

Using the This Girl Can – Victoria local area marketing grant

To best plan how you might use the grant, first it helps to understand **why it's a marketing grant, and not purely a physical activity grant.**

A key insight driving this grant is that **we know from our Year One results that the more women see the campaign, the more likely they are to do something.** For women who see the campaign eight or more times, they are significantly more likely to get active.

This means the social marketing campaign is working – our TV ad, our ambassador stories, and the community of women that make up the movement on social media using the hashtag #ThisGirlCanVIC and engaging with This Girl Can – Victoria's Facebook, Instagram and Twitter accounts. It has proven to be effective.

If it's working, what are the local area marketing grants for?

To get This Girl Can – Victoria in front of more women!

To reach even more Victorian women **we need help to ensure the campaign is visible to *more women, more often and in more places*.** This is where you come in with the local area marketing grant. **We need you to share the campaign with the women in your community, and use it to link them with local physical activity opportunities!**

Please note that the grant is not designed for you to create a replica of This Girl Can – Victoria by filming a new advertisement. It is purely designed for you to use the brand resources available via the Campaign Supporter Hub, and use them to point women to local physical activity opportunities.

Example grant use

We are looking for you to market the This Girl Can – Victoria campaign, using the available brand resources, to **ensure the campaign is visible to *more women, more often and in more places*.**

When you market the campaign, you can **include information about local physical activity opportunities** for women (add the details to our posters, social media posts and banner templates!).

Below is a suggested set of steps to take which would be effective at amplifying the This Girl Can – Victoria brand to the women in your community, while connecting them with local physical activity opportunities:

1. Register as a Campaign Supporter.
2. Read, understand and **share** the [Helping women and girls get active guide](#) with anyone who has contact with women before, during or after they exercise.
3. In conjunction with local physical activity providers, co-ordinate some free, low cost or beginner physical activity opportunities for women (you could do this during This Girl Can Week from 18-24 March, or at another time before mid-May).
4. Login to the Campaign Supporter Hub and access the brand resources (posters, banners, social media posts).
5. Add your own images or use the ones of our ambassadors, and use them as advertising in your local area (social media ads, newspaper ads, outdoor advertising). If you need the brand resources in high resolution for outdoor advertising, let us know!

6. Run a competition for women to get a membership or class pass if they participate in an event or other physical activity opportunity (use the brand resources to promote this!).
7. You might also like to create your own event where women can come and try different activities, and meet the coaches / clubs / leisure centre staff who are providing opportunities for women to get active (again, refer to the *Helping women and girls get active guide*).
8. Order This Girl Can – Victoria postcards, pins and lanyards (for free!) via thisgirlcan.com.au website from Wednesday 13 February onwards. You can order up to 100 of each to hand out at your This Girl Can Week event or at local physical activity opportunities for women.
9. Pitch your events, local physical activity opportunities or competition to local media to generate PR opportunities.

If VicHealth is providing the marketing templates, what do I spend the grant money on?

We've already created a hugely successful campaign, with all the creative available for you to use. So all that's left for you to do is share the campaign within your own community.

You can spend the grant money on buying ad space:

- In your local newspaper
- On social media
- Outdoors in the local community (e.g. real estate boards)
- Photography of local women getting active to use as imagery in our Design Tool templates

You can also use the budget for event costs such as:

- Physical activity instructor
- Staff costs
- Room hire
- Printing and distribution of posters/flyers

The above is not exhaustive but it is an example of what we are looking for when assessing grant applications.

Let us know if you have any questions, and good luck!