

JOINT MEDIA RELEASE



27 February 2020

G21 region gets behind ‘This Girl Can Week’

A group of councils, health bodies and others across the G21 region are getting behind a state-wide initiative to encourage women to become more physically active.

The local organisations have united as part of the G21 Healthier Eating & Active Living (HEAL) initiative to support VicHealth’s **‘This Girl Can Week’** between **23-29 March**.

‘This Girl Can Week’ is about encouraging more women to give physical activity a shot, or return to activity after a break.

Women of all ages and fitness levels will be encouraged through offers and opportunities during the week to inspire them to get active and stay active.

That may include trying something new, returning to a long-lost activity or visiting their local activity providers or fitness facilities for a friendly catch-up.

For the G21 region the week will culminate in a collective **event at GMHBA Stadium on Saturday 28 March** to celebrate the success of the week and motivate women to continue with their physical activity.

Civic leaders, elite athletes, sporting clubs and health or fitness bodies are supporting the week.

HEAL spokesperson G21 CEO Elaine Carbines said statistics show women in Victoria participate less than men in physical activity and sport.

“Sadly, 41 percent of Victorian women feel too embarrassed to exercise in public, compared to 26 percent of men,” Ms Carbines said.

“Just two out of every five Victorians are sufficiently active. And one in every two Australian women doesn’t exercise enough, with one-in-five doing no exercise in a typical week.”

Ms Carbines said women across the G21 region will be reminded during ‘This Girl Can Week’ of the value of physical activity for women of all ages.

“Have you been waiting for a sign to get back into being active? This is it!”.

“Grab a friend and try a new activity this week, with a number of free sessions or activities on offer across our region.

“And when you do give something a go, we’d love it if you let others know all about it by sharing your experiences, photos and sweaty selfies using the #ThisGirlCanVIC hashtag on social media – to help inspire other women too.”

Details of ‘**This Girl Can Week**’ activities in Geelong and the wider G21 region can be viewed at:

Website -

thisgirlcan.com.au/events/

Facebook - by searching Facebook for “Barwon Region This Girl Can Celebration”

or go direct to www.facebook.com/events/1345683768950409/

Media information:

A hi-res image (see below) is available for publication. Download a copy here:

https://www.dropbox.com/s/1arfk7kt7cylxie/IMG_2033.JPG?dl=0

Caption: A group of ‘This Girl Can Week’ supporters gathered recently at Queenscliff Harbour to show their support for the week.

(L to R): Women’s Health & Wellbeing Barwon South West CEO Emma Mahony, G21 CEO Elaine Carbines, Point Lonsdale Morning Mermaids’ Wendy Lyons, G21 Health & Wellbeing Support Worker Liz Dando, Golden Plains Shire Council Mayor Owen Sharkey, ‘Mermaid’ Brenda Riley, Geelong AFLW player Rebecca (Bec) Goring, City of Greater Geelong Mayor Stephanie Asher, Borough of Queenscliffe Mayor Ross Ebbels, Surf Coast Shire Council Mayor Rose Hodge, Colac Otway Shire Council Mayor Jason Schram, ‘Mermaids’ Winkie Mactier, Bellarine Community Health (BCH) Executive Director Child, Youth & Family Liz Womersley, BCH CEO Shane Dawson and Leisure Networks Program Coordinator Gretta Connell.



About HEAL

Healthier Eating and Active Living (HEAL) has been identified as a priority in the G21 region and is the principal focus of the G21 Health and Wellbeing Pillar. HEAL aims to encourage and support the community to make healthy lifestyle changes at a personal level with seven goals:

- To decrease consumption of sugar sweetened beverages
- To increase water consumption
- To increase vegetable consumption
- To increase healthy food and drink in children's settings
- To increase active travel
- To increase incidental activity
- To increase physical activity for girls and women aged 12-24 years.

HEAL partners are Barwon Health, Barwon Water, Bellarine Community Health, Borough of Queenscliffe Council, Colac Area Health, City of Greater Geelong Council, Colac Otway Shire Council, Golden Plains Shire Council, Hesse Rural Health, Leisure Networks, Surf Coast Shire Council, Women's Health & Wellbeing Barwon South West, Kardinia Park Stadium Trust, Department of Health & Human Services and the G21 Health & Wellbeing Pillar.

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