

MEDIA RELEASE

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Butterfly Appoints New CEO

UNDER EMBARGO UNTIL 6.00am Friday 1 March 2019

1 March 2019: Today marks the start of a new chapter for the Butterfly Foundation, with the departure of Christine Morgan, and the announcement of new CEO Kevin Barrow.

The landscape of eating disorders is changing dramatically. In the past 12 months alone, we have seen federal government commitment to funding a dedicated Medicare Benefits Scheme Item number for eating disorders, announced Australia's first residential treatment facility 'endED Butterfly House', and a national commitment to eating disorders research under the Million Minds initiative.

At Butterfly, we have seen a remarkable 10 years of advocacy, service provision and policy change. Eating disorders have been positioned in the spotlight, and as a result, change is happening. Butterfly's leadership change is an opportunity to reflect on achievements and pave the way for the years to come.

David Murray, Butterfly Foundation Chair, said: "I am so proud of Butterfly's achievements under Christine's leadership and I congratulate Christine on her well-deserved appointment to the role of CEO of the National Mental Health Commission. Christine has firmly positioned Butterfly as the peak national body for eating disorders and paved the way for the new CEO to build on the organisation's achievements."

"I am equally excited about Kevin's appointment. We had tremendous interest in the position and the Board worked through a long list of well credentialed candidates all of whom were passionate about eating disorders and Butterfly's role in the sector. As an established and well respected leader in healthcare services with a passion for collaboration, Kevin is well positioned to consolidate and build upon relationships that will lead Butterfly into the next era."

Christine Morgan, who has been CEO of the Butterfly Foundation for 10 years, reflected on her journey with Butterfly and the progress to date:

"Over the past 10 years, we have seen ground-breaking changes to eating disorders advocacy, research, prevention and treatment, all made possible through the collaborative efforts of those with a lived experience, the broader eating disorders sector, researchers and government. I really want to thank the community for giving me the opportunity to lead an organisation working towards improved prevention and treatment of eating disorders in Australia.

“It is definitely hard to part ways, but I leave knowing with the support of our community, we have achieved wonderful things. There is still a long way to go and I appreciate this is just the beginning. The fact that Butterfly is now in a position to recruit a candidate of Kevin’s calibre is testament to how far we have come and I am confident and reassured that I am passing the baton on to a more than worthy successor.”

Christine Morgan acknowledges the primary role those with a lived experience have played in establishing policy change:

“The essence of the Butterfly Foundation’s work is representing those with a lived experience. I want to thank each and every Australian who has bravely shared their story and championed change since the birth of Butterfly in 2002 – whether that be to a friend, relative or on a public platform. Without your dedication and support, the progress made to date would not have been possible.”

Kevin Barrow will commence in his role as CEO of Butterfly Foundation on Wednesday 6 March. Having more than 20 years’ experience within the healthcare sector in leadership and change, Kevin is passionate about joining the national peak body in eating disorders:

“I am honoured and excited about the opportunity to work with and advocate for the needs of Australians and their families living with eating disorders and body image concerns.”

Kevin has held senior positions in a broad range of sectors in the healthcare industry, and is skilled in the development of co-designed services, engaging consumers in health care provision.

“My immediate focus is on the voice of the lived experience as a driver for further change. Through collaboration with consumers and carers, other mental health organisations, philanthropists and funders, and government stakeholders, we can continue to drive the National Agenda for Eating Disorders and improve the lives of people affected by these prevalent and life threatening mental illnesses.

“To bring about sustained change in Australian healthcare, we need to embrace the concept of integrated healthcare to improve services in relation to access, quality, user satisfaction and efficiency,” he added.

“This can only be achieved through sector collaboration.”

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A reminder to refer to [safe reporting guidelines](#) on body image and eating disorders

For interviews with David Murray, Chair of Butterfly Foundation, Kevin Barrow, CEO of Butterfly Foundation, or Christine Morgan, outgoing CEO of Butterfly Foundation, please contact Danielle.

NOTE TO ALL EDITORS AND PRODUCERS – Please refer to the [Mindframe Guidelines for reporting of eating disorders](#). Please include help seeking advice in all media coverage.

Anyone needing support with eating disorders or body image issues is encouraged to contact **Butterfly’s National Helpline 1800 ED HOPE on 1800 33 4673** or support@thebutterflyfoundation.org.au For urgent support call Lifeline 13 11 14.

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