

Media Release

Wednesday 27 February 2019

WOMEN CALLED TO JIGGLE MINUS JUDGEMENT FOR THIS GIRL CAN WEEK

Victorian women are being encouraged to try something new and get active in all their red-faced, sweaty, jiggle glory as part of VicHealth's inaugural This Girl Can Week kicking off on Monday 18 March.

[This Girl Can Week \(18-24 March 2019\)](#) aims to encourage more women to give physical activity a go or return to exercise after a break. There will be a range of fun, free or low-cost activities hosted by gyms and sports clubs across the state, tailored to women and girls who want to get active but aren't sure about how to take the first step.

It aims to build on the momentum created by the highly successful campaign which launched in March last year and inspired 1 in 7 Victorian women to get moving in 2018.

The campaign features everyday Victorian women instead of professional athletes or airbrushed Instagram models and is about empowering women to feel comfortable in their bodies and in public spaces – regardless of their ability, how they look or how sweaty they get.

Minister for Health Jenny Mikakos praised the campaign stating : “This initiative is all about encouraging women to smash antiquated stereotypes about what they can or can't do in the gym, on the sporting field and in our neighbourhoods – it's long overdue and it's having a massive impact.”

“Women and girls have great role models to look up to – but you don't have to be an AFLW star or a marathon runner to make the most of a healthy and active lifestyle.

“Whether it's in the gym, walking the dog or attempting that team sport you've always dreamt of trying, we want as many women as possible to get active and prove that Victorian girls definitely can!”

VicHealth CEO Jerril Rechter said This Girl Can Week was about empowering everyday women to get active in their local community without feeling judged.

“We want all women – no matter how sweaty they get, how red their face is or how good they are – to feel comfortable about getting out there and giving physical activity a go. That's what This Girl Can – Victoria is all about,” Ms Rechter said.

“We've heard so many stories from women who've got up the courage and made the effort to go to the gym or sports club but they don't make it in the door because they worry people will think they're too fat or too slow or too uncoordinated.

“We want these women to know that we get it. Rocking up to a gym class or training session is tough when you don't know what to expect.

“That's why the activities during This Girl Can Week will be inclusive, non-judgemental and accessible for women of different ages, body shapes and abilities.

“This Girl Can Week is for all kinds of Victorian women who are all kinds of active. I encourage you to give something a go – you might discover a new favourite hobby.”

Media Contacts –

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This Girl Can Week will be held across Victoria from 18-24 March 2019. Women wanting to get involved can visit thisgirlcan.com.au to find out more and discover [activities and events](#) in their local area. Sports clubs, councils, gyms or community groups interested in hosting a This Girl Can Week activity are encouraged to register as a campaign supporter via the website.

WATCH: [This Girl Can – Victoria ‘One Year On’](#)

Notes for editors:

This Girl Can – Victoria is a VicHealth campaign aiming to increase physical activity among Victorian women. It focuses on less active women, and supports gender equality by challenging traditional gender roles and stereotypes in sport and by celebrating women in this space.

This Girl Can – Victoria is the local implementation of the original ‘This Girl Can’ campaign in England, which is owned and operated by the English Sports Council (Sport England). Sport England used National Lottery funding to create the This Girl Can campaign in 2015.

VicHealth is the first organisation in the world to license the campaign from Sport England. VicHealth is promoting This Girl Can – Victoria in partnership with a range of organisations and community groups across the state including high profile sporting codes, sporting clubs and charities.

Stats:

- More than **285,000 Victorian women were more active** after seeing the This Girl Can - Victoria campaign
- **This Girl Can – Victoria** inspired **1 in 7 women aged between 18-65 across the state** to get active
- **This Girl Can** inspired **1 in 7 women in England** to get active
- **Over three quarters of women** who have seen the ad believe it helped women **feel more confident** getting active
- **17% of women who saw the ad** started a new sport or physical activity or returned to exercise after taking a break
- **This Girl Can – Victoria** has been particularly successful with women from culturally and linguistically diverse backgrounds.
 - **37% of culturally diverse women** said they got active as a result of seeing the ad **compared with 28% of the broader community.**
- **52% of Victorian women** worry about being judged when exercising
- **41% of Victorian women** are too embarrassed or intimidated to get active
- **Three in five Australian women are not sufficiently active**, participating in less than 30 minutes of physical activity on four or more days a week
- **One in five** don’t do any physical activity in a week

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