

## Media Release

Monday 30 November 2020

### THIS GIRL CAN KEEPS VIC WOMEN MOVING THROUGH LOCKDOWN

Close to 320,000 Victorian women have been inspired to keep moving during coronavirus restrictions as a result of VicHealth's [This Girl Can – Victoria](#) campaign.

The campaign, now in its third year, supported 1 in 7 Victorian women to get active through a range of inspirational videos and [beginner-friendly online workouts](#), as gyms and sports clubs closed due to the pandemic.

The videos, featuring everyday women of all different body shapes and sizes, were a welcome change from the flood of #fitspo workouts starring toned and taut fitness models promoted to women online.

VicHealth research has found two thirds of Victorian women aren't motivated by fitness videos featuring models and influencers with unrealistic bodies. Instead over three quarters of women want to see a diversity of body shapes, cultural background and abilities.

Minister for Women Gabrielle Williams said *This Girl Can – Victoria* was helping Victorian women get active and healthy during coronavirus.

"It's fantastic to see so many Victorian women inspired to get active as a result of this powerful campaign. Being active is so good for our physical and mental health, which is so important right now," Minister Williams said.

"We want all women – no matter what they look like or their ability – to feel comfortable about giving physical activity a go. That's what *This Girl Can – Victoria* is all about.

"I encourage women to try a This Girl Can workout – it's a great way to get your heart rate up and take a mental break."

VicHealth Head of This Girl Can Melanie Fineberg said the campaign has helped women find new ways of getting active during coronavirus.

"We've had some fantastic feedback from women who've tried an activity for the first time because of *This Girl Can – Victoria*, which is great to hear during a global pandemic," Ms Fineberg said.

"While there are millions of workout videos online, we found there was a real lack of content featuring instructors who looked like everyday women. We know #fitspo isn't motivating for many women – the last thing you can relate to when you're stuck at home is a workout video from a bikini-clad celebrity on an exotic beach.

"We wanted to fill that gap and provide a campaign that was motivating but also practical. Our videos cover a range of topics women have told us they want that are relevant to iso-life: from beginner cycling tips and online dance classes to pelvic floor workouts you can do at home in your pyjamas.

#### Media Contacts –

---

Rachel Murphy, Principal Media Advisor on 0435 761 732 [rmurphy@vichealth.vic.gov.au](mailto:rmurphy@vichealth.vic.gov.au)

## Media Release

Monday 30 November 2020

“The women featured in *This Girl Can – Victoria* are everyday women with real stories and realistic bodies. Women relate to them and think if she can do it, I can too.”

There are a range of beginner-friendly workouts available to try at [This Girl Can Get Active @ Home](#). Women wanting to get involved should head to [thisgirlcan.com.au](http://thisgirlcan.com.au) and join the community on [Facebook](#), [Twitter](#) and [Instagram](#) and follow the #ThisGirlCanVIC.

Watch [This Girl Can – Victoria](#).

*Case studies, interviews and images available on request.*

### For editors:

*This Girl Can – Victoria* is a six-year 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.

### Stats:

- Almost **320,000 Victorian women were more active** after seeing the campaign.
- **This Girl Can – Victoria** inspired **1 in 7 women aged between 18-65 across the state** to get active.
- Before the campaign, VicHealth research showed a staggering **52% of Victorian women** worried about being judged while exercising.
- Furthermore **41% of Victorian women** are too embarrassed or intimidated to exercise in public.
- After viewing the campaign **82% of women** believed it encouraged women to keep being active.
- Despite the impact of coronavirus and lockdown, 2020 has been a great success, inspiring more women than ever before to get active.
- Two-thirds of women aren’t motivated to get active by #FITSP0 or fitspiration videos or images
- Over three-quarters of women are motivated to get moving after seeing images and videos of everyday women with a wide range of body shapes getting active.

### Media Contacts –

---

Rachel Murphy, Principal Media Advisor on 0435 761 732 [rmurphy@vichealth.vic.gov.au](mailto:rmurphy@vichealth.vic.gov.au)