"SHAKE IT UP" WORKSHOP – BIG IDEAS

We can all be active everyday – CONNECT, EMPOWER, COMMUNITY

- Play Every day….(take home message for participants from Nicky Ridgers' presentation)
- Target audience – Girls to Grannies

The workshop tried to focus on the existing resources to generate the Big Idea (see slide) to increase female participation in active recreation/sport.

- Want/need multifaceted approach

- Champions of Change – local /Geelong mums (sporting)
  Privileging – local communities = local solutions →What's attractive to local women/barriers?

- Girls make a move – create a Geelong Girls make a move →Communities of women to see what type of activities are needed.

- Girl Role Models → Primary & Secondary schools → encourage Leadership Training

- Dad's & Girls – encourage equality → Increase Dad's participation with Daughters in sport

- Pull apart footy - Explore/investigate how the introduction of AFL female teams has generated a massive growth in the number of female teams throughout the state. Key ingredient – social aspect → possible Deakin research project???

- Burn to Learn

- Tell Us Campaign

- HWB Subcommittee / Governance

- Respectful Relationships – schools / Achievement program

- Girls Can – tap in to current VicHealth promo

Generated pitch: Women Rise Up…
we're taking over footy – what's next?