



THIS GIRL CAN CAMPAIGN GETS THE ROYAL TREATMENT

VicHealth's *This Girl Can – Victoria* campaign came to life on the lawns of Government House this morning in a special event in honour of The Duke and Duchess of Sussex.

More than 150 Victorian women delivered a live version of the [empowering campaign](#) for Their Royal Highnesses proving that Victorian women aren't afraid to have fun, get sweaty and be active – even in front of royalty.

The 25 *This Girl Can – Victoria* ambassadors led the women in a range of activities featured in the campaign, including Aussie rules football, netball, yoga, boxercise, cricket, cycling and Zumba to an energising soundtrack performed by DJ Yo Mafia.

VicHealth CEO Jerril Rechter said the event was about empowering everyday women to get active however, wherever and whenever they wanted without being 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.

“*This Girl Can – Victoria* features women from all walks of life – real, everyday women of all ages, from diverse cultural backgrounds, with varying levels of ability, different body shapes and sizes.

“We were excited and honoured to be able to show The Duke and Duchess how Victorian women are smashing the outdated stereotypes about what a woman can or can't do in the gym, on the sporting field and in our neighbourhoods.”

VicHealth's edgy campaign is based on Sport England's viral hit [This Girl Can](#). It's proven to be a winning formula, with the Australian version achieving the equivalent level of success as its English counterpart in its first year, inspiring one in seven Victorian women to get active.

“We're so thrilled the campaign is achieving its goal of empowering women to smash their fears of judgement and intimidation holding them back from being active,” Ms Rechter said.

“It's an honour to be part of The Duke and Duchess' visit to Melbourne, and we hope it will inspire even more Victorian women to get active and do the things they love.”

The next phase of *This Girl Can – Victoria* will launch early next year with the aim of inspiring even more women to join the movement. Women wanting to get involved should head to thisgirlcan.com.au and join the community on Facebook, Twitter and Instagram and follow the #ThisGirlCanVIC.

Watch [This Girl Can – Victoria](#).

To organise an interview with a *This Girl Can – Victoria* spokesperson once the embargo has lifted contact VicHealth Media Advisor Rachel Murphy on 0435 761 732.



For editors:

This Girl Can – Victoria is a three-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. In its first year the campaign has inspired more than 285,000 Victorian women to get active.

This Girl Can – Victoria is the local version of the original 'This Girl Can' campaign in England, which is owned and operated by the English Sports Council (Sport England).

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.

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