

Media Release

The Hon Natalie Hutchins MP

Minister for Aboriginal Affairs

Minister for Industrial Relations

Minister for Women

Minister for the Prevention of Family Violence



Getting Things Done.
Making Things Fair.

Monday, 26 March, 2018

THIS GIRL CAN GETS VICTORIAN WOMEN ACTIVE

Women across Victoria will be inspired to get more active, thanks to powerful new campaign *This Girl Can – Victoria*, hitting our screens from today.

Minister for Women Natalie Hutchins launched a local version of Sport England’s viral campaign, which inspired an incredible 3.9 million British women to ditch the couch and get active.

This Girl Can – Victoria aims to build upon this success and empower women across the state to get active and overcome feelings of judgement, fear and embarrassment which are stopping them from getting active.

Three in five Victorian women don’t get enough physical activity, and over half say they worry about being judged while they exercise.

The ad features everyday Victorian women overcoming their fears and giving it a go, no matter their skill level, shape or size. The women, from right across the state, get their sweat on in a range of activities from boxing, cycling and roller-derby to netball and AFL.

The VicHealth initiative complements the Labor Government’s \$220,000 *Change Our Game Scholarship Program*, providing a new pathway to senior roles for women in sport.

Change Our Game is part of a \$1 million investment to implement recommendations from the Inquiry into Women and Girls Sport and Recreation: a Five Year Game Plan for Victoria.

The initiative also complements the Labor Government’s \$14 million investment to build female-friendly change rooms at grassroots clubs across the state.

Local women are encouraged to join the *This Girl Can - Victoria* movement by visiting <http://thisgirlcan.com.au>.

Quote attributable to Minister for Women Natalie Hutchins

“This Girl Can – Victoria is all about empowering women to smash outdated stereotypes about what they can or can’t do in the gym, on the sporting field and in our neighbourhoods.”

Quote attributable to Minister for Health Jill Hennessy

“We have so many fabulous role models in women’s sport right now – but you don’t have to be an AFLW star or a marathon runner to get active. Whether it’s in the gym, a team sport or just a walk around the block, we want as many women as possible to get active and prove that Victorian girls definitely can!”

Quote attributable to Minister for Sport John Eren

“Victoria is leading the way when it comes to levelling the playing field for women’s sport – and this stirring campaign will encourage even more of our women to get out there and be active.”

Quote attributable to VicHealth CEO Jerril Rechter

“We’re hoping that our This Girl Can - Victoria campaign will help more women right across Victoria to get physically active in their day-to-day life.”

Media Contact: Matilda Edwards Jézéquel 0447 422 464 | matilda.edwards-jezequel@minstaff.vic.gov.au