

World-first, free eClinic to deliver life-saving eating disorder treatment to Australians

You are invited to attend the official launch of a world-first, free, eClinic set to transform access to care for Australians living with eating disorder symptoms, their carers', and clinicians at **Parliament House tomorrow, July 24, 2025 between 9:20am – 10:00am.**

Join Assistant Minister for Mental Health and Suicide Prevention, The Hon. Emma McBride MP; author, comedian and broadcaster, Lucinda Price; leading eating disorder experts; advocacy group representatives; and patients for this important announcement in **The Main Committee Room, Ground Floor, Parliament House, Canberra.**

Developed by Australia's leading authority on eating disorder research – the InsideOut Institute – in partnership with Sydney Local Health District, with government funding, the eClinic is the first freely accessible (24/7), fully online service offering evidence-based, treatment programs, tools and support to those living with, or affected by disordered eating.¹



- **In 2023, 1.1 million Australians were living with an eating disorder, equating to one in 23 people, or almost 5 per cent of the adult population.²**
- The number of people living with an eating disorder who access treatment in a year is considerably less (19 – 36 per cent) than people with other types of mental health disorders, such as depression.³⁻⁵
- **Estimates suggest treatment for an eating disorder is sought an average of 5 to 15 years post-onset.⁶**
- People living with bulimia nervosa or binge eating disorder often wait much longer to receive treatment than those with anorexia nervosa.⁷

For more information, attend our InsideOut eClinic launch event at Parliament House tomorrow, **Thursday, July 24.**

See media interviews, photo and vision opportunities available, overleaf.

DOWNLOADABLE ASSETS

DIGITAL MEDIA KIT	A full digital media kit will be available for download on Thursday, July 24 – eclinicmediakit.org
VIDEO NEWS RELEASE	Available for download on Thursday, July 24
AUDIO NEWS GRABS	Available for download on Thursday, July 24
MEDIA INTERVIEWS, PHOTO & VISION OPPORTUNITIES	
WHAT	Doorstop interviews, photo & vision opportunities to mark the launch of the world-first, free InsideOut eClinic in partnership with politicians, ambassador, experts, patient advocacy group representatives & patients
WHERE	The Main Committee Room, Ground Floor, Parliament House, CANBERRA
WHEN	Thursday, July 24, 2025: arrive 9:10am for strict 9:20am – 10:00am (official launch), followed by 1:1 interviews, photo & vision opportunities
MINISTERS	
The Hon. Emma McBride MP	Assistant Minister for Mental Health and Suicide Prevention, CENTRAL COAST
HIGH-PROFILE AUSTRALIAN AMBASSADORS	
Lucinda Price aka 'Froomes'	Author, comedian, broadcaster & InsideOut eClinic ambassador who overcame binge eating disorder using the InsideOut eClinic, SYDNEY [VISITING CANBERRA]
EXPERTS	
Professor Sarah Maguire OAM	Clinical Psychologist & Director, InsideOut Institute, SYDNEY [VISITING CANBERRA]
Dr. Sarah Barakat	Clinical Psychologist & Postdoctoral Research Associate, InsideOut Institute for Eating Disorders, SYDNEY [VISITING CANBERRA]
Sarah Horsfield	Clinical Psychologist & Co-Director, InsideOut Institute eClinic, SYDNEY [VISITING CANBERRA]
NATIONAL PATIENT ADVOCACY GROUP REPRESENTATIVE	
Jane Rowan	Executive Director, Eating Disorders Families Australia & lived experience eating disorder carer, BRISBANE [VISITING CANBERRA]

MEDIA CONTACTS

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References

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3. Hart LM, Granillo MT, Jorm AF, Paxton SJ. Unmet need for treatment in the eating disorders: a systematic review of eating disorder specific treatment seeking among community cases. *Clin Psychol Rev*. 2011;31(5):727-35.
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5. Cachelin FM, Striegel-Moore RH. Help seeking and barriers to treatment in a community sample of Mexican American and European American women with eating disorders. *Int J Eat Disord*. 2006;39(2):154-61.
6. Barriers to Care: National Eating Disorders Collaboration; [Available from: <https://nedc.com.au/eating-disorders/treatment-and-recovery/barriers-to-care#:~:text=The%20number%20of%20people%20with,disorder%20%5B4%2C%205%5D>].
7. Hamilton A, Mitchison D, Basten C, Byrne S, Goldstein M, Hay P, et al. Understanding treatment delay: Perceived barriers preventing treatment-seeking for eating disorders. *Aust N Z J Psychiatry*. 2022;56(3):248-59.