

# THE Embrace. COLLECTIVE



2022-  
2023  
FY

## Annual Report

Australian Business Number (ABN) 65 640 902 843

# About The Embrace Collective



# The Embrace Collective has a vision to create a world where we empower young people to embrace their bodies and themselves.

Through our suite of age-appropriate programs we will get in early to teach the message of body appreciation to young people; and educate parents, educators and professionals to embed these positive messages in the environments where people live, learn, work and play. In doing so, we can minimise their lifetime risk of issues like eating disorders, depression and anxiety. Led by 2023 Australian of the Year Taryn Brumfitt and international body image expert Dr Zali Yager, along with a global team of academics, clinicians and lived experience advisors, our goal is to reach one million Australian children with the Embrace message by the end of 2024.





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# From Body Confident Collective to The Embrace Collective

In March 2023, health promotion charity Body Confident Collective rebranded to The Embrace Collective, in order to more formally recognise the partnership and shared vision of Taryn Brumfitt, founder of the Body Image Movement, and Dr Zali Yager, executive director of Body Confident Collective.

Zali and Taryn met in 2016, when Zali contacted Taryn to ask about the possibility of conducting an evaluation of her first documentary, EMBRACE. That evaluation found that women who had seen EMBRACE had significantly higher levels of body appreciation than those who had not seen the film, demonstrating the power of film for attitudinal, behavioural and social change.

Zali advised on Taryn's second film, EMBRACE KIDS, to ensure that the content was safe and effective for young people. This dynamic duo worked to publish a book, also called Embrace Kids, and to build The Embrace Hub, a central portal for engaging, evidence-based body image resources.

Now co-leading The Embrace Collective, Taryn and Zali bring together creativity and research to achieve their vision of a world where we are all empowered to embrace our bodies and ourselves.



# Strategy 2023-2028



## To reduce appearance pressure by Research, Policy and Programs that:

### Reduce body dissatisfaction in children, young people and adults by:

- Promoting movement and physical activity for enjoyment, for mental health and for wellbeing outcomes, not weight control
- Increasing diversity of appearance and bodies represented in print and online advertising
- Reducing the use of photoshopping and image alteration in advertising, TV and film
- Restricting the advertising of diets, weight loss and muscle building substances, cosmetic surgery
- Changes to social media platforms to protect mental health.



### Reduce stigma, judgement and discrimination on the basis of weight and appearance by:

- Reducing appearance-related bullying, body shaming and comments about appearance
- Eliminating the use of weight as a measure of health and use of shame to encourage weight loss
- Eliminating harmful pathologising and stigmatising language around bodies
- Shifting the focus to what our bodies can do rather than what they look like
- Amending anti-discrimination law in employment and education settings to include weight and appearance.

## Reduce sociocultural risk factors for body dissatisfaction and promote protective factors.

### By raising awareness



### Health promotion that promotes health

Positive depiction of diverse bodies engaging in a range of activities

### Reducing body shame

Addressing underlying misconceptions and beliefs that fuel weight bias and discrimination

### Embrace your body

- Focus on functionality
- Celebrate diversity
- Be kind to yourself
- Recognise real role models

### By providing evidence-informed programs across settings



### Schools

Body Blocks by Embrace  
EMBRACE KIDS Classroom Program Primary School/ Secondary School  
Activate by Embrace

### Community

EMBRACE KIDS community screenings  
Embrace Sport initiative parent information

### Online

- The Embrace Hub resources
- Social media campaign
- Parent resources

### Creating supportive environments



### Policy and legislative change:

Social Media Platform Changes reduce harm

Media Guidelines about the way we talk about weight and appearance

Incentives for advertising to include diverse bodies and avoid retouching

### Shifting professional practice

Professional learning for:

- Teachers and school staff
- Sports coaches
- Fitness professionals
- GP's and health professionals
- Health promotion staff

Improved sustainable engagement in health behaviours

Positive physical health outcomes

Prevention of eating disorders, depression and anxiety

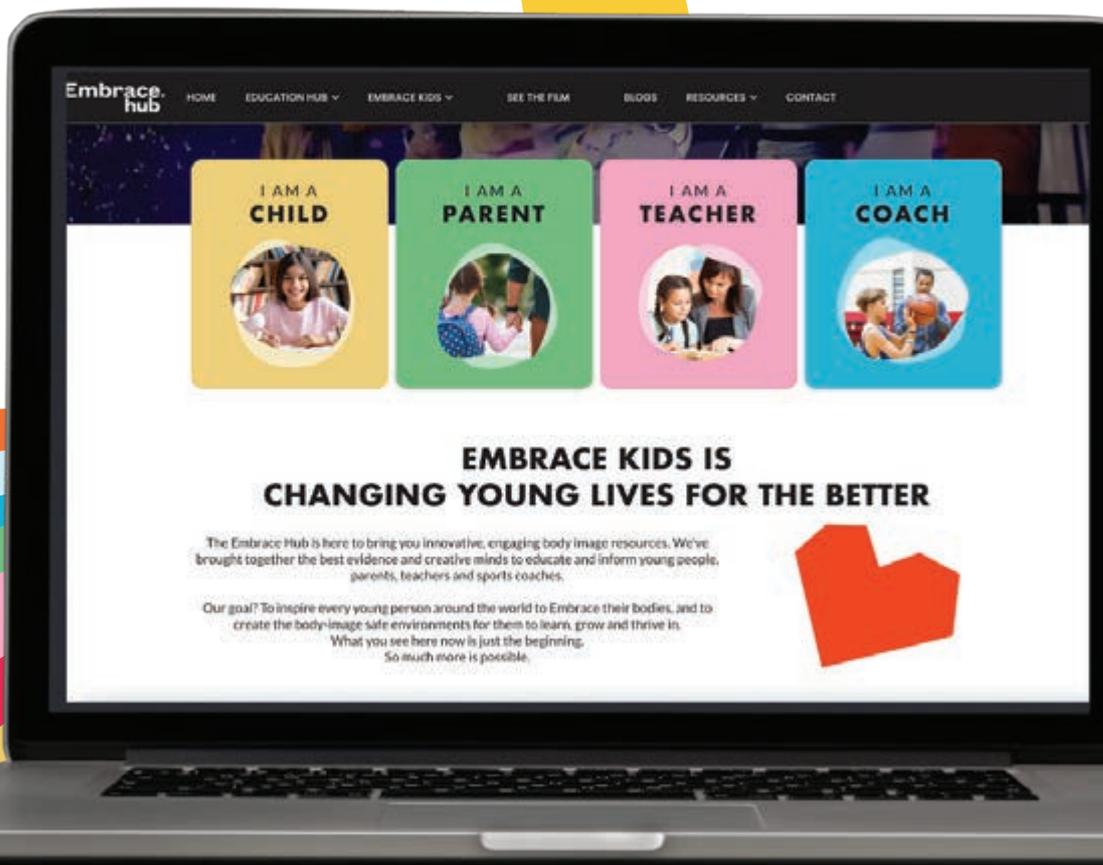
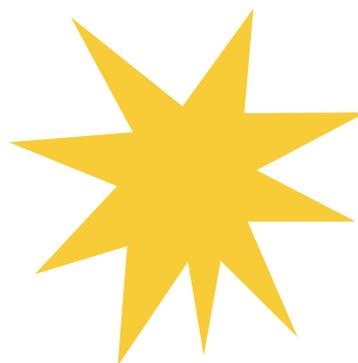
Positive mental health outcomes

# 2022-2023 Key Achievements



# THE Embrace. hub

Launched in August 2022, The Embrace Hub is a **purpose-built portal** for body image resources for young people aged 9-12 and 13+, as well as their parents, teachers and sports coaches. **The Embrace Hub fills a gap in the market** as it provides resources and information that go beyond a downloadable fact sheet. Bright and colourful, with everything from videos and blogs to printable posters, a parent podcast and access to the Embrace Kids Classroom Program, The Embrace Hub is the key access point for **high quality, evidence-based resources that can boost body image.**





by Embrace



The Body Confident Collective was awarded a Jumpstart grant to run a face-to-face event for young people in Victoria, to empower them to become body image changemakers in their schools and communities.

Sixty Victorian leaders aged 14-18 from across the state attended the event, which included:

- A keynote address from Taryn Brumfitt
- Breakout sessions on body commentary, self compassion, physical activity and identity
- A screening of the EMBRACE KIDS film
- A dance party hosted by No Lights No Lycra

Young people were challenged to take the Embrace message and resources back to their communities to spread the word. One of the groups of young people from Nhill in western Victoria completed their changemaker project by hosting a screening of EMBRACE KIDS in their local cinema and creating a mural.





## Taryn named Australian of the Year

On 25 January 2023, Taryn was named Australian of the Year. This title is in recognition of the 10+ years that Taryn has dedicated to the work of leading the Body Image Movement and sparking conversation that can lead to social change. The Australian of the Year platform comes with numerous opportunities, which The Embrace Collective is leveraging to scale our reach and impact across the country.





# Our approach

Changing our own and other people's behaviour is hard to achieve - particularly when we're up against more than 40 years of unhelpful and stigmatising messaging about bodies, weight and health.

In our case, we are trying to change the behaviour of young people in relation to their social media engagement, and empowering them to set an example for their peer group when it comes to conversations and comparisons about bodies that lead to increased appearance pressure. However, the majority of the people we are trying to encourage to change are the adults around these young people - their parents, educators and coaches - who have an important role to play in altering their language and practice to reduce criticism, commentary and comparisons about bodies.



# In the media

'Featured in' media logos and key publicity from July 2022-June 2023

FRIDAY AUGUST 27 2022 NEWS 31

## AMY SHEPPARD FIGHTS FOR THE UNFILTERED

# Embracing the real you

LISA WOOLFORD

SHE has championed body positivity with her unfiltered, real images on social media and her Kiss My Fat Ass campaign and now singer Amy Sheppard has joined forces with Body Image Movement's Taryn Brumfitt in her latest film Embrace Kids. "It was really important for me to be in this because..."

More than 70 per cent of Aussie kids cite that body image is their No. 1 concern. This has more than doubled from the 33 per cent reporting body image distress in 2009.

Body image is also consistently ranked in the top three issues of personal concern in the Mission Australia Youth Survey.

"No child was born hating their body, it's a learned behaviour, I want to undo what's been done," Brumfitt said. In the film, Sheppard



## MIFF Melbourne International Film Festival

August 2022  
04-21 Cinemas  
11-28 Online

To submit a question, go to [miff.com.au/genda](https://miff.com.au/genda)

Q&A CODE: #miffq&a



## Australian of the Year Awards

2022 AUSTRALIAN OF THE YEAR

### Taryn Brumfitt

Body image activist, director, writer and speaker

Documentary director Taryn Brumfitt leads the Body Image Movement, an Adelaide-based organisation that teaches people to love (and appreciate) their bodies. Her 2016 documentary Embrace tackled the serious issue of women's body loathing and Taryn's path to body acceptance. It was seen by millions of people in 150 countries and is available on Netflix.

Taryn has written four best-selling books. She released a documentary, Embrace Kids, in September 2022 that aims to teach nine- to 16-year-



## AGENDA

News & Views - Politics - Business - Leadership - Climate

### It's 2023, can we please stop talking about bodies?



## AGENDA

News & Views - Politics - Business - Leadership - Climate - Life - Events - Podcasts

### What a body image expert really thinks of the Barbie movie



by Dr Zali Yager

Dr Zali Yager is an internationally-recognised body image expert and the co-Executive Director of The Embrace Collective, alongside 2023 Australian of the Year Taryn Brumfitt. Find out more: <https://theembracecollective.org/>





# The next five years

Paving the way forward with the Embrace Collective Strategic Plan 2023-2028.

	<b>Goal 1:</b>	<b>Goal 2:</b>	<b>Goal 3:</b>	<b>Goal 4:</b>
	Deliver high quality, evidence-based programs and resources to schools, sporting clubs, parents and communities	Engage in education and advocacy to change curriculum, policy and practice to prevent harm	Achieve a sustainable financial position	Increase brand awareness in Australia and the world
<b>Why?</b>	Embedding resources in the places where young people live, learn and play can give them the tools and reduce triggers for body dissatisfaction and eating disorders.	Many people don't know what to do and what to say in order to help people feel better about their bodies.	Income is needed to continue the impact. We need to be able to project 2-3 years in advance to adequately plan and resource projects.	As a new charity we need to establish credibility, authority and trust in the Australian and International markets.
<b>Action</b>	Disseminate Embrace Kids film, Embrace Kids classroom program, Activate by Embrace events, Embrace Sport initiative, parent resources; The Embrace Hub; Embrace Magazine, engage on social media	Research translation and communication on social media, in programs and in keynote speaking and workshop facilitation; policy recommendations and presenting to/meeting with decision makers.	Government relationships; Grant funding; Philanthropic relationships and community fundraising program; Corporate partnerships; products and services.	Continue to build brands; Engage on social media; Public relations and traditional media; ambassador programs.
<b>Success metric</b>	Reach metric research evaluation	Policy change Curriculum change	Stable recurring revenue	Web and social metrics; Market position
<b>Stakeholders</b>	Schools, sporting clubs, parents	State and federal policy makers; State and National Curriculum writers	Government philanthropic donors; Corporate partners	Corporates; media

# Financial report

The Board is responsible for ensuring the financial affairs of The Embrace Collective (TEC) are managed responsibly.

HQB Accountants Auditors Advisors have provided an unqualified opinion that our Financial Statements present fairly, in all material respects, the financial performance and financial position of The Embrace Collective as at 30 June 2023.

A summarised Profit and Loss statement have been included below:

## Profit and Loss for the year ended 30 June 2023

Income	2023	2022
Consulting & Service Income	53,485	10,554
Grant Income	108,964	205,674
Donations Received	417,424	112,370
Other Fees and Charges	2,065	-
Other Income	-	70
<b>Total Income</b>	<b>581,938</b>	<b>328,668</b>
Expenses		
Contractors and Suppliers	541,831	134,307
Depreciation		569
General & Administrative Costs	130,391	83,320
Legal Costs	5,000	4,047
Loss on disposal of assets	3,209	-
Recruitment costs	13,750	-
Rent	14,427	-
<b>Total Expenses</b>	<b>708,608</b>	<b>222,243</b>
<b>NET (LOSS) / PROFIT</b>	<b>(126,670)</b>	<b>106,425</b>

The Profit & Loss statement for the year ended 30 June 2023 reflected the increase in activity over the prior year required by the development of The Embrace Hub which was launched in August 2022.

In this financial year, TEC received numerous founding donations and various grants from State Governments. Two grants were acquitted during the period under review and two are included as “Grants in Advance” in the Balance Sheet for acquittal in the financial year ended 30 June 2024. The main expenses this year relate to contractors and program costs incurred to establish The Embrace Hub resources.

This initial investment has resulted in TEC incurring a net loss of \$126,670 during the year ended June 2023 which was covered by the retained earnings from the previous year.

The financial health and ongoing financial viability of TEC are reflected in the audited Financial Statements that are available on request.

