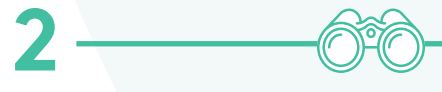


8 Principles for Success



No judgement

Take pressure off performance and give freedom simply to play.



Invoke excitement

Bring a sense of adventure and discovery.



Clear emotional reward

Reframe achievement as 'moments of pride', not winning.



Open eyes to what's there

Redefine sport as more than traditional, competitive sport.



Build into existing habits

Tap into existing behaviours in other spheres.



Give girls a voice & choice

Allow girls choice and control to feel empowered.



Champion what's in it for them

Make it much more than just about health.



Expand image of what 'sporty' looks like

Create truly relatable role models who inspire.