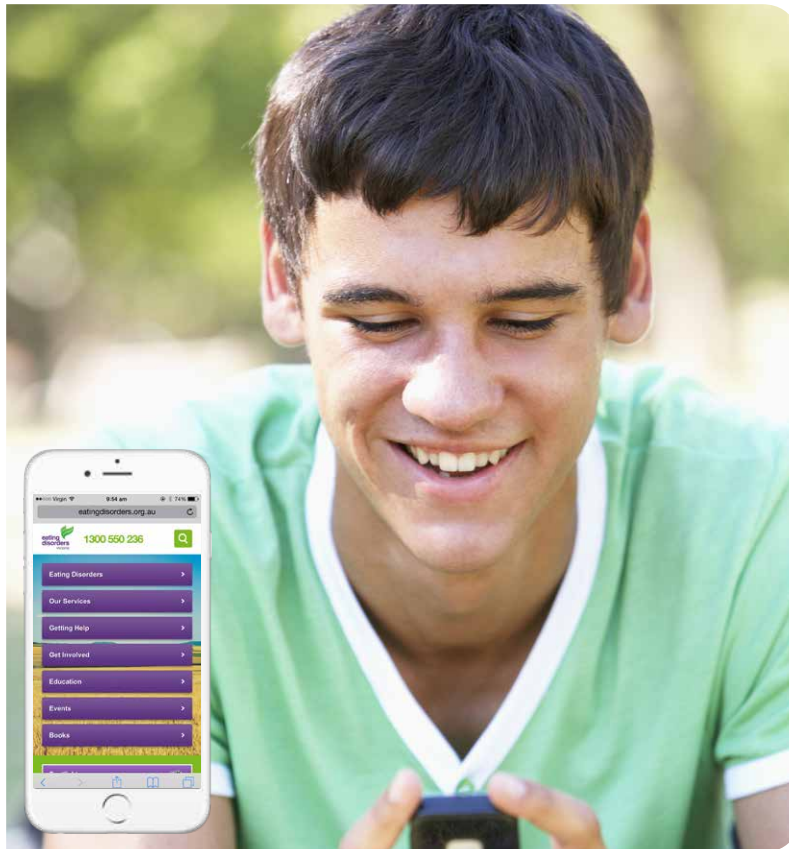
“Total relief  
at finding  
EDV website.  
Amazing!”

Website feedback

## EDV online

### New mobile site

A quarter of our website visits are made from mobile phones or tablets, and it’s no surprise that this percentage increases every year. EDV launched a mobile friendly website last year, making it simple to navigate the large amounts of information on our website no matter what device you are using.



### Our online presence

The EDV website has undergone a major content audit this year. Many pages and fact sheets were revised or rewritten, as well as new information published on “hot topics” such as orthorexia, fasting, eating disorders and pregnancy and eating disorders and anxiety. Our social media presence has continued to grow quickly with our Twitter followers increasing by over 50% and our Facebook page likes increasing by 40% over the year, with excellent engagement rates and positive feedback.

We have continued our information partnerships with external organisations such as the Better Health Channel, *healthinsite*, *mindhealthconnect*, and SANE Australia. Through our relationship with SANE we have been able to provide carers with a moderated online forum to share their experiences in a safe, anonymous environment.

224,274  
web sessions

169,602  
web users



This workshop has been absolutely fantastic. I was sceptical when I signed up and I can't express how glad I am that I did. It's changed my outlook and I feel so much more prepared.

Education Program participant

# Volunteer story

I started volunteering with EDV on the Helpline in early 2015. When I first applied I wasn't exactly sure of what to expect as a volunteer, I think I assumed the role would be just answering general phone calls, providing information and talking to people about their options. What I've discovered is that volunteers get involved in most of what EDV offers and can make a huge difference to the life of each person who contacts the Helpline.

Every shift is different, interesting and can be challenging – we never know what to expect. In any one shift, we might answer a call from a distressed person struggling with an eating disorder, a carer, a school counsellor, a medical professional, a concerned friend or someone wanting information for a school project.

We receive emails from people located in Melbourne, country Victoria or even the other side of the world wanting information or reaching out for help. Or we might respond to a post on the online forum from someone with an eating disorder, using all their courage to reach out for the first time, asking for support or what treatment options there are. No two situations or people are the same, so everyone we deal with is treated individually and with the utmost respect and care they deserve.

I volunteered wanting to learn more about eating disorders, the psychology behind the behaviour and to give back to the community. Volunteering has given me all of this and more. I've learnt so much about eating disorders, the people affected by eating disorders and a lot about myself. See, I had an eating disorder and have been recovered for many years.

Since being at EDV, I've been able to answer questions I still had about my recovery and I've realised that my experience can help others with their situation and their belief in recovery. It's so important for someone affected by an eating disorder to understand that recovery is possible, so dealing with someone like me who has recovered, can help instil the belief they can recover too. It is tremendously rewarding to feel like you are contributing to someone's recovery or giving hope to them, their carer or a loved one.

The team at EDV are wonderful to work with – very supportive and friendly, and they truly care about the people they are helping and the services they provide. They are always looking at new ways to improve awareness in the community and to better support or connect with people affected by eating disorders. The EDV Helpline volunteers hold an important role and are big contributors to EDV's effectiveness and success, so I feel privileged to be a part of the team.

I believe recovery is possible for everyone, especially with the help and support of organisations like EDV.

Debbie  
Volunteer

# Governance

## Members of the Board

**President:** Tracey De Poi

**Vice President:** Felicia Cousins

**Treasurer:** Matthew Tence

**Secretary:** Charles Dagher

**Members:** David Goode, Dee Leach, Stacey Maher, Suzy Redston, Russ Wood

Thank you also to Melissa Jordan for her contribution to the EDV board in 2014/15.

## Board Member Attendance Record July 2014 – June 2015

	Number of meetings attended	Number of possible meetings
Tracey De Poi	9	10
Felicia Cousins	5	10
Matthew Tence	10	10
Stacey Maher	9	10
Suzy Redston	7	10
David Goode	10	10
Charles Dagher	8	10
Dee Leach	8	10
Russ Wood	2	2
Melissa Jordan	1	5
Jennifer Beveridge (ex officio)	9	10

It's so important for someone affected by an eating disorder to understand that recovery is possible, so dealing with someone like me who has recovered, can help instil the belief they can recover too.

# Treasurer's report

I am pleased to present the audited financial statements for the year ended 30 June 2015.

This year EDV ended the year with a deficit of \$37,117. This is a reduction when compared to the surplus in the 2014 financial year of \$32,806, whilst noting that this had been anticipated throughout the year.

The performance this year has been affected by:

- The ongoing development of the Fee for Service arm of the organisation
- Human resources changes throughout the year
- Reduction in philanthropic grants and fundraising activities.

Over the course of the year we reduced the principal component of the loan from Foresters Finance by \$16,488 in line with the agreement in place with them. This is in addition to the interest costs repaid over the course of the year.

Total income for the year was \$723,596 which is approximately \$59,759 lower than the previous year. This is a reduction of around 7%, when compared to last year. The reduction in income was despite growth to the Fee for Service division which is included in the Fees and Charges Revenue. The key reductions to income were:

- Philanthropic Grants. Decrease of approximately \$78,200 (43%) from \$179,700 the previous year.
- Fundraising Activities. Decrease of approximately \$7,770 (21%) from \$36,808 the previous year.

Government grants increased slightly to be 63% of our total income, after being 56% in the 2013/14 financial year and 80% in the 2012/13 financial year. This remains to be a positive percentage but requires further improvement over the coming years in line with the Strategic Plan.

Total expenditure was \$760,713 approximately, which was an increase of around \$10,164 on the previous year (\$750,549). This increase is approximately 1.3% which is significantly lower than the income decrease of 7%. It is also lower than inflation which was 1.5% for the 2014/15 financial year. Items of note were:

- The expenses were largely related to personnel costs which are approximately 73% of all costs. This has increased slightly from 70% in 2013/14 and remained less than 2012/13, which was 75%.
- Costs related to Communications and Advertising and Promotional Expenses were also reduced when compared to the previous financial year.

The equity of members decreased from \$73,227 to \$36,110 on the back of the operating deficit.

Over the course of the year the cash position of the organisation has improved. This is largely influenced by a one off payment near the end of the financial year which has been allocated as 'Income in Advance' as it relates to a grant being paid in advance. This income in advance totals \$335,131.



To better clarify this against the previous year:

- If you deduct the Income in Advance of \$335,131 from the cash at the end of the year, the cash position would be \$151,146.
- If you then compare this figure to the previous year, the cash position has reduced by \$24,254, when considering the income in advance allocated in the previous year.

As such the cash position has not reduced as much as the deficit for the year.

I also draw you to the attention of the bank accounts, where it should be noted that over the course of the last 18 months we have moved from ANZ to MECU bank. As such the previous bank accounts with ANZ are no longer in use.

The year was not as positive financially as we had hoped, as we had budgeted for a small surplus for the year. However on a more positive note, we are projecting a positive 2015/16 year and a small surplus, which should aid improving cashflow and further building towards the futures.

Matthew Tence, Treasurer

“I have learnt so much from this session and have been able to use it with my patients already. Hopefully I am now not missing patients which I am sure I did in the past”

GP Education feedback

## Statement of Financial Performance for the Financial Year

	2014/2015 \$	2013/2014 \$
Revenues from ordinary activities and special projects	723,596	783,355
Expenses	760,713	750,549
<b>TOTAL CHANGE IN EQUITY</b>	<b>(37,117)</b>	<b>32,806</b>

## Summary Statement of Financial Position

	2014/2015 \$	2013/2014 \$
Total assets	510,155	195,093
Total liabilities	474,045	121,866
<b>NET ASSETS</b>	<b>36,110</b>	<b>73,227</b>
<b>TOTAL EQUITY</b>	<b>36,110</b>	<b>73,227</b>



McBAIN  
McCARTIN & Co

CHARTERED ACCOUNTANTS  
AUDIT & ASSURANCE SERVICES

PO BOX 82 BALWYN  
VICTORIA, AUSTRALIA 3103  
ABN 26 028 714 960

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF  
EATING DISORDERS FOUNDATION OF VICTORIA INC

ABN 24 010 832 192

We have audited the accompanying financial report, being a special purpose financial report of Eating Disorders Foundation of Victoria Inc (the association), which comprises the assets and liabilities statement as at 30 June 2015, the income and expenditure statement, statement of changes in equity and statement of cash flows for the year then ended, notes comprising a summary of significant accounting policies and other explanatory information, and the responsible persons' declaration.

**Committee's Responsibility for the Financial Report**

The committee of Eating Disorders Foundation of Victoria Inc is responsible for the preparation of the financial report that gives a true and fair view and have determined that the basis of preparation described in Note 1 to the financial report is appropriate to meet the requirements of the Australian Charities and Not-for-profits Commission Act 2012 (ACNC Act). The committee's responsibility also includes such internal control as the committee determines is necessary to enable the preparation of a financial report that gives a true and fair view and is free from material misstatement, whether due to fraud or error.

**Auditor's Responsibility**

Our responsibility is to express an opinion on the financial report based on our audit. We have conducted our audit in accordance with Australian Auditing Standards. Those standards require that we comply with relevant ethical requirements relating to audit engagements and plan and perform the audit to obtain reasonable assurance whether the financial report is free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial report. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial report, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the association's preparation of the financial report that gives a true and fair view, in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the association's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by the committee, as well as evaluating the overall presentation of the financial report.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Liability limited by a scheme approved under Professional Standards Legislation

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF  
EATING DISORDERS FOUNDATION OF VICTORIA INC

ABN 24 010 832 192

**Opinion**

In our opinion, the financial report of Eating Disorders Foundation of Victoria Inc. has been prepared in accordance with Division 60 of the Australian Charities and Not-For-Profit Commission Act 2012, including:

- a) Giving a true and fair view of Eating Disorders Foundation of Victoria Inc. financial position as at 30 June 2015 and of its financial performance and cash flows for the year ended on that date; and
- b) Complying with Australian Accounting Standards to the extent described in Note 1 and Division 60 of the Australian Charities and Not-For-Profit Commission Regulation 2013.

**Basis of Accounting and Restriction on Distribution**

Without modifying our opinion, we draw attention to Note 1 to the financial report, which describe the basis of accounting. The financial report has been prepared to assist Eating Disorders Foundation of Victoria Inc to meet its financial reporting requirements under the ACNC Act. As a result, the financial report may not be suitable for another purpose.

McBain McCartin & Co.

Simon Aukstin  
Partner  
BALWYN

Dated this 16<sup>th</sup> day of September 2015

## Income and Expenditure Statement for the Year Ended 30 June 2015

	2015 \$	2014 \$
Revenue	723,596	783,355
Employee benefits expenses	(562,630)	(552,063)
Depreciation expense	(5,109)	(3,350)
Occupancy expenses	(29,874)	(30,861)
Computer expenses	(16,442)	(13,589)
Communications expenses	(9,184)	(15,136)
Advertising and promotion expenses	(7,864)	(29,777)
Postage, printing and stationery expenses	(4,920)	(6,128)
Other expenses	(124,690)	(99,645)
<b>Net Current Year (Deficit)/Surplus</b>	<b>(37,117)</b>	<b>32,806</b>
<b>Retained Surplus at the Beginning of the Year</b>	<b>73,227</b>	<b>40,421</b>
<b>Retained Surplus at the End of the Year</b>	<b>36,110</b>	<b>73,227</b>

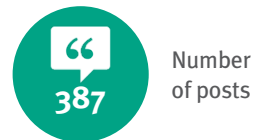
## Assets and Liabilities Statement as at 30 June 2015

	2015 \$	2014 \$
<b>Assets</b>		
<b>Current Assets</b>		
Cash and cash equivalents	486,277	176,400
Accounts receivables and other debtors	5,422	1,350
<b>TOTAL CURRENT ASSETS</b>	<b>491,699</b>	<b>177,750</b>
<b>Non Current Assets</b>		
Furniture equipment	18,456	17,343
<b>TOTAL NON CURRENT ASSETS</b>	<b>18,456</b>	<b>17,343</b>
<b>TOTAL ASSETS</b>	<b>510,155</b>	<b>195,093</b>
<b>Liabilities</b>		
<b>Current Liabilities</b>		
Accounts payable and other payables	9,922	8,893
Borrowings	18,378	16,637
Income in advance	335,131	1,000
Other creditors	45,197	11,029
Provisions	23,678	25,028
<b>TOTAL CURRENT LIABILITIES</b>	<b>432,306</b>	<b>63,379</b>
<b>Non Current Liabilities</b>		
Borrowings	32,471	50,700
Provisions	9,268	7,787
<b>TOTAL NON CURRENT LIABILITIES</b>	<b>41,739</b>	<b>58,487</b>
<b>TOTAL LIABILITIES</b>	<b>474,045</b>	<b>121,866</b>
<b>NET ASSETS</b>	<b>36,110</b>	<b>73,227</b>
<b>Member's Funds</b>		
Retained Surplus	36,110	73,227
<b>TOTAL MEMBER'S FUNDS</b>	<b>36,110</b>	<b>73,227</b>

## Helpline contacts (Support, Information & Referral – incoming enquiries)



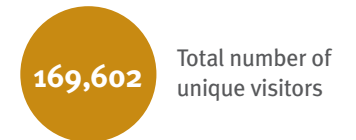
## Recovery forum



## Support groups



## Website



## Education



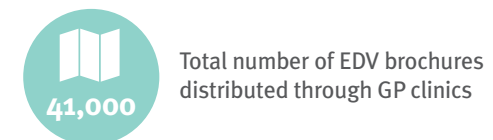
## Psychology Service



## Media enquiries

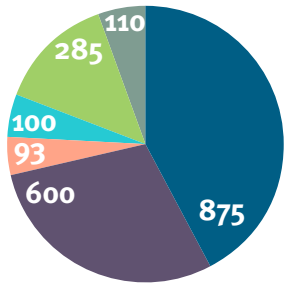


## GP education



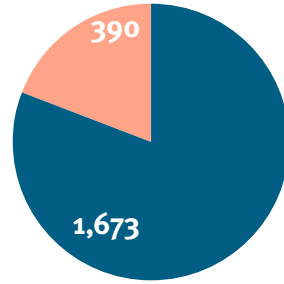
## Helpline callers

EDV Helpline users – type



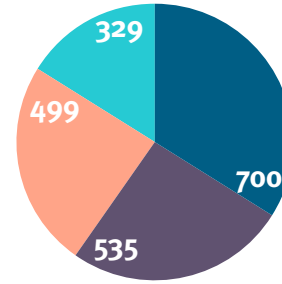
- Person with an eating disorder, disordered eating, body image issues<sup>1</sup>
- Parents & siblings
- Partners
- Friends
- Other relatives
- Professionals<sup>2</sup>

EDV Helpline users – gender



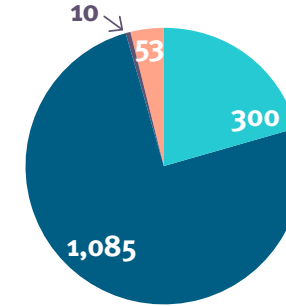
- Females
- Males

Type of disorder or issue<sup>1</sup>



- Anorexia Nervosa
- Bulimia Nervosa
- Binge Eating Disorder
- Other<sup>3</sup>

Attendees at EDV Education presentations



- Professionals/students
- Consumers
- Carers, family, friends
- Community members

<sup>1</sup> People with an eating disorder may be self diagnosed

<sup>2</sup> Health professionals, community organisations, treatment centres, school teachers, students

<sup>3</sup> Other Specified Feeding and Eating Disorder, disordered eating, body dissatisfaction

Total number of service user contacts

“Very informative  
and relevant  
presentation.  
Thank you!”

GP Education feedback

# Grantors, sponsors and corporate partners

EDV thanks the following organisations for their generous financial assistance and/or in-kind support in the past financial year:

## Major Grantors:

**Victorian State Government**  
Department of Health and Human Services



Although EDV is a community-managed non-government organisation, EDV’s major recurrent funding is provided by the Victorian State Government Department of Health and Human Services. EDV is contracted to provide statewide specialist support, education, peer programs and a volunteer workforce for people with eating disorders and their families in Victoria, as well as community education and training.

**Collingwood Football Club Foundation**



**William Buckland Foundation Managed by Equity Trustees**



**Rowe Family Foundation Managed by Perpetual Trustees**







Seddon

**Community Bank**<sup>®</sup> Branch  **Bendigo Bank**

Clifton Hill/North Fitzroy

**Community Bank**<sup>®</sup> Branch  **Bendigo Bank**

## Other supporters and partners:

The Victorian Centre for Excellence in Eating Disorders (CEED)

SANE Australia

Kimi Mag

The yoga squat

## Our donors:

EDV thanks its many generous donors that have supported fundraising campaigns throughout the year, including a number of local businesses, trusts, foundations and of course individual fundraisers who run actual and figurative marathons to support our work.

“The... BEST thing (is to) come on the forums and just type on how you’re feeling right now, I used to worry if I was going to say the wrong thing but I quickly realised that the wonderful volunteers who man this forum will always correct my posts if i do so that freed me to just type.”

Recovery Forum

# Thank you

Eating Disorders Victoria’s achievements are made possible through the generous contributions and ongoing commitment of many. Your support is highly valued and proves to us that our vision, mission, aims and objectives are shared and acknowledged as valuable in the community.

We extend our wholehearted thanks to the following:

- Our Members, for their contributions, feedback and fabulous ongoing support.
- Our Grantors, Sponsors and Corporate Partners, for their generous financial and/or in-kind support of our work (see listing on page 30–31).
- Our Donors, for their compassionate giving and magnificent fundraising efforts, providing vital extra financial support and keeping the memory of eating disorders sufferers past and present alive in the hearts of many.
- Our Volunteers, for their contribution of 5,000+ hours of service, skill and compassion.

# How you can help

We rely on the generous donations from our supporters to enable us to be responsive and innovative in our approach to addressing eating disorders, and these donations allow us to run critical services such as our Helpline and to fund work with new markets such as the fitness industry. Donations assist us to continue to provide these services and support to people experiencing eating disorders, as well as their families, partners, carers and professionals.

EDV is a Public Benevolent Institution and a Deductible Gift Recipient. All donations, major gifts and bequests will be used to support the direct services of Eating Disorders Victoria (EDV).

## Key areas of expenditure for funds donated:

- Helpline costs
- Recovery forum costs
- Increasing capacity through website upgrades and additional communications resourcing
- Purchase of library resources
- Resources for improved community awareness
- Special projects

## Are donations tax deductible?

Yes (\$2 or more)

## Will I receive a receipt for my donation?

Yes, all donations of \$2 or more will be receipted.

There are many ways to donate – select your donation method below.

### Donate Online

Donate through the secure online donations service. Follow the link at [www.eatingdisorders.org.au](http://www.eatingdisorders.org.au)

### Donate by Phone

Call 1300 550 236 with your credit card details.

### Donate by Fax

Download a printable donation form from the website and fax to (03) 9417 5787

### Donate by Mail

Download a printable donation form from the website and send through the post to:

Eating Disorders Victoria (EDV)  
Level 2, Collingwood Football Club Community Centre  
Cnr Lulie and Abbot Sts  
Abbotsford VIC 3067

### Leave a Bequest

Leave a Bequest to Eating Disorders Victoria in your Will. For more information call 1300 550 236, email [edv@eatingdisorders.org.au](mailto:edv@eatingdisorders.org.au) or download more information from our website.

“Interesting and informative. I have gained more knowledge and greater insight in to eating disorders.”

GP Education feedback

