



## **This Girl Can Week is back celebrating the joy of movement**

VicHealth's This Girl Can Week is back this Spring to empower women across Victoria to get active

One in five Victorian women currently do no physical activity. We know that a fear of judgement is the greatest barrier to getting active, with 52% of Victorian women worrying about being judged while exercising.

Held from 12 – 18 September, This Girl Can Week is a dedicated time for women to explore beginner-friendly classes and judgement-free activities in their local area.

Now in its fifth year, the This Girl Can – Victoria campaign aims to empower women to focus on how getting active feels instead of worrying what people think.

Featuring everyday women from right across Victoria, the campaign features women getting active their own way. There are no models or actors, no Instagram influencers or elite athletes - just everyday women getting active however, wherever and whenever they choose.

VicHealth's Head of This Girl Can – Victoria, Rebecca Ahern said This Girl Can Week is an opportunity for women to try something new or get back into getting active after winter.

"We know that women are looking for ways to get out and about after Winter and enjoy the social aspects of getting active. This Girl Can Week will allow women the opportunity to connect and try this in new ways," Ms Ahern said.

"There will be plenty of opportunities to get involved this Spring. From bite sized fitness classes, yoga, tai chi to Bollywood dance, come along in-person or online and join other women who know 'This Girl Can'.

"It's all about celebrating what women can do, whether that's a walk around the block or a few laps of the pool," she said.

Minister for Health Mary-Anne Thomas said the week provided countless health benefits for women participating in the campaign.

"Getting active empowers women to feel comfortable in their bodies and in public spaces. It inspires women to shift their thinking from worrying about being judged to focusing on how they feel," Minister Thomas said.

As part of This Girl Can Week, Fed Square will be creating a safe and inclusive space for women to get active. Activities include:

- spin classes with Bodhi and Ride boutique fitness studio
- Birrarung Marr Cultural River walks
- silent disco walks through Fed Square
- cello yoga
- queer-friendly dance classes.

Women can book in for these free sessions by visiting [fedsquare.com/events/this-girl-can](https://fedsquare.com/events/this-girl-can).

For activities across Victoria, women can visit [thisgirlcan.com.au/events](https://thisgirlcan.com.au/events) and the Facebook page at [facebook.com/ThisGirlCanVIC](https://facebook.com/ThisGirlCanVIC) to discover 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 at [thisgirlcan.com.au](http://thisgirlcan.com.au).

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**MEDIA CONTACT:** James Lindsey, VicHealth PR Lead, 0400 714 187 or [jlindsey@vichealth.vic.gov.au](mailto:jlindsey@vichealth.vic.gov.au)

**Campaign research:**

- In 2021, This Girl Can – Victoria inspired almost 340,000 women to get active. That’s 1 in 6 Victorian women aged 18-65 getting more active because of this campaign.
- Four months after the campaign ended, 81% of women who did something active had kept it up.
- Almost 80% of women want to see more women with a range of body shapes included in physical activity advertising
- Two-thirds of women aren’t motivated to get active by fitspiration videos featuring toned and taut influencers and fitness instructors
- Among women who saw the 2021 campaign through multiple channels, 39% of them went on to do something active

**Key facts and statistics:**

- 64% of Victorian women who are inactive want to get more active in the next 12 months.
- In Victoria, 2 in 3 adults are overweight or obese.
- 1 in 4 women worries 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 believes that sporting clubs are not welcoming to people like them
- 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

**About This Girl Can - Victoria:**

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.