



VicHealth™

# What we know



- **Gender gap**
- **Women who are more likely to be inactive:**

Lower levels



Lower



Disadvantaged



CALD and  
Indigenous



A universal barrier  
across life-stages:

**Fear of judgement**





# Fear of judgement

## Appearance

Being judged for:

- Being sweaty
- Having a red face
- Not looking like I usually do (made up)
- Changing in front of others
- Wearing tight clothing
- Wearing the wrong clothing
- Showing my body
- How my body looks during exercise (jiggling)
- Not appearing feminine
- Developing too many muscles

## Ability

Being judged for:

- Not being fit enough
- Not being good enough
- Not being competitive/serious enough
- Not knowing the rules
- Not knowing what equipment to bring
- Bringing the wrong equipment
- Holding back the group
- Being too good
- Being seen as too competitive/serious

## Priorities

Being judged for:

- Spending time exercising when time with family should be more important
- Spending time exercising when time with friends should be more important
- Spending time exercising when time studying/working should be more important
- Spending time exercising when there are other things I should be doing that are more important







# Gendered fears





# This Girl Can – Victoria

## Aims:

- Increasing **physical activity** among Victorian women, with a focus on less active women.
- Supporting **gender equality** by challenging traditional gender roles (sporty and active as male traits) and by celebrating women in this space.

## We will do this by:

**Shifting attitudes**

**Driving action**

**Shifting social norms**



## OUR GOAL:

300,000 more Victorians are physically active by 2023

**This Girl Can – Victoria**  
campaign

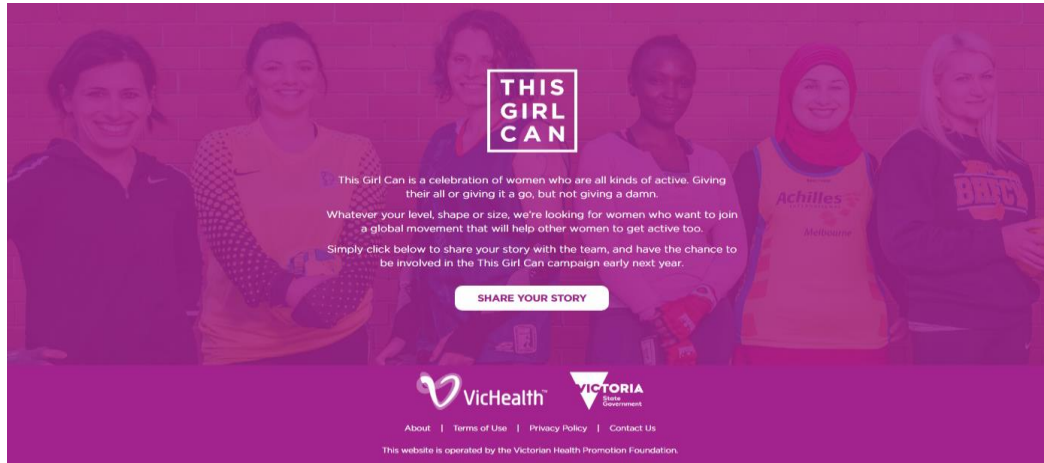
Sport partnerships  
promoting  
**This Girl Can – Victoria**  
campaign

Sport partnerships  
providing new physical  
activity opportunities  
for women & girls

More Victorian women and girls physically active



# 2017 announcement



[thisgirlcan.com.au](http://thisgirlcan.com.au)



#ThisGirlCanVIC







# Sport Partnerships



# Sport Partnerships

**Netball Victoria**

Rock Up Netball

**FFV**

Soccer Mums

**Cricket Victoria**

Social Sixes

**Touch Football**

SWITCH

**Surfing Victoria**

Coasting SUP

**Ultimate Victoria**

Ultimate Frisbee

**Bowls Victoria**

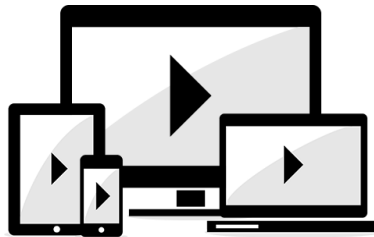
Bowling with babies

**Rugby Victoria**

Viva7s



# 2018 campaign delivery





# Getting ready now



✓ Get in touch via email:

[thisgirlcan@vichealth.vic.gov.au](mailto:thisgirlcan@vichealth.vic.gov.au)

✓ Join our online communities on Facebook, Instagram and Twitter

✓ Use #ThisGirlCanVIC

✓ Check out tips in *Getting Women Active Guide*





# Ways to get involved

- 1 - Share the TV ad far and wide
- 2 - Share our ambassadors' stories
- 3 - Talk about the campaign in your newsletters or blog posts
- 4 - Add the This Girl Can – Victoria info to your website
- 5 - Put up campaign posters
- 6 - Customise posters to promote your activities
- 7 - Join the conversation on social
- 8 - Check out the Helping women and girls get active guide
- 9 - Send us your work
- 10 – Share with us your feedback





# Resources available

You can now register your interest to access resources via [thisgirlcan.com.au](http://thisgirlcan.com.au).

After launch, available materials will include:

- ✓ Email banners
- ✓ Social media post samples
- ✓ Example copy
- ✓ Editable posters
- ✓ Printable posters
- ✓ *Getting Women Active Guide*

**THIS GIRL CAN**  
VicHealth

## Helping women and girls get active

*This Girl Can - Victoria*

In 2015, Sport England launched a game-changing campaign to empower women to become more physically active - regardless of their ability or body shape. It inspired a massive 2.8 million women to try (or get back into) fitness and sport.

After seeing the success of that campaign, VicHealth was determined to do the same for the women of Victoria. That's why 2018 will see the launch of the *This Girl Can - Victoria* campaign; a mass media, large-scale investment to smash the barriers (real or perceived) that stop women and girls in our community from getting involved.

It's a celebration of women doing their thing and being active - no matter how well they do it, how they look or how long it takes. *This Girl Can - Victoria* supports gender equality by challenging traditional gender roles (sporty and active as male traits) and by celebrating women who are fit and strong.

We've put together this practical guide to give you advice, suggestions, hints and tips to help more women and girls in your local area to get active.

**62%** of women in Victoria say they want to become more physically active. So let's help them.

VicHealth 2017, VicHealth physical activity across life stages - Adult (25+) with no children, Victorian Health Promotion Foundation, Melbourne.

**Who is this guide for?**  
This guide is for you if you're part of any activity, club or industry body that could be getting more women involved in getting active.

You may be from a sport and recreation facility, gym, swim centre, sporting club, school or university, local council, group fitness provider or private provider.

**We're glad you're with us on this**

It's time to start thinking about your club, activity or program and how you appear to women who are keen to get more physically active. We've asked women who are less active what would make a difference to them, and we've learnt from Sport England's experience. So in this guide you'll find practical ideas for small, low-cost changes you can make to your programs or club to help women have a positive experience when getting into, or returning to, exercise.

Feel free to use as much or as little of the information from this guide as you like. Even two or three small changes can make a big difference. And with the demand created by VicHealth's statewide *This Girl Can - Victoria* campaign, we're expecting lots of women in your area to try a new activity like yours... so now's the time to get ready.

Take some time to think about what changes will have the most impact in creating a welcoming and inclusive environment for women - particularly those who haven't exercised in a while, or who haven't tried your club, facility or activity before.

The most important thing to know is that for a lot of less active women, it's a lack of confidence and fear of judgement that's been stopping them from getting involved in physical activity. What can you do to break down these barriers? That's the purpose of this guide - to help you help them.

**#ThisGirlCanVIC**  
[thisgirlcan.com.au](http://thisgirlcan.com.au)



# Question time

## Further info - contact us

- [thisgirlcan@vichealth.vic.gov.au](mailto:thisgirlcan@vichealth.vic.gov.au)
- [www.thisgirlcan.com.au](http://www.thisgirlcan.com.au)
- #ThisGirlCanVIC
- Facebook: ThisGirlCanVIC
- Instagram: ThisGirlCanVIC
- Twitter: ThisGirlCanVIC

