



# THIS GIRL CAN

#ThisGirlCanVIC

CHANGE  
OUR  
GAME

VICTORIA  
State  
Government

VicHealth™



**Why are we in this business?**

# What we know

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

Lower levels



Lower



Disadvantaged



CALD and  
Indigenous





## 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.



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



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



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



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## Behind the scenes video



THIS  
GIRL  
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## TV advertising – 60 second



THIS  
GIRL  
CAN

## Nida vs Fragile



THIS  
GIRL  
CAN

## Jessica vs Comparisons





THIS  
GIRL  
CAN

## Sabrin vs The Script





## Deb vs Doubt







**Getting the message out there**

# Helping women get active

THIS  
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CAN



## Helping women and girls get active

*This Girl Can - Victoria*

In 2015, Sport England launched a game-changing campaign to empower women to become more physically active - regardless of their ability or body shape. It inspired a massive 2.8 million women to try (or 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 do it, how they look or how long it takes. *This Girl Can - Victoria* supports gender equality by challenging traditional gender roles (sporty and active as male traits) 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.

VicHealth 2017 VicHealth physical activity across Hestages-Adult (15+) with no children, Victorian Health Promotion Foundation, Melbourne

#ThisGirlCanVIC  
[thisgirlcan.com.au](http://thisgirlcan.com.au)

### Who is this guide for?

This guide is for you if you're part of any activity, club or industry body that could be getting more women involved in getting active.

You may be from a sport and recreation facility, gym, swim centre, sporting club, school or university, local council, group fitness provider or private provider.

### We're glad you're with us on this

It's time to start thinking about your club, activity or program and how you appear to women who are keen to get more physically active. We've asked women who are less active what would make a difference to them, and we've learnt from Sport England's experience. So in this guide you'll find practical ideas for small, low-cost changes you can make to your programs or club to help women have a positive experience when getting into, or returning to, exercise.

Feel free to use as much or as little of the information from this guide as you like. Even two or three small changes can make a big difference. And with the demand created by VicHealth's statewide *This Girl Can - Victoria* campaign, we're expecting lots of women in your area to try a new activity like yours... so now's the time to get ready.

Take some time to think about what changes will have the most impact in creating a welcoming and inclusive environment for women - particularly those who haven't exercised in a while, or who haven't tried your club, facility or activity before.

The most important thing to know is that for a lot of less active women, it's a lack of confidence and fear of judgement that's been stopping them from getting involved in physical activity. What can you do to break down these barriers? That's the purpose of this guide - to help you help them.

## 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 shapes, 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 work well
- Partner with other organisations to engage with and reach new people

### 3 BUILD A RELATIONSHIP

- As always, say hello, use eye contact and learn people's names
- Chat about what to expect - and encourage people to ask as many questions as they need
- Make a welcome offer/promotion for new members
- Offer mentors or buddies to make getting started as easy as possible
- Encourage everyone to support newcomers
- Reassure newcomers, be friendly and invite them back

### 2 TAILOR YOUR OFFERING

- Ask women what they want when designing programs
- Introduce a low-commitment way to join or try your activity
- Encourage friends to come along
- Try shorter session times or game lengths
- Check that your timetabling suits 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 sport clubs, consider volunteer roles for those who aren't quite ready to join in yet

### 4 PREPARE YOUR PEOPLE

Remind your instructors or coaches to:

- show empathy and be encouraging
- discuss challenges and fears openly
- help women prevent injury
- speak in a way that connects with people
- adjust activities to suit all abilities
- offer paired activities where possible
- provide activities that allow for skill progression
- reward achievements, even the small ones
- encourage social activities outside of sessions
- seek regular feedback

## Tailored activities

### **Netball Victoria**

Rock Up Netball

### **FFV**

Soccer Mums

### **Cricket Victoria**

Social Sixes

### **Touch Football**

SWiTCH

### **Surfing Victoria**

Coasting SUP

### **Ultimate Victoria**

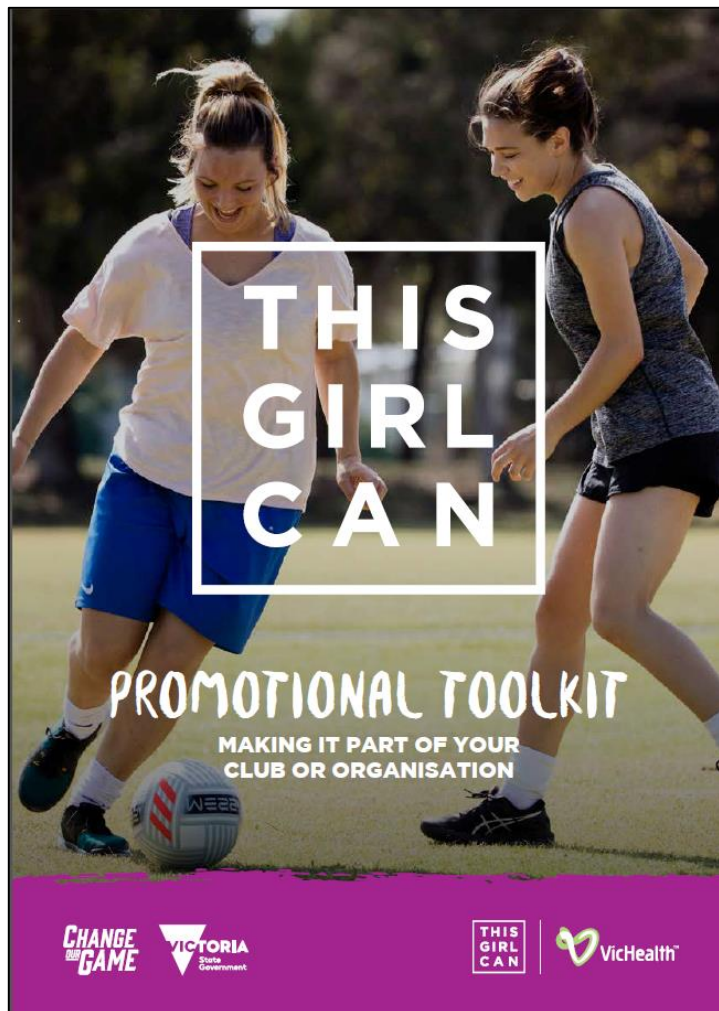
Girls Love Ultimate

### **Bowls Victoria**

Mums on the Green

### **Rugby Victoria**

Try7s Rugby



## 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.

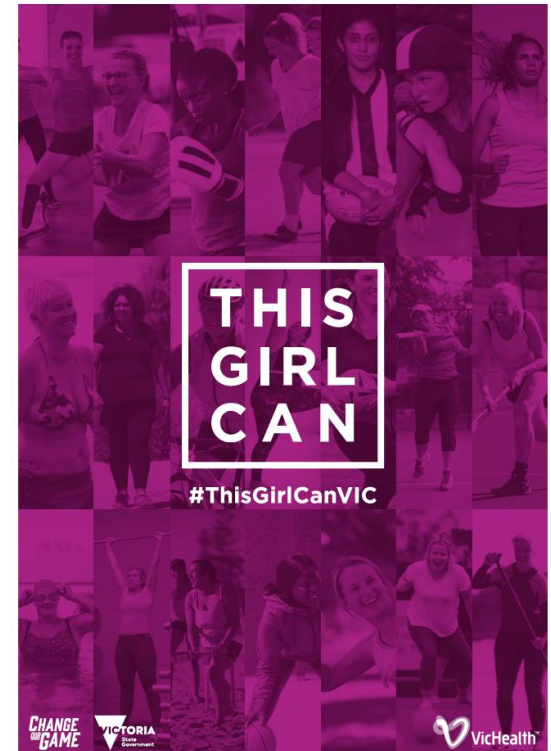
Our research shows that women know the health benefits of being active – but this isn't motivating them.

VicHealth research shows that among Victorian women aged 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.

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# Posters – to print



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### FREE COME & TRY LADIES TENNIS NIGHT

FRIDAY 11<sup>TH</sup> 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](http://WWW.TOPSEEDTENNISACADEMY.COM.AU)



### Eastern Sirens Synchronised Swimming

Caters to ages 16years\* and over in both competitive and recreational groups  
Contact us to join  
\*Must be confident in deep water and able to swim 25m freestyle, backstroke & breaststroke

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📺 @EasternSirensSynchro







# Digital banners



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# Social media engagement



Jo Vermeend After my last 1/2 marathon



Love · Reply · Message · 1w



This Girl Can VIC Nice work Jo!!! You're a wonder woman!! - Erin

Like · Reply · 1w



Louise Corkett #zumba



Love · Reply · Message · 1w



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



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



Love · Reply · Message · 1w



This Girl Can VIC

Published by Guip [Y] · June 7 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 📸



Jennifer Shaw Taking a break



Love · Reply · Message · 1w



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



Rachel Dawson



Love · Reply · Message · 1w



Nicki Renfrey At the end of my first 10km run... ever.... guess cos it was so cold I don't look as red as I normally do!!



Love · Reply · Message · 1w

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

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# Social media engagement



**thisgirlcanvic** Did you get back into sport later in life? Tell us about...



Reply

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!!!

**thisgirlcanvic**

thisgirlcanvic Did you get back into sport later in life? Tell us about it in the comments below #ThisGirlCanVIC

bernsley Yep came back at 43 after a 25 year break from high level sports events!! The old me is slowly coming back 🏃🏻🏃🏻🏃🏻🏃🏻

nicolakateanderson @bibandbam

mudinmyears I'm starting a squash comp again in two weeks after almost 20 years away from the sport 🏸

bibandbam @nicolakateanderson I've seen this page! Look at her go! So freaking good 🙌

thisgirlcanvic @bernsley so great! What sport/s did you get back into? - Larah

thisgirlcanvic @mudinmyears Woop! We'd love to see a photo of you in action once you're back!



175 likes

1 DAY AGO



**This Girl Can VIC**

Published by Quilip [?] · June 17 at 4:00pm · 🌐

Winter is no longer coming, it's here. What are your top tips for staying active when it's downright freezing outside? ❄️

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Baby it's cold outside.

#ThisGirlCanVIC



Vicki Andrianos, Lani Sprague and 64 others

Oldest ▾

4 Shares



**Nezzzy Rose** Walking laps of the inside of the local shopping center. Always warm and dry.

Like · Reply · Message · 2d



**Rebecca Cochrane** Keep moving ... keep warm. Doesn't matter what it is!

Like · Reply · Message · 2d



**Gill Light** Remind yourself you're not made of paper, rug up and get out there 😊



Like · Reply · Message · 2d



**This Girl Can VIC** Way to go for braving the weather and getting outside Gill! 🙌 - Erin

Like · Reply · 2d

## Gippy Girls Can in Latrobe Valley!



Tweet



**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.



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# Localisation



Gippy Girls Can added an event.

April 27 · 🌐

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



TUE, JUN 26

Rock Up Netball – Moe/newborough Night Time

8 people interested

★ Interested



Gippy Girls Can

June 15 at 1:36pm · 🌐

! Attention Walking Groups out there 🚶  
Looking for new members? Comment below details for your walking group for others to come along 😊



WALKING GROUPS:  
NEED NEW MEMBERS?

#ThisGirlCanVIC #GippyGirlsCan

👍 Like

💬 Comment

➦ Share



👍❤️ 14

Oldest ▾

3 Shares

View 5 more comments

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# 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 Pools!

Maximum of 4 participants per timeslot.

So make sure you book a spot!

More more info visit - [gippygirlscan.com/opportunities](http://gippygirlscan.com/opportunities)



#ThisGirlCanVIC

#GippyGirlsCan



**Rock Up Netball**

April 26 · 🌐

👍 Like Page



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.al/2FhQ8ue>

GippSport

#GippyGirlsCan #ThisGirlCanVIC #VicHealth



👍 59

181 Comments 24 Shares





## 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).





# Question time

## Further info - contact us

 [thisgirlcan@vichealth.vic.gov.au](mailto:thisgirlcan@vichealth.vic.gov.au)

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