

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

A world-first, free eClinic designed to transform access to care for Australians living with eating disorder symptoms, as well as their carers', and clinicians, will be officially launched tomorrow, **Thursday, July 24, 2025**, at Parliament House, Canberra.

The InsideOut eClinic – eclinic.insideoutinstitute.org.au – will break down traditional barriers to care by offering:

- 24/7 access;
- Evidence-based treatment programs;
- Practical tools and tailored support

for people living with eating disorders, their carers', and healthcare professionals.¹



Lucinda Price, SYD and Brock McLean, BRISB

This landmark initiative will ensure Australians can access care and support when, and where they need it most, regardless of their postcode, socio-economic status, or cultural background.

To mark the launch, MPs, leading eating disorder experts, patients, a patient advocate, and high-profile Australians with lived experience will gather at Parliament House in a united call to improve care and end stigma.

The eClinic was developed by the InsideOut Institute – Australia's leading authority on eating disorder research – in partnership with the Sydney Local Health District, and with Australian Government funding.

High profile eClinic launch ambassadors include:

- **Lucinda Price (aka 'Froomes'), Sydney** – author, comedian and broadcaster who overcome binge eating disorder using the InsideOut eClinic;
- **Brock McLean, Brisbane** – former AFL star, coach, and mental health advocate who lived with bulimia nervosa for more than four years [featuring in video news release and audio grabs]

- 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 regarding the InsideOut eClinic, tee up an interview with one of our spokespeople overleaf.

To access the InsideOut eClinic, and learn more, head to eclinic.insideoutinstitute.org.au.

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

AVAILABLE FOR INTERVIEW

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]
Brock McLean	Former AFL player, mental health advocate & coach & ambassador for the InsideOut Institute for Eating Disorders eClinic, BRISBANE [featuring in VNR & audio grabs] [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, SYDNEY [VISITING CANBERRA]
Sarah Horsfield	Clinical Psychologist & Co-Director, InsideOut Institute eClinic, SYDNEY [VISITING CANBERRA]
Rachel Denzel	Clinical Dietitian and InsideOut Institute for Eating Disorders eClinic Service Manager, SYDNEY
Dr Deanna Bowen	Local Eating Disorder Coordinator, Northern NSW Local Health District, NORTHERN NSW [VISITING SYDNEY]
Sarah Pollitt	Accredited Mental Health Social Worker, Clinical Family Therapist & Senior Manager, Eating Disorders Victoria, MELBOURNE
Dr Tania Withington	Social worker & family therapist, North Brisbane Psychology, Northside Child & Youth Psychiatry, BRISBANE
Poppy Batts	Clinical Lead, Eating Disorders Queensland, BRISBANE
Anita Reimann	Psychologist & Statewide Manager, Tasmanian Eating Disorder Service, LAUNCESTON
Dr Anna Seth	Specialist General Practitioner Therapist, The Bubble Hobart, HOBART
Pheobe Ho	Clinical Psychologist, Lived Experience Advocate, & InsideOut Institute e-Clinic Lived Experience Advisory Group Member who lived with an eating disorder, PERTH
Dr Amy Burton	Clinical psychologist & credentialled eating disorder clinician, DARWIN & SYDNEY
Tiegan Holtham	Clinical psychologist, The Flourish Collective & Headspace, DARWIN

PATIENT ADVOCACY GROUP REPRESENTATIVE

Jane Rowan	Executive Director, Eating Disorders Families Australia & lived experience eating disorder carer, BRISBANE [VISITING CANBERRA]
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AUSTRALIANS WITH LIVED EXPERIENCE OF AN EATING DISORDER

Zoe, 32	Health & wellness account executive who utilised the InsideOut eClinic to aid her recovery from bulimia nervosa, SYDNEY
Abbey, 23	Part-time medical receptionist & assistant who encountered challenges accessing anorexia nervosa treatment & care, SYDNEY
Kaylee, 26	Creative art therapist & disability support worker who faced regional challenges in accessing anorexia nervosa treatment & care, WOLLONGONG
Ashlee, 23	Lived experience advocate, author, speaker & founding Director, The Secret Burden, TWEED HEADS
Hannah, 31	Legal secretary, breathwork facilitator & yoga studio co-owner who used her anorexia nervosa lived experience to help inform development of the InsideOut e-Clinic, CANBERRA
Dan Lonergan, 56	Veteran sports journalist, broadcaster & commentator who has grappled with disordered eating since childhood, MELBOURNE
Stacey, 52	Nurse, carer & mother-of-two who faced regional challenges accessing anorexia nervosa treatment for her daughter, BENDIGO
Lauren, 35	Peer support worker & mother-to-three supporting InsideOut's eClinic after 14-year battle with anorexia nervosa, ADELAIDE
Julian, 31	Lived experience education coordinator, music lover, & father to one who battled bulimia nervosa from childhood, PERTH

References

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2. Deloitte AE. Paying the Price, Second Edition: The economic and social impact of eating disorders in Australia. Report commissioned by The Butterfly Foundation. 2024.
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.
4. Vanheusden K, Mulder CL, van der Ende J, van Lenthe FJ, Mackenbach JP, Verhulst FC. Young adults face major barriers to seeking help from mental health services. *Patient Educ Couns*. 2008;73(1):97-104.
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.