



THIS GIRL CAN – VICTORIA

YEAR 5 CAMPAIGN
REPORT (2022)

INTRODUCTION

In 2022, our This Girl Can – Victoria campaign has inspired women to get active in ways and spaces that suit them, overcoming the fear of judgement that is stopping too many women from being active.

With a return to a 'new normal' environment, more women were looking at ways to get active and connect in real life through structured and unstructured activity. This year, the campaign ran in the spring months, encouraging women to get outside, enjoy the natural environment, and get active after winter.

Despite there being a larger break between campaign activities being in-market, in 2022 over 273,000 women were inspired to get active in ways that suit them as a result of seeing the 'This Girl Can – Victoria' campaign.¹

The campaign continues to celebrate everyday women getting active and giving it a go – no matter what their skill level, what they look like, or how sweaty they get. VicHealth has encouraged and motivated women right across the state to become more active, across 5 years of this behaviour-change campaign.

¹ La Trobe University, 2022, Campaign Evaluation Report January 2023 (unpublished).



WHAT WE SET OUT TO ACHIEVE IN 2022

After an interrupted 2 years due to the coronavirus pandemic, physical activity levels were slow to return to pre-pandemic levels.

We knew that Victorian women weren't sufficiently active, with only half getting enough physical activity each week. We knew the other half participated in less than 30 minutes of physical activity 5 times per week. 1 in 10 women in Victoria did no physical activity at all in a typical week.ⁱⁱ



In 2020, **women's physical activity levels were more impacted** than men's

VicHealth research in 2020 suggested that during the coronavirus pandemic, women's physical activity levels were more severely impacted than men's, with half of Victorian women exercising less than before coronavirus and 3 in 4 women stopping sport. Only 2 out of 4 men's sports routines were impacted negatively.ⁱⁱⁱ

But there were positive signs – 39% of women turned to exercising at home for the first time during the pandemic, including 19% who hadn't been active before. 40% of women who started exercising at home for the first time continued to do so in late 2020 and early 2021.^{iv}



1 in 10 Victorian women do no physical activity in a typical week

The research also showed:



2 out of 5 (30%) of women turned to exercising at home for the first time during the pandemic^v



Almost 80% of women want to see more women with a range of body shapes included in physical activity advertising^{vi}



Two-thirds of women aren't motivated to get active by fitspiration videos featuring toned and taut influencers and fitness instructors^{vii}

As a result of these insights, we looked to deliver a campaign that would encourage women to get back into physical activity and continue some of the new forms of activity they started in 2021.

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

ⁱⁱ 2021, VicHealth Coronavirus Victorian Wellbeing Impact Study, Melbourne (unpublished)

ⁱⁱⁱ La Trobe University 2021, At Home Exercise Campaign Explorer Report, Melbourne (unpublished)

^{iv} La Trobe University 2021, At Home Exercise Campaign Explorer Report, Melbourne (unpublished)

^v Intuitive Solutions 2020, How women feel about activity and exercise marketing, a report prepared for VicHealth, Melbourne (unpublished)

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Objectives

This Girl Can – Victoria launched in 2018 with the aim of motivating and empowering women to be active. The campaign inspires women to get active in whatever way they choose. It empowers women to feel comfortable in their bodies and in public spaces. This is about women getting active without worrying about being judged for their ability, what they look like, or where they come from.

This Girl Can – Victoria smashes outdated stereotypes about what women can and can't do in sport, in the gym, and in their neighbourhoods. It not only motivates and inspires women to get out there and be active, but it also creates opportunities for women to get active, in whichever way they choose.

As a behaviour change campaign in its fifth year, the overarching objectives have not changed. If anything, the coronavirus pandemic has shown the importance of sticking to the original objectives of increasing physical activity and supporting gender equality.

CAMPAIGN OBJECTIVE 1

Increase physical activity

among women in Victoria,
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 IN 2022

Following the launch of new creative highlighting the importance of how activity makes women feel, the fifth year of the campaign continued this focus on highlighting the felt benefits of getting active.

Our research showed that when women shift 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 foster more enjoyable and sustained activity patterns.

Although the campaign maintains an 'always-on' approach, the timing of the paid media activity and This Girl Can Week 2022 moved from Autumn to late winter/spring months, and we encouraged women to get active outdoors in ways that suit them, after a winter of being indoors.

The paid media activity for the campaign ran from 1 August 2022 to 30 November 2022. Featuring a mixture of social media, TV, billboards, online video, social media, display, the paid media activity spread the This Girl Can message throughout the state.

In 2022, we were pleased to develop targeted content partnerships with media partners Vision Australia Radio (VAR) and Joy Media. This highly targeted, compelling and engaging content resonated well with the target audiences; it allowed us to co-create content with specific, rarely-reached audiences. We worked with VAR to produce a 6-episode podcast series with and for people with low vision, and organisations that support people with low vision to get active and play sport.

Joy Media produced a 4-episode podcast series designed with and for a LGBTQIA+ audience that discussed community sports, unusual ways of getting active, and getting active for older LGBTQIA+ people.

This Girl Can Week was held from 12–18 September 2022. The purpose of the week was to connect sporting and activity providers with women who were looking to try something new. This Girl Can Week was promoted through media, partners and campaign channels including Facebook events and the This Girl Can – Victoria website.

This Girl Can Week came alive at Federation Square in the Melbourne CBD, where we worked with fun and unique activity providers to deliver a series of free, beginner friendly classes including Cello Yoga, a Silent Disco dance class, Koorie Heritage Trust River Walk, Spin Class and a Waacking dance class. These classes were also promoted through the Fed Square marketing channels; the class registrations saw the majority of the classes booked out. The This Girl Can – Victoria signage onsite at Fed Square showcased campaign messaging to passers-by and commuters in a high-traffic area of Melbourne's central business district.

Continuing to work with our stakeholders and supporters, including sporting and activity providers and Councils, remains a key objective of the campaign. Our stakeholders and supporters who facilitate sport and activity for women are an integral part of the campaign roll-out; we are invested in their continued success to get more women, more active.



Campaign elements

In year 5, the campaign elements were as follows:



Advertising – on TV, outdoor (retail shopping centres and public transport locations), online (BVOD, video and display), social media (Facebook, Instagram and Twitter) and in regional and metro newspapers.



Content partnerships – we produced relevant and targeted content with Vision Australia Radio and Joy Media to produce for people with low vision and LGBTQIA+ audiences respectively.



Ambassadors – we continued to highlight the ‘felt benefits’ of physical activity in our ambassador stories. We worked with two ambassadors who have children to tell their stories of how they like to get active, with and without the kids in tow.



Media engagement – sharing our campaign and 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, Instagram and Twitter using #ThisGirlCanVIC.



Campaign supporter program – enabling stakeholders including sporting clubs and local Councils to use the campaign to promote their own activities, along with helping them to create welcoming and inclusive environments for women and girls.



Digital – communication to women – showcasing our ambassador’s stories and timely 2022 events through a targeted email program to reach and inspire women to be active.



This Girl Can Week – building on the success of 2021, This Girl Can Week returned in 2022. Activity providers across Victoria offered free or low-cost sessions to increase women’s participation in sport and activities.



Federation Square Activation – Federation Square was turned This Girl Can purple as we brought This Girl Can Week to the heart of Melbourne’s CBD. Fed Square hosted a range of free active sessions across the week.



Events – showcasing the campaign and brand with Members of Parliament and staff at Parliament House generated positive engagement with guests, highlighting the lived experience of 3 This Girl Can ambassadors.

EVERYDAY WOMEN AS AMBASSADORS

The campaign speaks to women aged 18 and over who are less active, through the voices and stories of our ambassadors. Our ambassadors are everyday women from all walks of life, right across the state. They include:

- younger and older women
- mums and non-mums
- women from our Aboriginal and Torres Strait Islander communities
- women from culturally and linguistically diverse backgrounds
- women with disabilities
- women from across the lesbian, gay, bisexual, trans, intersex, queer, non-binary and gender diverse (LGBTIQA+) community
- women from a range of socio-economic backgrounds
- women living in both metropolitan and regional Victoria.



THE RESULTS

Campaign impact in 2022

The fifth year of the campaign has been successful in getting more women active in ways that suit them. Despite cost-of-living pressures facing and occupying the minds of many households together with the ongoing impact of coronavirus, the campaign has sustained an ability to create a response from those who recognised the campaign.

We're continuing to get more women, more active

In 2022, over 273,000 women were inspired to get active as a result of seeing the campaign. That's approximately 1 in 7 Victorian women aged 18–65.

Almost 1 in 2 (46%) Victorian women aged 18–65 reported that they recognised the campaign, slightly down on the 2021 estimate (52%) but similar to the 2020 estimate (also 46%).

Campaign message is resonating

Over 5 years, the campaign has built a strong messaging foundation, with 58% of women able to identify an on-strategy message as their key takeaway. This is a slight decline from previous years, with 76% on-message in 2021, dipping as low as 53% in 2019. This suggests the channel mix, similarity of execution style and content has been successful in continuing to reach the target market. To inspire more women to immediately take action, there is an opportunity to develop a stronger call-to-action on some of the campaign creative.

Creating active change

Of the women who did something active as a result of seeing the campaign, these women spent an average of 62.5 minutes per week doing additional sport or exercise. 47% reported they are committed to continuing this change throughout the rest of the year, and an additional 45% said they were somewhat committed to maintaining their activity levels.



THE RESULTS



In 2022, over

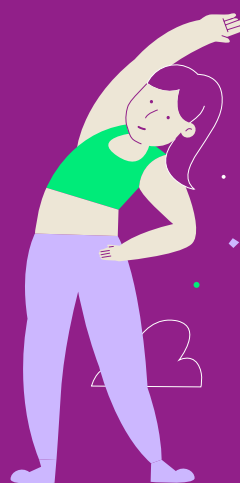
273,000

women aged 18–65 were inspired to get active as a result of seeing the **This Girl Can – Victoria** campaign



62.5 minutes

Average additional time women who did something active spent each week doing sport or exercise



1 in 7

Victorian women aged 18–65 got active after seeing the **This Girl Can – Victoria** campaign

Impact with diverse audiences

This Girl Can – Victoria represents cultural diversity in Victoria by featuring women from a range of cultural backgrounds, including: Filipino, Indian, Sri Lankan, Vietnamese, Turkish, Polynesian, Greek, Spanish, French, Pakistani, Chinese, Taiwanese, African and Aboriginal and Torres Strait Islander women.

The campaign is resonating with women from multicultural backgrounds. We observed the slightly lower levels of action amongst CALD women (26%) compared to non-CALD women (30%) after seeing the campaign; we have identified the opportunity to directly engage with specific CALD communities in future campaign activities

In 2022, 41% women with disability recognised the campaign, down from 52% in 2021. This figure is slightly lower than women without disability (47%). This presents an opportunity for us to engage further with this audience.

Impact across the state

There was little difference in the recall and recognition of the campaign between regional and metropolitan Melbourne, suggesting the campaign is resonating across the state. There is little difference between levels of socioeconomic areas, with SEIFA Quintile 2 respondents having the highest campaign recognition at 52%, followed by SEIFA Quintile at 51%.

26% of culturally diverse women

said they got active as a result of seeing the ad as well as **30% of non-culturally diverse women**



41% of women with disability recognised the campaign

OUR RESEARCH

Campaign development

Our campaign planning and development continue to be built upon:

- 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.

A systems-based approach

The success of This Girl Can – Victoria campaign over 5 years can be attributed to the systems-based approach we took to creating change.

We worked directly with sporting clubs, physical activity providers, local councils, and sporting organisations to make the environment as welcoming to women as possible.

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

While a key objective of the campaign is to motivate and empower women to be active, the campaign also focuses on influencing the places and spaces where women go to get active, to ensure they feel welcome, included and supported to give something a go.

This is why:

- we've worked with sporting organisations to create social, flexible, fun sports programs
- we created the 'Getting more women active' resource to upskill activity providers
- we've created an online community of women supporting women.





Our evaluation process

VicHealth has a strong focus on creating and strengthening the evidence base for health promotion action 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 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 8,177 women have now been surveyed to understand the impact of the campaign at different points in time (baseline surveys ahead of any campaign activity and post campaign surveys in 2018, 2019, 2020, 2021 and 2022). An additional survey of 2,500 women was conducted in year 2 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 1, to explore emerging themes from the target audience. Interviews (with 24 Victorian women) were conducted in year 2 to develop a greater understanding of women's engagement with and experience of sport, exercise and physical activity.

LESSONS LEARNT ALONG THE WAY

The campaign has continued to build on the success of previous years; the results show that the campaign remains relevant and engaging for the target audience. Some of the key learnings from the campaign this year are listed below.

This Girl Can Week

This year, we were pleased to be able to focus on local activity providers who were running 'come and try events' in their community. With no coronavirus restrictions in place this year, providers were able to engage with women and build connections that went beyond This Girl Can Week.

It was beneficial to have a set timeframe for the promotion of local activity and for PR and media efforts to focus on.

The change in campaign timing (from winter to spring), did affect some sporting clubs' ability to maximise their involvement in This Girl Can Week, due to finals for their local competitions. Further support can be provided for clubs to leverage the campaign at any time of the year.

PR

There was fantastic, widespread media coverage achieved during This Girl Can Week, including:

- ABC News Breakfast exclusive TV story with a yoga activation at Flagstaff Gardens
- Seven News with Mike Amor interviewed This Girl Can Lead Bec Ahern
- Herald Sun exclusive with ambassador photoshoot and interview
- Coverage throughout regional and rural print publications such as Star Weekly and Southern Cross Austereo.

PR remains an important channel to promote the campaign and This Girl Can Week, offering us opportunities to reach more people through mass media outlets.

Paid Media

As media viewing trends continue to change to more online consumption, we will look to optimise the campaign spend and deliver more advertising through digital channels. In 2022, social media and other videos along with out of home adverts were the most effective channels in generating on-strategy messages.

This year, we developed content partnerships with diverse media outlets which allowed us to develop targeted, audience-lead assets, creating higher engagement with these audiences and meeting them where they are.

Campaign supporters

Our campaign supporters include local government supporters and activity providers, they remain critical to the success of local activations in communities across Victoria. We will be working closely with these supporters to ensure that they have the tools they need to continue delivering activity specifically for women now and into the future.

Our call to action

The campaign results show that there is a high level of recognition and recall of the overall aims of the campaign, but that there is an opportunity to refine our call to action to drive more specific behaviour change around physical activity.

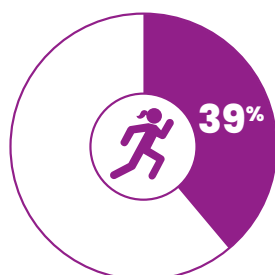
This Girl Can – Victoria campaign results by views and channels

1-3 TIMES



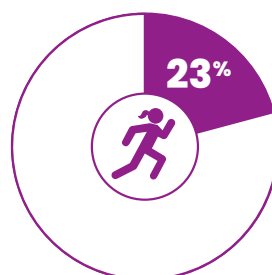
Among women who saw the campaign 1-3 times, **24% went on to do something active**

8+ TIMES



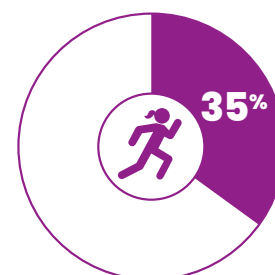
Among women who saw the campaign more than 8 times, **39% went on to do something active**

ONE CHANNEL



Among women who saw the campaign through one channel, **23% went on to do something active**

MULTIPLE CHANNELS



Among women who saw the campaign through multiple channels, **35% went on to do something active**

Organic Social Media (unpaid)

As in previous years it's clear that high production value campaign collateral often performs well, plus our 'easy access' tiles that share an experience or meme/joke that is relatable to the audience. These prompt engagement with the audience, and allows them to share their experience without fear of judgement or ridicule. Content that focused on relatable women's stories as well as non-traditional exercise and movement forms performed well again in 2023 and often spurred an outpouring of community bonding, story sharing and communal spirit.

Twitter remains a strong channel for stakeholder engagement, with announcements and updates driving most of the engagement. All of the top performing posts on Instagram this year were videos, highlighting the shift from a traditionally image focused platform to video heavy platform over the past 2 years.

Stakeholder Engagement

Stakeholders continue to respond positively to the campaign. Grassroots support has maintained growth, with 1.4K campaign supporters registered. We worked closely with Campaign Supporters as they emerged from a turbulent year and looked to reopen and rebuild their offerings safely, with a welcoming environment.

You can access our Years 1 – 4 campaign reports and key learnings on the This Girl Can – Victoria website at <https://thisgirlcan.com.au/about-us/>. We're really proud of our results over 5 years of this successful behaviour change campaign.

We encourage campaign supporters to use the Campaign Supporter Toolkit and Poster Generator at any time during the year. These can be accessed through the Campaign Supporter Portal. Our social media presence and support for Campaign Supporters will continue to operate throughout the year.

GET INVOLVED

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).

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 [1606-Mass-media-evidence-review-final.pdf](#) (preventioncentre.org.au).

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 Department of Health's [Guidelines on research evidence and evaluation](#).

Research partner



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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.

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