

8 PRINCIPLES FOR SUCCESS

1



NO JUDGEMENT

Take pressure off performance and give freedom simply to play.

5



BUILD INTO EXISTING HABITS

Tap into existing behaviours in other spheres.

2



INVOKE EXCITEMENT

Bring a sense of adventure and discovery.

6



GIVE GIRLS A VOICE & CHOICE

Allow girls choice and control to feel empowered.

3



CLEAR EMOTIONAL REWARD

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

7



CHAMPION WHAT'S IN IT FOR THEM

Make it much more than just about health.

4



OPEN EYES TO WHAT'S THERE

Redefine sport as more than school sport.

8



EXPAND IMAGE OF WHAT 'SPORTY' LOOKS LIKE

Create truly relatable role models which inspire.