Why are we in this business?
What we know

- Gender gap
- Women who are more likely to be inactive:

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<th>Lower levels</th>
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<th>Disadvantaged</th>
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What we found

Women know the health benefits of being active – but this isn’t motivating.

A universal barrier across life-stages stops women from being active:

Fear of judgement
### Fear of judgement

**Appearance**
- Being judged for:
  - Being sweaty
  - Having a red face
  - Not looking like I usually do (made up)
  - Changing in front of others
  - Wearing tight clothing
  - Wearing the wrong clothing
  - Showing my body
  - How my body looks during exercise (jiggling)
  - Not appearing feminine
  - Developing too many muscles

**Ability**
- Being judged for:
  - Not being fit enough
  - Not being good enough
  - Not being competitive/serious enough
  - Not knowing the rules
  - Not knowing what equipment to bring
  - Bringing the wrong equipment
  - Holding back the group
  - Being too good
  - Being seen as too competitive/serious

**Priorities**
- Being judged for:
  - Spending time exercising when time with family should be more important
  - Spending time exercising when time with friends should be more important
  - Spending time exercising when time studying/working should be more important
  - Spending time exercising when there are other things I should be doing that are more important
Gendered fears

Women worry more than men about being judged when they exercise. They’re twice as likely to worry about being unfit, not being able to keep up or being a beginner.

One in four women worry about getting changed in front of others when exercising or playing sport.

41% of Victorian women feel too embarrassed to exercise in public compared with 26% of men.

VicHealth research shows that among Victorian women aged 25 and over, nearly half believe that sporting clubs are intimidating, and a third believe that sporting clubs are not welcoming to people like them.
One goal

- **Women** as its audience.
- Supporting women to overcome their **fear of judgement** when getting active.

- A broader focus on **all Victorians**.
- Focused on the **month of April**.

- **Sporting sector** audience.
- Ensuring sporting **environments** are inclusive of women and girls.

- Focuses on a **younger audience**.
Our message
Behind the scenes video
TV advertising – 60 second
Nida vs Fragile
Jessica vs Comparisons
Sabrin vs The Script
Getting the message out there
Helping women and girls get active

This Girl Can – Victoria

In 2015, Sport England launched a game-changing campaign to encourage women to become more physically active—regardless of their ability or body shape. It inspired more than 2.8 million women to try for get back into fitness and sport.

After seeing the success of that campaign, VicHealth was determined to do the same for the women of Victoria. That’s why 2018 will see the launch of the This Girl Can – Victoria campaign, a mass media, large-scale investment to smash the barriers (real or perceived) that stop women and girls in our community from getting involved.

It’s a celebration of women doing their thing and being active – no matter how well they play it, how they look or how long it takes. This Girl Can – Victoria supports gender equality by challenging traditional gender roles (sporadic and active are male) and by celebrating women who are fit and strong.

We’ve put together this practical guide to give you advice, suggestions, hints and tips to help more women and girls in your local area to get active.

62% of women in Victoria say they want to become more physically active. So let’s help them.

#ThisGirlCanVIC
thistgirlcan.com.au

Looking through their eyes...

When designing programs for inactive women and girls, it helps to look through their eyes to understand why they haven’t been involved before, and overcome those barriers together. Here are four strategies that can have a big impact on participation for women, and some ways you can start — or keep doing — each one. You’ll be able to introduce most of these quickly, easily and with little cost.

1. GET THEIR ATTENTION
   - Use photos that show everyday women of all ages, sizes, backgrounds and abilities getting involved.
   - Tailor your messages to be encouraging and positive.
   - Get the word out in your local community – word of mouth and social media often works well.
   - Partner with other organisations to engage with and reach new people.

2. TAILOR YOUR OFFERING
   - Add women what they want when designing programs.
   - Introduce a low-commitment way to join in on your activity.
   - Encourage friends to come along.
   - Try shorter or shorter events or time lengths.
   - Choose that your interventions suit the women in your community.
   - Make smaller groups with more personal support and advice from the instructor.
   - Try to use less intimidating or complex equipment.
   - For ideas include consider volunteer roles for those who aren’t quite ready to jump in yet.

3. BUILD A RELATIONSHIP
   - Ask women what they want when designing programs.
   - Introduce a low-commitment way to join in on your activity.
   - Encourage friends to come along.
   - Try shorter or shorter events or time lengths.
   - Choose that your interventions suit the women in your community.
   - Make smaller groups with more personal support and advice from the instructor.
   - Try to use less intimidating or complex equipment.
   - For ideas include consider volunteer roles for those who aren’t quite ready to jump in yet.

4. PREPARE YOUR PEOPLE
   - Remind your instructors or coaches to:
     - show empathy and avoid judgment
     - discuss challenges and fear openly
     - help women prevent injury
     - speak in a way that connects with people
     - adjust activities with all abilities
     - offer periods activities where possible
     - provide activities that allow for skill progression
     - reward achievements, even the small ones
     - encourage social activities outside of sessions
     - take regular feedback.
Tailored activities

- **Netball Victoria**
  - Rock Up Netball

- **Cricket Victoria**
  - Social Sixes

- **Surfing Victoria**
  - Coasting SUP

- **Bowls Victoria**
  - Mums on the Green

- **FFV**
  - Soccer Mums

- **Touch Football**
  - SWiTCH

- **Ultimate Victoria**
  - Girls Love Ultimate

- **Rugby Victoria**
  - Try7s Rugby
Promotional toolkit

FACTS AND STATS

Women participate less than men in physical activity and sport. Half of Australian women (50%) don’t exercise enough. And one in five women do no physical activity in a typical week.

In Victoria, two in three adults are overweight or obese. These figures are getting worse.

Only two in five Victorians are sufficiently active.

Each year, the economic cost of physical inactivity in Australia is around $13.8 billion.

Our research shows that women know the health benefits of being active—but this isn’t motivating them.

VicHealth research shows that among Victorian women aged 15 and over, nearly half believe that sporting clubs are intimidating, and a third believe that sporting clubs are not welcoming to people like them.
Posters – to print
FREE COME & TRY LADIES TENNIS NIGHT
FRIDAY 11TH MAY 7:30PM – 8:30PM
@ WEST LALOR T.C., 118 KINGSWAY DVE, LALOR
CONTACT YVONNE ON 0411 443 627 OR VISIT
WWW.TOPSEEDTENNISACADEMY.COM.AU
Social media engagement

Jo Vermeend After my last 1/2 marathon

Jessica Leigh While on a 12km hike... And 29 weeks pregnant

This Girl Can VIC
Published by Quip (VIP) June 7th at 5:00pm

No more trying to look perfect at the gym, pretending we don’t sweat or trying to act cool as a cucumber when we’re the colour of a tomato. We are women and this is what we look like exercising!

Let’s show our This Girl Can - Victoria sisters, and the world, that we don’t give a damn. Share your support and post your sweaty selfie in the comments below.

Love · Reply · Message · 1w

This Girl Can VIC Nice Jennifer! How far did you ride today?

- Erin

Rachel Dawson

Louise Corkett #zumba

Siobhan Korbut my fav- not my sweatiest

Like · Reply · Message · 1w

This Girl Can VIC What a great sweaty selfie Louise! You look like you’re really enjoying yourself! - Erin

Love · Reply · Message · 1w

Nicki Renfrew At the end of my first 10km run today... even though it was so cold I don’t look as red as I normally do!

Love · Reply · Message · 1w

But first... let me take a sweaty selfie.

#ThisGirlCanVIC

VicHealth
Myself and four other girlfriends have trained and successful ran a 1/2 marathon together. None of us have ran before and we are all working mothers of multiple kids!! Running has been the best thing we have all done just for us in years!!! Your page inspired me to do it!!!
Gippy Girls Can in Latrobe Valley!

We throw, catch, run, jump & get sweaty! Deal with it!

Latrobe valley women & girls will be the beneficiaries of a localized amplification of VicHealth’s amazing This Girl Can Victoria campaign. With support of the Victorian Government through the Latrobe Health Innovation Zone, GippSport has received funding to launch #GippyGirlsCan in partnership with Latrobe City Council and Latrobe Leisure Morwell on Saturday 21 April.
Gippy Girls Can in Latrobe Valley!
Come along to fun and social netball sessions in Latrobe! The sessions incorporate the basic skills of netball with relaxed match play! The sessions are free, so the more the merrier.

Sessions.... See More

Rock Up Netball – Moe/newborough Night
Time
8 people interested
Localisation

**Gippy Girls Can**
April 29

How much fun was Coasting: Stand Up Paddleboarding for Women at our launch!
Well, guess what! Coasting is coming back to Latrobe Leisure Pool!
Maximum of 4 participants per timeslot.
So make sure you book a spot!
More more info visit - gippygirls.can.com/opportunities

**Rock Up Netball**
April 26

You better believe it Gippsland, we have 8 Rock Up Netball sessions coming to you!
- CHURCHILL
- MOE
- NEWBOROUGH
- MORWELL
- TRARALGON

The sessions are free, and each location has a day and night time program suiting all schedules!
https://netb.at/2FnQ9ue
GippSport
#GippyGirlsCan #ThisGirlCanVIC #VicHealth
Remember...

- Supporters must operate in Victoria.
- Any artwork created using these materials must be submitted to VicHealth for approval before it is published.
- Don’t share the Promotional Toolkit or Campaign Materials outside your organisation.
- The This Girl Can and VicHealth logos can’t be used other than within the resources provided (you can’t copy the logo and use it on your own poster, image or other materials).
Further info - contact us

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- www.thisgirlcan.com.au
- #ThisGirlCanVIC
- Facebook: ThisGirlCanVIC
- Instagram: ThisGirlCanVIC
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