



**THIS
GIRL
CAN**



VicHealth[®]

THIS GIRL CAN - VICTORIA

YEAR TWO CAMPAIGN
REPORT (2019)

INTRODUCTION

This Girl Can - Victoria celebrates real women giving it a go and getting active no matter how well they do it, how they look or how sweaty they get.

This powerful campaign from VicHealth is designed to encourage, motivate and inspire women to become more active. It's based on Sport England's highly successful This Girl Can campaign. Through VicHealth, Australia is the first country to license the world-renowned campaign.

In its first two years, This Girl Can - Victoria has inspired more than 400,000 Victorian women to get active as a result of seeing the campaign¹.

This report outlines what we set out to achieve, what we did, the results and lessons we learned along the way - as well as outlining our future plans.



¹ La Trobe University (Centre for Sport and Social Impact) 2019, *This Girl Can 2019 Campaign Evaluation matched sample report*, VicHealth, Melbourne (unpublished).

WHAT WE SET OUT TO ACHIEVE

Background

Victorian women aren't sufficiently active and 1 in 10 do no physical activity at all in a typical week.² We also know that women continue to participate less than men in sport.³

VicHealth research shows that while women know the health benefits of being active – it isn't a motivating enough factor to get them moving.

In fact, VicHealth research in 2016 revealed that it was a fear of judgement that stopped women from being physically active.⁴ A staggering 52% of Victorian women worried about being judged while exercising,⁵ and for 41% this fear of embarrassment was so bad it stopped them from getting active.⁶

National physical activity levels



ONLY HALF OF VICTORIAN WOMEN ARE SUFFICIENTLY ACTIVE

Physical activity participation levels



WOMEN PARTICIPATE LESS THAN MEN IN SPORT

The research also showed:



Women are twice as likely than men to worry about being unfit, not being able to keep up or being a beginner.⁸



41% of Victorian women feel too embarrassed to exercise in public compared with 26% of men.⁹



One in four women worry about getting changed in front of others when exercising or playing sport.¹⁰



Nearly one in two Victorian women find sporting clubs intimidating, and a third believe they aren't welcoming.¹¹

² Australian Bureau of Statistics 2019, 4364.0.55.001 *National Health Survey: First Results, 2017-18: Physical Activity Victoria*, Commonwealth of Australia, Canberra.

³ Victoria University and Federation University 2019, *Sport Participation Rates - Aggregation of 12 sports, Victoria 2017*. A report prepared for Sport and Recreation Victoria and VicHealth through the Sport Participation Research Program, VicHealth, Melbourne.

^{4,5,6} LaTrobe University 2018, *This Girl Can Campaign Tracker baseline survey*, VicHealth, Melbourne.

⁷ Ipsos 2017, *Community Attitudes Survey 2017, Final Report*, VicHealth, Melbourne (unpublished).

⁸ TNS 2016, *Physical Activity Behavioural Change Formative Research, A Marketing Research Report*, VicHealth, Melbourne (unpublished).

⁹ Ipsos 2017, *Community Attitudes Survey 2017, Final Report*, VicHealth, Melbourne (unpublished).

¹⁰ TNS 2016, *Physical Activity Behavioural Change Formative Research, A Marketing Research Report*, VicHealth, Melbourne (unpublished).



Objectives

This Girl Can – Victoria launched in 2018 with the aim of motivating and empowering women to be active. But it is more than just a physical activity campaign. This is about empowering women to feel comfortable in their bodies and in public spaces. This is about women getting active whenever, wherever and however they choose – without worrying about being judged.

The campaign aims to inspire women to smash old-fashioned stereotypes about what they can and can't do in sport, in the gym and in their neighbourhoods. It aims to motivate and inspire women to get out there and be active regardless of their background, ability, age or body shape.

The campaign focuses on women aged 18 and over who are less active. This Girl Can - Victoria features the voices and stories of diverse women. It features:

- younger and older women
- mums and non-mums
- women from our Aboriginal and Torres Strait Islander community
- women from culturally diverse backgrounds; women with disabilities; women from across the lesbian, gay, bisexual, trans, and/or intersex (LGTBI) community
- women with lower incomes or education levels
- women living in metro, regional and disadvantaged areas.

CAMPAIGN OBJECTIVE 1

Increase physical activity

among Victorian women,
with a focus on less active women.

CAMPAIGN OBJECTIVE 2

Support gender equality

by challenging traditional gender
roles and stereotypes in sport and
celebrating women in this space.

WHAT WE DID

This Girl Can – Victoria features everyday women getting active their own way. There are no models or actors, just everyday women getting active however, wherever and whenever they choose.

In 2017, VicHealth put the call out for women to tell their stories about how they overcame their fear of judgement. Hundreds of women responded wanting to tell their stories about how they get active. In total, 25 women were recruited as This Girl Can – Victoria ambassadors to support the campaign. The ambassadors are everyday women who've found the confidence to get active.

Year One of the campaign launched in March 2018, with year two following in March 2019. The campaign employs a comprehensive social marketing approach, including a statewide mass media advertising, stakeholder engagement, funded sports partnerships and a thorough evaluation approach.

Campaign development





Campaign planning and development was a comprehensive process including:

- use of the FLOWPROOF Model* to inform planning, implementation and evaluation
- utilisation of the Theory of Planned Behaviour* as the underpinning theory to guide the campaign
- pre-formative research (segmentation research and focus group testing)
- formative research (focus group testing and stakeholder consultation)
- use of a Program Logic* to guide campaign development and evaluation.

* See Glossary on page 13.

Campaign elements

Over the first two years, the campaign included:

-  **Advertising** – on TV, cinema, outdoor (tram and bus shelters, bus backs, tram wrap, retail shopping centres), online (video and search) and social media (Facebook and Instagram).
-  **Media engagement** – sharing our ambassadors' stories with national, regional, suburban, Culturally and Linguistically Diverse (CALD) and other targeted media outlets.
-  **Social media** – continuing to build and engage a community of women on Facebook and Instagram using #ThisGirlCanVIC.
-  **Campaign supporter program** – enabling stakeholders to promote their own activities and helping them to create welcoming and inclusive environments for women and girls.
-  **Digital** – showcasing the campaign ambassadors, information about a range of physical activities and sports, and links to physical activity opportunities through the website www.thisgirlcan.com.au.
-  **Sport partnerships** – extending the campaign reach through high profile sporting organisations and funding new, social and flexible activities for Victorian women and girls to get active.
-  **Council partnerships** – funding to local councils across Victoria to promote the campaign to their local community of women and to run physical activity opportunities in their area.
-  **Communication to women** – an email program to reach and inspire women to be active.
-  **This Girl Can Week** – the inaugural This Girl Can Week launched in year two, providing a platform for stakeholders to run free or low-cost beginner and women's only sessions, across Victoria.

This Girl Can – Victoria is so much more than an ad campaign. We’re taking a systems approach to creating change by working with sporting organisations, clubs, gyms, local councils and other activity providers to make the environment as welcoming to women and girls as possible.

Through This Girl Can – Victoria we’re shifting the way women see themselves (and others) being physically active and building a community of supportive and empowered women across Victoria.

We want to motivate and empower women to be active, but we also want to influence the places and spaces where women go to be active – so they feel welcome, included and supported.

This is why:

- we’re working with sporting organisations to create social, flexible, fun sports programs
- we created the *Helping women and girls get active guide* to help activity providers improve what they do
- we’ve created an online community of women supporting women.

Campaign evaluation

VicHealth has a strong focus on creating and strengthening the evidence base for health promotion action, in order to improve people’s health. This means that rigorous research and evaluation are at the centre of all our work.

For This Girl Can – Victoria, the project evaluation encompassed process, impact and outcome evaluation, and included qualitative and quantitative methods. VicHealth appointed the Centre for Sport and Social Impact at La Trobe University to evaluate the campaign.

Key evaluation and research elements to date have included:

- **Quantitative research** – campaign impact and outcomes were assessed via an online survey of the target audience. A total of 7,143 women have now been surveyed to understand the impact of the campaign at different points in time (two baseline surveys ahead of any campaign activity, a post-campaign 2018 survey and a post-campaign 2019 survey). An additional survey of 2,500 women was conducted in year two to further understand women’s engagement with physical activity and enablers to getting back into physical activity.
- **Qualitative research** – in-depth phone interviews with 40 women in year one, to explore emerging themes from the target audience. Interviews (with 24 Victorian women) were conducted in year two to develop a greater understanding of women’s engagement with and experience of sport, exercise and physical activity.
- **Process evaluation** – reports on each campaign element were collected from the relevant agencies throughout the campaign delivery, to feed into the process evaluation and to inform future campaign activities. VicHealth also surveyed ambassadors, staff, supporters and stakeholders to gather insights. A weekly monitoring process during the campaign phase supported real-time insights and gathered both anecdotal and data-driven evidence.

THE RESULTS

Key campaign metrics over the past two years


TV BUY DELIVERED

1,307 TARPs (Metro) **1,751** TARPs (Regional)

TARPs: Target Audience Rating Points

SOCIAL MEDIA REACH

 Facebook **1.5 million** organic impressions

 Twitter **980,000** organic impressions

PR ACTIVITY

Resulted in **3,449*** media clips (inc. syndications), reaching **30,562,255 people**

With equivalent advertising value of **\$17.5 million**

* 988 in year one and 2,461 in year two.

WEBSITE VISITS

More than **115,000**

DIGITAL ADVERTISING

Delivered **10 million video views**

CAMPAIGN SUPPORTERS

Over 1,100 organisations registered as campaign supporters

Campaign impact over the past two years

In its first two years, the *This Girl Can - Victoria* campaign has inspired more than 400,000 Victorian women to get active as a result of seeing the campaign.¹¹

The campaign has built momentum over time, with campaign awareness in year two increasing significantly from 43% to 54%.¹²

After watching *This Girl Can - Victoria*, many women were inspired to start a sport or physical activity for the very first time.¹³ Others were motivated to get back into exercise after taking a break.¹⁴

The campaign, which features real Victorian women instead of professional athletes or airbrushed Instagram models, inspired an incredible one in five Victorian women to get moving.¹⁵



Over two years more than **400,000 Victorian women were more active** after seeing the campaign



Over two years *This Girl Can - Victoria* inspired **1 in 5 women** aged between 18-65 across the state to get active



Campaign awareness increased significantly from **43% in year one to 54% in year two.**

¹¹ La Trobe University (Centre for Sport and Social Impact) 2019, *This Girl Can 2019 Campaign Evaluation matched sample report*, VicHealth, Melbourne (unpublished).

¹²⁻¹⁴ La Trobe University (Centre for Sport and Social Impact) 2019, *This Girl Can 2019 Campaign Evaluation*, VicHealth, Melbourne (unpublished).

¹⁵ La Trobe University (Centre for Sport and Social Impact) 2019, *This Girl Can 2019 Campaign Evaluation matched sample report*, VicHealth, Melbourne (unpublished).

With the cumulative impact of the campaign over two years, we are also beginning to see positive shifts in some ‘fear of judgement’ related attitudes, with women who have seen the campaign (compared with those who have not) worrying less about:

- being sweaty
- not being fit enough
- not being good enough
- not being feminine
- beginning again after some time off
- wearing tight clothing.

Since the campaign began, a community of women have come together online to support and encourage each other to be active.

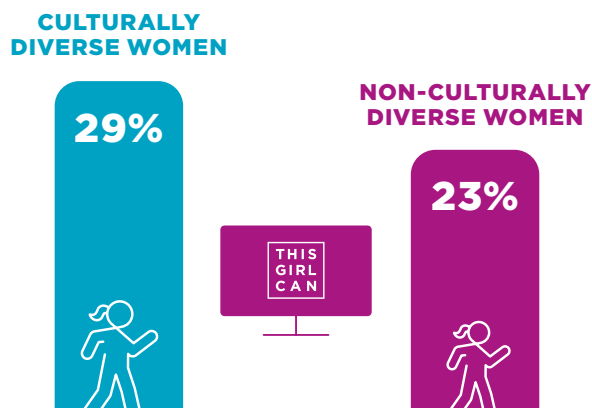
Right across Victoria, women are participating in more social, fun, supportive and welcoming activities that are what the This Girl Can – Victoria campaign is all about.

Impact with diverse audiences

This Girl Can – Victoria represents the diversity of Victoria, featuring women from a range of cultural backgrounds, including Aboriginal and Torres Strait Islander, Filipino, Sri Lankan, Turkish and African women.

The campaign has continued to be particularly successful with women from CALD backgrounds – in year two, 29% of culturally diverse women said they got active as a result of seeing the ad compared with 23% of other women.¹⁶


Importantly the campaign also had an impressive impact on women from the most disadvantaged communities, who were just as likely to get active after seeing the campaign as other Victorian women.¹⁷





29% of culturally diverse women said they got active as a result of seeing the ad compared with 23% of the non-culturally diverse women


Recognition and awards


 2018 Winner of the National Sports Convention’s Sport, Recreation and Play Innovations Awards, in the ‘Marketing and Communication’ category – *Packaging and communication of an opportunity in a manner that has encouraged more people to be active*

 2018 Winner in the Parents’ Voice Fame and Shame Awards, in the ‘good’ category Parents’ Voice – Physical Activity.

 2018 Shortlisted for Mumbrella’s Sport Marketing Ad of the Month and Ad of the Year

 2018 Shortlisted in the Casting Guild of Australia Awards under the category ‘Best casting in a TVC’ – Community.

 2019 Victorian Winner AMI (Australian Marketing Institute) Marketing Excellence Award – Social Change Marketing

 2019 Shortlisted for Mumbrella’s Sports Marketing Awards – Best Cause-Related Sports Campaign

¹⁶⁻¹⁷ La Trobe University (Centre for Sport and Social Impact) 2019, *This Girl Can 2019 Campaign Evaluation*, VicHealth, Melbourne (unpublished).

THE LESSONS WE LEARNED ALONG THE WAY

As outlined above, the results to date have been incredibly positive and show that the campaign is working. However, we have still learnt a lot throughout the first two years of the campaign and identified a number of opportunities to improve the campaign into the future.

Below we have outlined some of the key learnings in the hope that they are useful for others working in this space.

Campaign planning

Taking the time at the beginning of the project to undertake thorough planning (including use of the FLOWPROOF model, use of behavioural theory and development of a program logic - all outlined above) was critical to ensuring a strong foundation for the campaign.

Likewise, establishing clear objectives and an evaluation plan at the start was essential to guiding campaign development and ensuring we could effectively evaluate the implementation of the campaign and measure impact. Following this, best practice planning, implementation and evaluation model has been an important factor in the campaign's success.

Ambassadors

Using everyday diverse women as our campaign ambassadors (instead of actors, models or athletes) was critical to our success. The women and their stories helped to drive campaign relevance as well as social media engagement, PR, web visitation, stakeholder and partner engagement.

When selecting ambassadors, it was important to VicHealth to ensure they had a genuine connection to the campaign ethos and would be able to speak naturally about the insights behind it (the fear of judgement).

Our ambassadors remain committed to the campaign and enthusiastic about their involvement. They confirmed that our thorough briefing before the campaign launched was useful. This included:

- sharing all creative and media plans
- providing media training
- discussing social media tips, best practice and privacy.

Prior to the launch of the second year of the campaign, we again invited the ambassadors in to do a refresh of the briefing information which they again found useful. We also maintain contact throughout the year via email and a closed Facebook group.

PR

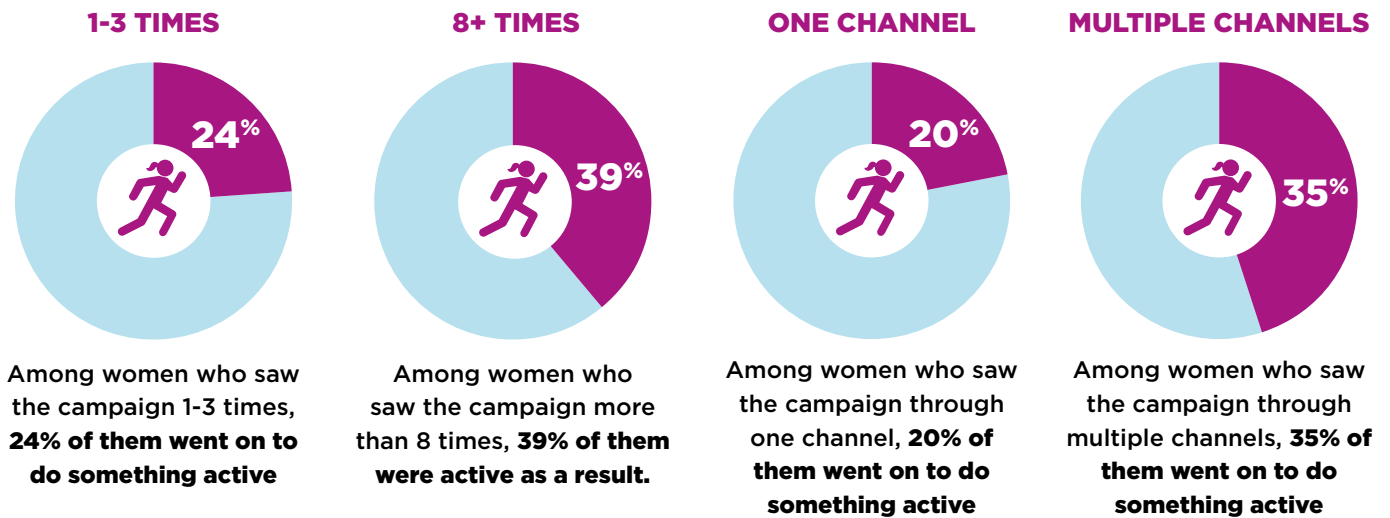
A critical element of success was the fact we ensured we had biographies for all ambassadors, as well as other assets (high quality videos and images) before launch. This meant greater PR pick up and several media outlets used them. We have also been proactive about targeting media in each ambassador's local area across the state.

Creative

For the second year of the campaign, some minor improvements were made to the creative, including:

- using the ambassador interview videos in paid media to ensure greater reach of these assets and ensure greater relevance to the audience
- editing existing creative (TV ads and interview videos) to shorter lengths to better suit digital/social channels and the mobile environment.

This Girl Can campaign results by views and channels



Source: La Trobe University (Centre for Sport and Social Impact) 2019, This Girl Can 2019 Campaign Evaluation, VicHealth, Melbourne (unpublished).

The changes made in year two saw significant improvements in video completion rates online and in social.

Paid media

Campaign evaluations each year continue to show that frequency of exposure and the use of multiple media channels is important to drive action because:

- the more often women see the campaign, the more likely they are to report getting active as a result of the campaign
- women who see the campaign across multiple channels are more likely to report getting active.

In year two of the campaign, outdoor advertising within retail shopping centres was introduced to the media buy and these proved effective driving reach of the campaign to the target audience.

Stakeholder engagement

Stakeholders continue to respond incredibly positively to the campaign and grassroots support and momentum is building, with more than 1,100 organisations registered as supporters.

After year one, Supporters told us:

- they appreciated having a portal for registration was great as it gave them 'exclusive access' to campaign materials
- they were keen to understand when best to promote the campaign. Often the response of 'whenever it suits you' provided minimal impetus for stakeholders to concentrate their efforts.

Improvements to the program in year two received incredibly positive feedback, especially:

- the ability for supporters to upload their own imagery to branded templates within the online supporter hub
- the introduction of This Girl Can Week to provide a platform for events and promotion.

FUTURE PLANS

The thorough approach to research and evaluation continues to help us understand what's working and what's not, to help shape future work and to inform the health promotion evidence base more broadly.

In addition to this, in 2019 further formative research was commissioned via La Trobe University to develop a greater understanding of women's engagement with and experience of sport, exercise and physical activity.

This research was then distilled to a number of key insights which are being used to inform year three of the This Girl Can Victoria campaign.

The research suggests the importance of focusing on how activity feels – from happy and free to relaxed and calm. When women shift their focus from thinking about how they look when they exercise to how they feel when they move, it helps to moderate the fear of judgement and fosters more enjoyable and more sustained activity patterns.

Thus the 2020 re-imagining of the This Girl Can Victoria campaign has a different feel to the original. This time it's all about celebrating the myriad of feelings that come when women are active.

For a crash course on our world-leading research and to learn what you can do to help more women become active visit: www.gettingwomenactive.com.au

“Thus the 2020 re-imagining of the This Girl Can Victoria campaign has a different feel to the original.”

“This time it's all about celebrating the myriad of feelings that come when women are active.”



Campaign elements

Year three of the campaign will launch in March 2020, and will again take a comprehensive approach, including the following elements:



Advertising – on TV, outdoor, CALD print, CALD cinema, online and social media.



Media engagement – sharing our ambassadors' stories along with case studies of our 'Community of Women' who have been positively impacted by the campaign.



Social media – continuing to build and engage a Community of Women on Facebook and Instagram using #ThisGirlCanVIC.



Campaign Supporter program – continuing to enable stakeholders to promote their own activities and create welcoming and inclusive environments for women and girls through the dedicated online Supporter Hub and email communications strategy.



Digital – improving the digital experience at www.thisgirlcan.com.au showcasing our ambassadors, information about a range of physical activities and sports, and links to physical activity opportunities.



Sport partnerships – continuing to extend the campaign reach through high profile sporting organisations and funding new, social and flexible activities for Victorian women and girls to get active.



Council partnerships - funding to local councils across Victoria to promote the campaign to their local community of women and to run physical activity opportunities in their area.



This Girl Can Week – running from 23-29 March, this provides Campaign Supporters an opportunity to offer free/low-cost beginner or introductory classes to help encourage more women to get involved.



Communication to women – an email program to reach and inspire women to be active.

GET INVOLVED

Want to get involved and support the campaign? Here are the five best things to do:

1

Share the campaign far and wide

The more often women see the campaign, the more likely they are to get active. Help us reach and inspire every woman across Victoria.

2

Check out social media

Listen to the community of women and join the conversation with the hashtag #ThisGirlCanVIC

3

Use the campaign to promote your own activities to women locally

Register as a Campaign Supporter at thisgirlcan.com.au

4

Make changes where you can

See our step-by-step guide (gettingwomenactive.com.au) to getting more women to sign up for physical activity (includes checklists and suggested scripts for marketing, customer service, the physical environment and programs and activities).

5

Set up some activities to take part in This Girl Can Week!

Talk to your local council or see what else is happening in your area. Tell us about your event so we can help you promote it.

Find out more

THIS GIRL CAN - VICTORIA

Online

thisgirlcan.com.au

Facebook

facebook.com/ThisGirlCanVIC

Twitter

twitter.com/ThisGirlCanVIC

#Hashtag

#ThisGirlCanVIC

TV ads

thisgirlcan.com.au/watch-the-ad

Ambassadors

thisgirlcan.com.au/meet-the-girls

VICHEALTH

Online

vichealth.vic.gov.au

YouTube

youtube.com/user/VicHealthMedia

#Hashtag

#VicHealth

GLOSSARY

- **Less active**

Based on the number of days in the past week that they have completed a total of 30 minutes or more of physical activity (which was enough to raise their breathing rate). Less active means they have completed this level of activity on only 0-4 days.

- **FLOWPROOF Model**

This is a best-practice protocol comprising nine components:

- formative research
- logic model development/use of theory
- development of objectives including KPIs
- well-resourced (considering resource and partnerships)
- conducting a Process evaluation
- running the campaign
- on-the-ground support
- outcomes
- financial and summative (integrated) evaluation, including cost breakdown and returns on investment.

For more information, see [Mass media campaigns addressing physical activity, nutrition and obesity in Australia 1996-2015](#)

- **Theory of Planned Behaviour**

A theory which assists in predicting behaviour and intentions from attitudes, subjective norms and perceived behavioural control. For more information, see Ajzen, I (2012), 'The theory of Planned Behaviour' In PAM Lange, AW Kruglanski, & ET Higgins (Eds.), Handbook of theories of social psychology (Vol. 1, pp. 438-459). London: Sage

- **Program Logic**

A program logic describes how a program is intended to work. It aims to represent the causal links for a program and to link each component of a program to intended short-intermediate- and long-term outcomes. For more information, see the [Evaluation Guide and associated tools by the Centre for Evaluation and Research in the Department of Health and Human Services, 2018](#)



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[#ThisGirlCanVic](https://twitter.com/ThisGirlCanVic)



VicHealth is committed to health equity, which means levelling the playing field between people who can easily access good health and people who face barriers, to achieve the highest level of health for *everyone*.

VicHealth acknowledges the support of the Victorian Government.

Research partner:



CENTRE FOR
SPORT AND
SOCIAL IMPACT

