



Your first step to recovery



Annual Report 2008/2009



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“My expectations were met and beyond. I came away feeling informed and hopeful”
(Anita*, client of Family Support Officer)

* Feedback in this report is real but names have been changed to protect anonymity.

2008/2009 AT A GLANCE

Statement of Financial Performance for the Financial Year

	2008 - 2009	2007 - 2008
	\$	\$
Revenues from ordinary activities and special projects	497,495	384,179
Expenses	527,931	375,709
TOTAL CHANGES IN EQUITY	(30,436)¹	8,470

Summary Statement of Financial Position

	2008 - 2009	2007 - 2008
	\$	\$
Total assets	208,287	216,226
Total liabilities	50,068	25,571
NET ASSETS	158,219	188,655
Reserves	188,655	180,185
Retained earnings	(30,436) ¹	8,470
TOTAL EQUITY	158,219	188,655

EDFV STATS FOR 2008/2009

Service Users	2008 - 2009
Total no. of Help users (telephone, email, face to face, other)	3,904
Total no. Chatroom users	985
Total no. people attending support groups (rural & metro)	531
Total no. individual face to face contacts/support sessions	428
Total no. education event attendees	2,233
Total no. Messageboard posts	2,219 ²
Total no. of service user contacts (not counting website)	10,300²

Website and Information Delivery	
Total no. of website hits	1.1 million
Average number of website hits per month	92,150
Total no. of information mailouts (including info packs, newsletters & resource materials)	6,516

Education, Workshops and Support Groups	
Total no. Internet Chatroom sessions	143
Total no. education sessions run (Education Nights, Seminars & Professional Development Workshops)	56
Total no. support groups run (rural & metro)	137

Help Statistics (Helpline, face to face contacts)

Contact Type	2008 - 2009
Telephone	3,088
Email	506
Face to face contact	289
Other (eg letter)	21
Total	3,904

User type	
Personal contacts – person with eating disorder	1,119
Personal – family member, partner or friend of person with eating disorder	1,245
Personal – did not specify	572
Professional	798
Unknown/ unstated	170
Total	3,904

Age group of person with an eating disorder	
Child	50
Adolescent	467
Adult	1,254
Elderly	56
Unknown/ not stated	2,077
Total	3,904

Gender of person with an eating disorder	
Males with an eating disorder	149
Females with an eating disorder	2,065
Unknown/Unstated	1,690
Total	3,904

Main topic of concern	
Anorexia Nervosa	685
Bulimia Nervosa	506
Binge Eating Disorder	212
EDNOS – Eating Disorders Not Otherwise Specified	73
Other (eg disordered eating, body dissatisfaction)	2,428
Total	3,904

¹Profit and loss in 2008-09 takes into account special expenditure of \$44,170 on facilities improvements, using special grant received in 2006-07 financial year and restricted for this purpose.

²Reduction in Messageboard posts has been due to elimination of Spam emails.



HIGHLIGHTS OF 2008 / 2009

This year has once again been a year of growth and achievement for Eating Disorders Victoria. The demand for EDV services has continued to increase and the staff team and volunteers have been looking at initiatives and programs to enhance current successful services. We hope you enjoy reading this round-up of some of the achievements of this year.

New sources of revenue assist services

In the financial year 2008-09, EDV stepped up its efforts to diversify and increase its revenue streams in an attempt to expand our services and our outreach within the community. As a result, EDV was very pleased to welcome its first corporate partner. EDV has also been the recipient of increased philanthropic support, as a result of targeting carefully chosen key philanthropic programs with which we felt EDV's aims were synergistic. Personal donations to EDV have also increased in the past year.

Firstly, our thanks go to our corporate sponsor, national retailer Hairhouse Warehouse, for their generous support. Hairhouse Warehouse has provided sponsorship to support front-line services such as the Eating Disorders Helpline and our website www.eatingdisorders.org.au.

Our gratitude has to be expressed also to the Mental Health Council of Australia (MHCA) for providing EDV with four capacity building grants, funded by the Federal government's Department of Health and Ageing. Capacity building is about strengthening the core capacity and functions of organisations, rather than for the development and delivery of specific projects. These grants saw EDV supported and strengthened in our infrastructure. EDV acknowledges the vision behind the development of these grants.

Major thanks are due also to key grantor the Lord Mayors Charitable Foundation (LMCF) for its generous support of the position of Family Support Officer. A significant grant from the LMCF allowed EDV to expand this position from three days per week to full-time from the start of 2009. This in turn has enabled EDV to support many more families facing the challenges of caring for a loved one with an eating disorder.

A smaller grant from the City of Yarra has also been welcomed, enabling us to increase support and community awareness for people living and working in the municipality of Yarra who are experiencing or caring for someone with an eating disorder.

Office refurbishment

In 2008/09, the EDV premises underwent a major makeover to make the office safer and more pleasant for visitors, staff and volunteers alike. The refurbishments were funded by a grant from the Department of Human Services. As well as improvements to lighting and installing air-conditioning for upstairs offices, the library was relocated downstairs to make it more accessible and browsable on a day-to-day basis. All these changes have met with strong positive feedback.

New website launched

In March 2009, EDV launched its upgraded website. We have since seen website 'hits' reach record levels. In the months following the launch, the EDV's website 'hits' have averaged around 120,000 hits per month, which is a 15% increase on the same period last year. EDV's website continues to be one of the most reliable sources of comprehensive and factual information on eating disorders in the world.

Community Service Announcements aired

Thanks to the support of Hairhouse Warehouse, EDV was able to professionally script and record two new Community Service Announcements (CSAs) for radio, raising awareness of the Eating Disorders Helpline for people with eating disorders and body image issues. The CSAs were launched in March with the help of media communications agency Starcom, and have since gone to air at key times of year on commercial radio stations Gold FM, Nova FM, Mix FM, and Vega FM, and on community radio station Joy FM. We thank Starcom and these radio stations for their generous support and free air-time.

Raising community profile - EDV in the media

Throughout the year, EDV intensified its efforts to raise its visibility in the community, via the development and implementation of a comprehensive community awareness strategy (funded by the MHCA capacity building grant).

Key media highlights for 2008-2009 included EDV staff interviews on ABC Radio National, ABC Radio 774 and Fox FM, quotes and mentions of our services (especially the Eating Disorders Helpline) in popular publications such as *Who*, *Marie Clare*, *Cleo*, *Dolly* and *Cosmopolitan* magazines, expert briefings for the producers of SBS's program *Insight*, the ABC drama department, the writers of Channel 10 drama *Neighbours* and for feature articles that appeared in *The Age*, *Sydney Morning Herald* and the *Herald Sun*.





Schools and community education targeted

EDV has taken further steps towards its aims in health promotion. EDV Education Officer Naomi Crafti has developed and delivered parent workshops and student education programs, to ensure that vital information gets out to all areas of the school community. A successful Community Awareness Evening was held in May, with financial support from the City of Yarra. And in the next financial year EDV will be running a new Mindful Eating workshop for anyone in the community who wishes to learn how to develop healthy, flexible, relaxed eating practices.

This year has also seen EDV further develop its carer education, which began last financial year with our highly successful four-week psycho-education program for carers, *Hope*. In December, after undertaking training with UK expert Janet Treasure, EDV's Family Support Officer Helen co-facilitated a weekend workshop for carers. The workshop, *Caring for a loved one with an eating disorder*, provided vital practical skills to over 60 participants. Thanks go to the Butterfly Foundation for its support in co-funding this workshop.

Following this workshop, EDV incorporated much of the new material into its own carers program, and in 2009 began to run the expanded six-week program *Building Hope*. *Building Hope* will continue to be rolled out in the next year across metropolitan Melbourne and regional Victoria.

Voluntary Media Code of Conduct review

To mark the first anniversary of the launch of the Victorian government's voluntary Media Code of Conduct on Body Image, EDV was commissioned by the Department of Planning and Community Development to examine the media, fashion and advertising industries adherence to the code. Over a 13 week (3 month) period from 1 April to 30 June 2009 EDV's daily Helpline support team extended their normal media monitoring activities to encompass a broad selection of magazines, newspapers and Internet magazines.

Eating Disorders Victoria's final report on this review will go to the Ministerial Community Advisory Committee on Body Image in the second half of 2009.

National collaboration

Collaboration with other like-minded bodies is part of the vision of Eating Disorders Victoria, and this year we have been thrilled to see, and be part of, the emergence of the first ever National Eating Disorders Collaboration, an initiative funded by the federal government's Department of Health and Ageing and led by the Butterfly Foundation.

The National Eating Disorders Collaboration has brought together key health professionals from hospitals and treatment centres, researchers, educators, community service organisations, people with a lived experience of an eating disorder and their carers, to help find a way forward for Australia in the prevention and management of eating disorders.



ABOUT EDV

Mission Statement

Eating Disorders 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.

Values Statement

Eating Disorders Victoria values:


- Respect
- Acceptance
- Understanding
- Empathy, and
- Hope

Vision Statement

We envisage a future where the incidence, duration and impacts of all eating disorders are reduced and ultimately eradicated.

This is a future where:

- Our culture supports and promotes people engaging in healthy lifestyles without dieting;
- Diversity of size, shape and body image is celebrated among men and women;
- People live in a society which values, protects and enhances their self-esteem at all ages;
- The causes, prevention and treatment of eating disorders are well researched, better understood, and the resulting knowledge is available;
- Eating disorders are recognised in all levels of the community as serious illnesses which require professional treatment and early intervention;

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- GPs, community health workers, fitness professionals and school staff are able to recognise the early warning signs of an eating disorder and are equipped to intervene or refer as appropriate;
 - People with eating disorders can access age-appropriate, publicly funded, evidence-based treatment at the earliest possible time;
 - There is consistent clinical service provision across Victoria, with equitable access throughout metropolitan and rural areas;
 - Non-clinical support is available for all people with eating disorders and their carers, for as long as and wherever they need it; and
 - People experiencing eating disorders and their carers are treated with respect, acceptance, understanding, empathy and hope throughout treatment and recovery.

EDFV Aims

1. Support

To expand our capacity to support all Victorians whose lives are affected by eating disorders, ensuring support is of the highest quality.

2. Information

To be the most comprehensive source of reliable, factual and easily accessible information on all non-clinical aspects of eating disorders and on how to seek help for these disorders.

3. Health Promotion in the Community

To reduce the myths and misunderstanding about eating disorders within the community, educate about the societal causes, and promote protective behaviours to reduce their incidence.

4. Health Promotion in Schools

To enable schools to develop and sustain a culture which assists with the prevention of eating disorders.



5. Advocacy

To influence health, youth and public policy in order to improve the understanding and awareness of issues surrounding, and the availability, funding and quality of services for people affected by eating disorders.

6. Visibility

To increase public awareness of our organisation, the Eating Disorders Helpline and our other services so that Victorians affected by eating disorders know where to go for help.


7. Organisational Resources and Growth

To ensure the organisation is sufficiently resourced, so that it can grow to meet its aims and objectives; and to be a model of best practice.

Our Services

Our core services and activities include:

- Telephone and email helplines, 9:00am-5:00pm, five days per week – we provide the only specialised eating disorders helpline for consumers and carers in Victoria, and the only 1300 Eating Disorders Helpline in Australia.
- Support group network – metropolitan and regional; support groups are facilitated self-help groups, providing a confidential and safe environment for recovery and learning through shared experience.
- Internet Chatroom and online Messageboard for people experiencing an eating disorder - fully moderated for safety; reaching out to those who are isolated, or who require full anonymity.
- Recovery support - face-to-face support and information for persons with an eating disorder.
- Family support - face-to-face support and information for families and friends of person with an eating disorder.
- Carers support programs – our 'Building Hope' program provides assistance with understanding the complexities of eating disorders, communication and interpersonal relationships, coping skills, role modelling and meals support.

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- Schools professional development program.
 - Fitness instructors and coaches professional development programs.
 - Health and welfare and community workers professional development programs.
 - Specialist lending library of books and DVDs on eating disorders, self-esteem, self-help and related areas.
 - Helpfinder database of health professionals and treatment facilities in Victoria.
 - Free information service – service leaflets, information sheets, highly informative website, school news inserts.
 - Eating disorder resource manuals, booklet and dvds of recovery experiences available for purchase.
 - Outreach work via our community education program - changing the way people think about eating disorders.
 - Helpfinder service - database of health professionals and treatment facilities specialising in helping people with eating disorders.
 - Newsletters – email and hard copy newsletters to keep our members and supporters networks up to date.
 - Consumer and carer representation on local and state government advisory committees and peak bodies.
 - Advocacy and lobbying. We engage with key policy makers to ensure that people with an eating disorder and their carers have a voice in the community and their views and experiences are taken into account.

**We offer three types of support groups; those for people with eating disorders; those for their families and friends; and combined groups for all these people.

“You are onto a great thing! The session was encouraging, relevant, relaxed and enjoyable as well as really helpful”

(*David, client of Recovery Support Officer)

PRESIDENT'S REPORT



Gill Ryan

I am pleased to say that in 2008-09 Eating Disorders Victoria has made great progress in achieving the aims and objectives outlined in our current Strategic Plan. This plan was completed last year under the excellent leadership of Rob Anderson, our immediate past President, and has provided EDV with new strategic direction, helping us to grow in confidence and strength. Consequently much challenging work has been undertaken and completed by our wonderful staff team.


One of the Board focuses has been on policies and position statements. Amongst our many achievements we have been able to approve new and important position statements and complete an extensive review and update of Eating Disorders Victoria's policies, with extensive staff and volunteer input. We have also reviewed and updated our board's policies and procedures, which will ensure that all members of the Board fully understand their role and responsibility in the good governance of the organisation.

Our Board member terms end each year at the AGM at the end of October. This October we farewelled four-year Board member Kathryn Londrigan, and three-year Board member paediatrician Andrew Kennedy. Kathryn's input over four changeable years on the Board was consistent and invaluable and contributed greatly to the stability and direction of EDV. Andrew's expertise and experience in the field of paediatric care helped the board and staff alike to broaden their understanding of the issues surrounding the care and treatment of children and adolescents with eating disorders, and gave us a valuable medical perspective on consumer and carer services.

Sadly, during the year we also had to say goodbye in September to Kirsten Bickendorf, who relocated away from Melbourne, and in May to Tino Di Battista our Treasurer, who resigned for personal reasons.

We are very grateful to all these members for all they did for us and wish them good luck for the future.

Other people who have contributed to the Board for part of the year include Dr Naomi Crafti, who left the Board in order to take on the staff position of EDV Community Development and Education Officer. We are truly fortunate to have gained such an experienced researcher and lecturer in that role.



During the year we welcomed to the Board two new members. Jo Gibson is a dietician and an old friend of EDV, having worked in the organisation previously. We were also very lucky to gain Kathryn D'Anna, a psychologist in private practice in the eating disorder field.

My thanks go to all Board members who have cheerfully, separately and collectively, given their precious time to review what seems to have been a mountain of paperwork, grown our sources of revenue and promotional efforts, and contributed legal and educational expertise. They have also given me their unfailing support for which I am very thankful. We are indeed lucky to have such committed members who bring to the Board such a diverse set of skills. I would particularly like to thank Sarah Harry our Vice-President who, despite having a difficult pregnancy, has been supportive of me at all times. We wish her all the best for the big event in November and look forward to welcoming her back to the Board early in the new year.

Our Executive Officer Kirsty Greenwood has continued to steer EDV with a sure and steady hand. Her conscientious attitude to her huge workload, thorough attention to detail and great perseverance sets the tone for the whole organisation, and we feel very thankful to have such a capable and successful EO. Kirsty is supported by an equally hard working and enthusiastic staff. We acknowledge that all the staff give above and beyond what is asked of them and for that we owe them thanks and appreciation.

Whatever I say to thank our volunteers will never be enough. These workers are the mainstay of the Eating Disorders Helpline, convene support groups, moderate the online Chatroom, reply to posts on the Messageboard and contribute via our Artists, Writers and Speakers Bank. We would be unable to function as an organisation without these wonderful people and our thanks go to them for freely giving us their time and understanding.

I have felt very proud this year to be President of such a genuine, focused, hardworking and caring organisation. I look forward to the next twelve months and anticipate more progress and the consolidation of our important position in the field of eating disorders.

Gill Ryan
President



EXECUTIVE OFFICER'S REPORT




Kirsty Greenwood
BSc(hons) Anim Sci

Eating Disorders Victoria (EDV) continues to grow from strength to strength, earning itself a well-deserved high reputation for its unparalleled approach to providing support, information, education, help and hope for people affected by eating disorders. I am proud to say that we have continued to build on the solid platform established in the last couple of years, developing the quality, reach and range of our services; and we have received strong positive feedback about all we are doing and striving to achieve.

A dedicated and stable staff team has made our current position possible, with only two staff members moving on this year. Our thanks and best wishes go with those two former staff - Education Officer Natasha Jeremieczyk and Chatroom Coordinator Leah Brooke. In their place we have welcomed respectively, Dr Naomi Crafti and Danielle Laurence. Naomi is a counselling psychologist with over 15 years' experience working in the area of eating disorders and body image. Danielle is a project manager with a health sciences background and a former EDV project officer as well as a long-term EDV Chatroom volunteer. We also welcomed Amanda Ridd, formerly our EDV voluntary PR intern, as a part-time information officer, a role made possible thanks to the assistance of our corporate sponsor, Hairhouse Warehouse.

EDV's carer focus has continued. Caring for a person with an eating disorder is a long-term and skilled commitment. The training of a professional therapist takes years and involves continued support sessions in the form of tutorials or supervision with other more experienced professionals. Yet families are expected to pick up the burden of care in the home situation without any training or support. EDV has long known that, when properly supported, carers can make a vital difference in the recovery of a loved one with an eating disorder. At last, our anecdotal evidence of this has been backed up by published research. EDV has made a commitment to filling this gap in the current system of care, by providing support and education for carers.

In 2009, thanks to the generosity of the Lord Mayors Charitable Foundation and in response to ongoing demand, we were able to increase the hours of our Family Support Officer, Helen, to full-time. Helen has worked with incredible energy over the year to meet carer needs, to fit in more support appointments for parents, partners and siblings, and to expand our range of services in this area. After training with visiting UK experts, Helen has further developed our skills-based learning program for carers into the current six-week



program, 'Building Hope'. Building Hope is being rolled out, and warmly welcomed, in locations through metropolitan and regional Victoria. Look out, too, for 'Care and Share', EDV's new online community for carers, coming in the later part of 2009. The Lord Mayor's Charitable Foundation has recognised the immense value of this work, and has committed to providing a further major sum to continue our work with carers in the next two financial years.

Recovery linked services still remain equally in our focus. Our Helpline support team continues to be on hand to provide the first line of confidential, free, open access support for anyone struggling with a body image or eating issue. This is backed up by more intensive, one-on-one support sessions provided by Nat, our Recovery Support Officer. Nat sees and helps, on a daily basis, people from all walks of life who are struggling for the first time to face up to their eating disorder or to find a new pathway towards recovery. Nat listens, guides, supports, and empowers them to take one more precious step forward towards recovery.

Still on the theme of recovery, we continue to run face-to-face support groups, although a reduced number of attendees has been evident over the year. This change may be attributable to a number of factors, including an increased number of support groups being run nowadays by treatment services (and about time too), and the increased popularity of anonymous online services. Our own online services, the Recovery Chatroom and Messageboard, are more popular than ever, resulting in our having to increase the maximum user limit for Chatroom sessions from 12 to 25 users per session.

We want to help people recover, but just as much we want to help prevent eating disorders occurring in the first place. This, we know, is a lofty aim – but one which must be tackled. The appointment of Dr Naomi Crafti to the role of Community Development and Education Officer in February has helped us take another leap forward in this area. We have redeveloped and expanded our range of professional development workshops for schools, and have made it known that we will provide parent education and carefully selected student education programs to supplement the teacher and welfare staff programs. Coming up, in the 2009-10 financial year, will be our new workshop on 'Mindful Eating', aimed at educating the general community on how to develop healthy, relaxed, flexible eating practices.




This year, EDV was very pleased to welcome national retailer Hairhouse Warehouse as a new corporate partner. Hairhouse Warehouse decided that it wished to be active in promoting health and well-being in young people by addressing the need for action on body image issues. We thank Hairhouse Warehouse for their commitment to support front-line services at Eating Disorders Victoria, and to raise awareness in the community about these important issues. Hairhouse Warehouse's sponsorship paid for the production and distribution of mini- brochures to raise community awareness of eating disorders and the Eating Disorders Helpline, available at checkout points in stores throughout Australia; covered the production of new radio Community Service Announcements; helped with the costs of running the Eating Disorders Helpline and training the Helpline support team; and assisted with the revamp and continuing update of our website, www.eatingdisorders.org.au .

Have you visited our website, www.eatingdisorders.org.au recently? After twelve months of planning, consultation and hard work, the website underwent a full makeover and the new site was launched in March. We now have one of the most comprehensive, factual and reliable websites on eating disorders in the world, attested to by 1.1 million hits (and growing) over the twelve month period. Aply managed by Amanda, the website includes events and news listings that are added to and changed daily. Check it out – and don't forget to keep checking; there is more planned in the next year.

As well as growth in our services, this year has been marked by some exceptional projects. EDV gratefully acknowledges the four capacity building grants received from the Mental Health Council of Australia and funded by the Federal government's Department of Health and Ageing. Capacity building is about strengthening the core of an organisation, so that it remains robust and viable. It is an area which is all too often overlooked by grant bodies. EDV acknowledges the vision and understanding of the MHCA which led to the offer of these grants. The funds we received have been expended in four different ways to help strengthen our core policies and procedures, analyse our service users' needs and our effectiveness in meeting them, and do what we are doing even better and more visibly.

While EDV's donors and supporters are too numerous to mention, thanks must go everyone who has responded to fundraising drives, made financial donations or donated books to our library, and special thanks for the fundraising efforts of school students and small businesses who have chosen EDV as the recipients of their fundraising efforts.



As always, this annual report can only give a glimpse of what we are achieving, and of the hard work put in behind the scenes by all the staff team, including volunteer services coordinator Marilyn, communications officer Megan and administrative wonder Leigh. And always, we have the backbone of our Board of Directors to rely on, helping to form strategic policy, direction and vision. I would like to give my personal thanks this year to our Board President, Gill Ryan, who continues to demonstrate her passion and commitment to our cause, and to provide myself and all the staff with sterling support of our endeavours. I'd also like to acknowledge the key work of Board member Michael Hamer, who has contributed greatly to our success in increasing revenue streams this year.

Finally, I couldn't complete this report without acknowledging our volunteers. If the Board forms the backbone of EDV, then our volunteers are the lifeblood. Over 2008-09, our volunteers put in an estimated 6,500 hours of unpaid support to assist people with eating disorders and their families and carers. This is an incredible testament to their dedication to helping overcome the problem of eating disorders. I thank you all.

Kirsty Greenwood
Executive Officer



OUR BOARD OF DIRECTORS

Board Members as of June 2009

President: Gill Ryan

Gill comes from a management background having run her own business and then a GP surgery for many years in the UK. She brings to the Board a broad knowledge of all aspects of eating disorders from long personal experience and from her work with sufferers. She volunteered for many years, firstly with the Eating Disorders Association UK and then with EDV since 2003.

Vice President: Sarah Harry (B.A., Grad Dip (Counselling), Q.M.A.C.A.)

Sarah is a registered counsellor who specialises in the area of eating disorders and disordered eating. Sarah works with both individuals and groups and is the co-founder of R.I.P.E (recovery is possible for everyone) group treatment program for Bulimia Nervosa and Binge Eating Disorder. Sarah has had experience in both the private and public mental health sectors and spent many years at CEED developing and delivering training in eating disorders to health professionals across the state. After being a member of EDV for over 8 years Sarah was very excited to join the board in February 2008.

Treasurer: Josephine Gibson (BND, MDAA, APD, AN)

Josephine joined the EDV Board in 2008 but is well known to EDV, having previously held the position of Education Officer in 2005. Josephine is an accredited practising dietitian and specialises in eating disorder and mental health clients. Following on from her period as Education Officer for EDV, Josephine spent three years for the eating disorders unit at the Royal Melbourne Hospital before starting in private practice.

Rob Anderson

Rob is the Chief Executive Officer of Wheelchair Sports Victoria, the state's leading provider of sport and recreational opportunities to Victorians with a physical disability. He has previously held consultancy and management positions in a number of community, government and professional sporting organisations. He has experience in the leadership of not-for-profit organisations, strategic planning, welfare program design and delivery, human resource management, as well as fundraising, marketing, and community development initiatives. His work in the past led him to experience eating disorder health issues amongst elite athletes and within employees in the entertainment industry. He has a particular interest in community health promotion and development strategies.



Jane Hill (B.App Sci, B.Ed)

Jane Hill graduated from Deakin University in 1998 with a Bachelor of Applied Science (Health Promotion) and Bachelor of Education (Secondary). After four years of teaching in Melbourne, Jane headed to London to teach before returning home to work and volunteer for the EDV newsletter committee. Currently working at Home Economics Victoria, Jane's role combines her health promotion and education background and involves organising an extensive professional learning program for teachers while managing their Fruit + Veg Program – a healthy eating program for all Victorian primary schools.

Michael Hamer

Michael has extensive, international senior management experience in the marketing and advertising industry. For over 20 years Michael held a series of senior executive roles in 19 advertising agencies for an American multinational communications company, McCann Erickson, with client including Coca-Cola, General Motors, Nestle, Unilever, L'Oreal and Motorola, amongst others. He was CEO of advertising agencies in Nairobi, Dublin, Brisbane and Melbourne.

In early 2000, he set up The Next Level – a strategy and communications consultancy. In 2007 Michael joined leading business coaching organisation The Stephenson Mansell Group as an executive coach. Michael was educated in the UK and has an honours degree in English literature. He has served on the boards of the Alzheimer's Association and Lifeworks.

Annabel Haslam (BA, LLB)

Annabel is a legal practitioner currently working for the State government at the Department of Treasury and Finance. In previous roles, she acted as an in-house lawyer for the Victorian Institute of Teaching managing disciplinary inquiries, and as a litigation solicitor at Phillips Fox Lawyers. Annabel also has experience working in the Victorian community legal sector and for the OECD in Paris. She is interested in ways to promote community health and positive body image, particular amongst young women.



Kathryn D'Anna

Kathryn joined the EDV Board in 2008 and is a registered psychologist currently working in private practice predominantly treating eating disorder clients. Kathryn previously worked in a private eating disorder facility and other areas of psychology including organisation psychology and general mental health. She brings to EDV an expertise and interest in treating adults with eating disorders, particularly Binge Eating Disorder and Bulimia Nervosa. She also works with some families using the Maudsley family based treatment approach.

Luisa Capasso (B. Business, Property, AAPI)

Luisa is currently doing her Masters in Social Work at RMIT, after practising as a property valuer for 10 years in local government. She has a special interest in EDV and the board because of personal experience with an eating disorder in her teens. She volunteered firstly for the Eating Disorders of South Australia and then for EDV since 2004. Her involvement has included recovery talks, interviews with the media and convening support groups.

Former Board Members

EDV wishes to acknowledge the contributions provided by the following former board members, who completed their term of office or resigned from the Board in July 2008-June 2009:

Andrew Kennedy
Kathryn Londrigan

Kirsten Bickendorf
Naomi Crafti

Tino Di Battista

Board Member Attendance July 2008 – June 2009

Board Member	Number of meetings attended	Number of possible meetings
Andrew Kennedy	4	4
Annabel Haslam	8	12
Gill Ryan	11	12
Jane Hill	10	12
Jo Gibson	3	5
Kathryn D'Anna	4	5
Kathryn Londrigan	3	4
Kirsten Bickendorf	1	2
Luisa Capasso	9	11
Mike Hamer	6	10
Naomi Crafti	3	3
Rob Anderson	10	12
Sarah Harry	9	12
Tino Di Battista	4	10

On average, board meeting attendance was 73%.



STAFF PROFILES

Kirsty Greenwood

Executive Officer

I joined the EDV team in March 2007. I feel I am privileged to have joined such a dedicated team of staff and volunteers, and to know we are making a difference in this important area of health promotion and disorder prevention.

My work-family life balance is very important to me, and I work flexible hours to allow me to meet my children after school each day and to be involved with them in their after-school activities, while still amply fulfilling my work commitments. I firmly believe that people who are supported by their employer in their family and life commitments will be happier and more productive at work; and I try to apply this philosophy not just to myself but across the whole team at EDV.

Although I studied science at university, I moved on to a career in public sector management consultancy, working in local government and the corporate sector in the UK; then moved into financial management consultancy in Australia.

After the birth of my first child in the mid 90s I decided to change career tack to work in a more family-friendly environment in community health. I discovered that I was motivated and inspired by the work and passion of volunteers, and by working for not-for-profits in general. I made a personal commitment to remain working in the not-for-profit sector from then on, which I have kept for the past 12 years.

I'm passionate about the vision and mission of EDV. My role here at EDV is essentially to ensure that we have the contacts, the knowledge and the resources to fulfil that mission and move towards the vision. I lobby for increased awareness of eating disorders myths and realities in the community, more prevention programs in schools and better access to treatment and support services, through meetings with a multiplicity of representatives ranging from state government through to local community groups. I provide support and advice to the Board of Directors; coordinate and support the EDV staff team; liaise with our volunteers; manage our financial and non-financial resources; and do my best to ensure that all EDV services are of the highest quality and meet the needs of people with eating disorders and their families.



Marilyn Amendola

Volunteer Services Coordinator

With a degree in Applied Science (Human Movement) and further studies in Science Nutrition, I bring my educational background, firsthand experience of living with a mental illness and passion of helping others.

I have been a part of the team since March 2005. My role has changed over time with my current main responsibilities being to coordinate and support a large team of volunteers who directly respond to telephone, email, face to face & message board enquiries, website management & looking after our information resources & statistics.

Working at EDV has been a learning experience where I have gained further understanding, knowledge and insight into the lives of those affected by eating disorders. This is also a rewarding experience when we make a positive difference in someone's day. I am passionate about helping people and contributing to the growth and development of an important non-profit organisation such as EDV, so that it can continue to make a difference in the lives of those affected by eating disorders.

Danielle Laurence

Chatroom Coordinator

I first started volunteering with EDV as a Helpline Support Worker in 2004. I had always been interested in the area of eating disorders and was studying psychology at university and thought it would be a good opportunity to gain some experience.

My first shift on the Helpline, when I actually took a call was a memorable one. I was very nervous, but the feeling I experienced when the person on the other end thanked me and said I was a great help was overwhelming. It felt extremely rewarding to help someone who was going through a difficult time.

After volunteering as a Chatroom Moderator for over a year, I am now the Chatroom Coordinator.



Although the forum is very different I still enjoy it. The Chatroom can at times be quite light hearted compared to the Helpline as the regular users have become friends. The thing I love the most about the Chatroom is that the regular users not only log in when they need support, but they come even when they are going strong to support the other users, and I feel privileged to be able to witness such acts of support and compassion among those who use the service.

The essence of EDV is to support those experiencing an eating disorder, whether they are a sufferer or a carer. I love being a part of the organisation, and will continue to be for as long as possible.

Helen Franks

Family Support Officer

I am now in my fourth year as the Family Support Officer, and what changes there have been in my role. In addition to providing a listening ear, discussing alternative approaches and ensuring support people - mums, dads, siblings, grandparents, partners, aunts, uncles and friends - are taking care of themselves I have been presenting the Building Hope Workshops for support people. I'm finding the work in creating networks across the state is starting to reap benefits to EDV and the people we support.

I'm constantly inspired at the level of support and care people coping with extra ordinary situations are able to give to each other. I see this regularly amongst support people but am aware the same exists amongst people struggling with an eating disorder.

My colleagues at EDV are a wonderful bunch with diversity in skills and they are always up for a challenge and thinking outside the square, I am blessed to work with such a crew!

I am moved when I receive the evaluation forms people complete after an appointment as they regularly comment they have gone away with a renewed level of hope and understanding from the support received. This provides me with a sense of purpose in my work and delivers enormous satisfaction for myself and the rest of the team -we all contribute to the "renewed" feelings of support people.



Leigh Hanham

Office Administrator

I have been with EDV for just over two years, serving my time here as Administrative Support Officer and now Office Administrator. It's been quite a learning experience for me, not having had any exposure to eating disorders or mental health in the past. But it's a journey I have loved and from which I've learned so much.

I so value my job at EDV and consider it to be the best job I've ever had in my long working life. I have found the place I fit. I work with some of the most gracious people I've ever had the privilege to know. And daily I meet people whose paths it is my pleasure to cross.

I consider my best work here is to support those who have arrive at our office (often having overcome significant hurdles just to be here) – to offer a cuppa, a smile and a brief chat before they see a support officer. I love those times and consider it an absolute delight to be able to share a smile and just one of the precious moments in their lives.

Dr Naomi Crafti

Community Development Officer/Education Officer

A little less than 12 months ago I was approached to join the board of EDV. I saw this as a great opportunity to contribute my 15 years knowledge and experience as an academic and researcher in the field of eating disorders, to Victoria's primary eating disorder support and education service. Little did I realise at the time that this decision was to have a major impact on my life and career. When the role of Education Officer became vacant (and my application for the position was accepted) I embraced the opportunity to share my enthusiasm for community outreach and education beyond the 'ivory tower'. I haven't looked back.

The past nine months in my new role have been challenging, eye opening, touching, mind expanding, at times amusing, and above all, rewarding. I now can't imagine doing anything else. My role as an educator, which has taken me all over Victoria, has allowed me the privilege of meeting a large number of interesting and committed students, professionals, carers and concerned community members. In addition, the title of Community Development Officer has enabled me to represent EDV on a number of committees and in meetings with politicians and public servants, all of whom are interested to learn about



the work of EDV and how together we might promote an increased understanding of eating disorders, body image concerns and their eradication.

I am particularly thankful for the opportunity to work with such a dedicated and competent team of colleagues and volunteers who have welcomed me and taught me so much over the past months. I look forward to continuing in this role into the future and to many more celebrations and invitations for cake and coffee!

Megan O'Connor

Communications and Public Relations Officer

I joined Eating Disorders Victoria in November 2007 and love being part of such a dedicated and passionate team. Before joining EDV, I spent 12 years in a variety of corporate communications roles spanning a wide range of industries such as telecommunications, beverage, insurance and IT.


Turning my focus to the not-for-profit sector has been extremely rewarding as well as equally challenging. I was struck by the passion of the people at EDV from the moment I walked through the door, and find the 'vibe' of a volunteer based organisation so contagious. I relish my role of raising the profile of EDV, eating disorders and positive body image throughout the community.

I have a young family and feel really passionate about promoting positive body image amongst school aged children so they can grow into confident young adults with a healthy body image.

Natalie Wild

Recovery Support Officer

After completing my studies as a counsellor in September 2005, I joined EDV as a volunteer on the Helpline and as an active member of speakers bank. During my 2 years as a volunteer I had so many invaluable experiences, both personally and professionally. In this time and since, I have extensively broadened my knowledge, not only on eating disorders, but on the importance and growing need for support and resources, relationship dynamics and their effects on recovery, related mental health issues, and the need for awareness in our community.



The role of Recovery Support Officer was developed in October 2007 and I was fortunate enough to obtain this role. I feel a great passion for what I do at EDV. My role is to assist and support people recovering from an eating disorder. This includes individual appointments, either face to face or by phone, hospital visiting programs and maintaining and expanding our support groups throughout Victoria. I am also heavily involved in promoting recovery from eating disorders to the wider community. I am actively involved with EDV's Community Awareness Evenings; ED services visits and representing EDV in the media. I think a huge percentage of what I do outside clients is about promotion of our foundation and its services.

The greatest reward is watching restoration of hope and determination in a person's eyes when they decide for themselves that recovery is worth fighting for.

Amanda Ridd

Information Officer and Website Development Officer

I started with EDV in March 2008 as a Public Relations intern, and my role has since expanded to include website development and information officer. Following my graduation from Queensland University of Technology in 2006, I experimented briefly in the arena of corporate PR, however it was soon clear to me this path was not mine.

Working in non-profit may be less glamorous and lucrative, but what you lack in such areas you make up for in heart and soul, and that seems like a fair trade to me!

Although a lot of my work with EDV is behind the scenes, I am particularly honoured to contribute to our newsletter as I feel this is my opportunity to communicate with our members and supporters through providing information and messages that may assist in their personal journey toward recovery. I have a deep admiration for all people with an eating disorder who decide there is a better way to live.

In my job I am surrounded by an incredible level of passion and commitment, both in the families and people with an eating disorder toward recovery, and in each and every person on staff, each in their own way making this world a slightly better place.



FROM A HELPLINE VOLUNTEER

I have been volunteering as a Helpline Support Consultant at EDV since the end of 2008. When I first applied for the position, I knew I wanted to make a difference and help those suffering from eating disorders. The pressures of being thin and living up to an ideal were things I could easily relate to. Initially, I was little worried as I lacked previous experience in volunteering. Yet my nerves were eased by EDV's comprehensive training program, during which I learned a lot about eating disorders and common issues surrounding them. The trainers provided us with plenty of support, and by the end of the program, felt well prepared for real Helpline situations.

Talking to individuals suffering from eating disorders, as well as with their families and friends, is a simultaneously challenging and rewarding experience. It is challenging because it stretches your skills, it requires patience and intent listening. It is a rewarding experience because, as a volunteer, you have the opportunity to deliver the important message of 'Recovery is possible' to those who need to hear it the most. Providing hope and information to individuals and families struggling with eating disorders, as well as assuring them that they are not alone, is a central and invaluable part of being a Helpline Consultant.

During the past 12 months, I have come to see my role at EDV as both a pleasure and a privilege. The EDV staff are an inspiration to be around, as they are passionate and caring individuals who make a great team. I'm proud to be a part of EDV, and would encourage anyone interested in joining us to do so and to embrace the experience. I have never looked back.

Neira Borcic
Helpline Support Consultant



FROM A CHATROOM MODERATOR

I began volunteering with EDV in May 2009, as a moderator for the online chatroom for people recovering from an eating disorder. I decided to volunteer with EDV, because I have always been interested in the area of eating disorders, and I wanted to get some practical experience after completing my Bachelor of Psychological Science with honours.

I was both nervous and excited about my first shift as a chatroom moderator. I was nervous about saying the wrong thing or being misinterpreted on the online forum, yet I was also excited at the possibility of being able to support the users through this tough stage in their life.

Even though I have been volunteering once a week for about five months now, I am still constantly amazed at the amount of support and compassion that the chatroom users give to one another, even when they are having a hard time themselves. The chatroom aspect that I like most is that the users remain anonymous, which allows them to talk openly about their feelings and behaviours. It is remarkable how often users mention that they cannot bring themselves to talk to their friends, family, or even therapists about some of the issues that are discussed within the chatroom. It is also incredible how in the space of two hours the forum will frequently switch from serious to light-hearted topics of conversation.

I have loved being a part of EDV over the last 5 months, and I look forward to being able to continue helping people with eating disorders, as well as their carers, by volunteering with EDV into the future.

Jacenta Abbott
Chatroom Moderator



AUDITOR'S REPORT

SANDRINGHAM FINANCIAL SERVICES
CERTIFIED PRACTISING ACCOUNTANTS
3/6 STANLEY STREET BRIGHTON 3186
TEL: 9592 3828. FAX: 9592 3846.
ABN 87 006 130 187

4th October 2009

Ms Kirsty Greenwood
Eating Disorders Foundation of Victoria Inc
1513 High Street
Glen Iris
Victoria 3146

Dear Ms Greenwood

Re: Eating Disorders Foundation of Victoria.

I certify that I have audited the attached Income and Expenditure Statement and Balance Sheet of the Eating Disorders Foundation of Victoria Inc, and report that they present a true and fair view of the Foundation's operations for 2008/2009.



Graeme J Bruce CPA
4th October 2009

FINANCIAL STATEMENTS

Profit and Loss Statement for year ended 30 June 2009

Income	Jul 2008 – Jun 2009	Jul 2007 – Jun 2008
	\$	\$
Grants received for operating purposes	350,412	339,036
Donations and fundraising	14,533	6,313
Sponsorship	18,750	0
Membership fees	4,600	5,156
Interest income	7,199	11,727
Community education training	10,035	12,021
Community education nights/Hope workshops	10,920	1,211
Support group meetings	220	468
Resource sales (literature, videos, dvds)	5,850	6,652
Other	7,296	95
Total Operating Income	429,815	382,679
Special project grant income	67,680	1,500
TOTAL INCOME	497,495	384,179
Expenses		
Fees and charges	4,777	7,432
Depreciation	16,352	15,701
Occupancy and office expense	52,684	53,759
Car expenses	4,760	2,379
Resource purchases for resale	2,463	230
Support group costs	1,221	1,306
Volunteer management	3,685	3,098
Community education	9,788	7,078
PR/communications	6,595	8,894
Membership expenses	3,724	3,876
Employment expenses	295,320	260,397
Fundraising expenses	708	0
Other operating expenses	2,565	2,778
Total operating expenses	404,642	366,928
Special project expenses	123,289	8,780
TOTAL EXPENSES	527,931	375,708
NET PROFIT (LOSS)	(30,436)¹	8,471



Balance Sheet as at 30 June 2009

Assets	As at 30-6-2009		As at 30-6-2008	
	\$	\$	\$	\$
Cash and cash equivalents		171,450		121,789
Receivables		5,389		0
Other current assets		2,300		1,650
Macarthur Cook Mortgage Fund		0 ²		74,448
Property, plant and equipment		29,148		18,339
Total Assets		208,287		216,226
Liabilities				
Payables	24,321		19,357	
Grants in advance	16,380		0	
Long term provisions	9,367		8,214	
Interest bearing liabilities			-	
Total Liabilities	50,068		27,571	
NET ASSETS		158,219		188,655
Equity				
Reserves	188,655		180,185	
Retained earnings	(30,436)		8,470	
TOTAL EQUITY		158,219		188,655

¹ Profit and loss in 2008-09 takes into account special expenditure of \$44,170 on facilities improvements, using special grant received in 2006-07 financial year and restricted for this purpose.

² In late September 2009, due to instabilities in the financial market, a decision was made to move investments away from mortgage funds and into bank short term deposits, resulting in increased cash assets and reduced other current assets in 2008-09 compared with 2007-08.

THE EDV TEAM

Staff

Executive Officer:	Kirsty Greenwood
Volunteer Services Coordinator:	Marilyn Amendola
Family Support Officer:	Helen Franks
Recovery Support Officer:	Natalie Wild
Administrative Support Officer:	Leigh Hanham
Communications & PR Officer:	Megan O'Connor
Community Development Officer & Education Officer:	Dr Naomi Crafti
Information Officer:	Amanda Ridd
Chatroom Coordinator:	Danielle Laurence

Members of the Board

	July 2008 – June 2009	
President:	Gill Ryan	
Vice President:	Sarah Harry	
Treasurer:	Tino Di Battista; Josephine Gibson	
Other:	Andrew Kennedy	Sarah MacKay
	Luisa Capasso	Michael Hamer
	Jane Hill	Annabel Haslam
	Kirsten Bickendorf	Kathryn D'Anna
	Rob Anderson	

Former Staff Members

EDV farewelled the following staff members during 2008 – 2009, who made significant contributions to EDV during their time with the organisation.

Natasha Jeremiejczyk: *former Education Officer*

Leah Brooke: *former Chatroom Coordinator*



Additional contract, sessional and limited tenure project staff

HR Consultant:

Natalie James

PR Consultant:

Meredith Kelly

Volunteer Team

Support Group Convenors

Bernadette Peace
Carol Bull
Eilene Hannan
Ilias Katis
Lyndon Medina
Rebecca Wickham
Samantha Ratnam
Brenda Schaefer
Natasha Jeremiejczyk
Margaret Kotlarz
Erin Mullane
Tara Black
Alison Hardaker
Matthew Bisset
Anna Mortensen
Esther Mazzotta
Zoe Collins
Ruth Green
Jane Pitt
Karen Abraham
Katie Toon
Tahlia Mynott
Kristina Meskovska

Visiting Professionals

Helen Turner
Nola Rushford
Draga Jevtic
Helen Shepherd

Chatroom Moderators

Emma Ludeman
Danielle Lawrence
Alana Rosenbrock
Monique Scott
Colleen D'Arcy
Pinar Yurdakul
Steffie Lau

Helpline Support Team

Megan Holden
Michelle Brindley
Patricia Gallagher
Yvonne Pilley
Alex Atkins
Hayley Walpole
Kim Bable
Phoebe Lodge
Teresa Carusso
Jenny Mitton
Kristina Collin
Susan Whitehead
Kristina Meskovska
Beryl Chitiz
Jenna Berto
Emma Hodges
Helen Beckerman
Neira Borcic
Skye McPhle
Jane Truong
Hannah Porteous
Zoe Collins

Speakers Bank

Beau Zlatkovic

Carly De Greef

Carol Bull

Danielle Kent

Laura Coleman

Gill Ryan

Helen Franks

Imogen Scott

Jacinta Agostinelli

Jenny McLaughlin

Kath de Bruin

Kay Chan

Kellie Raymond

Lisa Blitsas

Luisa Capasso

Maja Havrilova

Natalie Wild

Sally Belcher

Samantha Ratnam

Alana Rosenbrock

Alia Milano

Jane Pitt

Kristina Collin

Karen Abraham

Website and Information Technology

Frank DiCosmo Information technology support

David O'Brien Web hosting and EDFV website developer

Graphic Design

Arvin Coloma Graphic design support

Major Benefactors





HOW YOU CAN HELP

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 the Eating Disorders Victoria (EDV).

Key areas of expenditure for funds donated:

- Helpline costs
- Chatroom and Messageboard costs
- Eating disorders community education program
- Support for the EDV volunteer training program
- 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. Donations of \$1,000 or more will be acknowledged in our newsletter and on our website (unless otherwise requested).

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

Donate Online

Donate through the "OurCommunity" secure online donations service. Donating online ensures 100% of your donation reaches the EDFV (less normal bank fees). OurCommunity takes no commission or fee for this service.

Follow the link at www.eatingdisorders.org.au

Donate by Phone

Call **(03) 9885 0318 / 1300 550 236** with your credit card details.



Donate by Fax

Download printable donation form from the website and fax to **(03) 9885 1153**.

Donate by Mail

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

Eating Disorders Victoria (EDV)
1513 High Street,
GLEN IRIS, VIC 3146

Leave a Bequest

Leave a Bequest to Eating Disorders Victoria in your will. For more information call **(03) 9885 6563**, email **edfv@eatingdisorders.org.au** or download more information from our website.

“As a step parent, the Building Hope course made me realise that even though I am one step removed, I can still have a very real positive and powerful impact.”

(participant at EDV Building Hope workshop)”



“The deeper I delve into recovery and challenge my old beliefs, the more rewarding the journey becomes.”

(Rachel – recovered from an eating disorder)



Eating Disorders Foundation of Victoria

1513 High Street, Glen Iris, VIC 3146

Helpline (03) 9885 0318 | 1300 550 236 (Non-Metro)

Admin (03) 9885 6563

Fax (03) 9885 1153

edfv@eatingdisorders.org.au

help@eatingdisorders.org.au

www.eatingdisorders.org.au

Vision

“We envisage a future where the incidence, duration and impacts of all eating disorders are reduced and ultimately eradicated.”