

Recruiting and Retaining Girls & Women in Sport Insight Snapshot

- VicHealth Physical Activity Insights (slides 2-6), This Girl Can (slides 7-9)
- Suncorp Team Girls (slide 10)
- Market Segmentation – Adults (Australian Sports Commission) (slides 11-12)
- Market Segmentation – Children (Australian Sports Commission) (slides 13-14)
- Reframing Sport for Teenage Girls (Women in Sport) – UK (slides 15-18)
- Keeping Girls in the Game (Women’s Sports Foundation) – USA (slide 19)
- AusPlay: Australian kids need active, sporty parents (slide 20)

VicHealth Insight

- Physical Activity Insights from youth to parents
- <https://www.gettingwomenactive.com.au/resources>
- Helping Women and Girls get active
- Females and physical activity What the research shows
- Female participation in sport & physical activity

All resources used have been linked to their webpage, Ctrl Click to go to the original documents

Youth (12-17) Physical Activity Insights

Trigger points for youth

Triggers for increasing physical activity will be most successful at times of change, when Victorians are reflecting on their life. For youth, these times include:



School year transitions



Change of school



Going back to school/school terms



Season/weather



Sporting season

How should we talk to youth about being physically active?

- Highlight the recognised benefits such as socialising, skill development and feeling better.
- Introduce and reinforce the notion of fun, development and learning.
- Emphasise the opportunity to explore, relax and learn.
- It's also important to reassure and encourage them, to limit their concern about not being good at an activity.

Adapted from: Sport England 2016, *Under the skin*, Sport England, London.



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Young Adults (18-24) Physical Activity insights

Focus on young women

Use physical activity when trying to lose weight

Young women use physical activity for weight maintenance, and when trying to lose weight. A motivator for all young Victorians is to look good to attract a partner, with both males and females particularly body conscious at this stage of life.

Feel embarrassed exercising in public

Almost half (49%) of young women feel embarrassed exercising in public. Embarrassment and intimidation is a real barrier for young women, with young women in particular less keen to expose their bodies to the scrutiny of their peers.

Find it easier to exercise with someone else than on your own

The social aspect of physical activity is important for young women, with 63% saying that it is easier to exercise with someone else than on your own.

Think sports clubs are intimidating

For a significant portion of young women (59%), sporting clubs are seen to be intimidating, particularly for those who are not currently active. This is significantly higher than the proportion of young men who find sporting clubs intimidating (35%).

Feel they don't have the right skills

Some young Victorians (more likely young women), feel they don't have the requisite skills or innate ability to participate in sports.

Activity levels of young women



*Inactive' = no days of 30-minute sessions of physical activity per week; 'Somewhat active' = 1 to 3 days of 30-minute sessions per week; 'Active' = 4+ days of 30-minute sessions per week.

Trigger points for young adults

Triggers for increasing physical activity will be most successful at times of change, when Victorians are reflecting on their life. For young adults, these times include:

-  Leaving school
-  Tertiary graduation
-  Moving out of family home
-  Moving to a new area
-  Change of sporting season
-  Change in employment
-  Change in relationships
-  Season/weather

How should we talk to young adults about being physically active?

- Introduce and reinforce the notion of planning and routine.
- Highlight the recognised benefits – socialising, weight management and enjoyment of sport.
- Emphasise the benefits of thinking and sleeping better, particularly during exam periods.
- Depict spontaneous physical activity, and consider reminders at change of sporting season.

Young adults are particularly open to workplace activity initiatives, and these could provide the foundation for culture change within workplaces to increase physical activity levels for all employees.



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Adults (25+) with no children (Physical activity insights)

Focus on women

Both men and women use physical activity for weight management. For men, this is related more to feeling fit and firm, while for women it is more about how they look and feel in clothes.

Women are more likely to choose walking with someone else involved and feel that social interaction makes physical activity easier and more fun.

Adults in this life stage are most likely to consider walking as a way to increase their current level of

There are significant barriers to physical activity for women in this life stage:

BARRIERS FOR WOMEN

Feel intimidated

49% of women believe that sports clubs are intimidating, with inactive and somewhat active women more likely to feel this way.

Less likely to think feeling good is benefit of physical activity

Inactive women are significantly less likely to think that feeling good about themselves will be a benefit of physical activity until they have experienced it for themselves.

Feel embarrassed exercising in public

Two in five women feel embarrassed exercising in public, particularly inactive women (56%), severely limiting the types of physical activity that are in their comfort zone.

Think they lack coordination

Many women (particularly inactive women) claim they lack coordination when it comes to physical activity.

Low household income

Inactive women are more likely to be on a low household income compared to those who are more active.

Women with no children's activity levels



*Inactive' = no days of 30-minute sessions of physical activity per week; 'Somewhat active' = 1 to 3 days of 30-minute sessions per week; 'Active' = 4+ days of 30-minute sessions per week.

Trigger points for adults with no children

Triggers for increasing physical activity will be most successful at times of change, when Victorians are reflecting on their life. For adults with no children, these times include:

 Change in employment

 New relationship

 Changes in relationships

 Moving house

 Seasons/weather

How should we talk to adults with no children about being physically active?

- Introduce and reinforce the notion of planning and routine.
- Raise awareness of options for being active – i.e. different types of activity and what's available locally.
- Highlight the recognised benefits – feeling good, weight management (especially for women) and feeling fit (especially for men).
- Reinforce the social aspects of being active, especially for women.

While 63% of inactive women in this segment are daily users of social media, only 35% of their male counterparts are.



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Parents Physical activity Insights

Focus on mums

Mums are more likely than dads to be inactive, and their physical activity levels are strongly linked to the ages of their children.

- Mums with young babies often increase their physical activity while their baby is restrained in a pram.
- Once children can't or won't stay in a pram for long, mums are restricted in the type of activity they can participate in without arranging child care.

• As children become older and increasingly independent mums are freed up to pursue activities more focused on themselves.

Size, shape and fitting into clothes are great motivation for mums and for them physical activity is clearly linked to both weight loss and weight management.

BARRIERS FOR MUMS

Feel intimidated

About one in two (49%) mums feel intimidated by sporting clubs, and three in ten (31%) agree that sporting clubs are not welcoming of Victorians like them

Sacrificing time out or "me" time

Participating in physical activity can mean sacrificing time out or "me" time. Many mums have a strong preference to spend any spare time on social or more sedentary activities other than physical activity.

Lack of good, safe walking paths

Active transport is a key form of physical activity for mums and so a lack of good, safe walking paths is an issue for mums in some areas.

THE BARRIERS FOR INACTIVE MUMS ARE EVEN GREATER

Less likely to see the benefits of physical activity

They are less likely than other parents to feel that doing 30 minutes more activity each week is something they could try, and are less likely to see the benefits of physical activity.

Feel embarrassed exercising in public

More than half (53%) feel embarrassed exercising in public, and even more are intimidated by gyms and fitness centres (71%). This is particularly true among those who are overweight or obese.

Low household income

They are more likely to be on a low household income than those more active.

Mums' activity levels



Inactive = no days of 30-minute sessions of physical activity per week; *Somewhat active* = 1 to 3 days of 30-minute sessions per week; *Active* = 4+ days of 30-minute sessions per week.

Trigger points for parents

Triggers for increasing physical activity will be most successful at times when routines change, and Victorians are reflecting on their life. For parents, triggers include:

- Pregnancy
- Birth of a child
- Childcare & school transitions
- Children's sport & activity seasons
- Going back to work/change in work days
- Family breakdown
- Change in season, particularly cold weather

How should we talk to parents about being physically active?

- Reinforce their influence as a parent and encourage active role modelling.
- Introduce and reinforce the notion of planning and routine.
- Raise awareness of options for being active – i.e. different types of activity and what's available locally.
- Reinforce the social aspects of sport, and ensure a welcoming and non-judgemental atmosphere (especially for mums).
- Highlight the recognised benefits – feeling good, sleeping better, weight management.

Only around half of inactive Victorian parents (54% of mums and 53% of dads) are daily social media users.



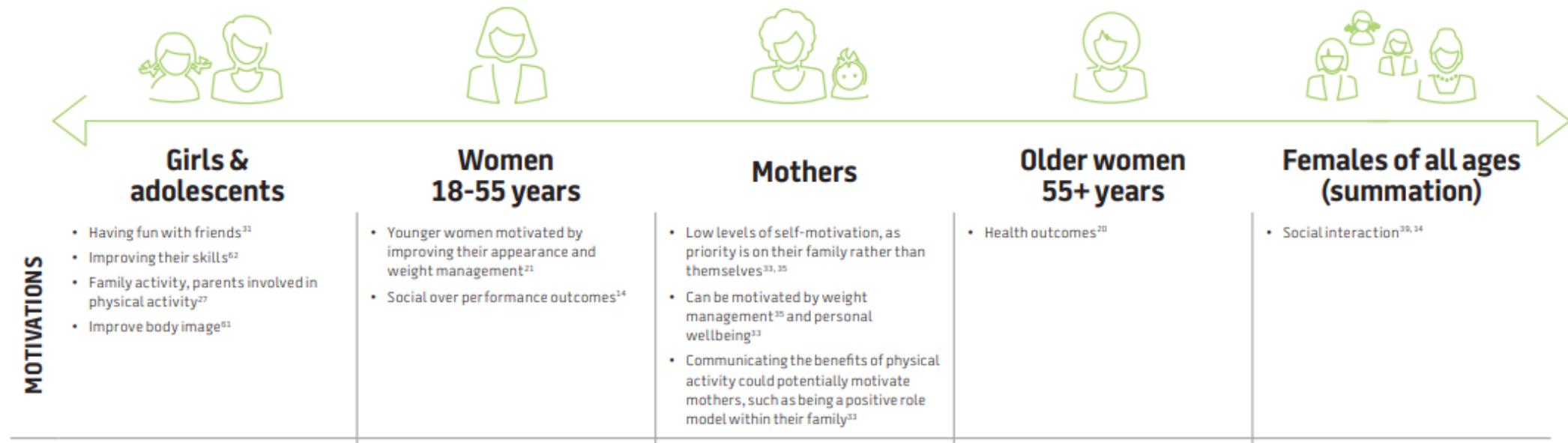
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Female participation in sport & physical activity: Motivations across life stages

Physical activity across life stages



This Girl Can

Fear of judgement

VicHealth research In 2016 revealed that it was a fear of judgement that stopped women from being physically active:

- Women worry more than men about being judged when they exercise. They're twice as likely to worry about being unfit, not being able to keep up or being a beginner.
- Forty-one per cent of Victorian women feel too embarrassed to exercise in public compared with 26 per cent of men.

Women are afraid of being judged by men and by women, and mostly about three things:

- Appearance: Women worry that people will judge them for how they look; for not having the right body, the right outfit, or for looking sweaty and red in the face.
- Ability: They worry people will judge their ability and think they're too slow, too weak, uncoordinated or unfit.
- Priorities: Many wrestle with priorities, worrying they'll be judged for choosing to do something for themselves.

Helping Women and Girls Get Active

About *This Girl Can - Victoria*

Here's what we know about women and physical activity:

- Nearly half of Victorian women aged 25 and over feel intimidated by gyms, and two in five women feel embarrassed exercising in public.
- Nearly half of all Victorian women aged 25 and over believe that sporting clubs are intimidating. And around one in three believes that sporting clubs are not welcoming to people like them.

Research has told us that women have a fear of judgement that stops them from feeling comfortable with physical activity.

This Girl Can - Victoria addresses this by representing a range of everyday women being physically active, including all ages, levels of ability, background, body shape and size.

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

Ready to help us change this?

This Girl Can - Victoria is about encouraging women to get active - no matter how well they do it, how they look or even how red their face gets. The campaign aims to inspire women to take up a range of activities throughout the state.

We have received an overwhelmingly positive response from Victorian women since we launched the campaign in March 2018. Members of the general community and organisations like yours have already let us know how much they love our own local spin on the original Sport England campaign.

This Girl Can - Victoria is backed by a significant media campaign - creating increased demand from women looking to get involved in all types of physical activity. This increased interest has come from a range of women, including new and beginner participants, returned participants, and some existing participants stepping it up a notch.

Extract from This Girl Can's 'crash course' on How women feel about physical activity

Women who feel judged, embarrassed or like they don't fit in often stop being active (or don't start in the place).

Key points to understand

1. Women are motivated by wanting to feel good:
 - Destress
 - 'Me-time'
 - Have fun
 - Feel good
 - Feel energised
2. Don't assume women want to lose weight
 - Women get a lot of pressure from society to look a certain way, but that still doesn't mean they always lose weight
 - See point 1 above
3. Weight loss as a motivator/focus causes more harm than good
 - When we focus on weight loss, women often lose motivation and stop coming back in the long term
 - See points 1 and 2 above
4. Having a break is normal
 - Women feel guilty when they take a break, but taking breaks is completely normal and expected!
 - Make women feel great when they do show up, but let them know it's ok if they don't
5. Women will join in and keep coming back if they find something that feels right for them
 - The more opportunities women have to try something new, the more likely they are to find something
 - Women want to start at an appropriate level for their skill/fitness
6. Other people can make or break things
 - This includes all actions and words from:
 - Staff (especially reception staff)
 - Volunteers
 - Instructors
 - Coaches
 - Other participants or team members
7. Women want to feel like they fit in
 - Not only do the actions of other people matter, meeting new people or spending time being active is often a big motivation
 - If women 'find their tribe' and feel like they belong, they are more likely to keep coming back
8. Women want to feel safe and don't want to feel exposed to onlookers
 - It's important to think about:
 - Lighting and safe access to and from a place
 - The layout of a space (e.g. privacy screens/partitions)

Suncorp Team Girls

- In 2017, Suncorp worked with Netball Australia to launch Team Girls in response to the statistic: nearly 50% of all girls stop playing sport by the age of 17
- **“She says she is not sporty and doesn’t like sport? She says she is not good enough to make the team? She doesn’t want to play anymore because it's gotten too serious? She wants to quit because life is too busy?”**
- 46% of girls are turning their back on sport by the age of 17. [Suncorp Australian Youth & Confidence Research 2019](#)
- [Game On! The team Girls Guide to Keeping Teenagers Active](#)

Market Segmentation for Sport Participation aged 14-65 years (Australian Sports Commission)



How to identify the segments

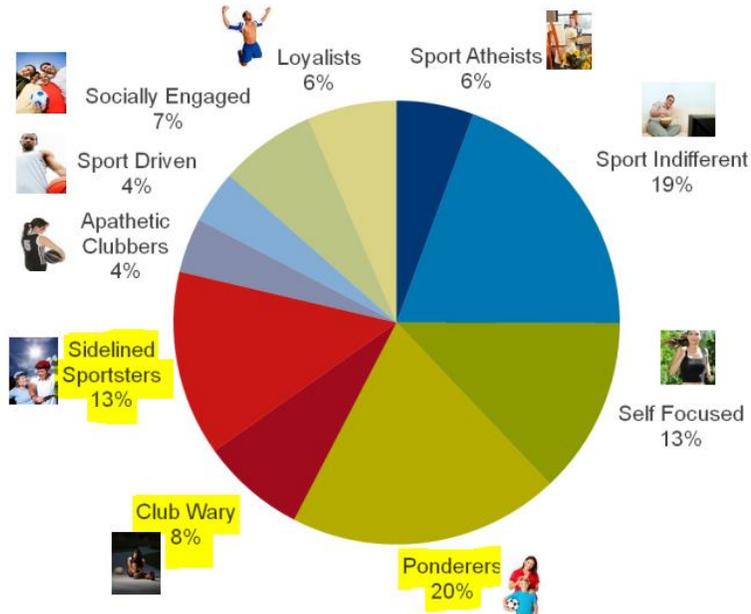
Club Members		Loyalists	"Sport and my club are my life – I couldn't live without them"	
		Socially Engaged	"I really enjoy being part of my club sports team but it's as much about having a laugh with my mates as it is about the sport"	
		Sport Driven	"I'm a member of a club because my membership provides me with easy access for playing my sport and I'm not that interested in the social side of being a member"	
		Apathetic Clubbers	"I've been playing sport since I was young but clubs are just too competitive now – everyone in a club takes it so seriously"	
Non club Members	Potentials		Sidelined Sportsters	"I really love sport but I don't want to be committed to things like a sports club – I don't really have the time"
			Club Wary	"I love my sport but sports clubs are full of 'cliquey' people – I just wouldn't fit in"
			Ponderers	"I'd like to find a way to do more exercise and sport but I don't know how to find something that suits my lifestyle"
	Non Potentials		Self Focused	"I like to make my own structure and routines when it comes to physical activity - my main goal is self improvement"
			Sport Indifferent	"While I don't have an issues with sport in general, I'm not really into it - I can't see what joining a sport club would do for mebut I'm not really into it - I can't see what joining a sport club would do for me"
			Sport Atheists	"I don't see any benefit to sport or physical activity. Sport is overrated – it just makes you feel tired"

Challenges & Opportunities

Segmentation of Australians 14-65 years old



% of the Australian population



Segment	Estimated Population figures
Loyalists	980,683
Socially Engaged	1,052,618
Sport Driven	584,186
Apathetic Clubbers	599,952
Sidelined Sportsters	2,035,878
Club Wary	1,145,957
Ponderers	2,969,162
Self Focused	1,943,507
Sport Indifferent	2,938,300
Sport Atheists	844,056

Each segment has its own challenges and opportunities



		The Challenge	The Opportunities	
Club Members	Loyalists	Increasing/maintaining enthusiasm and involvement	Products and services (e.g. Coaching opportunities) to develop/advance themselves and others	
	Socially Engaged	Increasing/maintaining social involvement	Products and services that promote the social aspects of sport and leverage their social nature (e.g. advocacy / referrals for clubs)	
	Sport Driven	Retention by ensuring flexibility of sporting accessibility/requirements	Products and services that are flexible enough to cater to personal circumstances while promote sport participation as a focus	
	Apathetic Clubbers	Retention by reducing the perceived over emphasis on competition	Products and services for non competitive participation	
Non club Members	Potentials	Sidelined Sportsters	Encouraging trial and participation	Trial offers and products and services that address flexibility of membership and personal / physical needs
	Potentials	Club Wary	Encouraging consideration and trial by overcoming perceptions of clubs as 'exclusive' or 'cliquey'	Trial offers and promotion of products and services that are inclusive
	Potentials	Ponderers	Encouraging consideration and trial by overcoming perceptions of clubs as being difficult to fit into lifestyle	Trial offers and products/services that address their busy lifestyle constraints (e.g. flexible membership, family membership and support services)
Non club Members	Non Potentials	Self Focused	Encouraging consideration by communicating benefits of sport with others / shared experiences	Trial offers and products/services that offer opportunities for self improvement / training
	Non Potentials	Sport Indifferent		
	Non Potentials	Sport Atheists	Raising awareness of the benefits of physical activity, exercise and sport	Trial offers and products/services promoting entry / beginner level options in a non-intimidating environment

Market Segmentation for Sport Participation Children aged 5-13 years (Australian Sports Commission)



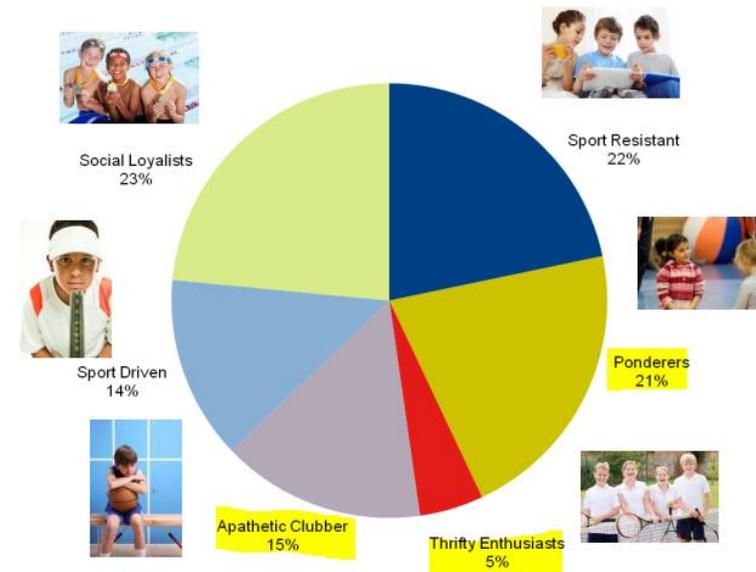
Segmentation of Australian children 5-13 years old

How to identify the segments



Club Members		Segment	Quote
	Social Loyalists	"Sport clubs are the best! I love to be able to play sports and do it with friends"	
	Sport Driven	"I like being part of a club to play sports but they sometimes want you do other stuff and that's annoying"	
	Apathetic Clubbers	"I don't mind playing sport with my club but I'm a bit over it"	
Non Club Members		Segment	Quote
Potentials	Thrifty Enthusiasts	"Sport is great and so are clubs – I'd like to be part of a club again"	
Potentials	Ponderers	"I'd like to do more sport but I don't really know how"	
Non Potentials	Sport Resistant	"I don't really like sport, people just want to win"	

% of the Australian population



Segment	Estimated Population figures
Social Loyalists	581,086
Sport Driven	337,001
Apathetic Clubbers	374,996
Thrifty Enthusiasts	117,490
Ponderers	526,617
Sport Resistant	537,374

Challenges & Opportunities Children

Each segment has its own challenges and opportunities



		<i>The Challenge</i>	<i>The Opportunities</i>
Club Members	Socially Loyalists	Increasing / maintaining enthusiasm and involvement through social aspects of club	Products and opportunities that address the social aspects of sport – plus advocacy / referrals for clubs
	Sport Driven	Retention by increasing flexibility and focus on the sport	Products and opportunities for sport participation that are more flexible
	Apathetic Clubbers	Retention by reducing perceived over emphasis on competition by rein stilling the fun elements	Products and opportunities for non competitive sport participation
Non club Members	Potentials	Thrifty Enthusiasts	Trial offers and costing options that address flexibility of membership and value for money
		Ponderers	Provide information on clubs and club participation and trial offers and products for more entry level participants
	Non Potentials	Sport Resistant	Raising awareness by educating on benefits of sport and exercise

Reframing Sport for Teenage Girls: Building Strong Foundations for their Futures

(Women in Sport, April 2019)

- As girls go through their teenage years, habits and attitudes are formed which have a critical impact on their future engagement in sport and physical activity. Barriers to exercise created at this age can end up inhibiting participation throughout their life, with girls missing out on the lifelong benefits of sport.
- Ruth Holdaway, Chief Executive of Women in Sport said *“There are so many pressures on girls today that even the most active are at risk of stopping playing sport as they hit the teenage years. Sports organisations need to get to grips with the way teenage girls live their lives; their hopes, fears and aspirations. Sport must be relevant to the complex and busy lives these girls lead.”*

5 anchors – what girls value most & will influence what they will become & sport they will do in the future

WOMEN IN SPORT

WHAT REALLY MATTERS IN GIRLS' LIVES?

1. Support Network

A sense of place in the world

2. Socially Connected

Validation

3. Independence & New Experiences

Making formative memories

4. Moments of Pride

Fuelling self-worth

5. Keeping on top of it all

Time well spent (Re-prioritisation)

EACH ANCHOR IN THEIR LIVES BUILDS THE FOUNDATION OF WHO THEY WILL BECOME

[@womeninsport_uk](#) | [#ReframingSport](#) | www.womeninsport.org

Reframing sport to something that girls value & perceive to enhance their lives. The principles bridge the 'relevance gap' to make sport more meaningful.

WOMEN IN SPORT

8 PRINCIPLES FOR SUCCESS

- 1 NO JUDGEMENT**
Take pressure off performance and give freedom simply to play.
- 2 INVOKE EXCITEMENT**
Bring a sense of adventure and discovery.
- 3 CLEAR EMOTIONAL REWARD**
Reframe achievement as 'moments of pride', not winning.
- 4 OPEN EYES TO WHAT'S THERE**
Redefine sport as more than school sport.
- 5 BUILD INTO EXISTING HABITS**
Tap into existing behaviours in other spheres.
- 6 GIVE GIRLS A VOICE & CHOICE**
Allow girls choice and control to feel empowered.
- 7 CHAMPION WHAT'S IN IT FOR THEM**
Make it much more than just about health.
- 8 EXPAND IMAGE OF WHAT 'SPORTY' LOOKS LIKE**
Create truly relatable role models which inspire.

[@womeninsport_uk](#) | [#ReframingSport](#) | www.womeninsport.org

From Disengaged to Engaged – Non-sporty to Sporty



Keeping Girls in the Game: Factors that Influence Sport Participation (Women's Sports Foundation)

- Findings from research from the USA includes:
- Improving parents' engagement and support in their girls' sports participation can help reduce girls' higher rates of dropout.
- Gender stereotypes in sport prevail – boys being better than girls at sport, girls being teased for playing sport, sport is more important to boys
- Role models are important
- Sport can build positive body image
- Coaches shape the sport experience
- Some girls live for competition, some girls for fun
- Maintaining a love of sport is key to continued participation

AusPlay FactSheet, April 2017

-children are more likely to be involved in sport if their parents play sport too

Australian kids need active, sporty parents

New research from the Australian Sports Commission (ASC) shows active parents are more likely to have active kids.

AusPlay is a key research pillar of *Play.Sport.Australia.* – the Australian Government's commitment to get more Australians participating in organised sport more often. This snapshot of AusPlay research comes from the ASC's latest study of Australians and their sport participation activities.

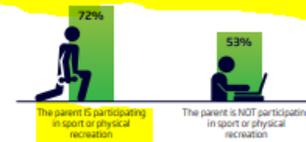
What does AusPlay tell us about parents and kids?

It is well known that parents' activities and behaviours strongly influence the way children develop.

Recent AusPlay results confirm a high correlation between a parent's engagement in sport and that of their child, indicating that active parents can be a positive influence on their children.

72 per cent of children who have at least one active parent* are physically active in organised sport or physical activity outside of school compared to just 53 per cent of children with at least one inactive parent*.

Child participation in organised sports of physical activity outside of school hours



Active is good, sporty is better

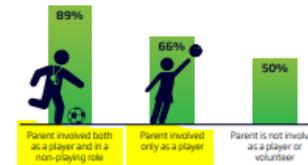
We know that kids with active parents are more likely to be active.

Being an active parent is a good start—but being involved in organised sport is even better, and there are lots of ways that parents can be involved.

Nearly 90 per cent of kids with at least one parent* who plays and volunteers in sport are active in organised sport or physical activity outside of school.

Those who only play without being involved as a volunteer in sport are also much more likely to have active kids compared to those parents who are not involved at all.

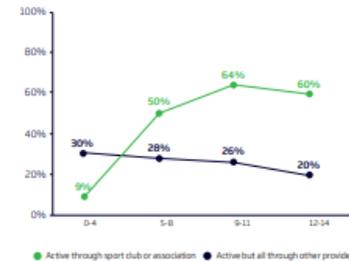
Child participation based on parent involvement



*Please note that AusPlay collects data from only one randomly selected parent and only one randomly selected child in the same household. This report therefore does not consider the influence of both parents on child participation.

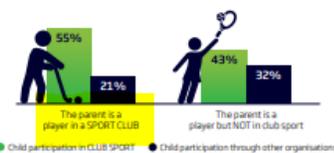
Sports clubs are the most common way that school-aged children participate in organised physical activity outside of school hours, with 64 per cent of children aged 9-11 being involved.

Child participation by age



Not surprisingly, kids are more likely to be involved in club sport if at least one parent* is also playing club sport.

Child participation



While the activity habits of parents influence whether a child is active or not, there is also a link between parents' sports preferences and what their children do.

- > 31 per cent of children participated in the same sport or physical activity as one of their parents*.
- > Where at least one parent* plays a club sport, 50 per cent of children also played that same sport.

*Please note that AusPlay collects data from only one randomly selected parent and only one randomly selected child in the same household. This report therefore does not consider the influence of both parents on child participation.