

Hi there,

Here's more
about us

**THE
EMBRACE
COLLECTIVE.**



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**THE
EmBRACE
COLLECTIVE.**

The Embrace Collective is an Australian health promotion charity with a vision for a world where people are free from feelings of pressure, judgement and shame about their bodies. Building better body image from the beginning has the power to minimise lifetime risk of issues like eating disorders, depression and anxiety - and to help people achieve optimal health and wellbeing.

Led by 2023 Australian of the Year Taryn Brumfitt and international body image expert Dr Zali Yager, The Embrace Collective brings together a global network of researchers, experts, advocates, and lived experience advisors to inform programs, advocacy and campaigns that will change the way the world thinks and feels about bodies, weight, and health.

Our Founders



Taryn Brumfitt

2023 AUSTRALIAN OF THE YEAR

- 2023 Australian of the Year
- Founder, Body Image Movement
- Co-Executive Director, The Embrace Collective
- Inspired 200 million+ people worldwide
- Director of 'EMBRACE' and 'EMBRACE KIDS'
- Author of five books
- Internationally recognised keynote speaker

Dr Zali Yager

GLOBAL AUTHORITY ON BODY IMAGE

- Co-Executive Director of The Embrace Collective
- 20+ years experience in academic research
- Adjunct Associate Professor Victoria University's Institute for Health and Sport
- Co-author of 'Embrace Kids' and 'Adolescent Body Image'

OUR NETWORK



Dr Marilyn Bromberg



Dr S. Bryn Austin



Dr Beth T. Bell



A/Prof Nina van Dyke



Prof Nichola Rumsey



Dr Jo Doley



Sara Shams



Yemi Penn



Emily Unity



Sam Bloom



Dr Marilyn Metta



Rojina Parchizadeh



Dr Yves Saint James Aquino



A/Prof Jennifer Webb



Dr Liz Dale



Dr Fi Willer



Dr Lyza Norton



Chevese Turner



Janu Dhayanathan



Lacey-Jade Christie



Nazeem Hussain



Natasha Stott Despoja



Amelia Moseley



Libby Trickett



Jessica Smith



Amy Sheppard



Celeste Barber



Jameela Jamil



Rhea Werner



Angus Murray

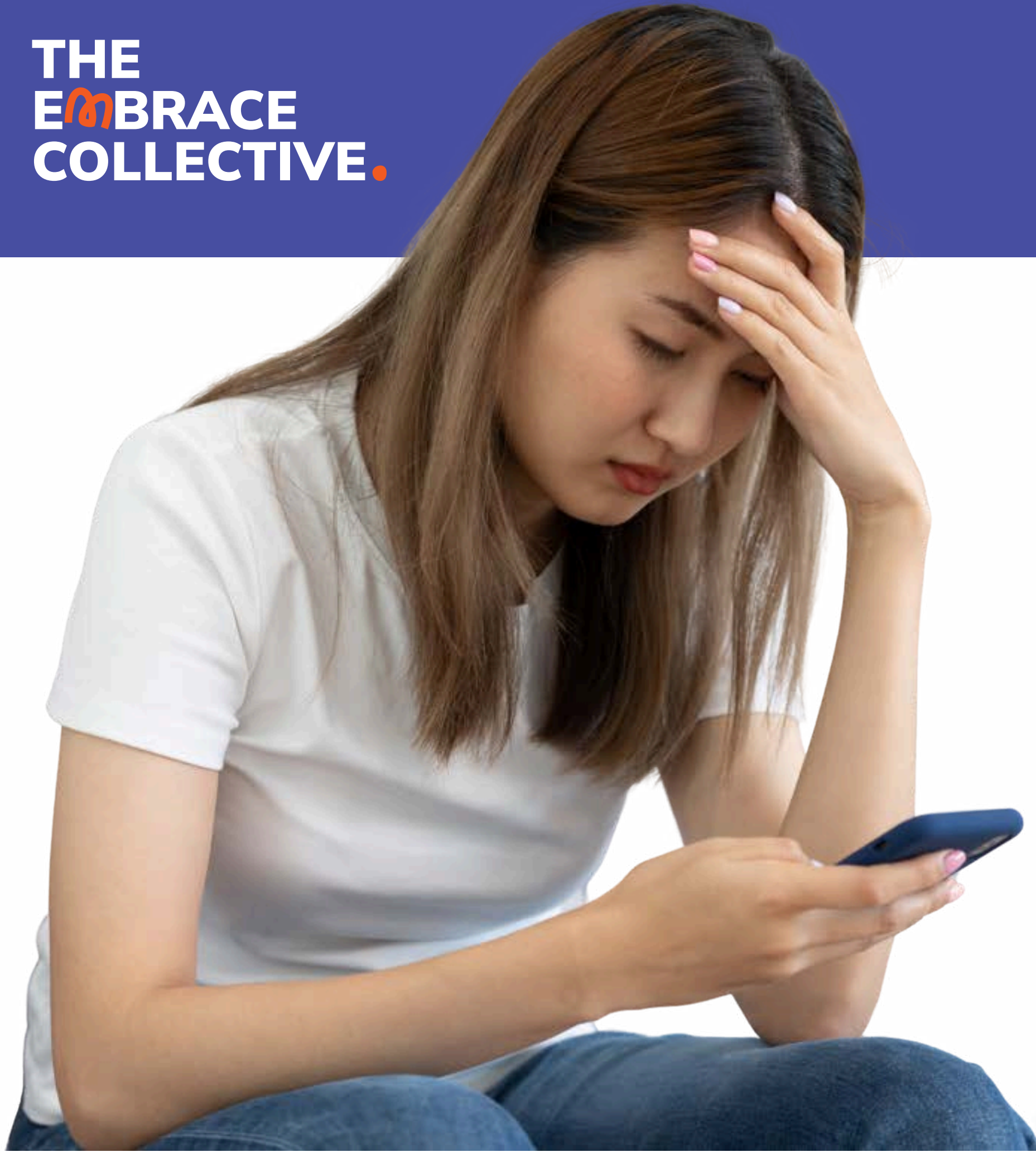
The Embrace Collective is the coming together of a global network of academics, clinicians, experts, lived experience advisors and young people.



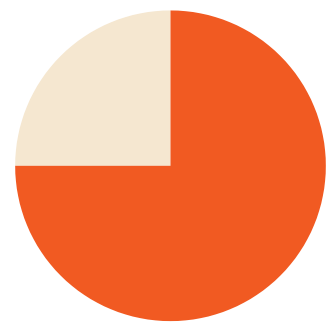
A global *problem*

We are in the midst of an epidemic of body image distress.

The pressure kids feel about their appearance is holding them back from reaching their full potential.



WE ARE FACING AN EPIDEMIC OF MENTAL HEALTH CHALLENGES



77%

of young people are
in body image distress

(Milton et al., 2021)

This makes them

24x

more likely to develop
anxiety and depression
and more likely to
develop eating disorders

(McLean et al., 2021;
Bornioli et al., 2021)

**\$69
BILLION**

in productivity
losses due to body
dissatisfaction in
the US each year

(2022 Deloitte Access
Economics Report)



Body image concerns and eating disorders disproportionately impact girls and women, and hold them back from achieving in school, work, and life.

This creates barriers to encouraging women in leadership and holds us back from achieving gender equality.



Our mission:

To build better body image from the beginning so that all young people can be happy, healthy, and thrive.



Our vision:

A world where young people are empowered to thrive, free from feelings of judgement, pressure, and shame about their bodies.



Our key messages

Celebrate diversity

Focus on what your body can do

Be kind to yourself (and others)

Recognise real role models





The Embrace Magazine



Embrace Kids School Curriculum



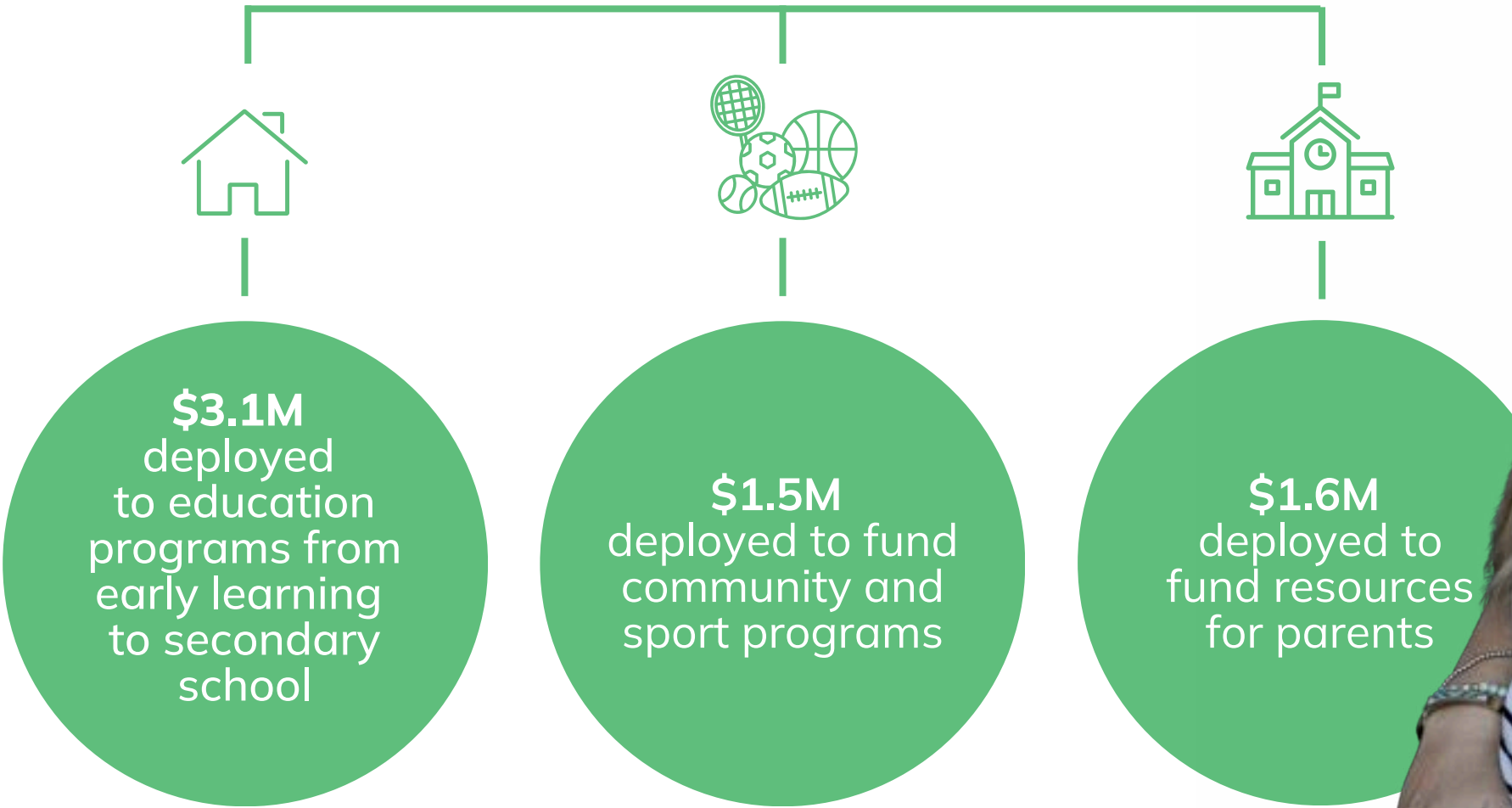
Available at embracekidsglobal.com

THE **EM**BRACE COLLECTIVE.

Our achievements and network reach

\$6.2M

Australian Federal Government funding for 2024

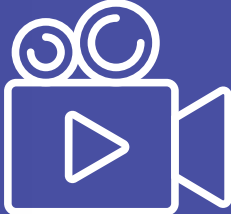


ONE MILLION (One in four) Australian Children reached with the Embrace Kids message in 2023 and 2024.



Combined social media 520K+

Combined email database of 80,000 (across Body Image Movement and The Embrace Collective)



Media reach of 131 million in 2023* with highly positive tone and 5.0 media impact score.

*Isentia



* IMPACT LAB



Flinders University

The Embrace Impact Lab at Flinders University, led by Professor Ivanka Prichard and her team, have conducted research on each of the Embrace Kids programs.



Watching the EMBRACE KIDS film led to significant improvements in body image and self-compassion. After watching the film, 87.3% of young people agreed/strongly agreed to spread kindness on social media and 89.1% agreed to accept themselves as they are.



Two trials of the Embrace Kids Classroom Program have found that this program led to significant improvements in body image, self-compassion, and wellbeing in students aged 10-14.



Proudly
Supported by



Program *sponsorship* opportunities

THE **EM**BRACE COLLECTIVE.



Education sponsor

Power the change that protects kids from feeling shame about their bodies at school and in early learning settings with our powerful science-backed programs that work.



Event sponsor

Build better body image for young people through exciting, high energy events in metro and regional communities.



Community sport sponsor

Empower every child to move their bodies and keep playing sport - help them learn to focus on what their bodies can do rather than what they look like.

THE EMBRACE COLLECTIVE.

Our *values* and *personality*

We are a small but mighty, female founded organisation, with an all-female team. We are ambitious in our targets, collaborative in our partnerships, and we work at pace in agile ways to deliver on impact.



Celebration



Kindness



Diversity



Credibility



Authenticity



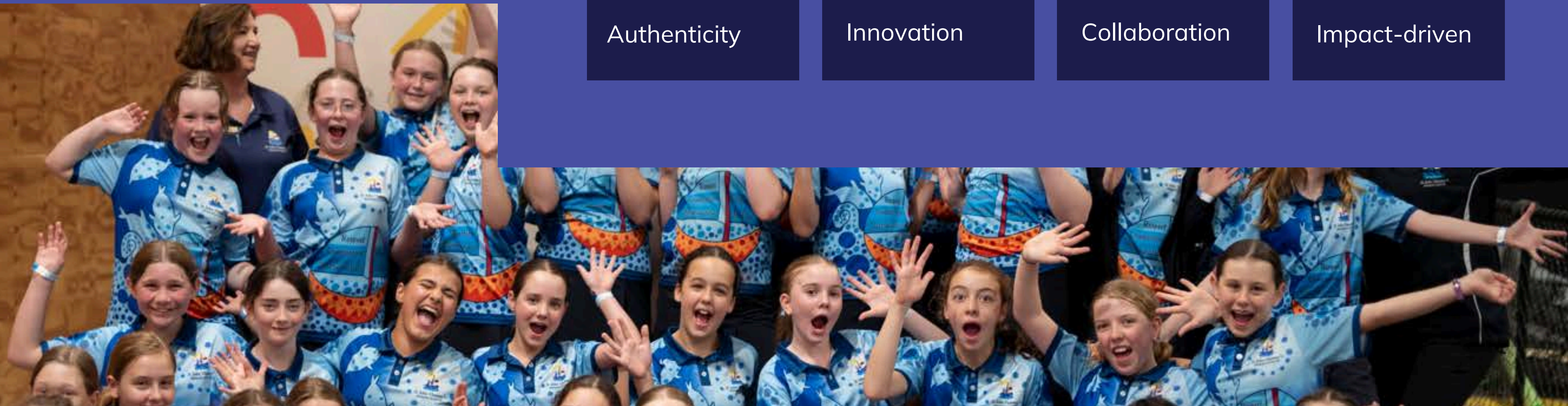
Innovation



Collaboration



Impact-driven



WE KNOW HOW TO CREATE A BUZZ AND MEANINGFUL IMPACT...



Los Angeles Times

The Washington Post

VOGUE

SXSW

HARVARD UNIVERSITY

GOOD MORNING AMERICA

ABC

TODAY

BBC

Today

THE DOCTORS

Benefits of partnership with THE EMBRACE COLLECTIVE.



Aligning with a powerful social cause driving long term change

Partnering with Embrace Kids aligns your organisation with a movement focused on driving social change.



Delivering educational impact

Be part of powering the change that protects kids from feeling shame about their bodies at school.



Marketing and reach

Embrace Kids is capable of reaching one million young people and three million Australians through a variety of audiences and channels.



Achieving Gender Equality

Embrace Kids resources are delivered to all young people in order to benefit girls and women the most. When girls and women have better body image, and higher levels of self compassion this helps them to reach their educational and leadership goals.



Committing to helping people achieve optimal mental health/

Embrace Kids provides resources and programs to support the mental health of young people by building better body image and preventing eating disorders so that all young people can reach their full potential

let's do
THIS!

Get In touch

Reach out to the team today to discuss how we can work together.



DR ZALI YAGER

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