

DEPARTMENT OF HEALTH

***GIRLS MAKE YOUR MOVE* CAMPAIGN
EVALUATION RESEARCH**

COMPREHENSIVE EVALUATION REPORT – FINAL

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I. Executive Summary

Introduction

The *Girls Make Your Move* campaign (the Campaign) was developed to promote and encourage young women aged 12-21 to be more active and reinforce the many benefits of an active life – with the ultimate objective of increasing their participation in physical activity and/or sport. In Phase 3, the latest burst of activity, the target audience was expanded to include young women aged up to 24 to reach a greater number of young women and to continue to reinforce positive messaging among the original primary target cohort of 15-18 year-olds. Expanding the age range was done to provide a better understanding of campaign effectiveness over time, with the young women that were targeted at the outset included in the evaluation survey sampling frame.

Phase 3 of the campaign comprised a range of mass media advertising during March-June 2018, with a focus on digital and social media channels, and support from television, cinema, out of home and events. Compared to Phase 1 and Phase 2, Phase 3 had a smaller media buy budget to reflect the maturity of the campaign. Additionally, the television media buy started a month after the other media channels had commenced, due to the timing of the Easter and school holidays. The advertising activity was supported by a campaign website and social media accounts on Instagram and Facebook and non-advertising activity.

The Department of Health commissioned ORIMA Research to undertake tracking and evaluation research of Phase 3 of the *Girls Make Your Move* campaign to assess the effectiveness of the campaign in communicating with its target audiences.

In order to enable comprehensive and robust evaluation of the *Girls Make Your Move* campaign, ORIMA Research developed a holistic and multi-faceted research methodology, comprised of:

- ◆ evaluation online survey (via the Online Research Unit (ORU) Panel);
- ◆ the development of an objective and robust Key Performance Indicator (KPI) framework; and
- ◆ analysis and integration of other campaign-related data (i.e. website statistics, digital, social media metrics and Uberlink data).

This report presents the results of Phase 3 of the campaign and evaluates its effectiveness against the objectives and provides a comparison to past bursts of advertising.

Campaign Diagnostics

Phase 3 of the Campaign achieved good effective reach (recognition) among the target audience – over one in two (56% post-Phase 3) young women aged 12-21 reported having

seen or heard it upon prompting. While the proportion of young women exposed to the campaign declined significantly compared with Phase 2 (81%), in the context of reduced media buy and limited television weight, effective reach was solid. Cost per unit of overall effective reach was similar to that in Phase 1, but higher than Phase 2 (\$93K/1% in Phase 3, \$80K/1% in Phase 2, \$90K/1% in Phase 1).

While a smaller proportion of young women aged 12-21 reported seeing or hearing advertising about physical activity targeted at young women, spontaneous recall of the campaign remained solid – it was mentioned by 31% of young women exposed to advertising about physical activity targeted at young women (similar to 27% post-Phase 2 and 25% post-Phase 1). This finding was particularly positive considering the prevalence of similar advertising from other entities such as Nike, Weight Watchers, Kotex and various gyms.

Unprompted key message take-out was good, with the most commonly derived message being that young women were encouraged to be involved in physical activity (51%), followed by anyone can do sport / that there are no barriers to sports (24%).

Prompted results showed that overall agreement with several statements that hit on the key messages of Phase 3 of the campaign improved owing to increases in strong agreement – another indication of the effectiveness of the Phase 3 creative. In Phase 3, a greater proportion of young women exposed to the campaign agreed that young women of all abilities can be physically active (57% strongly agreed, up from 49% post-Phase 2), and that all young women should be physically active for health and social reasons (54% strongly agreed, up from 40% post-Phase 2).

Of particular note, the Phase 3 campaign was effective in improving perceptions on the poorest performing metric in both Phases 1 and 2 – knowing where to go for more information about doing physical activity / sports because of this ad. Agreement with this statement lifted above 50% for the first time (53%, up from 45% post-Phase 2), driven primarily by younger women (those under 18), with biggest gains recorded among those aged 15-17 (56% agreed post-Phase 3, up from 39% post-Phase 2).

While Phase 3 of campaign advertising may have reached a smaller proportion of the target audience, those who were exposed to the campaign reported higher levels of positive sentiment towards the campaign compared to Phase 2. Compared to Phase 2, in Phase 3 a greater proportion of young women perceived the ads to be important for young women to see / hear (91%, up from 86%), believable (85%, up from 80%), inspiring (83%, up from 79%), informative (72%, up from 64%), reflective of young Australian women (76%, up from 70%), and personally relevant (67%, up from 62%).

Campaign resonance/ affinity was also found to be high, with one in three young women aged 12-21 (33%) indicating they felt 'very' represented in the ads, and a further two in five (43%) 'moderately' so. These results were largely undifferentiated by language spoken at home, or physical (dis)ability.

Key Performance Indicator (KPI) Results

There were mixed movements across KPIs since the post-Phase 2 campaign evaluation research. Results for awareness, intentions and behaviour KPIs remained consistent with those recorded post-Phase 2.

While call-to-action KPI scores fell, this was partly a result of a reduced media investment and changes to the media mix in Phase 3. Moreover, the recorded Phase 3 call-to-action KPI scores reflected a strong behavioural response, with 56% of young women aged 12-21 who had been exposed to the campaign reporting that they had taken at least one positive action as a result. Further, performance on KPI 2 was higher than what would have been achieved if all those exposed to the campaign had taken one action as a result of seeing or hearing the ads, meaning that those who were motivated to take action as a result of the campaign, generally took more than one action.

However, the proportion of those taking action after exposure to the campaign did decline for a second consecutive phase, with the proportion starting to do some / more physical activity as a result of the ads declining to 16% (down from 22% post-Phase 2), indicating that the cut-through of call-to-action messaging may be diminishing over time.

Importantly, young women aged 12-21 who were exposed to the campaign recorded significantly higher awareness, intentions and behaviour KPI scores than those not exposed to the campaign. This indicates that the campaign helped to sustain awareness, positive intentions and positive behaviours – a positive outcome in light of downward trends on awareness, intentions and to a lesser extent behaviour in the wider population.

Since baseline, scores on the awareness KPI among those exposed remained virtually unchanged (up 1 index point to 83), but declined by 6 index points for those not exposed (76, down from 82). Over the same time period, intentions to increase levels of physical activity among those not exposed to the campaign declined by 43% (or 29 percentage points), but only by 16% (or 11 percentage points) among those exposed. Campaign exposure was also associated with greater intentions to seek information about physical activity / sport, with the proportion of those exposed likely to seek information 20 percentage points greater than those not exposed (49% of exposed, 29% of not exposed).

Positively, improvements were recorded on the attitudes KPI compared to post-Phase 2. The increase on the attitudes KPI was driven by a decline in perceived barriers among the target audience. However, attitude KPI scores did not differ significantly between young women exposed to the campaign and those not exposed. This indicates that the increase in the attitudes KPI was attributable to factors other than the campaign, affecting the broader population of young women.

The greatest reductions in perceived barriers were feeling judged (17%, down from 28%), not being fit / good enough (21%, down from 30%), and finding it hard to get motivated (28%, down from 33%). This was primarily driven by younger women in the primary target audience group, those aged 12-17, with no significant shifts on perceived barriers found for

those aged between 18-21 years. Lack of time due to other commitments remained the top barrier, cited by a greater proportion in Phase 3 (39%, up from 34%), highlighting this as an area of focus for future campaigns (and potentially a consequence of conducting the survey later in the school year compared to previous Phases).

Notably, while the impact on overall scores was not pronounced, positive sentiment among 12-14 year-olds declined across a range of metrics since Phase 2, and compared to baseline as well. Lower proportions of young women in this age group recognised the benefits of physical activity, and fewer agreed that it is important for young women their age to be physically active (87%, down from 94%), that physical activity is as much for girls as boys (88%, down from 93%), that it is good to do with friends / family (88%, down from 93%), and is fun (82%, down from 89%). Strong agreement that there is a type of activity to suit everyone also declined steeply (38%, down from 57%).

Conclusions and recommendations

Phase 3 of the *Girls Make Your Move* communications campaign was moderately effective, however it did experience some reductions in overall impact on young women aged 12-21.

Campaign reach and key message take out were good given the level of media investment. The campaign advertisements performed well in terms of target audience perceptions of affinity/ resonance, importance, interest, believability, relevance and inspiration. Phase 3 campaign advertising was also effective in its call-to-action (KPI 2), delivering a strong behavioural response among target audience members exposed to it. However, while still maintaining a strong call-to-action, performance among those exposed has weakened over time, declining at each phase, suggesting that a refresh of call-to-action messaging is worth considering.

While awareness of the benefits of being physically active, the range of activities available and the ease of access to activities and sport (KPI 1) did not increase following Phase 3 of the campaign, campaign exposure helped to sustain awareness levels, countering declines in the broader population. Similarly, the campaign helped to sustain intentions to participate in physical activities and sport (KPI 3) and actual participation (KPI 5).

Like previous phases, Phase 3 of the campaign did not have a material impact on attitudes towards participating in physical activity and sport (KPI 4).

To continue to build on the success of the *Girls Make Your Move* campaign to date, it will be important to continue to focus and refine 'how' and 'why' messaging in future Phases. Refinements to messaging should target reinvigorating the call-to-action response, and highlighting possible ways perceived barriers to being (more) physically active can be overcome. This is particularly relevant for barriers related to finding time in schedules for physical activity / sports, a rising concern among the target audience.

The Phase 3 research also found significant shifts in attitudes, perceptions, and behaviours found among young women aged 12-14 compared to past waves. In light of this, ascertaining whether this cohort is fundamentally different to their peers in past years, and understanding how best to reach them would be required to ensure the effectiveness of future bursts of campaign activity.

Analysis of reach by media channel suggests increasing TV media investment is also advised in order to maximise the breadth of campaign reach and positive impact in future bursts of advertising.

II. Introduction

A. Background

The importance of regular physical activity to overall health and wellbeing has been well documented, with insufficient physical activity linked to a range of preventable health issues and diseases¹. Growing predisposition towards inactive and sedentary behaviours has become a major concern both globally and in Australia – with the most recent National Health Survey (2014-15) showing that nearly half (45%) of Australian adults aged 18-64 did not participate in sufficient physical activity recommended by the current guidelines².

With physical activity shown to decrease with age, and particularly during adolescence, there has been a growing imperative for ‘early intervention’ initiatives and programs among children and young people. Due to their comparatively lower physical activity participation rates³, young females in particular have been identified as a key population of interest – with various research finding that young women face a range of internal and external barriers that prevent them from being as physically active as their male counterparts (including self-consciousness, confidence issues, cultural and social pressures, as well as time and financial constraints^{4, 5, 6, 7}).

In response to the abovementioned concerns relating to the prevalence of physical inactivity / sedentary behaviours among young women, in 2015 the Department of Health (the Department) developed a national communication campaign – *Girls Make Your Move*.

B. *Girls Make Your Move* campaign

The *Girls Make Your Move* communications campaign was developed to promote and encourage young women aged 12-21 to be more active and reinforce the many benefits of an active life – with the ultimate objective of increasing their participation in physical

¹ World Health Organisation (WHO), http://www.who.int/dietphysicalactivity/factsheet_inactivity/en/

² Australian Bureau of Statistics (ABS), National Health Survey: first results, 2014-15, Cat. No. 4364.0.55.001

³ Australian Bureau of Statistics (ABS), National Health Survey: first results, 2011-12, Cat. No. 4364.0.55.001

⁴ Ferrar, K. E., T. S. Olds and J. L. Walters (2012). “All the Stereotypes Confirmed Differences in How Australian Boys and Girls Use Their Time.” *Health Education & Behavior* 39(5): 589-595

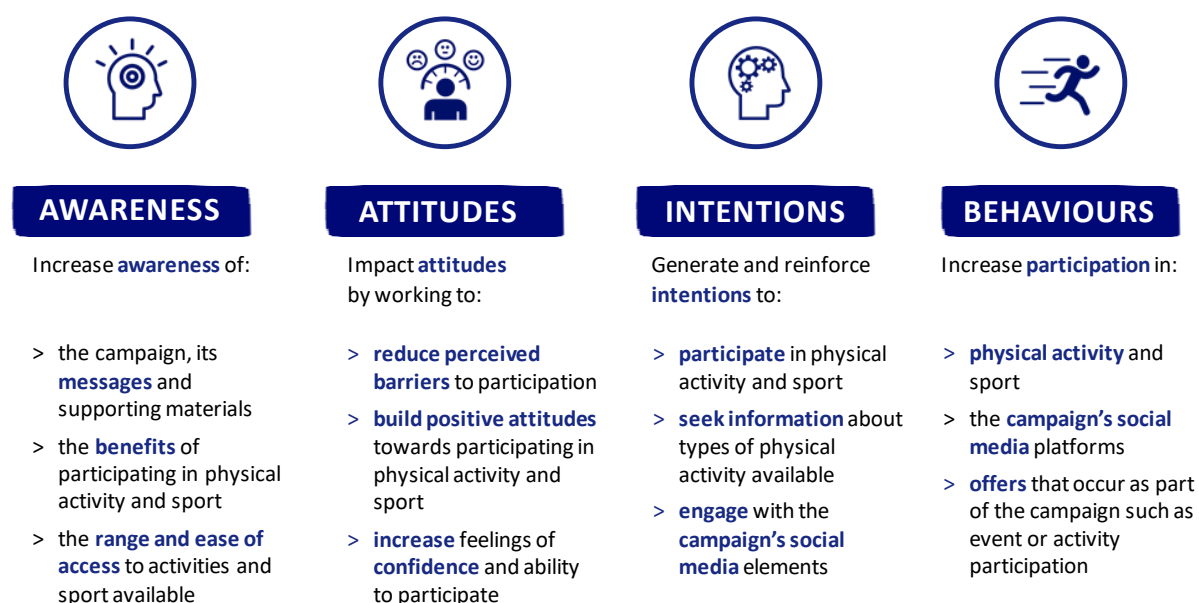
⁵ Slater, A. and M. Tiggemann (2010). ““Uncool to do sport”: A focus group study of adolescent girls’ reasons for withdrawing from physical activity.” *Psychology of sport and exercise* 11(6): 619-626

⁶ Craike, M. J., C. Symons and J. A. M. Zimmermann (2009). “Why do young women drop out of sport and physical activity? A social ecological approach.” *Annals of leisure research* 12(2): 148-172

⁷ Sport England, Go where women are – insight on engaging women and girls in sport and exercise, https://www.sportengland.org/media/10083/insight_go-where-women-are.pdf

activity. Specific objectives relating to awareness, attitudes, intentions and behaviours are outlined in Figure 1 below.

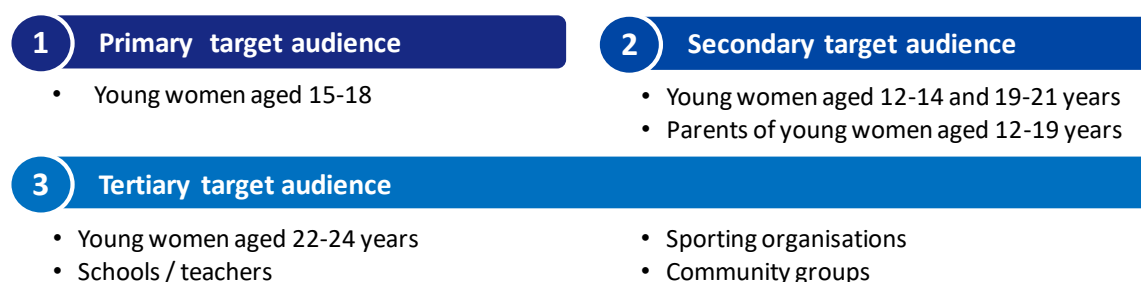
Figure 1: Key campaign objectives



The campaign materials included a call-to-action message, which encouraged the target audiences to be more active, visit the campaign website and seek more information and follow the campaign's social accounts.

The target audiences for the campaign were extended in 2018 to include young women aged 12-24 years, and parents of young women aged 12-19 years. The target audiences are outlined in Figure 2 below.

Figure 2: Target audiences



Evaluation reports of previous waves of advertising have focused on the 12-19 age group. However, in Phase 3, a decision was made to report on the 12-21 combined age group. Due to this change, overall results contained within this report cannot be directly compared with those provided in past evaluation reports. Instead, tracked results for the combined 12-21 year-old group have been provided throughout for comparisons over time.

Young women currently aged 21 were 19 during the first phase of the campaign, and thus part of the secondary target audience at that time. Broadening the reporting of overall results to include these young women provides a better understanding of campaign effectiveness over time, by surveying all those that were targeted at the outset of the campaign.

Campaign concepts, messages and the communication approach were developed based on formative research conducted by Kantar Public in December 2015. In the course of this research, four attitudinal segments were identified within the target audience:

- ◆ Those who are highly able and active (“Passionate or Involved”);
- ◆ Those who have less skill but still participate and enjoy activity (“Wannabes”);
- ◆ Those who were formerly active but participation has dropped off because other interests have developed (“Disengaged”); and
- ◆ Those who do not feel that participating in sport is something that is available to them (“Excluded”).

Campaign timeline

The campaign development was informed by formative research conducted by Kantar Public, which further highlighted the importance of targeted communications focusing on enablers and barriers to physical activity participation among this audience.

Following concept testing research, the first phase of the campaign launched in February 2016 with a six-week multi-media buy encompassing television, online, print and out-of-home advertising. The second phase of the campaign ran in 2017 and added cinema to the channel list. Following each phase, independent evaluation research was conducted to assess the effectiveness of the campaign in meeting its objectives – with the results showing that the campaign had achieved good cut-through and call-to-action, and resonated well among the target audiences.

Phase 3 of the campaign comprised a range of mass media advertising during March–June 2018, with a focus on digital and social media and a smaller investment in television (end of April till end of May 2018) (see Figure 3). As in the previous campaign phases, the advertising activity was supported by a campaign website, Facebook page, Instagram account and other non-advertising activity.

Figure 3: Media Mix and flighting

	March				April					May				June			
CAMPAIGN MATERIALS	4	11	18	25	1	8	15	22	29	6	13	20	27	3	10	17	24
MAINSTREAM																	
Television / Video																	
National (subscription)																	
Metropolitan (free to air)																	
Regional (free to air)																	
Online Video																	
Digital																	
Display																	
Mobile																	
Social																	
Search																	
Cinema																	
Metropolitan																	
Regional																	
Out of Home																	
National																	
INDIGENOUS																	
Television																	
Digital																	
CALD (4 languages)																	
Television																	
Digital																	
Social																	

C. Research objectives

The Department commissioned ORIMA Research to undertake tracking and evaluation research of the third phase of the *Girls Make Your Move* campaign to assess the effectiveness of the campaign in communicating with its target audiences.

Specifically, the overarching objectives of the research were to:

- ◆ evaluate the success of the campaign in reaching the specified target audiences;
- ◆ evaluate the success of the campaign in achieving both key campaign objectives and behavioural objectives;
- ◆ identify potential barriers/drivers to the cut-through or impact of the campaign; and
- ◆ provide feedback and recommendations to inform future campaign strategy.

This report presents summarised findings from this research. Summaries of results for key groups of interest, including young women aged 15-18 years, 22-24 years, and parents of young women aged 12-19 have been provided at the end of this report.

D. Evaluation methodology

In order to enable comprehensive and robust evaluation of the *Girls Make Your Move* campaign, ORIMA Research developed a multi-faceted research methodology, comprised of:

- ◆ an evaluation survey conducted online (via the Online Research Unit (ORU) Panel);
- ◆ the development of an objective and robust Key Performance Indicator (KPI) framework; and
- ◆ analysis and integration of other campaign-related data (i.e. website statistics, digital, social media metrics and Uberlink data).

Questionnaire development

Draft questionnaires were developed based on existing questionnaires from previous evaluations of the *Girls Make Your Move* campaign and new questions were added to complement the KPI framework developed for Phase 3. The questionnaires were refined through consultation with, and approved by, the Department's project team.

Research design and methodology

The target audience for the research comprised young women aged 12-24 (with the main focus on those aged 12-19) along with parents of young women aged 12-19. The research design and methodology are outlined in Table 1 below.

Table 1: Target and achieved sample sizes

Target audience	Sample size	
	Phase 3 evaluation	
	Target	Actual
Young women aged 12-19	n=1,000	n=1,023
<i>Young women aged 12-14</i>	<i>Min n=250</i>	<i>n=381</i>
<i>Young women aged 15-17</i>	<i>Min n=250</i>	<i>n=331</i>
<i>Young women aged 18-21</i>	<i>Min n=200</i>	<i>n=311</i>
Young women aged 20-21	n=200	n=218
Young women aged 22-24	n=200	n=216

Target audience	Sample size	
	Phase 3 evaluation	
	Target	Actual
Parents of young women aged 12-19	n=800	n=808
TOTAL	n=2,200	n=2,265

Fieldwork

Data was collected between the 27th of May and 4th of June 2018.

Weighting

The young women's data was weighted to align the sample distribution in terms of age and location (state and remoteness) with those of the female population aged 12-21 in Australia (based on 2016 Census data). The parents' data was weighted by location (state and remoteness)⁸.

Presentation of results

Percentages presented in the report are based on the total number of valid responses made to the question being reported on. In most cases, results reflect those respondents who had a view and for whom the questions were applicable. 'Don't know / not sure' responses have only been presented where this aids in the interpretation of the results.

Percentage results throughout the report may not sum to 100% due to rounding. Results of multiple response questions results do not sum to 100%.

In some of the charts presented, results below 3% have been omitted, in the interest of making exhibits clearer, and easier to read.

During the analysis process, results were explored by considering a range of variables including age, segment, remoteness (metropolitan vs regional location), campaign exposure and other factors deemed relevant. Findings have only been reported where differences in results were found to be significant and meaningful.

⁸ The age of the daughter was not used for weighting purposes because no quotas were set on this variable, in contrast to previous waves of research.

Statistical precision

For the results based on the overall sample, percentage results for questions answered by all respondents have a degree of sampling error at the 95% level of statistical confidence of +/- 4 percentage points (pp). That is, there is a 95% probability (abstracting from non-sampling error) that the percentage results will be within +/- 4pp of the results that would have been obtained if the entire target audience had responded.

Higher degrees of sampling error apply to questions answered by fewer respondents. Table 2 provides indicative confidence intervals (at the 95% level of statistical confidence) for different response sizes.

Table 2: Indicative confidence level – 95% confidence level

Response size	Statistical precision
1,000	+/-4pp
800	+/-5pp
300	+/-8pp
200	+/-10pp
100	+/-14pp

The sample was sourced and managed by the ORU (Online Research Unit), a specialist panel provider. The ORU Panel's rigorous recruitment approach (offline as well as online) and large size (over 350,000 panel members) means that the panel is broadly representative of the underlying Australian population. However, the panel members were not selected via probability-based sampling methods and hence the use of statistical sampling theory to extrapolate the online panel survey findings to the general population is based on the assumption that a weighted stratified random sample of panel members provides a good approximation of an equivalent sample of the general population.

Development of a KPI framework

A framework comprising of three short-term and two longer-term Key Performance Indicators (KPIs) was developed by ORIMA Research in consultation with the Department. The KPI framework was tailored to reflect the campaign objectives and its key messages, to enable effective evaluation of campaign performance. The framework is outlined in Table 4 below. A detailed explanation of the calculations involved have been included in Appendix A.

Table 3: KPI framework overview

SHORT TERM KEY PERFORMANCE INDICATORS
<p>KPI 1: AWARENESS (0-100 index points) Calculated as an average of KPI 1a, KPI 1b and KPI 1c</p> <p>The 'awareness' index measure has the property that a score of '0' indicates complete lack of awareness of / strong disagreement with the items covered in the relevant questions, while a score of '100' indicates awareness of / strong agreement with all of the items covered (i.e. complete awareness).</p> <p>KPI 1a: Awareness of the benefits Calculated as a sum of index points allocated to questions or statements relating benefits of physical activity and sport, with most points awarded to those aware of all five benefits listed, and who strongly agreed with relevant benefits.</p> <p>KPI 1b: Awareness of the range of activities and sport available Calculated as an average of index points allocated for agreement with statements relating to there being a type of physical activity / sport to suit everyone, and that there are many ways to be physically active, with most points allocated to those who strongly agreed with the relevant statements.</p> <p>KPI 1c: Awareness of the ease of access to activities and sport Calculated as an average of index points allocated for agreement with statements relating to ease of access to activities and sport (e.g. just as much for girls as boys, can be done individually or collectively, easy to find the time, easy to find a suitable activity), with most points awarded to those who strongly agreed with the relevant statements.</p>
SHORT TERM KEY PERFORMANCE INDICATORS
<p>KPI 2: CALL-TO-ACTION (0-100 index points) Calculated as an average of KPI 2a, KPI 2b and KPI 2c</p> <p>The call-to-action index measure has the property that a score of '0' indicates no actions undertaken as a result of campaign exposure, and no interaction with the campaign website / social media. A score of '100' indicates all respondents have undertaken all actions covered, and interacted with campaign website / all social media content.</p> <p>KPI 2a: Actions taken as a result of campaign exposure Calculated as a sum of index points allocated for particular actions taken as a result of seeing the campaign, with most points awarded to those who undertook all actions listed.</p> <p>KPI 2b: Engagement with the campaign website / social media Calculated as a sum of index points allocated for interacting with each element of social media content associated with the campaign (e.g. website, Instagram account, Facebook page, Snapchat filter), with most points awarded to those who interacted with most social media elements.</p>
SHORT TERM KEY PERFORMANCE INDICATORS
<p>KPI 3: INTENTIONS (0-100 index points) Calculated as an average of KPI 3a and KPI 3b</p> <p>The intentions index measure has the property that a score of '0' indicates strong intentions to do less physical activity / being very unlikely to seek information about different types of physical activity. Conversely, a score of '100' indicates strong intentions to do more physical activity / to seek information about different physical activity.</p> <p>KPI 3a: Intentions to participate in physical activity and sport</p>

SHORT TERM KEY PERFORMANCE INDICATORS

Calculated as a sum of index points allocated for intentions to increase levels of physical activity in the next six months, adjusted for current levels of activity (with those currently very physically active not being penalised for simply maintaining their already high levels of activity), with most points awarded to those currently active three or more times per week and intending to maintain or increase this amount in future.

KPI 3b: Intentions to seek information about types of physical activity available

Calculated as index points allocated for likelihood to seek information about types of physical activity available, with most points awarded to those highly likely to seek information.

LONGER TERM KEY PERFORMANCE INDICATORS

KPI 4: ATTITUDES (0-100 index points)

Calculated as an average of KPI 4a, KPI 4b, KPI 4c and KPI 4d

The attitude index measure has the property that a score of **'0'** indicates **strong disagreement** with items covered in the relevant questions, **high perceived barriers** to participating in sport and **low levels of confidence** / ability to do new / more physical activity. Conversely, **'100'** indicates **strong agreement** with items covered in the relevant questions, **no perceived barriers** and **high levels of confidence** / ability to do new / more physical activity.

KPI 4a: Attitudes towards participating in physical activity and sport

Calculated as an average of index points allocated for agreement with relevant statements relating to sport / physical activity being fun, and important for girls, with most points awarded to those strongly agreeing with all relevant statements.

KPI 4b: Barriers to participating

Calculated as index points remaining after points are deducted for each barrier named, with most points retained by those indicating no barriers.

KPI 4c: Confidence to participate (try something new)

Calculated as index points allocated for indicating confidence levels in trying something new when it comes to physical activity / sport, with most points awarded to those very confident.

KPI 4d: Ability to participate

Calculated as index points allocated for indicating how easy it would be to increase levels of physical activity, with most points awarded to those perceiving it to be very easy.

LONGER TERM KEY PERFORMANCE INDICATORS

KPI 5: BEHAVIOURS (0-100 index points)

KPI 5: Participation in physical activity and sport

Calculated as index points allocated for current levels of physical activity, with most points awarded to those active five or more times per week.

Segmentation

At the start of the research, at Baseline, GfK (the initial evaluation research provider) developed a segmentation to understand and size the audience based on current behaviours and attitudes related to physical activity and sport. Four segments were created based on current and intended future participation in physical activity and sports, as per Table 4 below. For continuity, this segmentation approach has been applied throughout this report.

Table 4: Definition of audience attitudinal segments – young women aged 12-21

Current and future levels of activity as measured by frequency of participating in at least 30 minutes of vigorous physical activity		Current levels of activity		
		Less than once per week	1-2 per week	3 or more times per week
Future activity intentions	Intend to do less	<i>Rejectors</i>	<i>Sustainers</i>	<i>Sustainers</i>
	Intend to do the same	<i>Rejectors</i>	<i>Sustainers</i>	<i>Active Enthusiasts</i>
	Intend to do more	<i>Good Intenders</i>	<i>Good Intenders</i>	<i>Active Enthusiasts</i>
	Not sure	<i>Rejectors</i>	<i>Sustainers</i>	<i>Active Enthusiasts</i>

A similar segmentation was also developed by GfK for parents of young women aged 12-19, based on how active parents stated themselves to be, and the extent to which they agreed that they encouraged their daughters to do as much physical activity as she can. The four segments created are outlined in Table 5 below, and relevant results have been provided using this approach in the interests of continuity.

Table 5: Definition of audience attitudinal segments – parents of young women aged 12-19

Level of agreement that respondents encourage their daughter to do as much physical activity as she can	Stated level of personal physical activity (of the respondent)		
	Not very physically active or not active at all	Moderately physically active	Physically active or very physically active
Strongly or somewhat disagree	<i>Detractors</i>	<i>Reticent actives</i>	<i>Reticent actives</i>
Neutral	<i>Detractors</i>	<i>Reticent actives</i>	<i>Reticent actives</i>
Strongly or somewhat agree	<i>Backseat advocates</i>	<i>Backseat advocates</i>	<i>Active advocates</i>

Analysis and integration of other campaign-related data

Other campaign-related data, made available by the Department, included:

- ◆ Website analytics (via Google Analytics);
- ◆ Phase 3 Media Plan; and

- ◆ Social media metrics summary report.

In addition to these data, ORIMA Research obtained relational data between websites via Uberlink Corporation.

E. Quality assurance

This project was conducted in accordance with the international quality standard ISO 20252 and the Australian Privacy Principles contained in the *Privacy Act 1988*.

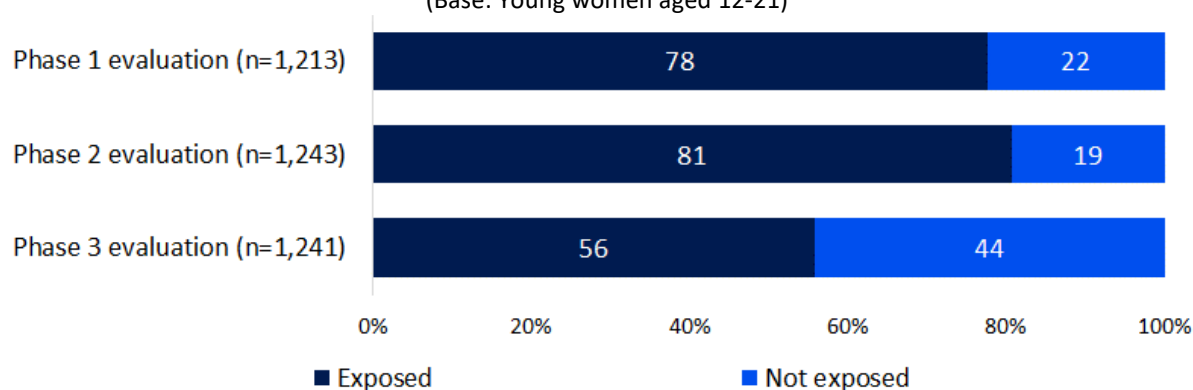
III. Campaign diagnostics

A. Campaign reach

Phase 3 of campaign advertising achieved good reach among the target audience – over one in two (56% post-Phase 3) young women aged 12-21 reported having seen or heard it (see Figure 4). While the proportion of those exposed to the campaign declined significantly compared with Phase 2 (81%), in the context of a smaller media buy campaign reach was solid.

Figure 4: Exposure to the *Girls Make Your Move* campaign

(Base: Young women aged 12-21)



Following Phase 3 of campaign advertising, differences in campaign exposure were found by:

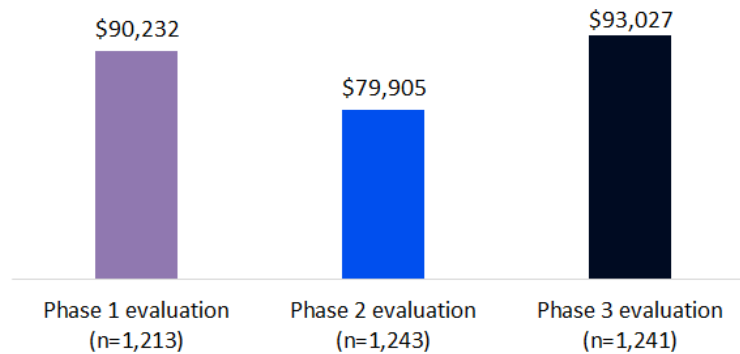
- ◆ respondent age, with young women in the older age groups reporting higher campaign exposure (66% of young women from both the 18-19 and 20-21 age groups, compared to 50% of those aged 15-17 and 48% of those aged 12-14); and
- ◆ attitudinal segment, with young women in the Rejectors segment reporting lower campaign exposure (26%, compared with 61% of Good Intenders, 59% of Active Enthusiasts and 52% of Sustainers)

Campaign exposure was broadly consistent across states and territories and remoteness regions (i.e. metropolitan vs non-metropolitan areas).

Cost per unit of overall effective reach was similar to that in Phase 1, but higher than Phase 2 (see Figure 5).

Figure 5: Cost per 1% campaign effective reach over time

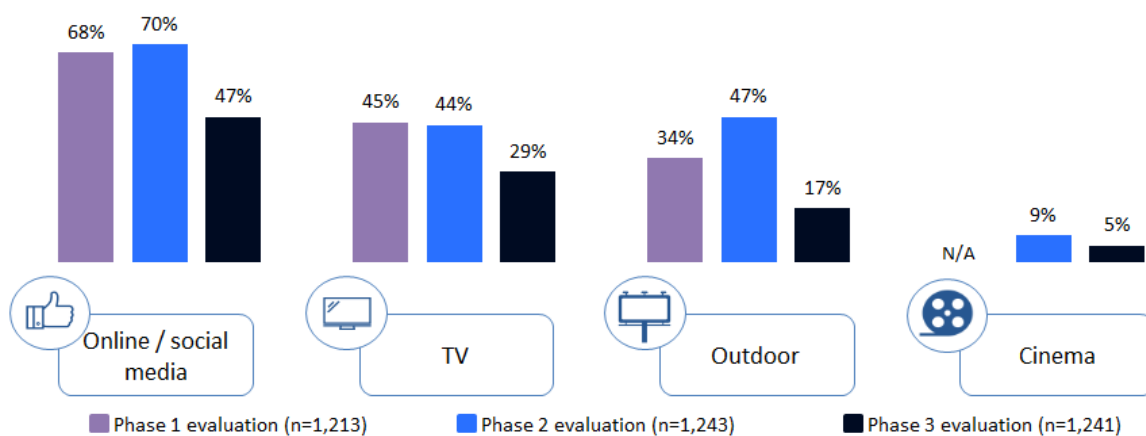
(Base: Young women aged 12-21)



Consistent with the previous phases of the campaign, among specific advertising channels, online and social media advertising achieved the highest campaign reach (47% post-Phase 3), reflecting the campaign's strong focus and financial investment in communicating online and through social media (see Figure 6).

Figure 6: Campaign exposure by channel

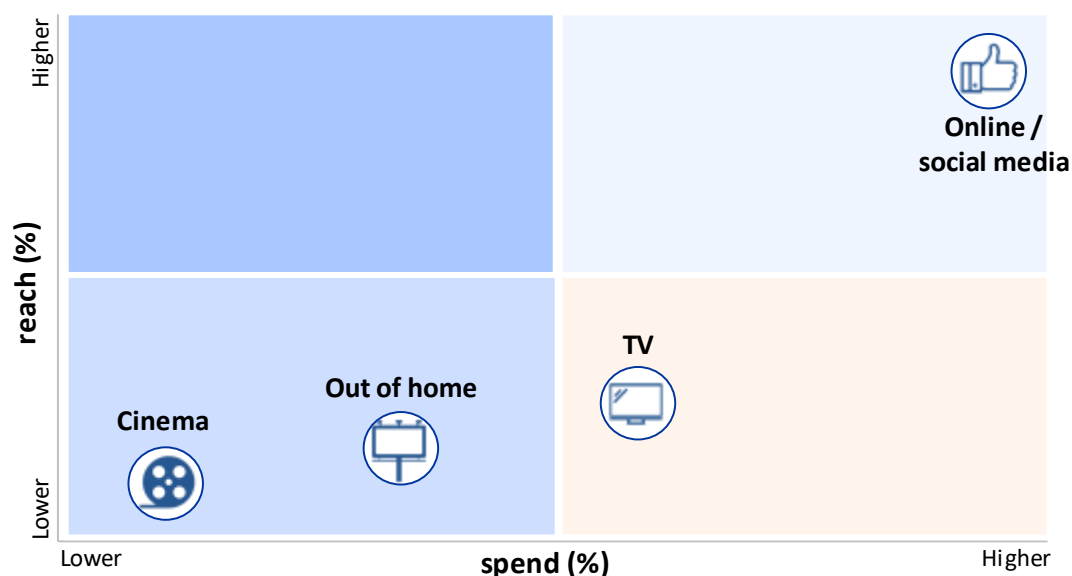
(Base: Young women aged 12-21)



As shown in Figure 7 below, the reach achieved via each channel was generally proportional to the level of investment (i.e. proportion of the overall media spend allocated to each channel). However, it should be noted that with media consumption across multiple devices now common, it is likely that some respondents found it difficult to recall the specific device where they saw campaign content. As such, these figures should be treated with caution.

Figure 7: Campaign reach versus overall proportion spend media by channel

(Base: Young women aged 12-21, Source: Department of Health)



B. Total Unduplicated Reach (TUR) analysis

During Phase 3 of campaign advertising, the majority of the target audience was reached via multiple channels (38% of duplicated reach, compared to 18% of unduplicated reach) (see Figure 8). Compared with previous phases of campaign activity, while unduplicated reach remained consistent (18% post-Phase 3, compared with 16% post-Phase 2 and 18% post-Phase 1), duplicated reach declined significantly (38% post-Phase 3, compared with 64% post-Phase 2 and 59% post-Phase 1). This decline is likely associated with lower media spend and the reduction in the television buy.

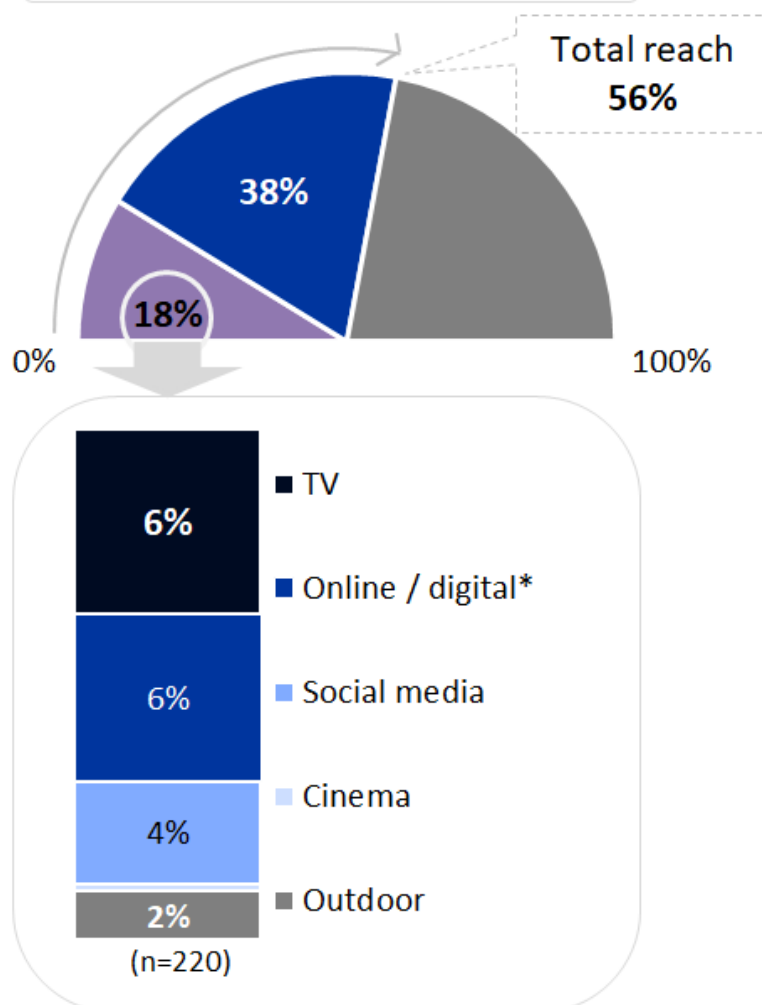
As shown in Figure 8, unduplicated reach (or breadth of reach) was predominantly attributed to advertising via television and online / digital channels. In terms of duplicated reach (or depth of reach), further analysis found that 22% of young women aged 12-21 had been exposed to campaign advertising via three or more channels – the majority were reached via a combination of online / digital and social media channels.

Figure 8: Unduplicated reach analysis

(Base: Young women aged 12-21)

Phase 3 evaluation (n=1,241)

■ Unduplicated reach ■ Duplicated reach
■ Unexposed



*Online / digital advertising include online videos, banner ads and mobile ads.

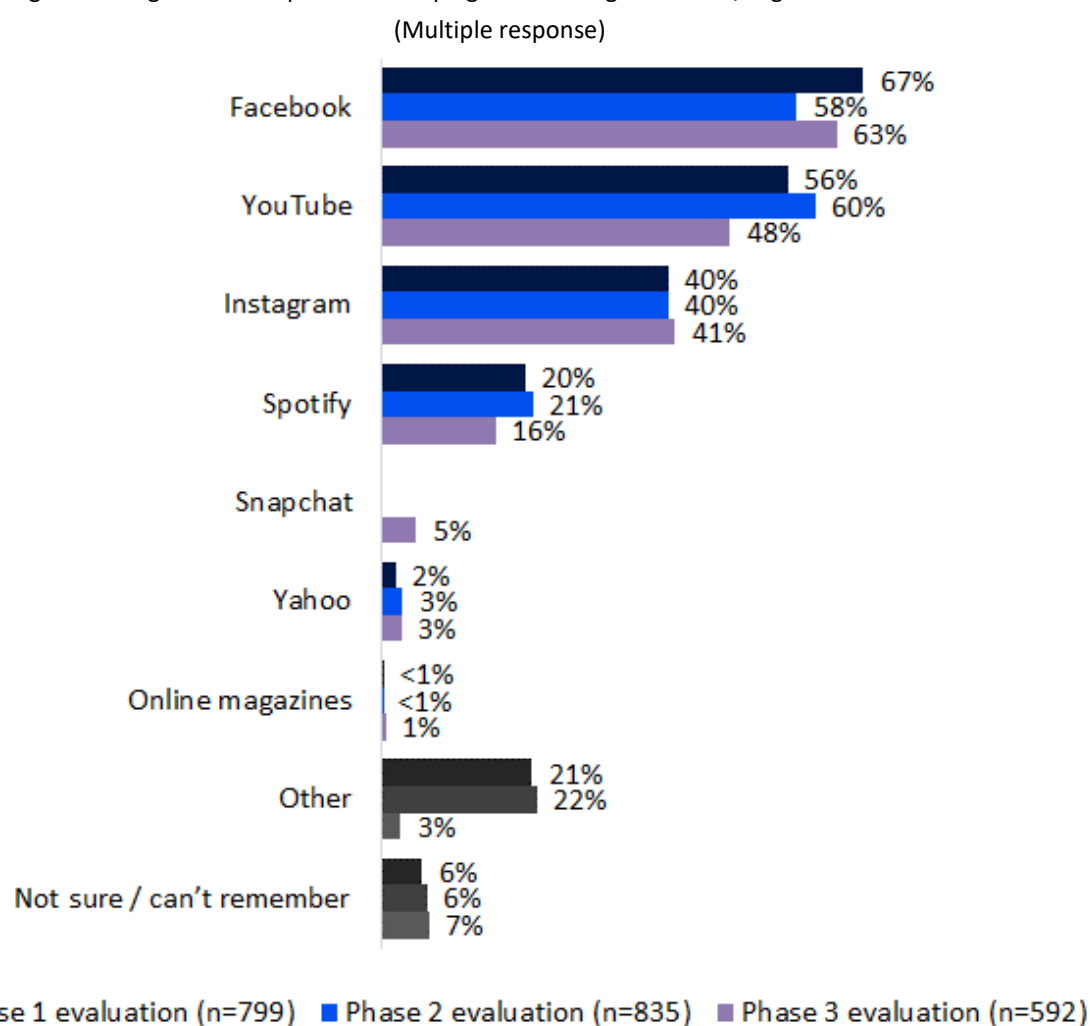
C. Online and social media channel diagnostics

The top online / social media sources remained unchanged since Phase 1 of campaign advertising, namely:

- ◆ Facebook (63% post-Phase 3, up from 58% post-Phase 2);
- ◆ YouTube (48%, down from 60%⁹); and
- ◆ Instagram (41%, similar to 40%).

Figure 9: Sources of exposure to campaign materials (online and social media)

(Base: Young women aged 12-21 exposed to campaign advertising via online / digital or social media channels)



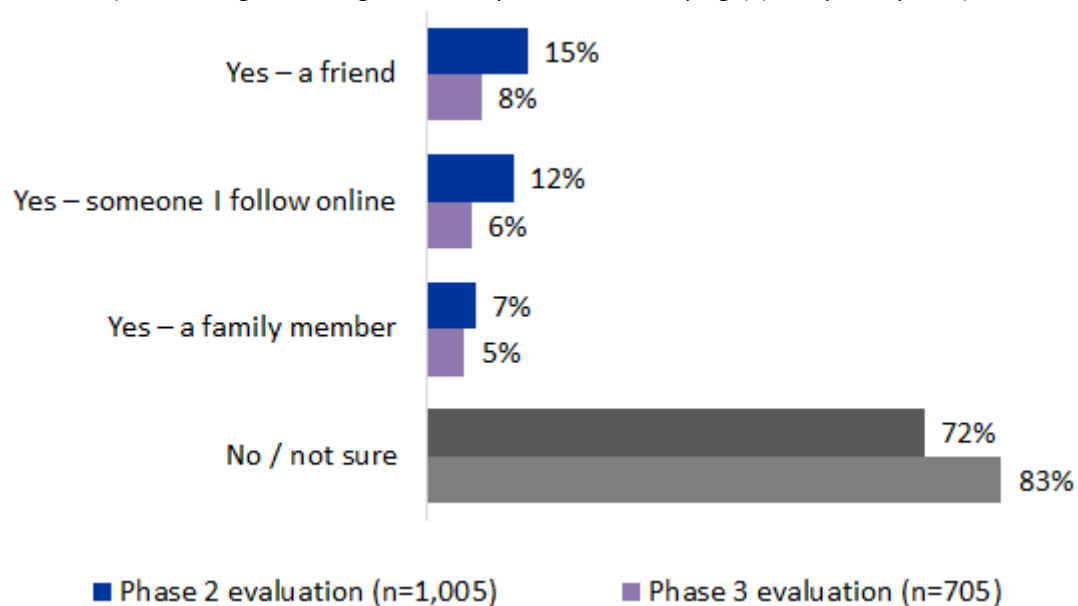
⁹ In 2017 the Australian Government prohibited use of YouTube advertising to ensure brand safety following widespread concerns over advertising being placed amid posts that feature inappropriate content. However, the *Girls Make Your Move* YouTube channel is still used to host videos. Without active promotion on YouTube, it is intuitive that instances of campaign recall through this channel declined in Phase 3.

Q34. You mentioned that you saw the ads online or on social media, where have you seen them? Please select all that apply.

Among those exposed to Phase 3 of campaign advertising, just under one in five (17%) young women reported seeing any related content shared via social media – lower than the 28% recorded post-Phase 2. As shown in Figure 10, exposure to content shared by friends and people they follow on social media declined, likely impacted by the content being concentrated toward the end of the campaign. Two in five respondents that reported seeing campaign content shared by Social Media Influencers could not recall whom it was from (see Figure 11).

Figure 10: Sources of shared online / social media campaign material

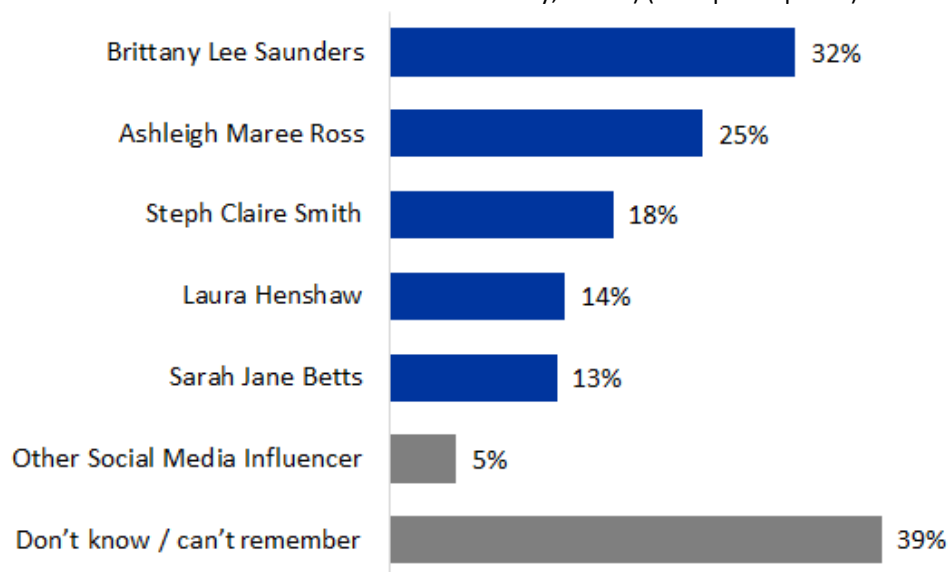
(Base: Young women aged 12-21 exposed to the campaign) (Multiple response)



Q35. Thinking about these ads, did anyone (a friend, family member, or someone you follow online) send or share them with you? Did you see someone mention the campaign online? Please select all that apply.

Figure 11: Campaign content / materials shared by social media influencers

(Base: Young women aged 12-21 exposed to campaign material by social media influencer in Phase 3 evaluation survey, n=49*) (Multiple response)



Q36. Did you see any campaign content / materials being shared or mentioned by any of the following?

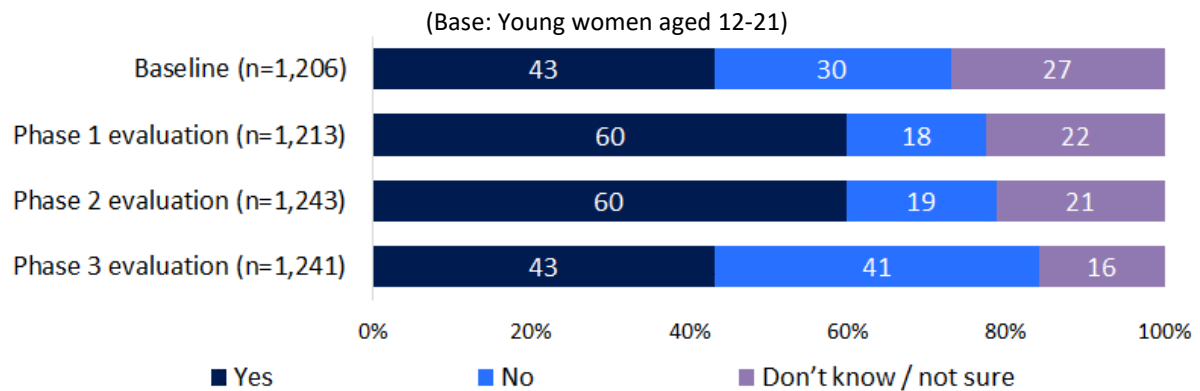
* Please treat the results with caution due to the small sample size. Further, due to the timing of the influencer content within the media strategy (concentrated towards the end of the campaign), coinciding with the primary data collection (also towards the campaign), results may reflect perceptions at the time of the survey, and may not be indicative of impressions throughout the Phase 3 campaign.

Further diagnostics for the online / social media channel can be found in the KPI 2: call-to-action section of the report.

D. Unprompted recall of campaign

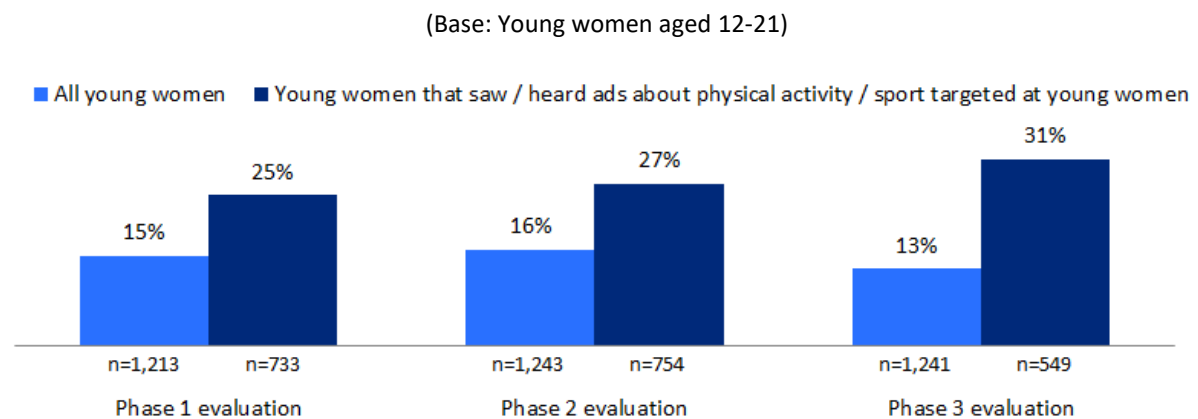
While a smaller proportion of young women aged 12-21 reported seeing or hearing advertising about physical activity targeted at young women, spontaneous recall of the campaign remained stable – it was mentioned by 31% of those exposed to advertising about physical activity targeted at young women (higher, but not statistically significantly compared to 27% post-Phase 2 and 25% post-Phase 1). This finding was particularly positive considering the prevalence of similar advertising from other entities, making it more difficult for the campaign to cut through the noise (see Figure 14).

Figure 12: Seen or heard any advertising about being physically active / physical activity or sport targeted at young women



Q23. Over the past few months, have you seen or heard any advertising about being physically active, physical activity or sport especially for **girls or young women**?

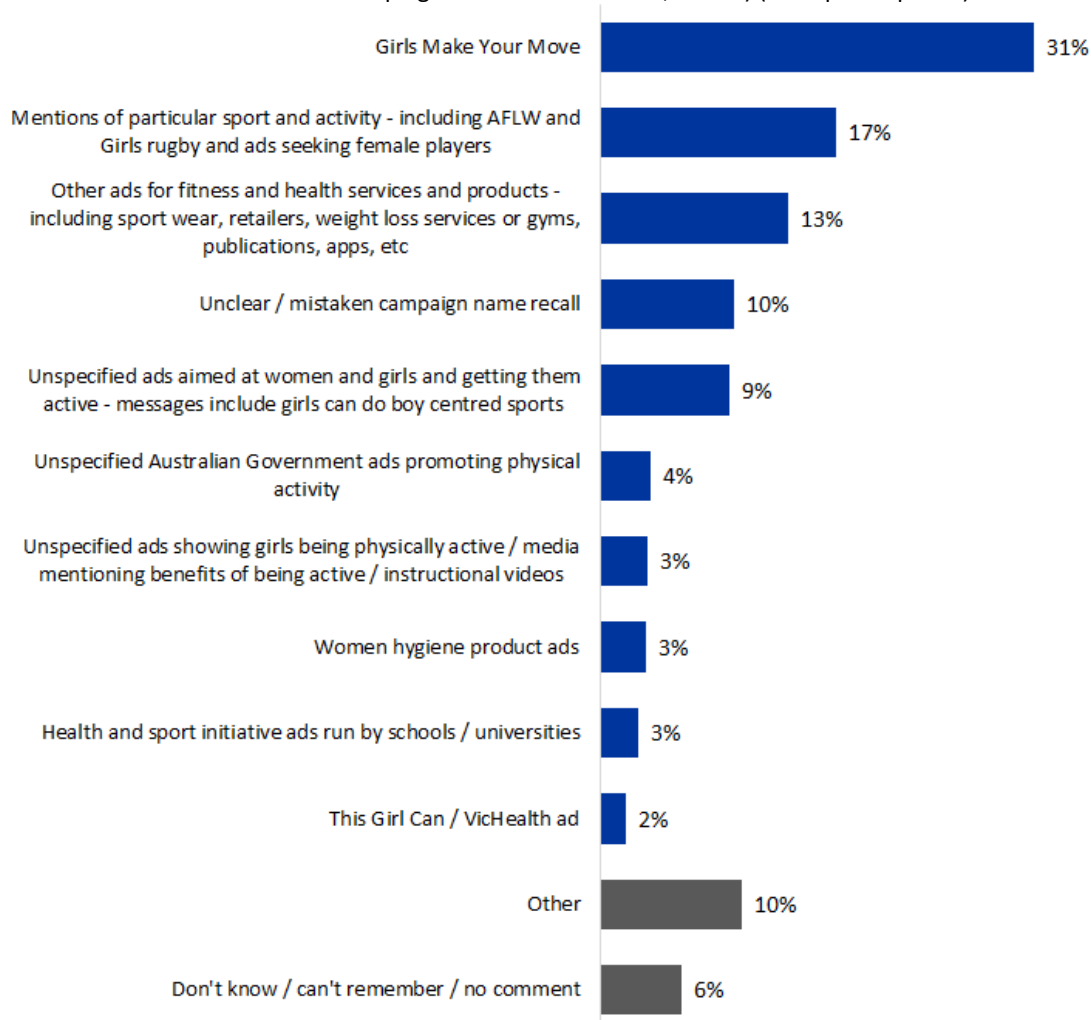
Figure 13: Unprompted recall of the *Girls Make Your Move* campaign



Q24. What advertisements have you seen or heard?

Figure 14: Unprompted awareness of advertisements about physical activity aimed at young women

(Base: Young women aged 12-21 that have seen or heard advertising about physical activity targeted at young women in Phase 3 campaign evaluation research, n=549) (Multiple response)



Q24. What advertisements have you seen or heard?

Not surprisingly, young women in the older age groups were more likely to mention the campaign without prompting (43% of those aged 18-19 and 36% of those aged 20-21, compared to 23% of those aged 15-17 and 20% of those aged 12-14).

No notable difference in spontaneous recall was found between segments, across states / territories or remoteness regions (i.e. metropolitan vs non-metropolitan areas).

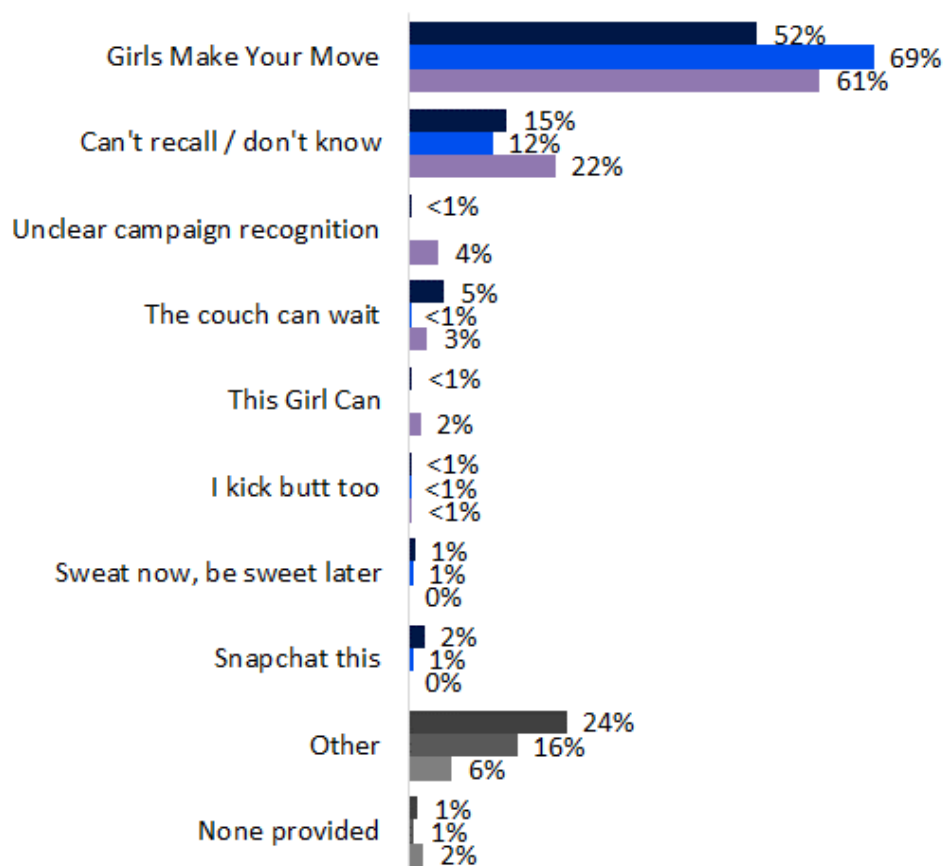
E. Campaign name recall and key message take-out

Campaign name recall

After campaign material was shown to the respondents, three in five (61%) were able to recall the campaign name correctly, significantly higher than that recorded during the Phase 1 campaign evaluation but lower than the Phase 2 results (see Figure 15).

Figure 15: Recall of campaign name

(Base: Young women aged 12-21 exposed to the campaign advertising)



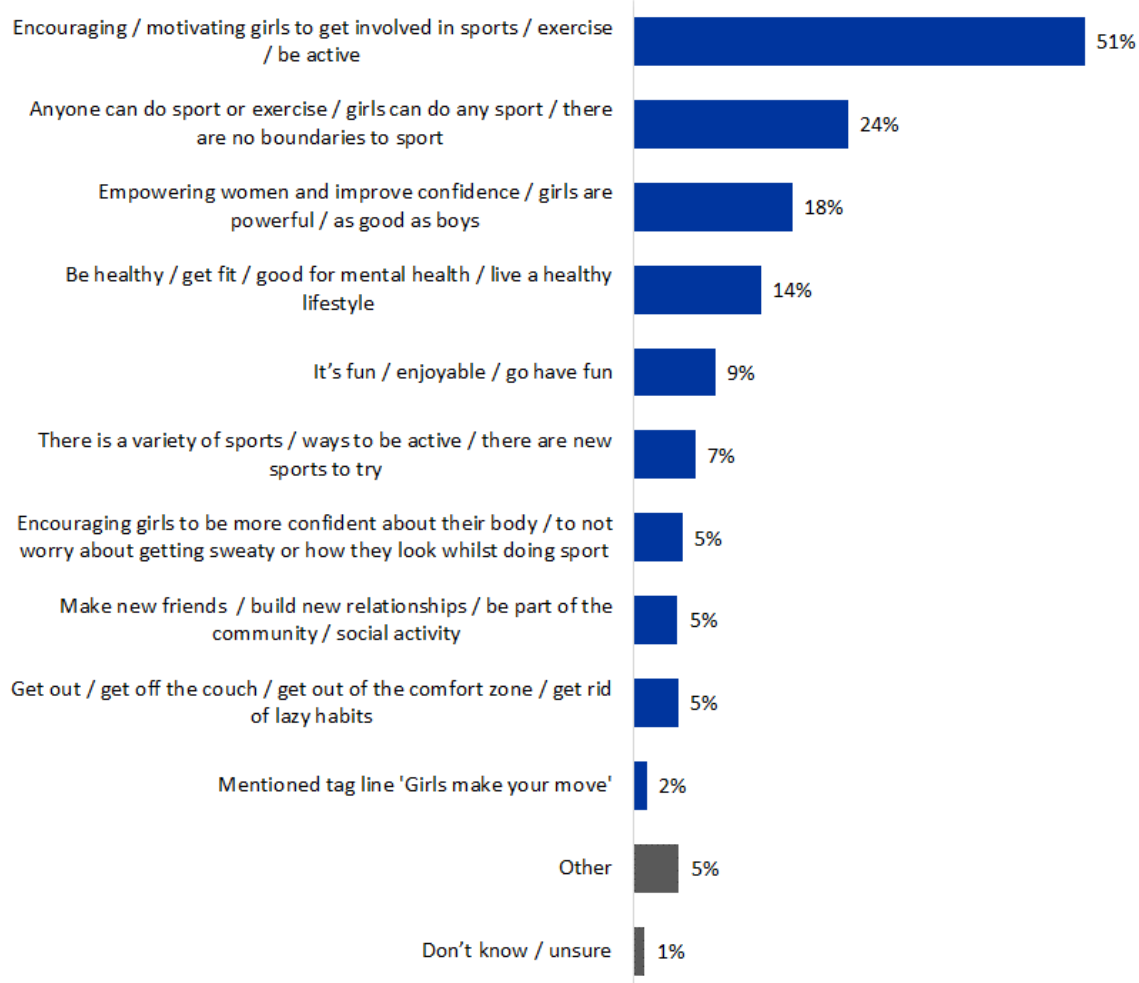
■ Phase 1 evaluation (n=947) ■ Phase 2 evaluation (n=1,005) ■ Phase 3 evaluation (n=705)

Q39. Can you remember the 'name' of the campaign? Please type in the name or tagline.

Unprompted key message take-out was good, where the most commonly derived message was that young women were encouraged to be involved in physical activity (51%), followed by anyone can do sport / that there are no barriers to sports (24%).

Figure 16: Unprompted key messages derived from campaign advertisements

(Base: Young women aged 12-21 exposed to campaign in Phase 3 evaluation research, n=701)



Q38. What do you think are the main messages of these ads? What information and ideas do you feel the ads were trying to communicate? Please be as specific as possible.

F. Perceptions of the advertisements

Overall, young women aged 12-21 were positive about the campaign advertisements post-Phase 3 – generally more so than in previous waves of research (see Figure 17 and Figure 18).

While Phase 3 of campaign advertising may have reached a smaller proportion of the target audience, those who were exposed to the campaign reported higher levels of positive sentiment towards the campaign compared to Phase 2 (see Figure 17). Notably, in many cases, overall agreement with several statements that hit on the key messages of the 2018 campaign improved owing to increases in strong agreement – another indication of the effectiveness of the Phase 3 creative.

Specifically, compared to past waves, in Phase 3 more young women agreed that:

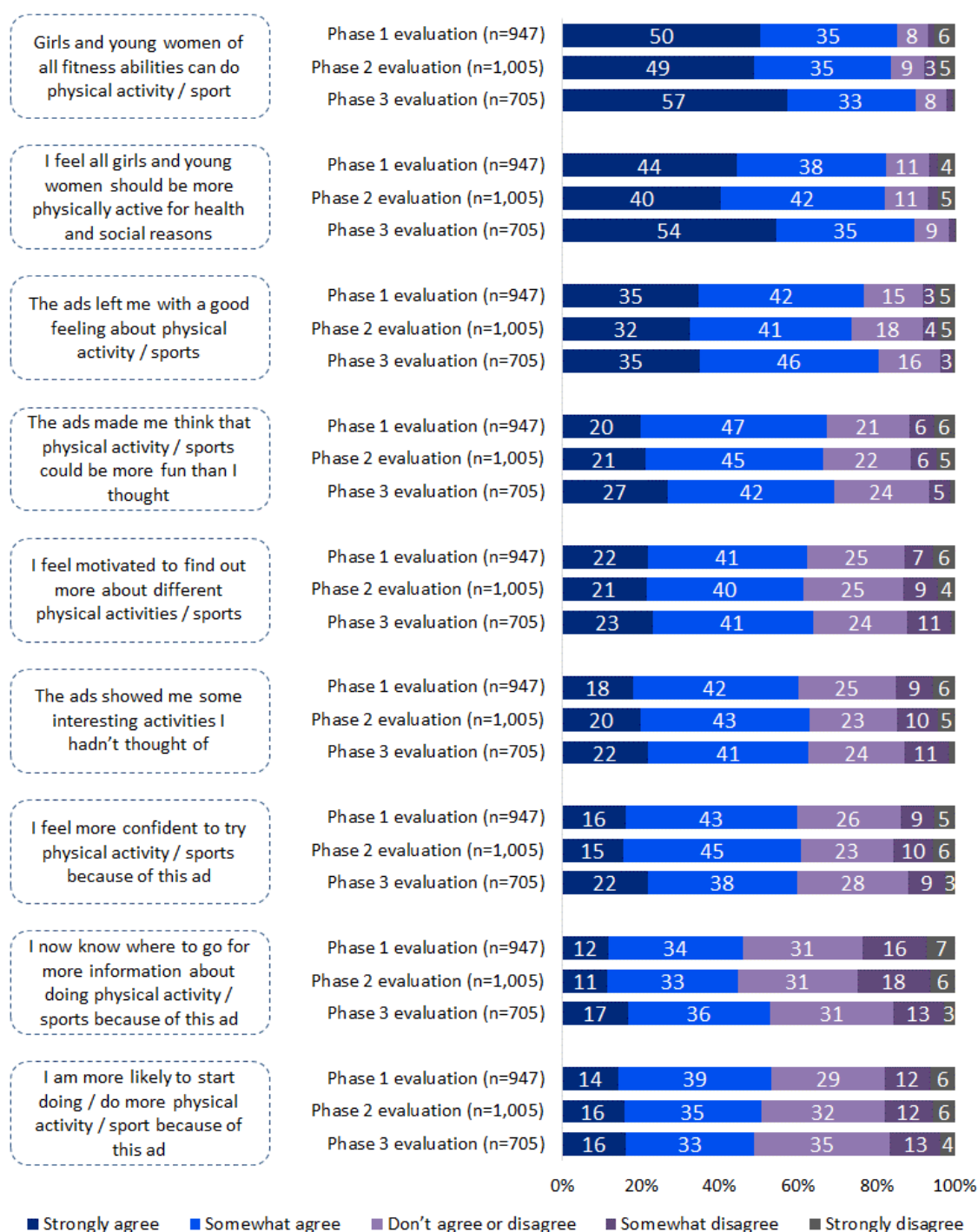
- ◆ The ads left [them] feeling good about physical activity / sports (80%, up from 73% post-Phase 2);
- ◆ [They, the young women] now know where to go for more information about doing physical activity / sports because of this ad (53%, up from 45% post-Phase 2, and 46% post-Phase 1);
- ◆ Young women of all fitness abilities can do physical activity / sport (90%, up from 83% post-Phase 2, and 85% post-Phase 1); and
- ◆ All young women should be more physically active for health and social reasons (90%, up from 82% post-Phase 2 and post-Phase 1).

Further, in Phase 3, while agreement overall remained stable, a greater proportion of young women strongly agreed that:

- ◆ [They, the young women] feel more confident to try physical activity / sports because of this ad (22%, up from 15% post-Phase 2, and 16% post-Phase 1); and
- ◆ The ads made them think that physical activity / sports could be more fun than they thought (27%, up from 21% post-Phase 2, and 20% post-Phase 1).

Looking forward, attitudes related to taking action as a result of seeing these ads (know where to find information, feel confident to try sports, likely to start a sport) remain the poorest performers, showing limited, if any, improvements over time, marking this the area to continue to focus on in future campaigns. In particular, the proportion of young women who agreed that they were more likely to start doing / do more physical activity / sport because of these ads has declined over time, perhaps indicating that refreshing messaging could be beneficial, especially where it relates to information seeking and taking initial steps to being more physically active.

Figure 17: Attitudes and perceptions of campaign advertising¹⁰
(Base: Young women aged 12-21 exposed to campaign advertising)



¹⁰ In some of the charts presented, such as this figure, results below 3% have been omitted, in the interest of making exhibits clearer, and easier to read.

Q40. We are interested in your thoughts about these ads. For each of the following statements, please select how much you agree or disagree with them.

By age, positive impressions of the *Girls Make Your Move* campaign improved due to increases in agreement with various statements, namely that;

- ◆ The ads left [the young women] with feeling good about physical activity / sports, with agreement rising among:
 - Young women aged 12-14 (83% agreed post-Phase 3, up from 75% post-phase 2); and
 - Young women aged 18-19 (84% agreed post-Phase 3, up from 74% post-Phase 2).
- ◆ [They, the young women] now know where to go for more information about doing physical activity / sports because of this ad, with agreement increasing among:
 - Young women aged 12-14 (58% agreed post-Phase 3, up from 45% post-Phase 2); and
 - Young women aged 15-17 (56% agreed post-Phase 3, up from 39% post-Phase 2).
- ◆ [They, the young women] feel all young women should be more physically active for health and social reasons, with agreement rising among:
 - Young women aged 15-17 (91% agreed post-Phase 3, up from 83% post-Phase 2); and
 - Young women aged 20-21 (90% agreed post-Phase 3, up from 79% post-Phase 2).
- ◆ Girls and young women of all fitness abilities can do physical activity / sport, with agreement increasing among:
 - Young women aged 15-17 (91% agreed post-Phase 3, up from 85% post-Phase 2); and
 - Young women aged 20-21 (91% agreed post-Phase 3, up from 81% post-Phase 2).

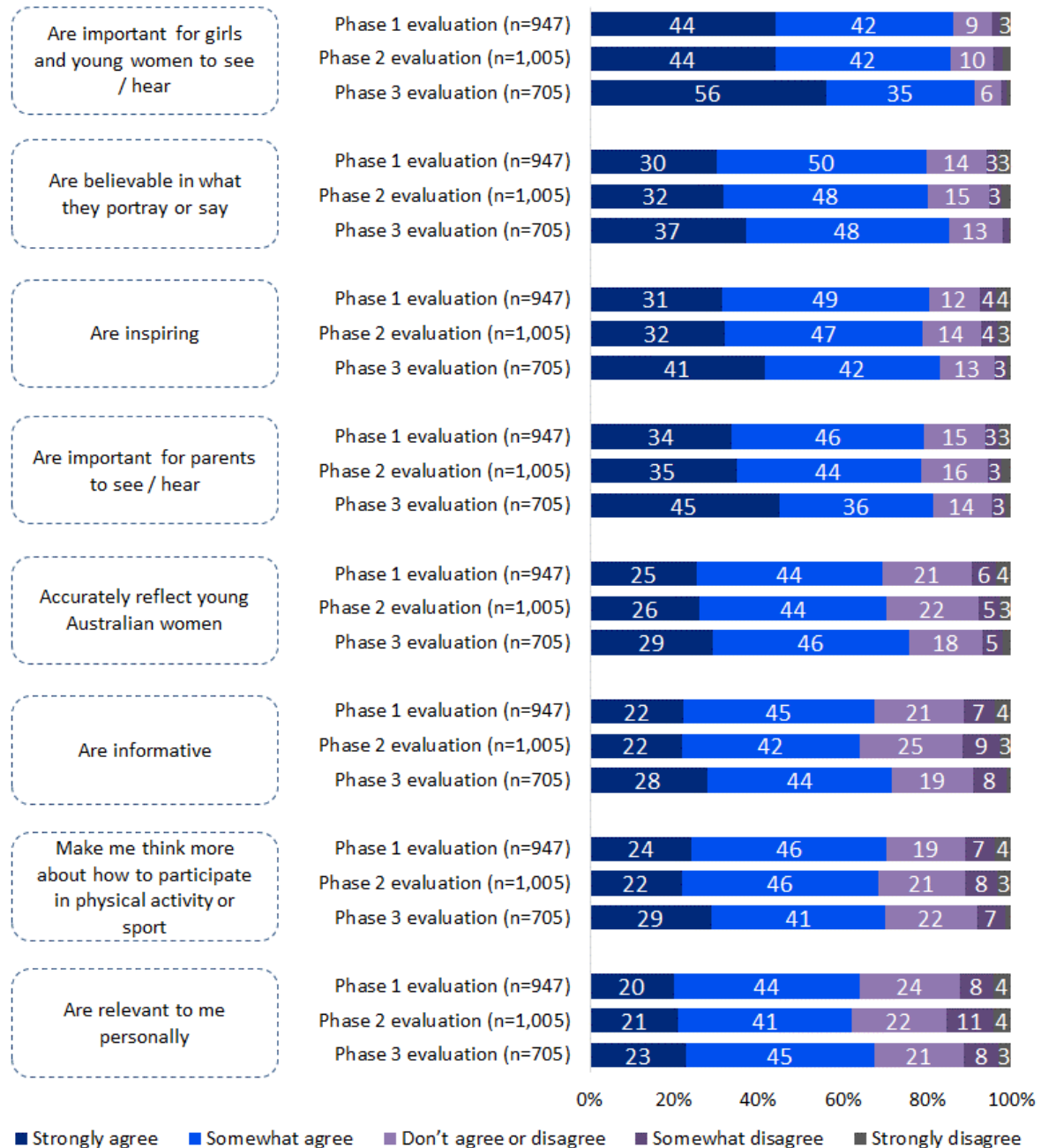
The ads themselves were also more positively received in Phase 3 compared to previous years, with more young women agreeing, or strongly agreeing that the ads:

- ◆ are important for young women to hear (91%, up from 86% post-Phase 2 and post-Phase 1);
- ◆ are believable in what they portray or say (85%, up from 80% post-Phase 2 and post-Phase 1);
- ◆ are inspiring (83%, up from 79% post-Phase 2);
- ◆ accurately reflect young Australian women (76%, up from 70% post-Phase 2 and 69% post-Phase 1);
- ◆ are informative (72% up from 64% post-Phase 2); and

- ◆ are relevant to [the young women] personally (67%, up from 62% post-Phase 2 and 64% post-Phase 1).

Figure 18: Attitudes and perceptions of campaign advertising – continued
(Base: Young women aged 12-21 exposed to campaign advertising)

The ads:



Q41. Here are some more statements. For each, please select how much you agree or disagree with them.

Positive perceptions of the ads in Phase 3 improved for certain age groups, with agreement that the ads are informative increasing among:

- ◆ Young women aged 15-17 (74% agreed post-Phase 3, compared to 62% post-Phase 2, and 67% post-Phase 1); and
- ◆ Young women aged 12-14 (76% agreed post-Phase 3, compared to 64% post-Phase 2)

Agreement that the ads are important for girls and young women to see / hear also lifted in Phase 3 among:

- ◆ Young women aged 15-17 (91% agreed post-Phase 3, compared to 85% post-Phase 2);
- ◆ Young women aged 18-19 (92% agreed post-Phase 3, compared to 86% post-Phase 2); and
- ◆ Young women aged 20-21 (92% agreed post-Phase 3, compared to 83% post-Phase 2, and 81% post-Phase 1).

Additionally, agreement that the ads are important for parents to see / hear also lifted in Phase 3 among young women aged 18-19 (87% agreed post-Phase 3, up from 79% post-Phase 2).

In terms of feelings of representation (i.e. that the ads accurately reflect young Australian women), ads used in Phase 3 of the *Girls Make Your Move* campaign were more positively received among physically impaired young women, a greater proportion of whom agreed that the ads accurately reflected young Australian women (82% of physically impaired agreed, compared to 66% post-Phase 2, and 57% post-Phase 1).

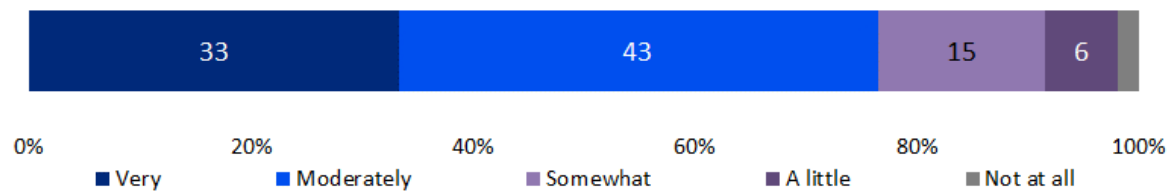
However, the ads did not have a significant impact on shifting perceptions among young women identifying as non-English speakers (languages other than English - LOTE), with results remaining stable (69% of LOTE young women agreed post-Phase 3, consistent with 68% post-Phase 2, and 66% post-Phase 1).

Increases in agreement among native English speaking young women (79% of non-LOTE young women agreed that the ads accurately reflect young Australian women post-Phase 3, up from 72% post-Phase 2, and 71% post-Phase 1) suggests that content and changes in Phase 3 aimed at improving perceptions of representativeness did not resonate as effectively with LOTE young women as with native English speakers.

In the Phase 3 evaluation research, those that had seen or heard the campaign advertising were also specifically asked how much they felt young women like them were represented by the campaign. Campaign resonance was found to be high – one in three (33%) felt they were 'very' represented and two in five (43%) felt 'moderately' so (see Figure 19).

Figure 19: Representativeness of young women in campaign advertising

(Base: Young women aged 12-21 exposed to campaign advertising in Phase 3 evaluation research, n=705)



Q42. And to what extent do you feel that girls / young women like you are represented by the 'Girls Make Your Move' campaign?

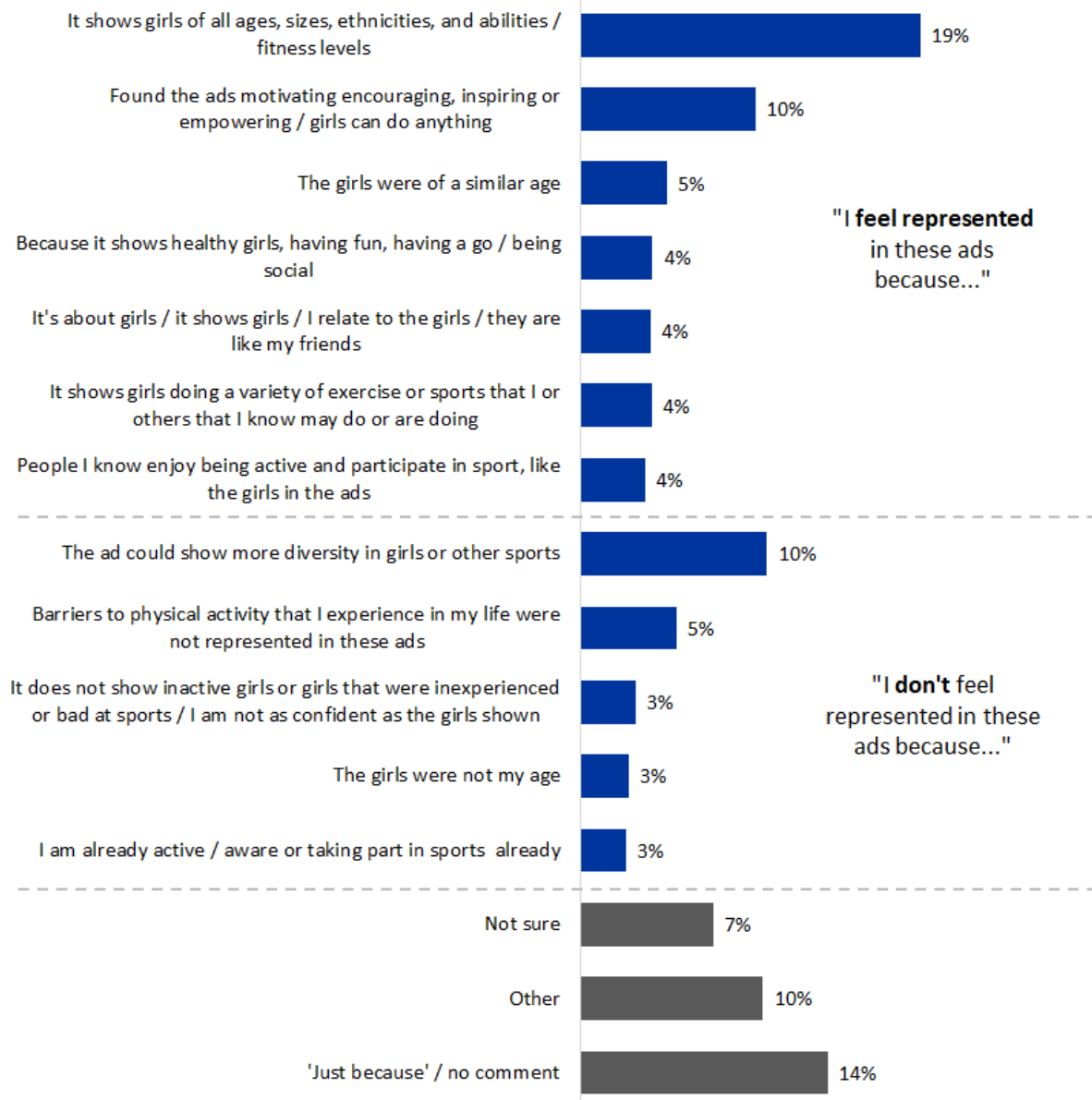
The main reason young women felt they were represented was that the advertisements showed young women of all ages, sizes, ethnicities and fitness levels, while some believed that the campaign would be more representative if it included greater diversity of sports or young women (see Figure 20). Exploration of the open-ended responses revealed a mix of highly diverse and divergent preferences, but no consistent themes.

In terms of barriers portrayed in the ads (the second most frequently cited reason for not feeling represented), prominent themes that came through were overcoming a general dislike of physical exercise, difficulties finding the time in light of other commitments, and the perceived expense of being physically active / participating in sport.

No significant differences in results were found on this metric between those from non-English speaking backgrounds, or those with physical impairments, and other respondents.

Figure 20: Reasons for perceptions of representativeness of campaign

(Base: Young women aged 12-21 exposed to campaign advertising in Phase 3 evaluation research, n=703)



Q43. Why do you say that?

G. Uberlink

Uberlink Corporation was engaged to conduct quantitative analysis of relational data between the *Girls Make Your Move* campaign website (www.girlsmove.gov.au) and related websites using its leading edge empirical network analysis software. A detailed report on this analysis is presented in a separate document accompanying this report.

The analysis identified a network of 19,736 websites linked (directly and indirectly via hyperlinks) to the campaign website. Within this network, there was a core ('seeds+important') network of 2,649 websites. Uberlink's modularity clustering algorithm identified 73 clusters or groupings in the core network, with 5 large clusters, each comprising more than 200 websites.

Sites identified as 'seeds + important' were those found to be linked to GMYM site via google analytics and / or sites deemed to be important within the campaign context, such as partner sites, competing campaign sites, or prominent sites with campaign relevant content.

Cluster A – Sporting Organisation Cluster (Uberlink Cluster 10)

Cluster Size: 743 websites

Key Websites (most influential in terms of number and quality of inbound links):
ausport.gov.au, squash.org.au, hockey.org.au, tennis.com.au, fitnessfirst.com.au,
swimming.org.au

Cluster B – Media Cluster 1 (Uberlink Cluster 11)

Cluster Size: 261 websites

Key Websites: bodyandsoul.com.au, mamamia.com.au, mtv.com.au, mumtastic.com.au,
sbs.com.au,

Cluster C – Media Cluster 2 (Uberlink Cluster 3)

Cluster Size: 223 websites

Key Websites: time.com, theconversation.com, docs.google.com, salary.com

Cluster D – Community Organisation Cluster (Uberlink Cluster 2)

Cluster Size: 200 websites

Key Websites: victoria.ymca.org.au, lifesaving.com.au, sls.com.au, moodle.vle.monash.edu,
thisgirlcan.com.au (VicHealth)

Cluster E – Government Organisation Cluster (Uberlink Cluster 9)

Cluster Size: 224 websites

Key Websites: australia.gov.au, quitnow.gov.au, healthdirect.gov.au,
cancerscreening.gov.au, yourhealthlink.health.nsw.gov.au, indigenous.gov.au

This analysis provides a guide to maximising the effectiveness of future public relations activities around the campaign (or future campaigns in the same subject matter domain). In particular, it suggests that there would be value in seeking to secure hyperlinks to the campaign website from the key influential websites identified in the analysis.

IV. Key Performance Indicator (KPI) results

A. Overall

A summary of KPI results has been provided in Table 6 below. As shown, there were mixed movements across KPIs since the post-Phase 2 campaign evaluation research.

Results for awareness, intentions and behaviour KPIs remained consistent with those recorded last year. While call-to-action scores declined, this was partly a result of a decrease in media investment in Phase 3, and consequently exposure, discussed in greater detail further on in this chapter. Positively, improvements were recorded on the attitudes KPI compared to post-Phase 2. The uplift on the attitudes KPI was driven by a decline in perceived barriers among the target audience.

Each KPI is discussed in more detail in the sections that follow – focusing on the results recorded for young women aged 12-21 years.

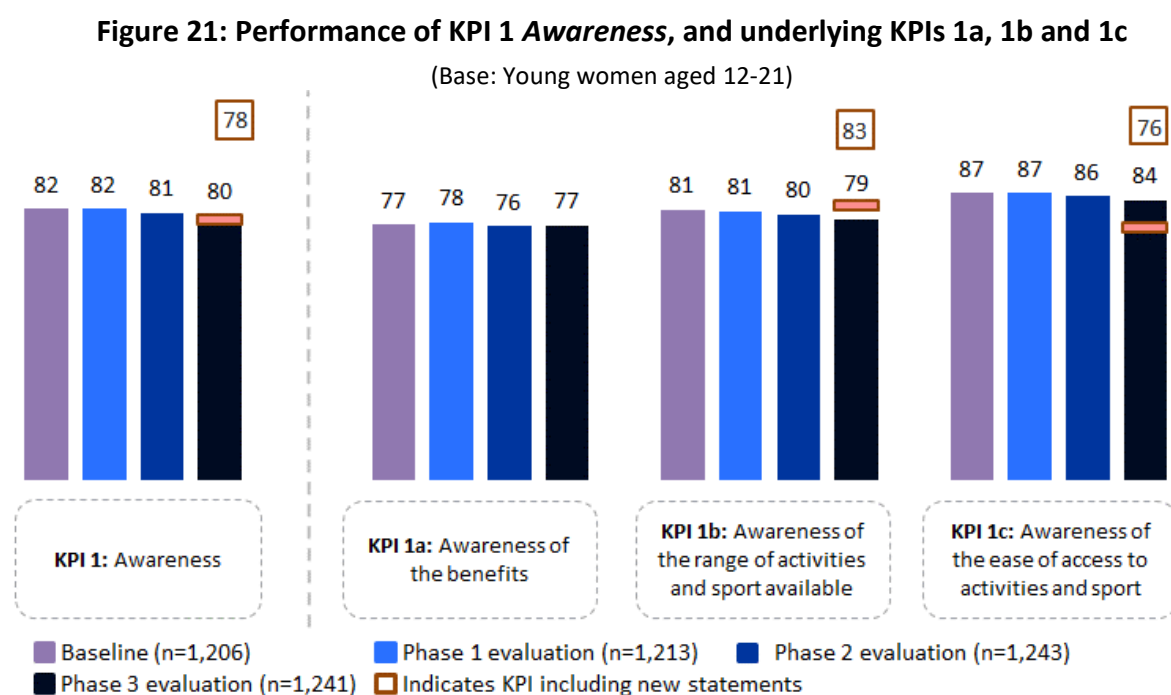
Table 6: Summary of KPI results over time

Key Performance Indicators	Young women aged 12-21				
	Baseline (n=1,206)	Phase 1 evaluation (n=1,213)	Phase 2 evaluation (n=1,243)	Phase 3 evaluation (n=1,241)	
				Excl. new statements	Incl. new statements
KPI 1: Awareness	82ip	82ip	81ip	80ip	78ip ↓
<i>KPI 1a: Awareness of benefits</i>	77ip	78ip	76ip	77ip	
<i>KPI 1b: Awareness of the range of activities and sports available</i>	81ip	81ip	80ip	79ip	83ip ↑
<i>KPI 1c: Awareness of the ease of access to activities and sports</i>	87ip	87ip	86ip	84ip	76ip ↓
KPI 2: Call-to-action	-	13ip	14ip	7ip ↓	
<i>KPI 2a: Actions taken as a result of campaign exposure</i>		13ip	13ip	8ip ↓	
<i>KPI 2b: Engagement with the campaign website / social media</i>		12ip	14ip	7ip ↓	
KPI 3: Intentions	79ip	79ip	74ip	76ip	65ip ↓
<i>KPI 3a: Intentions to participate in physical activity and sport</i>	79ip	79ip	74ip	76ip	
<i>KPI 3b: Intentions to seek information about types of physical activity available</i>					55ip
KPI 4: Attitudes	57ip	56ip	56ip	59ip ↑	
<i>KPI 4a: Attitudes towards participating in physical activity and sport</i>	81ip	81ip	79ip	79ip	
<i>KPI 4b: Barriers to participating (reduction)</i>	28ip	26ip	29ip	40ip ↑	
<i>KPI 4c: Confidence to participate (try something new)</i>	57ip	57ip	56ip	55ip	
<i>KPI 4d: Ability to participate</i>	62ip	60ip	61ip	61ip	
KPI 5: Behaviours	57ip	57ip	53ip	56ip ↑	
<i>KPI 5: Participation in physical activity and sport</i>	57ip	57ip	53ip	56ip ↑	

↓↑ indicate that the result is statistically significantly higher or lower than the Phase 2 Evaluation result.

B. KPI 1: Awareness

Figure 21 shows that overall awareness (KPI 1) remained high post Phase 3 of the campaign among young women aged 12-21 and consistent with the Baseline level (before Phase 1 of the campaign). The inclusion of new knowledge items (statements) as index components in the Phase 3 evaluation surveys resulted in a slightly lower KPI 1 score.



KPI 1a: Awareness of the benefits

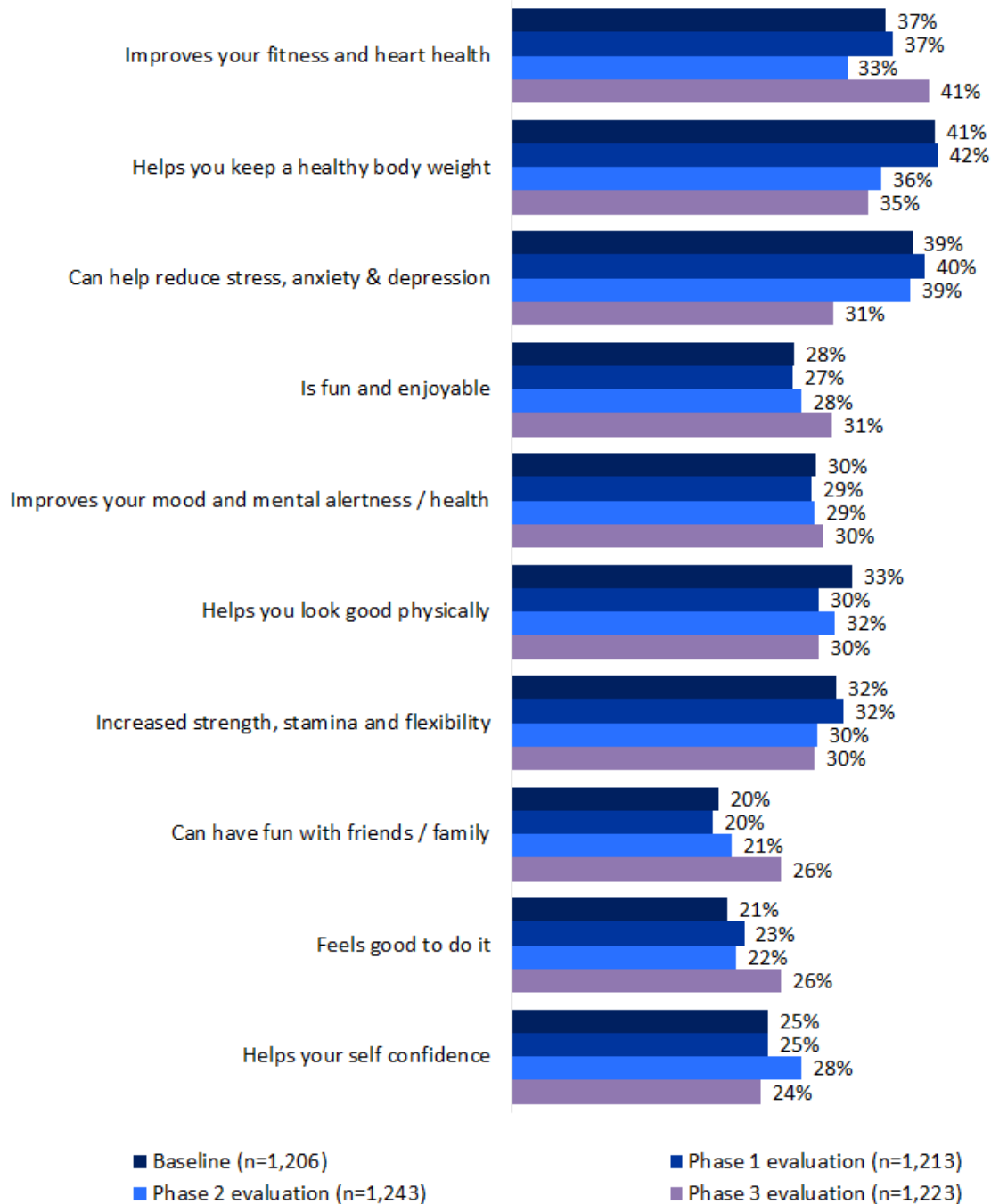
Consistent with the overall KPI 1 score, the level of awareness of the benefits of physical activity (KPI 1a) remained high following Phase 3 of the campaign at 77 index points (ip) and in line with the Baseline level (see Figure 21 above).

Almost all young women aged 12-21 were aware of at least one benefit of being physically active (only 1% were not aware of any benefits). As shown in Figure 22, while small changes in proportions were recorded across campaign phases, the three most commonly mentioned benefits remained unchanged since Baseline, namely:

- ◆ it improves your fitness and heart health (41% post-Phase 3, up from 37% at Baseline);
- ◆ it helps you keep a healthy body weight (35%, down from 41%); and
- ◆ it can help reduce stress, anxiety and depression (31%, down from 39%).

Figure 22: Top 10 perceived main personal benefits or positives of being physically active

(Base: Young women aged 12-21) (Multiple response – select up to 5 options)

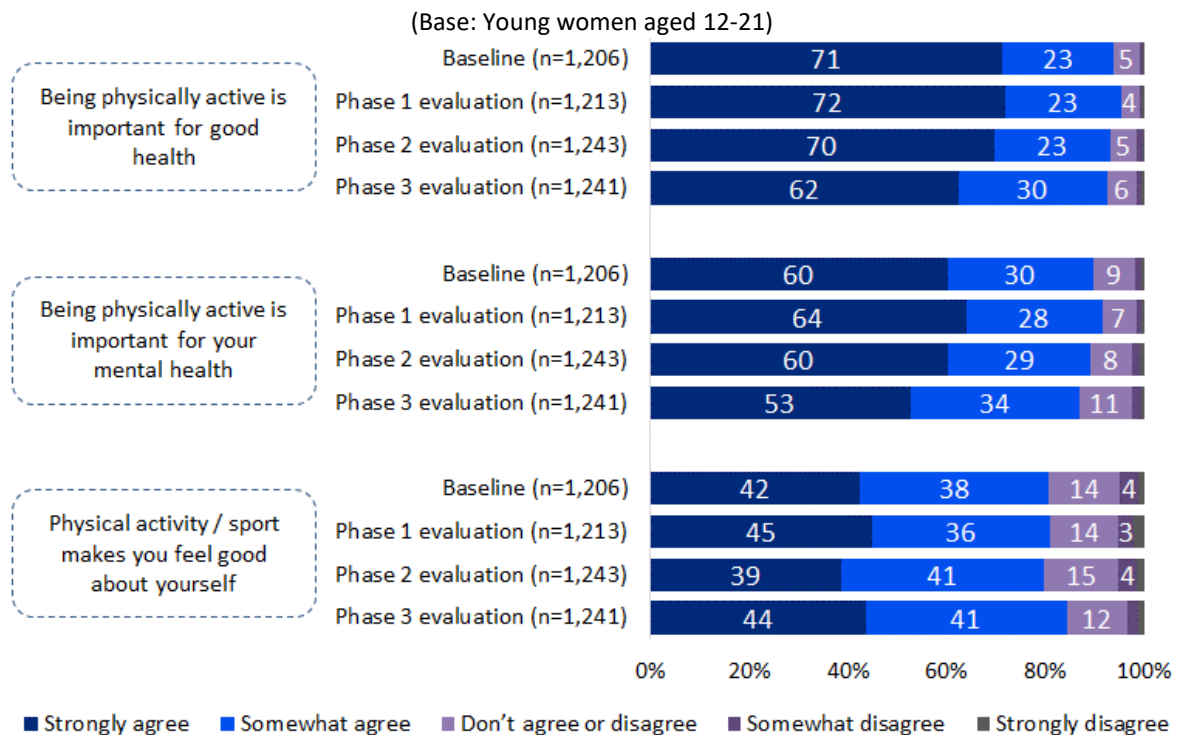


Q26. What are the main benefits or positives of being physically active for you personally? Please select up to five options.

Broadly consistent with findings from previous waves of research, the vast majority of young women aged 12-21 agreed that physical activity and sport is important for good health (92% either 'strongly agree' or 'somewhat agree', consistent with 94% at Baseline) and mental

health (87%, similar to 90%), and it makes them feel good about themselves (84%, similar to 81%) (see Figure 23).

Figure 23: Awareness of benefits of physical activity and sport



Q25. Below are some statements about being physically active and doing physical activity and sport. Please tell us how much you agree or disagree with these statements.

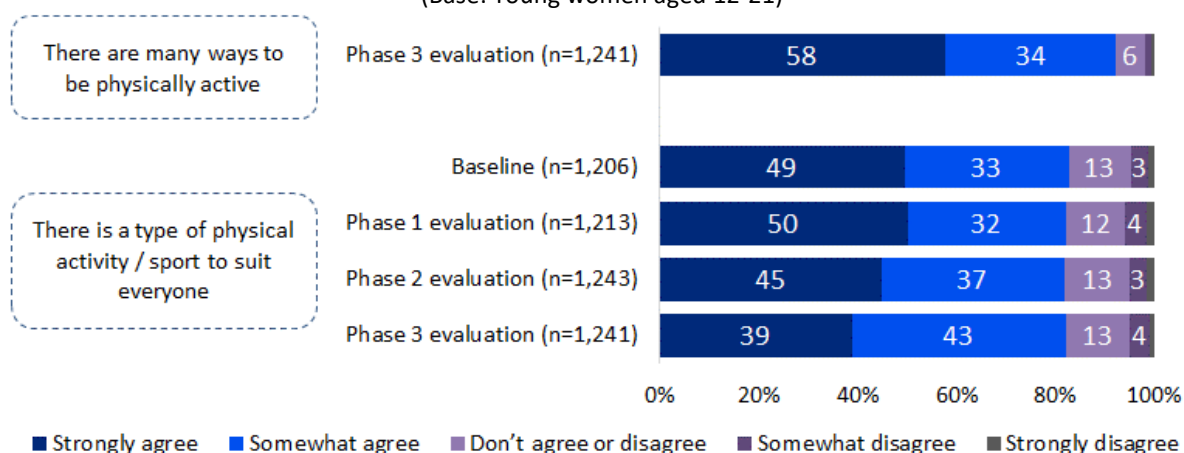
KPI 1b: Awareness of the range of activities and sport available

Consistent with the previous phases of the campaign, high awareness of the range of activities and sport available (KPI 1b) was recorded post-Phase 3, at 79ip (see Figure 21 at the start of this section). The addition of the new statement (index component) that there are many ways to be physically active increased KPI 1b slightly (to 83ip).

More than four in five (82% post-Phase 3) young women aged 12-21 agreed that there is a type of physical activity or sport to suit everyone – in line with the result at Baseline (83%). Encouragingly, more than nine in ten (92%) agreed with the new statement that there are many ways to be physically active.

Figure 24: Awareness of the range of activities and sport available

(Base: Young women aged 12-21)



Q25. Below are some statements about being physically active and doing physical activity and sport. Please tell us how much you agree or disagree with these statements.

KPI 1c: Awareness of the ease of access to activities and sport

Awareness of the ease of access to activities and sports (KPI 1c) remained high at Phase 3 Evaluation at 84ip – consistent with the level recorded at Baseline of 87ip (see Figure 21 at the start of this section). Inclusion of new statements (index components) lowered the KPI 1c level a little to 76ip.

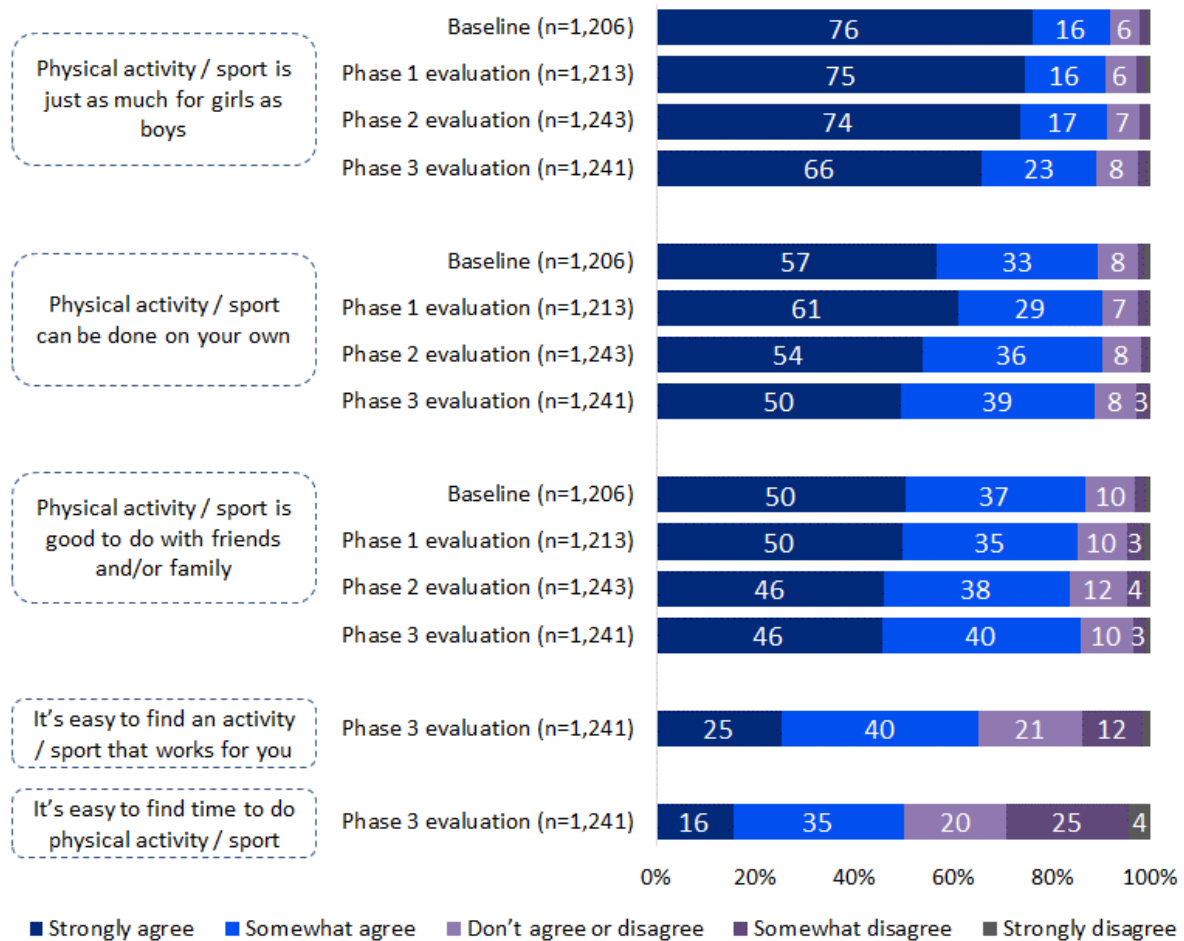
Similar to the findings of previous waves of campaign evaluation research, the vast majority of young women aged 12-21 agreed (either 'strongly agree' or 'somewhat agree') that physical activity or sport:

- ◆ is just as much for girls as boys (89% post-Phase 3, similar with 92% at Baseline; however, strong agreement decreased, with 66% of survey respondents strongly agreeing post-Phase 3, down from 76% at Baseline);
- ◆ can be done on your own (89% post-Phase 3, unchanged from Baseline; with a lower proportion reporting 'strongly agree' - 50% post-Phase 3, down from 57% at Baseline);
- ◆ is good to do with friends and/or family (86%, in line with the Baseline result).

In comparison, young women aged 12-21 were less likely to agree with the new statements introduced at Phase 3 – 65% agreed that it is easy to find an activity that works for them and 50% agreed that it is easy to find time to do physical activity.

Figure 25: Perception of the ease of access to activities and sport

(Base: Young women aged 12-21)



Q25. Below are some statements about being physically active and doing physical activity and sport. Please tell us how much you agree or disagree with these statements.

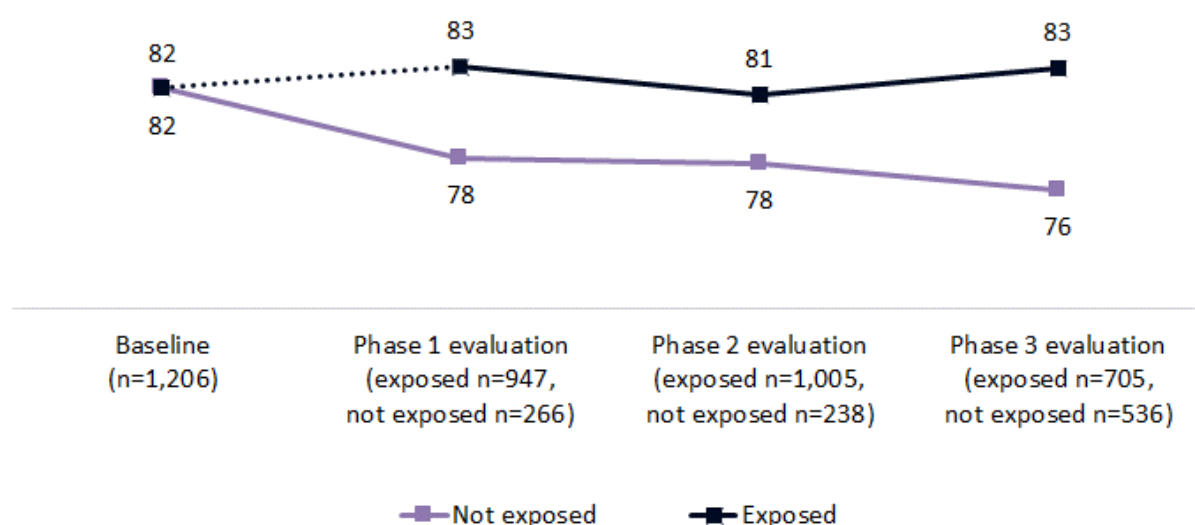
Findings by audience segment

Results by campaign exposure

As shown in Figure 26, in each phase of the campaign, members of the target audience that had been exposed to the campaign (i.e. had seen or heard an advertisement) recorded a statistically significantly higher KPI 1 score than those not exposed. The performance gap on KPI 1 also increased over time, as results for those not exposed to the campaign trended downward across phases. This indicates that the campaign had a positive impact in sustaining awareness among those exposed (notwithstanding the fact the KPI 1 did not increase).

Figure 26: KPI 1 (excluding new statements) by exposure

(Base: Young women aged 12-21)



Results by age

Awareness across age groups was broadly consistent post-Phase 3 (see Table 7), unlike the results post-Phase 2 where the youngest cohort of young women (12-14) had a higher level of awareness.

Table 7: KPI 1 results by age

KPI	Phase 3 evaluation (n=1,241)			
	12-14	15-17	18-19	20-21
KPI 1: Awareness	79ip	79ip	83ip	80ip
KPI 1: Awareness – including new statements	78ip	78ip	80ip	78ip
KPI 1a: Awareness of the benefits	75ip	76ip	79ip	78ip
KPI 1b: Awareness of the range of activities and sport available	79ip	78ip	82ip	77ip
KPI 1b: Awareness of the range of activities and sport available – including new statements	81ip	82ip	85ip	83ip
KPI 1c: Awareness of the ease of access to activities and sport	83ip	84ip	87ip	85ip
KPI 1c: Awareness of the ease of access to activities and sport – including new statements	77ip	76ip	77ip	74ip

↑ indicate that the result is statistically significantly higher than results for all other age groups shown. No significant differences of this nature were found.

Post-Phase 3 KPI 1 results among the youngest cohort of young women (12-14) were lower than those recorded in previous waves of research. As shown in Table 8, 79 index points for KPI 1 was recorded post-Phase 3, compared with 84-85 index points recorded in Baseline to Phase 2.

Table 8: KPI 1 results of young women 12-14 by wave

KPI	Young women 12-14				
	Baseline n=240	Phase 1 evaluation n=233	Phase 2 evaluation n=216	Phase 3 evaluation n=381	
				Excl. new statements	Incl. new statements
KPI 1: Awareness	84ip	84ip	85ip	79ip ↓	78ip ↓
KPI 1a: Awareness of the benefits	78ip	80ip	80ip	75ip ↓	
KPI 1b: Awareness of the range of activities and sport available	86ip	84ip	84ip	79ip ↓	81ip
KPI 1c: Awareness of the ease of access to activities and sport	88ip	89ip	90ip	83ip ↓	77ip ↓

↓ indicates that the result is statistically significantly lower than results for all other research waves shown.

Compared to previous waves of research, young women aged 12-14 surveyed post-Phase 3 were less likely to agree that being physically active is important for:

- ◆ good health (90% post-Phase 3, lower than 95%-97% recorded prior to Phase 3); and
- ◆ their mental health (82%, lower than 91%-93%).

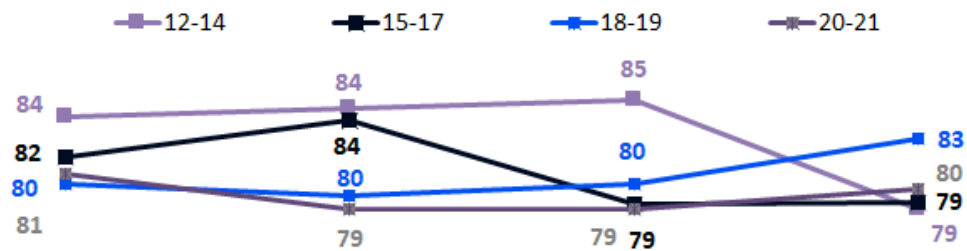
In Phase 3, positive sentiment among young women aged 12-14 years also declined across a range of statements, with smaller proportions of young women strongly agreeing that:

- ◆ there is a type of physical activity to suit everyone (38% post-Phase 3, declining steeply from 56%-58%);
- ◆ physical activity is just as much for girls as boys (59%, lower than 77%-80% prior to Phase 3);
- ◆ physical activity is good to do with friends and/or family (49%, lower than 59%-65%); and
- ◆ physical activity can be done on their own (41%, lower than 55%-69%).

Conversely, overall awareness (KPI 1) among older age groups (15-17, 18-19 and 20-21) remained largely consistent across the waves of research (see Figure 27).

Figure 27: KPI 1 results (excluding new statements) by age over time

(Base: Young women aged 12-21)



Baseline	Phase 1 evaluation	Phase 2 evaluation	Phase 3 evaluation
(12-14 n=240, 15-17 n=400, 18-19 n=380, 20-21 n=186)	(12-14 n=233, 15-17 n=406, 18-19 n=377, 20-21 n=197)	(12-14 n=216, 15-17 n=404, 18-19 n=410, 20-21 n=213)	(12-14 n=381, 15-17 n=331, 18-19 n=311, 20-21 n=218)

Results by attitudinal segment

Consistent with the findings of previous waves of campaign evaluation research, the Active Enthusiasts segment reported higher awareness compared with other segments (see Table 9).

Table 9: KPI 1 results by segments

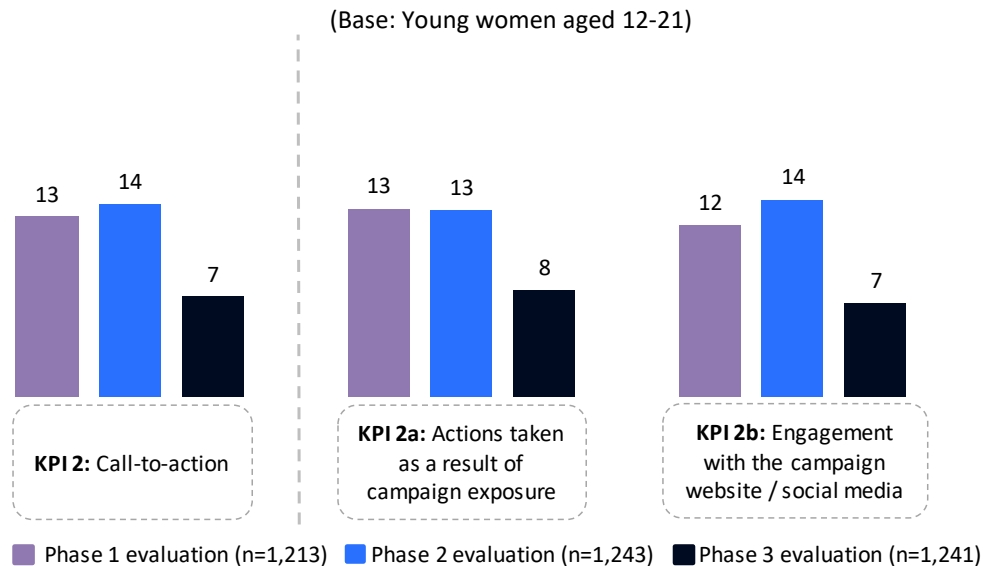
KPI	Young women 12-21 Phase 3 evaluation (n=1,241)			
	Rejectors	Good Intenders	Sustainers	Active Enthusiasts
KPI 1: Awareness	65ip	79ip	75ip	84ip ↑
KPI 1: Awareness – including new statements	64ip	77ip	74ip	82ip ↑
KPI 1a: Awareness of the benefits	62ip	76ip	72ip	80ip ↑
KPI 1b: Awareness of the range of activities and sport available	63ip	77ip	72ip	83ip ↑
KPI 1b: Awareness of the range of activities and sport available – including new statements	69ip	81ip	77ip	87ip ↑
KPI 1c: Awareness of the ease of access to activities and sport	72ip	83ip	81ip	88ip ↑
KPI 1c: Awareness of the ease of access to activities and sport – including new statements	62ip	73ip	71ip	80ip ↑

↑ indicates that the result is statistically significantly higher than results for all other segments.

C. KPI 2: Call-to-action

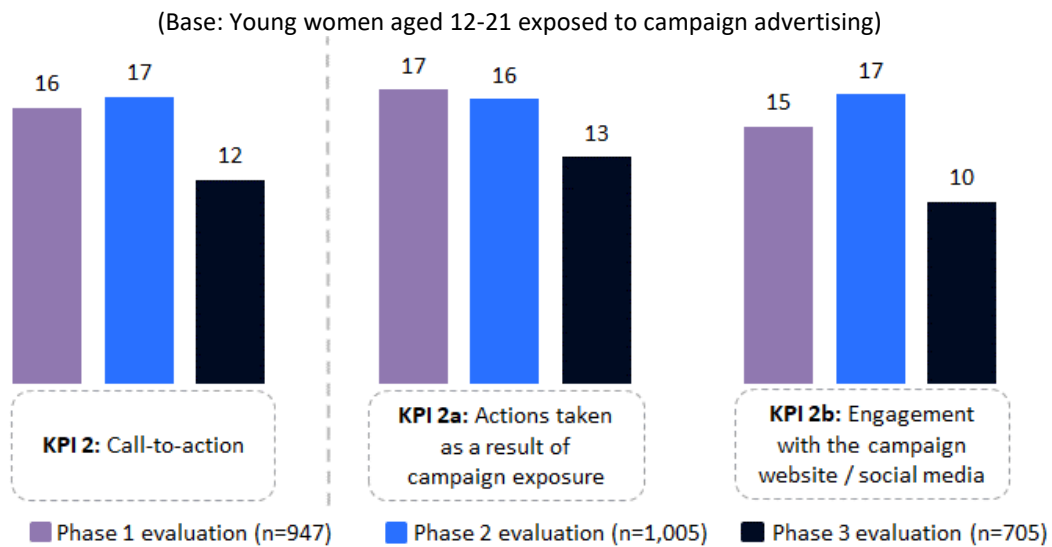
Call-to-action (KPI 2) was significantly lower in Phase 3 than in previous campaign phases, with 7 index points (ip) recorded post-Phase 3, down from 14ip post-Phase 2 (see Figure 28).

Figure 28: Performance of KPI 2 *Call-to-action*, and underlying KPIs 2a and 2b



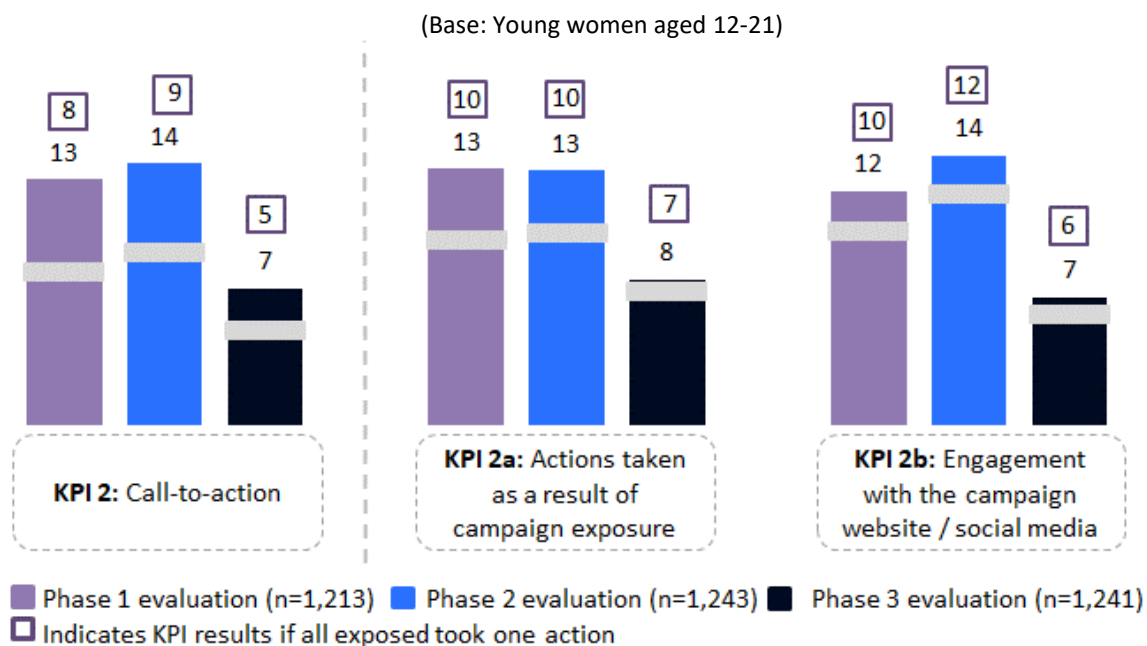
Considering that KPI 2 results are heavily influenced by campaign reach, further insights can be gained by examining the index scores among respondents that were exposed to the campaign (i.e. seen or heard campaign advertising). As illustrated in Figure 29, although a decline was recorded among those exposed, the decline was less prominent, with 12ip recorded post-Phase 3 compared to 17ip post-Phase 2. This means that part of the fall in the KPI score was the result of the decline in campaign reach (see campaign diagnostics section for more detail).

Figure 29: Performance of KPI 2 *Call-to-action*, and underlying KPIs 2a and 2b among those exposed to campaign advertising



Notwithstanding the relatively low KPI 2 scores following Phase 3, when considered in the context of campaign reach, the results indicate a strong behavioural response to the campaign advertising. As shown in Figure 30, a KPI 2 index score of 5ip would have been recorded if all those exposed to the campaign had taken **one action** as a result of this exposure in Phase 3. In other words, a KPI 2 score of 7ip means that each member of the exposed target audience, on average, undertook more than one action as a result of campaign exposure.

Figure 30: Performance of KPI 2 *Call-to-action*, and underlying KPIs 2a and 2b overlaid with KPI score if all those exposed took one action



KPI 2a: Actions taken as a result of campaign exposure

Consistent with the decline in the overall KPI 2 results, the prevalence of actions taken as a result of campaign exposure (KPI 2a) was 8ip post-Phase 3, down from 13ip post-Phase 2. This was the result of:

- ◆ lower campaign exposure (56% of young women aged 12-21 reported exposure, compared to 81% post-Phase 2); and compounded by
- ◆ weakening behavioural response to the campaign advertising with the proportion of those exposed reporting that they had undertaken at least one action declining at each phase (56% post-Phase 3, compared to 64% post-Phase 2, and 69% post-Phase 1).

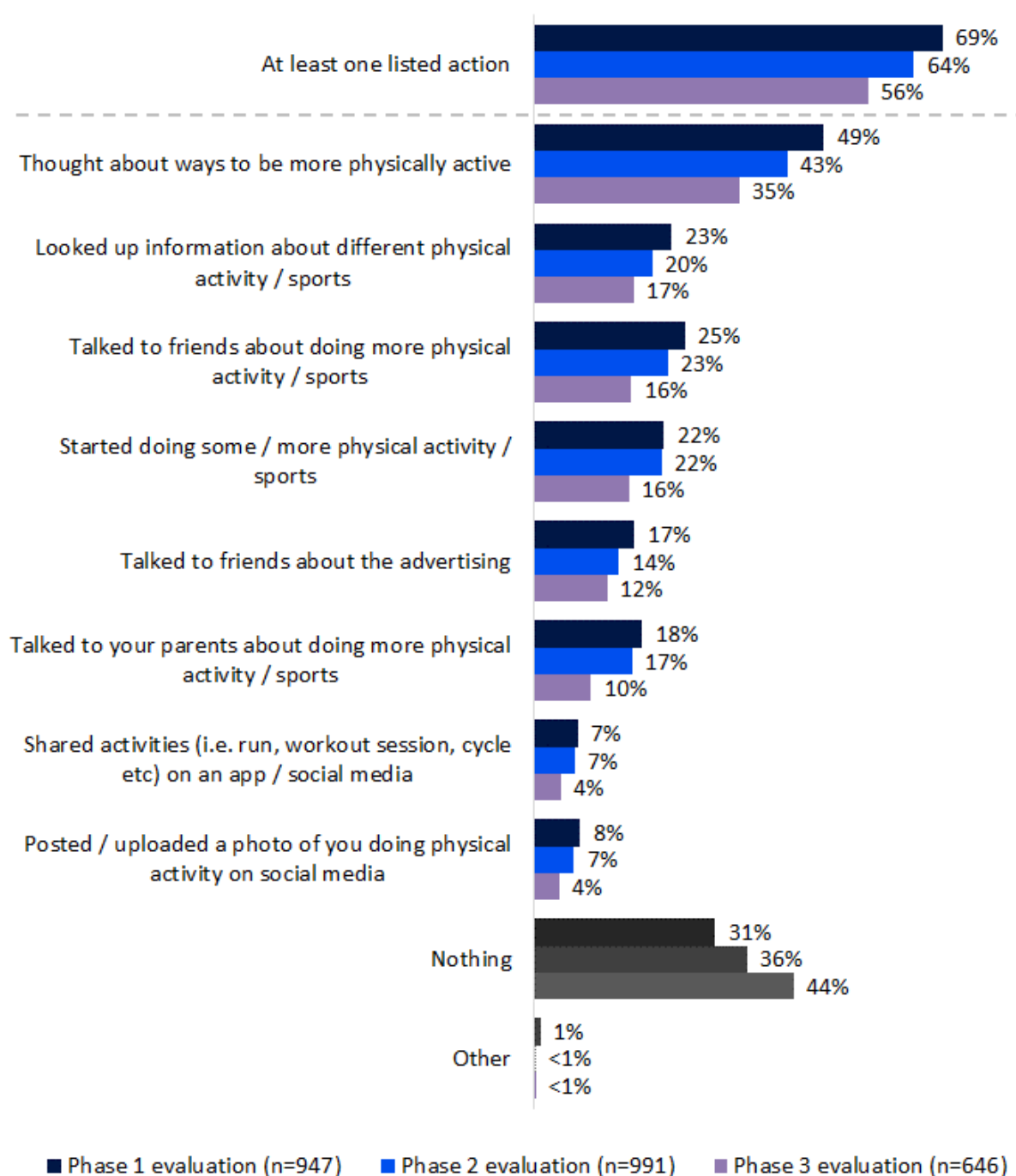
As shown in Figure 31, actions most commonly undertaken as a result of seeing or hearing campaign advertising included:

- ◆ thinking about ways to be more physically active (35% post-Phase 3, down from 43% post-Phase 2);
- ◆ looking up information about different physical activity or sports (16%, consistent with 20%); and
- ◆ talking to friends about doing more physical activity or sports (16%, consistent with 23%).

The proportion of young women who started doing some / more physical activity as a result of seeing these ads was 16%, down from 22% post-Phase 2, and 22% post-Phase 1.

Figure 31: Actions taken as a result of seeing / hearing campaign advertising

(Base: Young women aged 12-21 exposed to the campaign) (Multiple response)



Q47. What, if anything have you done as a result of seeing / hearing the 'Girls Make Your Move' advertising?

KPI 2b: Engagement with the campaign website / social media

Engagement with the campaign website and social media content (KPI 2b) was lower post-Phase 3 (7ip), compared with that recorded post-Phase 2 (14ip). This may have been

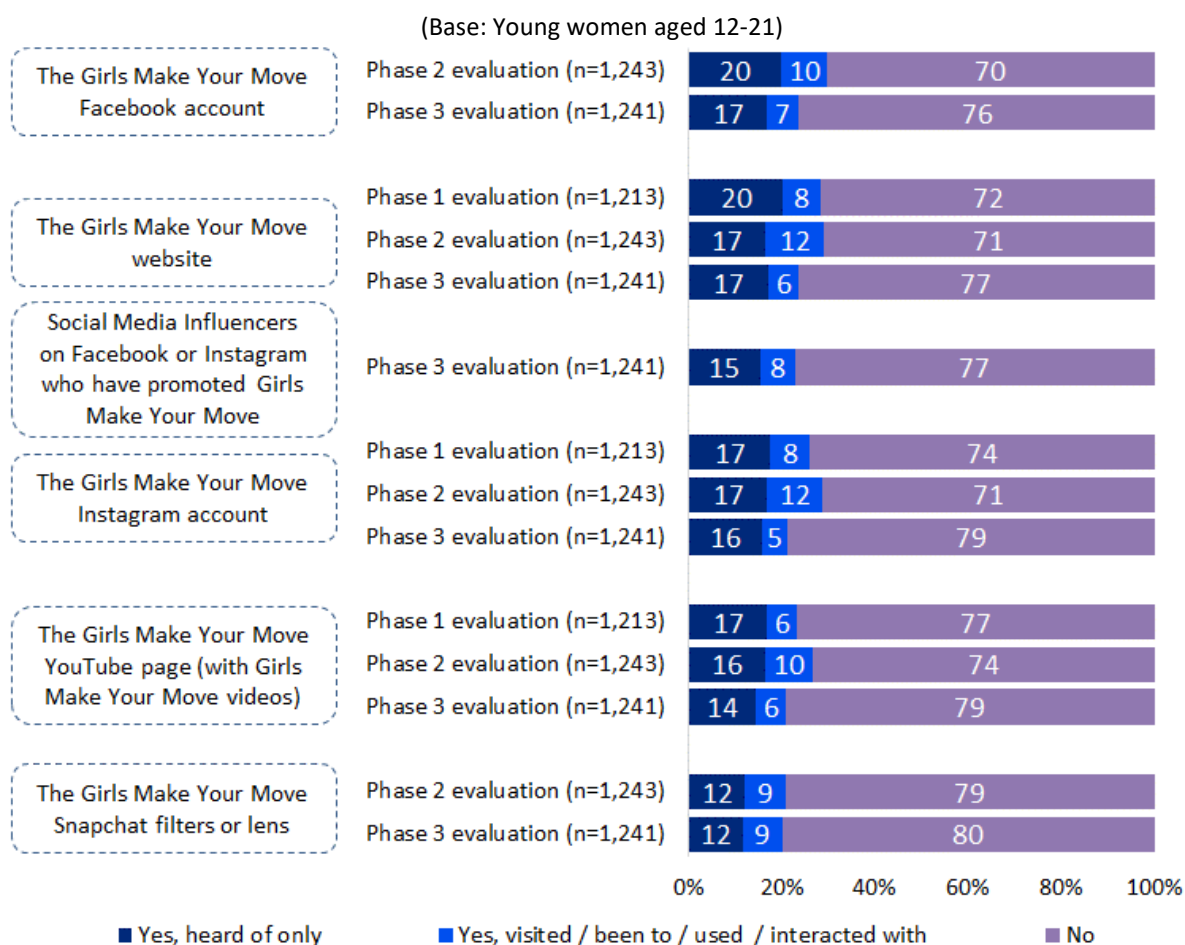
impacted the bulk of Social Media Influencer content being shared towards the end of the campaign period and the removal of YouTube from the media buy in Phase 3.

As shown in Figure 32, the proportion of young women aged 12-21 that reported interaction with the campaign website and social media content was lower post-Phase 3 (21% reported interaction with at least one online element, down from 27% post-Phase 2), specifically:

- ◆ the Facebook account (7% post-Phase 3, down from 10% post-Phase 2);
- ◆ the website (6%, down from 12%);
- ◆ the YouTube page (6%, down from 10%); and
- ◆ the Instagram account (5%, down from 12%).

Consistent with the result recorded post-Phase 2, 9% of young women aged 12-21 reported having used the campaign Snapchat filters or lens post-Phase 3. A similar proportion of respondents (8%) reported interaction with the campaign Social Media Influencers on Facebook or Instagram. However, as a relatively small number of young women answered this question (n=49), and recall bias may also be a factor, these results should be interpreted with caution.

Figure 32: Awareness / engagement with campaign website and campaign social media content



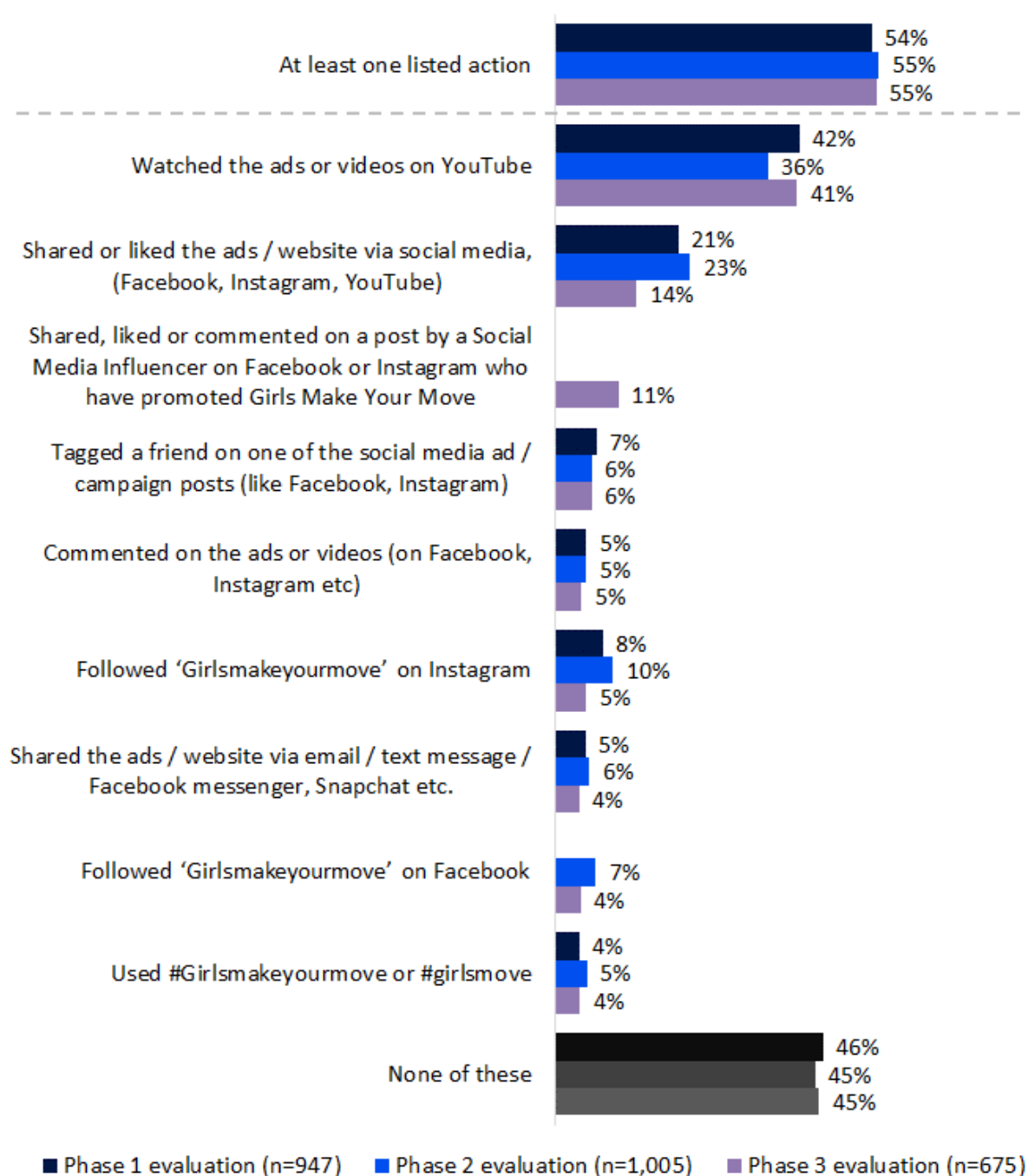
Q45. The campaign is called 'Girls Make Your Move' and includes advertising as well as a website and some social media activity. Have you heard of, or interacted with, any of the following?

Similar to previous waves of research, just over one in two (55% post-Phase 3, unchanged from post-Phase 2) young women aged 12-21 that had seen or heard an advertisement undertook an action online (as shown in Figure 33). The three most prevalent online behavioural response to campaign exposure were:

- ◆ watching the ads or videos on YouTube (41% of those exposed post-Phase 3, up from 36% post-Phase 2);
- ◆ sharing or 'liking' the ads / websites via social media (14%, down from 23%); and
- ◆ sharing, 'liking' or commenting on posts by a campaign Social Media Influencer on Facebook or Instagram (11%).

Figure 33: Actions taken online in relation to the campaign

(Base: Young women aged 12-21 exposed to the campaign)



Q46. Have you...?

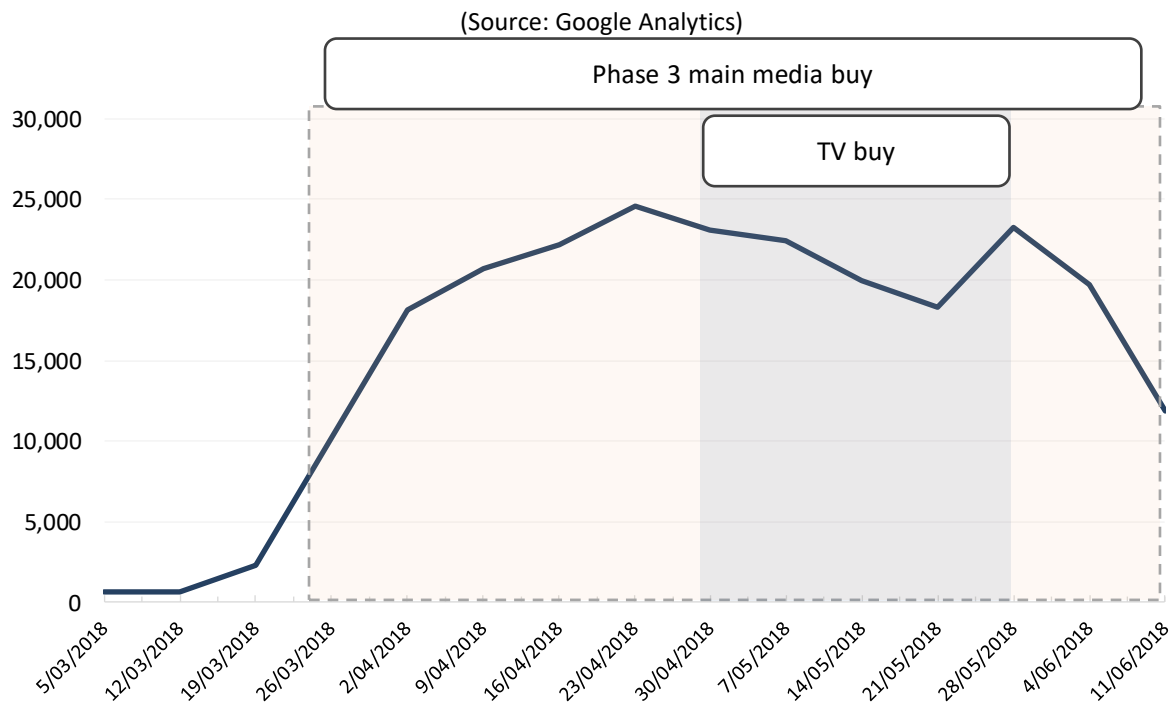
Girls Make Your Move website visits

Figure 34 shows that visits to the website were markedly higher during Phase 3 of campaign activity. A significant increase in website visitation was recorded at the commencement of

Phase 3 before television advertising, with visitation sustained by television activity in the middle of the campaign period.

A total of 234,546 unique page views were achieved during Phase 3 of campaign advertising¹¹ (25 March 2018 – 17 June 2018), with an average of 19,546 unique page views per week (similar to 20,418 recorded during Phase 2 of campaign advertising).

Figure 34: *Girls Make Your Move* website visits (unique page views)



Further analysis found that, during Phase 3 of campaign advertising, a small (11%) proportion of the overall website traffic was generated via social media referrals, compared to almost half (48%) via direct channels¹² and a third (33%) via paid search (other referral sources included 5% via organic search and 3% via referrals from links on other websites).

Engagement with Girls Make Your Move social media

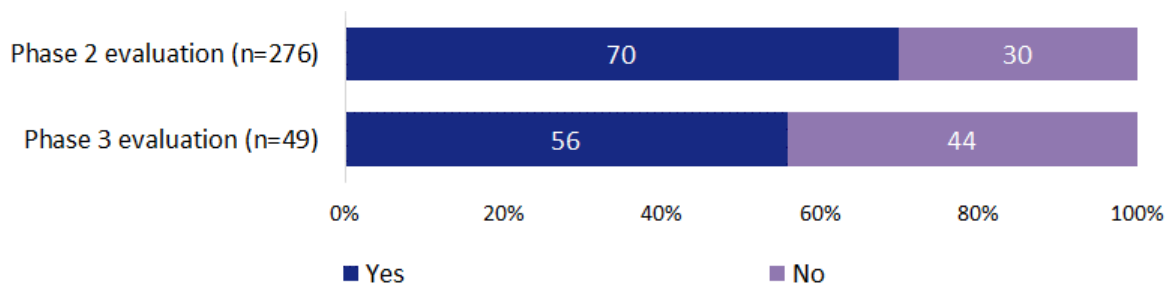
Among young women aged 12-21 that had seen Phase 3 campaign advertising on social media via shared posts from their friends, family or Social Media Influencers, just over one in two (56%) reported sharing or 'liking' these posts post-Phase 3 (down from 70% post-Phase 2). These results were not part of the calculation for KPI 2.

¹¹ At the time when the report was written, website visits stats were only available to the week ending 17 June 2018. The main campaign advertising activity ended in the week ending 17 June, with search and social media activity scheduled to finish week on 24 June 2018.

¹² This includes both users who went to the website directly (i.e. by typing in the website address) and those for whom the source origin cannot be determined.

Figure 35: Shared or liked campaign advertisements

(Base: Young women aged 12-21 exposed to campaign advertising on social media shared by a friend, family member or Social Media Influencers)



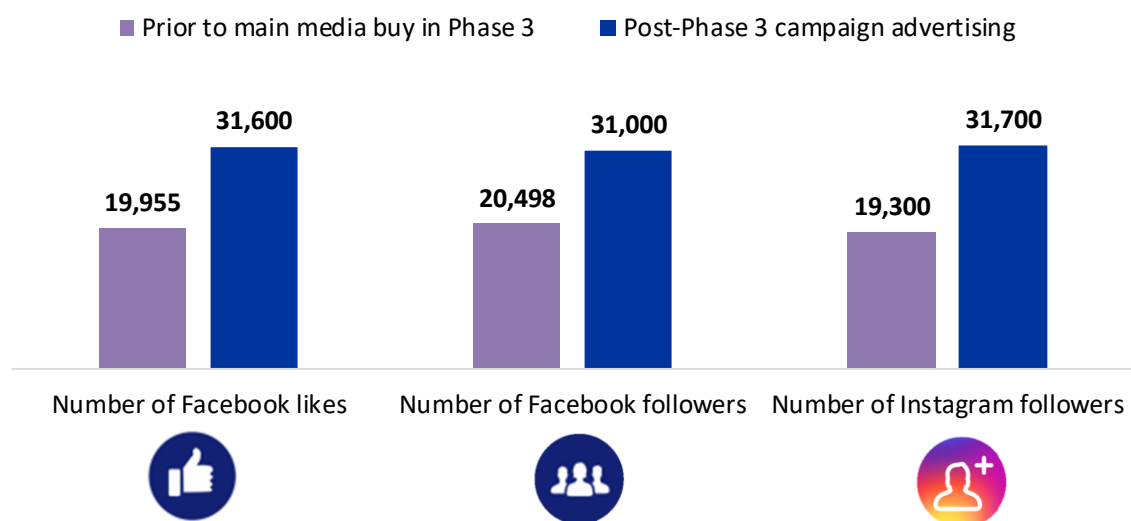
Q37. And did you share or like the campaign ads yourself?

Other social metrics increased by over 50% following Phase 3 of campaign advertising (see Figure 36 below). Specifically:

- ◆ Facebook 'likes' rose by 58% (or by 11,645 'likes' to a total of 31,600);
- ◆ Facebook followers increased by 51% (or 10,502 followers to a total of 31,000); and
- ◆ Instagram followers increased by 64% (or 12,400 followers to a total of 31,700).

Figure 36: Other social media metrics

(Source: Department of Health)



Findings by audience segment

Results by age

Table 10 shows that post-Phase 3 KPI 2 results were broadly consistent across different age groups – this finding was different from that recorded post-Phase 2 where the youngest cohort of young women (12-14) reported a higher level of behavioural response.

Table 10: KPI 2 results by age

KPI	Phase 3 evaluation (n=1,241)			
	12-14	15-17	18-19	20-21
KPI 2: Call-to-action	7ip	6ip	9ip	8ip
KPI 2a: Actions taken as a result of campaign exposure	7ip	6ip	10ip	9ip
KPI 2b: Engagement with the campaign website / social media	6ip	6ip	8ip	7ip

↑ indicates that the result is statistically significantly higher than results for all other age groups shown. No significant differences of this nature were found.

Consistent with the change in overall KPI 2 results, the level of behavioural response to campaign advertising declined across all age groups compared to that recorded post-Phase 2.

Results by attitudinal segments

The behavioural response among young women aged 12-21 in the Good Intenders and Active Enthusiasts segments was higher than those in the other segments post-Phase 3 – consistent with the findings of previous waves of campaign evaluation research.

Table 11: KPI 2 results by attitudinal segments

KPI	Young women 12-21 Phase 3 evaluation (n=1,241)			
	Rejectors	Good Intenders	Sustainers	Active Enthusiasts
KPI 2: Call-to-action	2ip	9ip ↑	5ip	8ip ↑
KPI 2a: Actions taken as a result of campaign exposure	2ip	10ip ↑	5ip	8ip ↑
KPI 2b: Engagement with the campaign website / social media	2ip	8ip ↑	5ip	7ip ↑

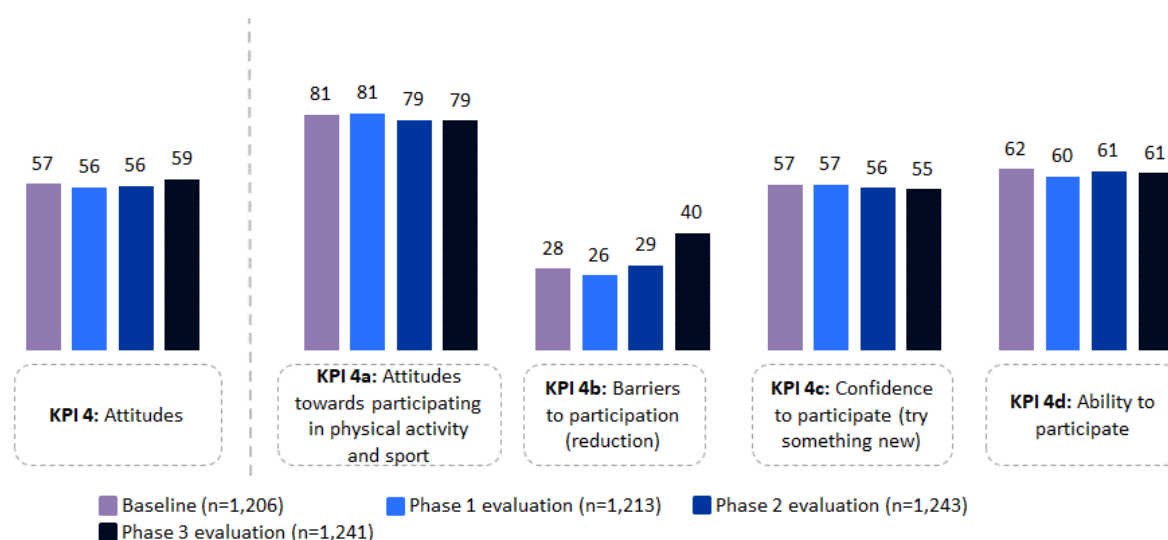
↑ indicate that the result is statistically significantly higher than results for Rejectors and Sustainers attitudinal segments.

D. KPI 4: Attitudes

Performance on attitudes towards physical activity and sport (KPI 4) saw a moderate uplift in Phase 3 of the campaign. The increase on KPI 4 was due to improved performance on KPI 4b, indicating a reduction in perceived barriers to participation in physical activity and sport. Scores on the remaining underlying KPIs were largely in line with those recorded in past waves of evaluation research.

Figure 37: Performance of KPI 4 Attitudes, and underlying KPIs 4a, 4b, 4c, and 4d

(Base: Young women aged 12-21)

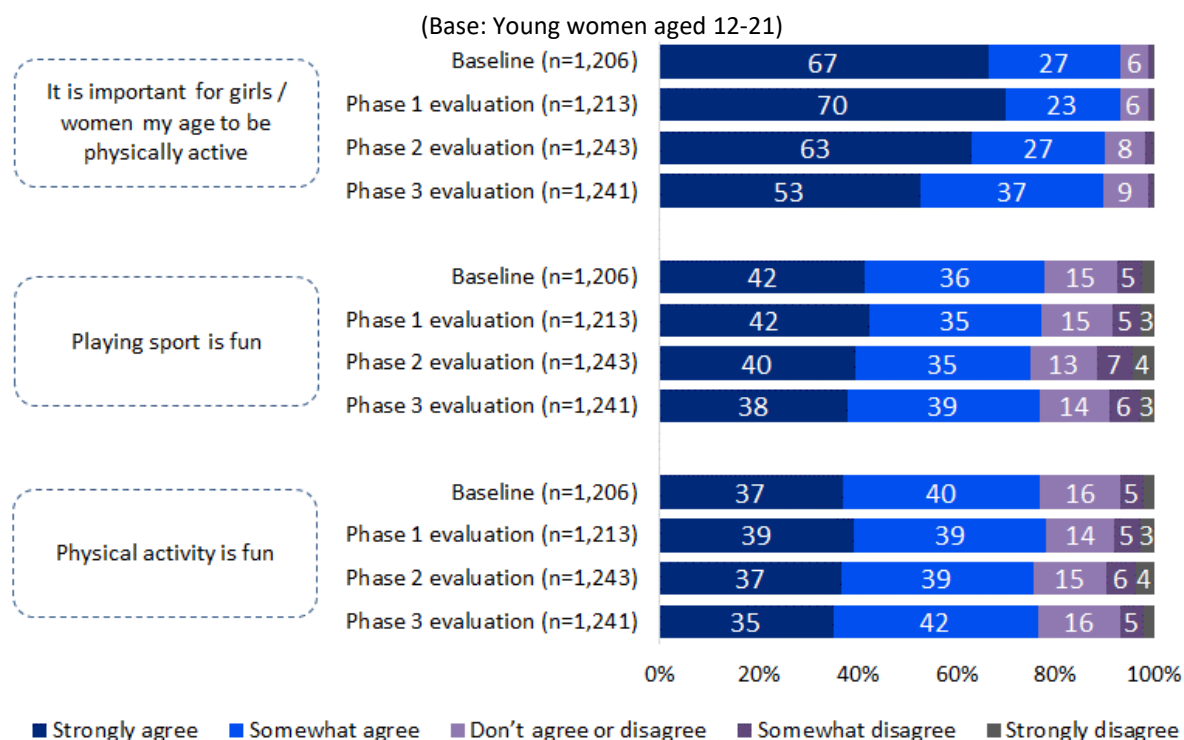


KPI 4a: Attitudes towards participating in physical activity and sport

Attitudes towards participating in physical activity and sport were overwhelmingly positive and largely unchanged over time at the overall KPI 4a level; 79 index points (ip) post-Phase 3 of the campaign (consistent with 79ip post-Phase 2, 81ip post-Phase 1, and 81ip at Baseline) (see Figure 37 above).

A large majority of young women aged 12-21 agreed that it is important for young women to be physically active (90% post-Phase 3 and post-Phase 2, in line with 93% at Baseline). While general agreement with this statement remained high, compared with past waves of evaluation research, post-Phase 3 a lower proportion of young women strongly agreed (see Figure 38).

The proportion of respondents who felt that physical activity, and playing sport was fun was comparatively lower – approximately 75% for each statement, stable over time (also displayed in Figure 38).

Figure 38: Attitudes towards participating in physical activity and sport

Q25. Below are some statements about being physically active and doing physical activity and sport. Please tell us how much you agree or disagree with these statements.

KPI 4b: Barriers to participating

Overall prevalence of perceived barriers to participating in physical activity and sport decreased significantly compared to the level recorded following Phase 2 of the campaign, as evidenced by the improved performance on KPI 4b, 40ip post-Phase 3, up from 29ip post-Phase 2 (see Figure 37 at the start of this section).

At Phase 3 evaluation, a higher proportion of young women reported that nothing was stopping them from doing more physical activity (19%, compared to 7% post-Phase 2) (see Figure 39).

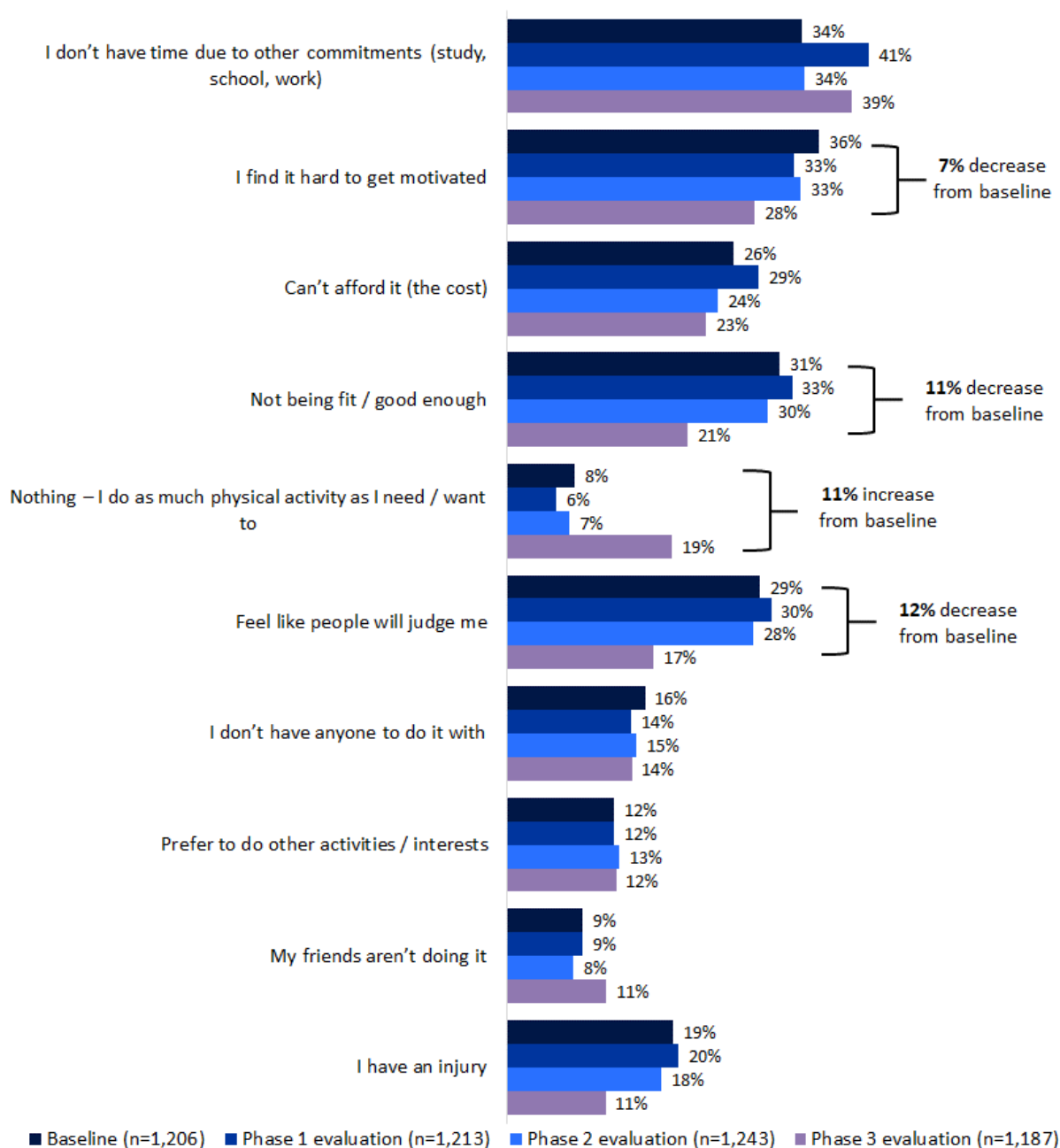
The greatest reductions in stated barriers were in relation to:

- ◆ feeling like people will judge me (17%, compared to 28% post-Phase 2);
- ◆ not being fit / good enough (21%, compared to 30% post-Phase 2); and
- ◆ finding it hard to get motivated (28%, compared to 33% post-Phase 2).

Lack of time due to other commitments (study, school, work) remained the top barrier to participation, increasing in prevalence to 39%, compared with 34% post-Phase 2 and at Baseline.

Figure 39: Top 10 barriers to participation in physical activity or sport

(Base: Young women aged 12-21) (Multiple response – select up to 5 options)



Q27. Below are some things that people have said stopped them from doing more physical activity / sport. Which of these stop you from being more physically active? Please select up to five options.

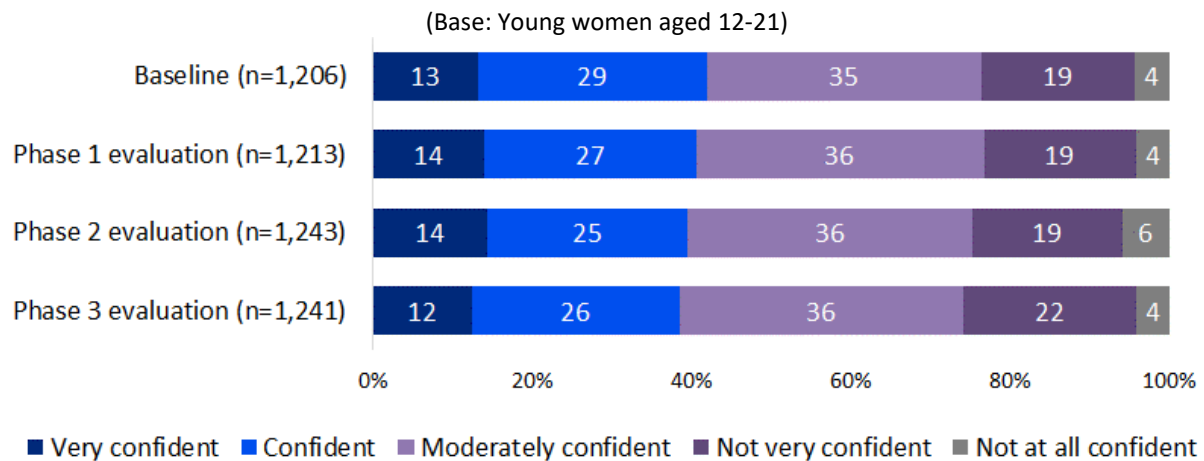
KPI 4c: Confidence to participate (try something new)

Confidence to participate in a new sport / physical activity (KPI 4c) remained moderate, 55ip post-Phase 3 of the campaign (consistent with 56ip post-Phase 2) (see Figure 37 at the start of this section). Roughly two in five young women indicated that they feel confident in

trying something new (39%, consistent with 40% post-Phase 2). Positively, just over half of those also stated they were likely to start a new sport or physical activity in the next six months (51%).

Further, 24% of those not confident indicated that they were likely to take up a new activity or sport as well. These young women were more likely to be older, with likelihood of starting a new activity or sport despite lacking confidence increasing with age (36% for 20-21 year olds, 33% for 18-19 year olds, 20% for 15-17 year olds, 11% for 12-14 year olds).

Figure 40: Confidence to participate in new activities / sports



Q15. When it comes to physical activity or sport, how confident do you feel about trying something new?

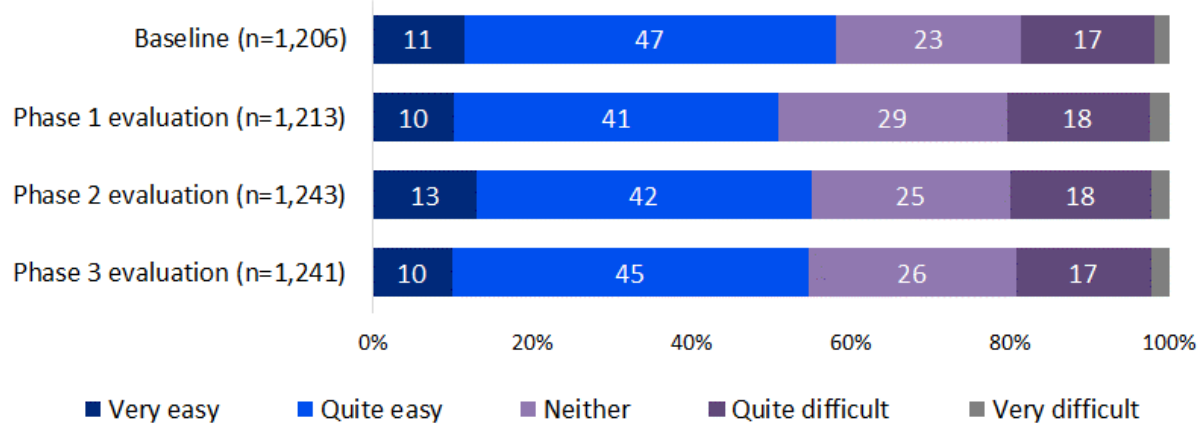
KPI 4d: Ability to participate

Perceptions relating to the ability to participate in more physical activity also remained moderate, with scores on KPI 4d unchanged since Phase 2 at 61ip (see Figure 37 at the start of this section).

A little over half of young women aged 12-21 indicated that it would be easy for them to do more if they wanted to (55%, unchanged from post-Phase 2).

Figure 41: Ability to participate in physical activities / sports

(Base: Young women aged 12-21)



Q16. If you wanted to be more physically active, how easy would it be for you to do more?

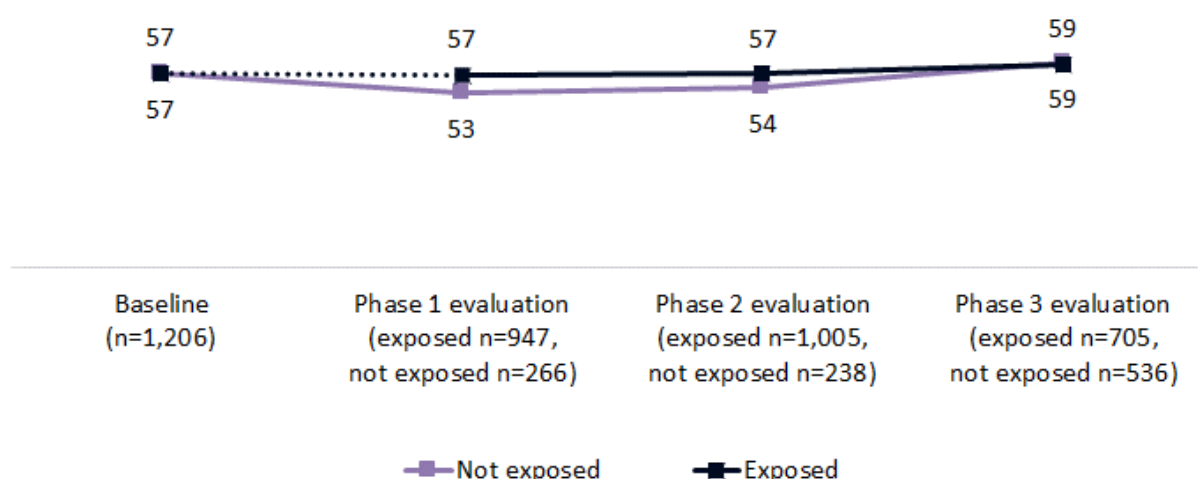
Findings by audience segment

Results by campaign exposure

Campaign exposure appeared to have a limited impact on attitudes, with KPI results virtually undifferentiated between those who had seen the campaign and those who had not. Both those exposed and not exposed to the campaign scored 59ip on KPI 4 post-Phase 3. Results in previous waves of evaluation research were also consistent between the two groups (see Figure 42).

Figure 42: KPI 4 Attitudes by campaign exposure

(Base: Young women aged 12-21)



On the underlying KPIs, young women exposed to the campaign consistently reported higher scores on attitudes towards participation in physical activity or sport (KPI 4a) (82ip for those exposed, compared to 75ip for those not exposed, consistent over time). Results on the remaining attitudes KPIs were largely undifferentiated by campaign exposure over time.

Results by age and attitudinal segments

In line with findings from previous waves of evaluation research, the post-Phase 3 research found attitudes to be most positive among the youngest cohort of young women (12-14), with performance declining as age increased (see Table 7: KPI 1 results by age).

Table 12: KPI 4 results by age

KPI	Post-Phase 3 (n=1,241)			
	12-14	15-17	18-19	20-21
KPI 4: Overall Attitudes	64ip ↑	60ip	55ip	52ip
KPI 4a: Attitudes towards participation in physical activity and sports	81ip	78ip	79ip	77ip
KPI 4b: Barriers to participating	52ip ↑	44ip	31ip	28ip
KPI 4c: Confidence to participate (try something new)	62ip ↑	56ip	52ip	48ip
KPI 4d: Ability to participate	63ip	62ip	59ip	57ip

↑ indicates that the result is statistically significantly higher than results for all other age groups shown.

In terms of changes over time, compared to Phase 2, results on attitudes overall (KPI 4) improved primarily for:

- ◆ 15-17 year olds (60ip post-Phase 3, compared to 54ip post-Phase 2); and
- ◆ Young women in the Active Enthusiasts segment (65ip, slightly up from 62ip post-Phase 2, and significantly higher than 60ip post-Phase 1, and 61ip at Baseline).

Overall KPI4 scores for the remaining age groups and segments were broadly in line with results from past waves.

The improvements on barriers to participation (KPI 4b) were found to be driven by the youngest cohorts:

- ◆ 12-14 year olds (52ip post-Phase 3, compared with 35ip post-Phase 2);
- ◆ 15-17 year olds (44ip post-Phase 3, 26ip post-Phase 2);

...as well as:

- ◆ Young women in the Active Enthusiasts segment (47ip, up from 33ip post-Phase 2, 27ip post-Phase 1, and 29ip at Baseline) – the majority of which (65%) were under 17; and
- ◆ Young women in the Sustainers segment (36ip, 23ip post-Phase 2, 24ip post-Phase 1, and 30ip at baseline) – another segment dominated by young women under 17 (63%).

For both the 12-14 and 15-17 age groups, the prevalence of similar types of barriers to participation declined. Most notably on:

- ◆ not being fit / good enough (12-14 year olds: 14%, down from 23% post-Phase 2, 15-17 year olds: 14%, down from 34% post-Phase 2);
- ◆ feeling like people will judge me (12-14 year olds: 12%, down from 26% post-Phase 2, 15-17 years olds: 12%, down from 29% post-Phase 2); and
- ◆ finding it hard to get motivated (12-14 year olds: 10%, down from 18% post-Phase 2, 15-17 year olds: 18%, down from 34% post-Phase 2).

While perceived barriers to participation declined slightly for older young women as well, this reduction was not statistically significant.

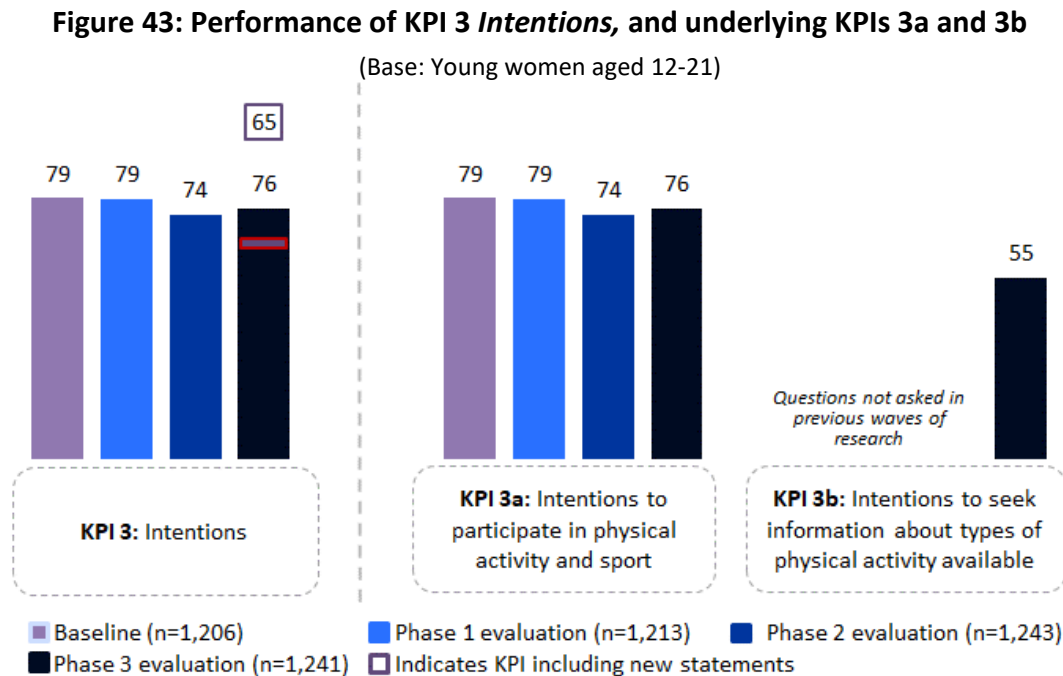
Other notable changes on underlying KPIs since Phase 2 were primarily confined to the 12-14 age group, for whom scores declined on:

- ◆ attitudes towards participating in physical activity and sport (KPI4a – 81ip post-Phase 3, compared with 87ip post-Phase 2);
 - In Phase 3, a lower proportion of young women aged 12-14 agreed that it is important for young women to be physically active (87% post-Phase 3, down from 94% post-Phase 2); and
- ◆ ability to participate (KPI 4b – 63ip post-Phase 3, 69ip post-Phase 2);

- A slightly lower proportion of young women aged 12-14 stated that it would be easy for them to increase their levels of physical activity (61% post-Phase 3, and 67% post-Phase 2).

E. KPI 3: Intentions

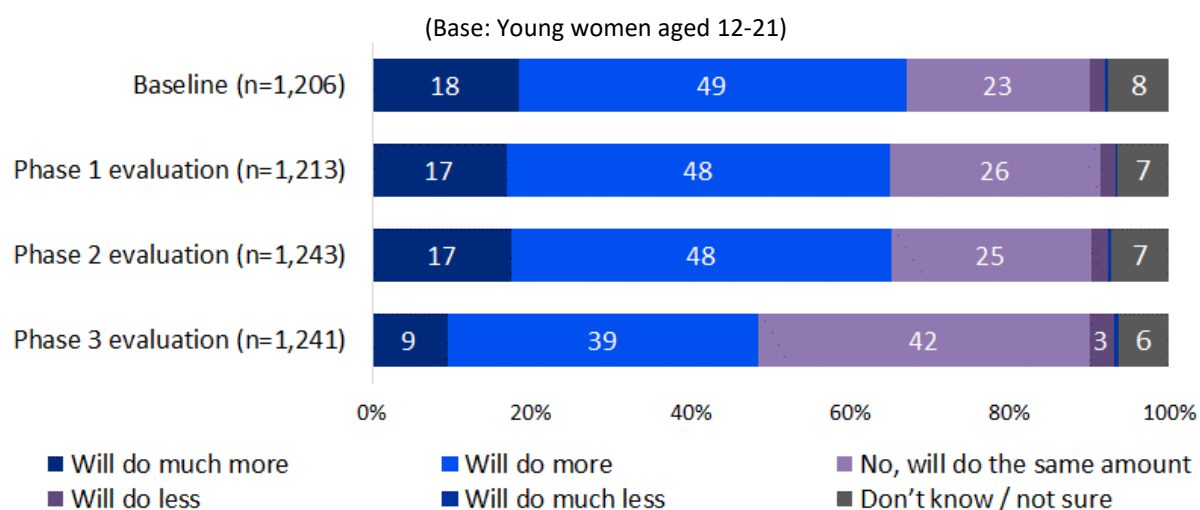
The research found that intentions to participate in physical activity / sport among young women aged 12-21 remained high and largely stable over time (see Figure 43).



KPI 3a: Intentions to participate in physical activity and sport

KPI 3a, intentions to participate in physical activity / sport (adjusted for current levels of physical activity / sport), remained consistent with those recorded in previous waves of campaign evaluation research, at 76 index points (ip) (see Figure 43 above).

At the end of Phase 3 of the campaign, almost half the young women aged 12-21 surveyed indicated they intended to increase their levels of physical activity in the next six months. While strong, this result represents a decrease from the previous campaign phase (48% post-Phase 3, compared to 65% post-Phase 2), owing to a substantial increase in intentions to maintain their current level of activity (42% post-Phase 3, compared with 25% post-Phase 2) (see Figure 44).

Figure 44: Intentions to increase participation in physical activity in the next six months

Q13. Do you think you will increase your physical activity in the next 6 months?

However, the decline in intentions to participate in physical activity did not have a marked impact on KPI 3a, because it came from those already most active – young women participating in at least 30 minutes of physical activity three or more times per week. Following Phase 3 of the campaign, a larger proportion of these young women reported seeking to maintain their already elevated activity levels, instead of increasing them. Due to the way the KPI scores were calculated, this shift did not materially affect KPI 3a.

In calculating KPI 3a, maximum KPI points (100) were awarded to all those who reported being physically active more than three times a week and who also intended to sustain their current level of activity or increase it. The change in intentions was largely contained within the group already scoring maximum points, and because this subset of respondents did not lose any points for moderating their activity intentions, the overall KPI score was largely unaffected.

In terms of motivators, the four top reasons given to increase activity levels among those seeking to do so have remained unchanged over time, and all relate to improving health and fitness (see Figure 45). Specifically, the strongest motivators to increase physical activity were:

- ◆ to improve fitness (67% post-Phase 3);
- ◆ to improve health in general (59% post-Phase 3);
- ◆ to lose / control weight (50% post-Phase 3); and
- ◆ feeling unhealthy (36% post-Phase 3).

It should be noted that the declines in recorded levels for these reasons across waves is indicative of young women **choosing to select fewer answers** for this question (this is a multiple response question where respondents can choose to select as many answers as they wish). They **do not indicate a decline in the strength of these reasons as motivators** to

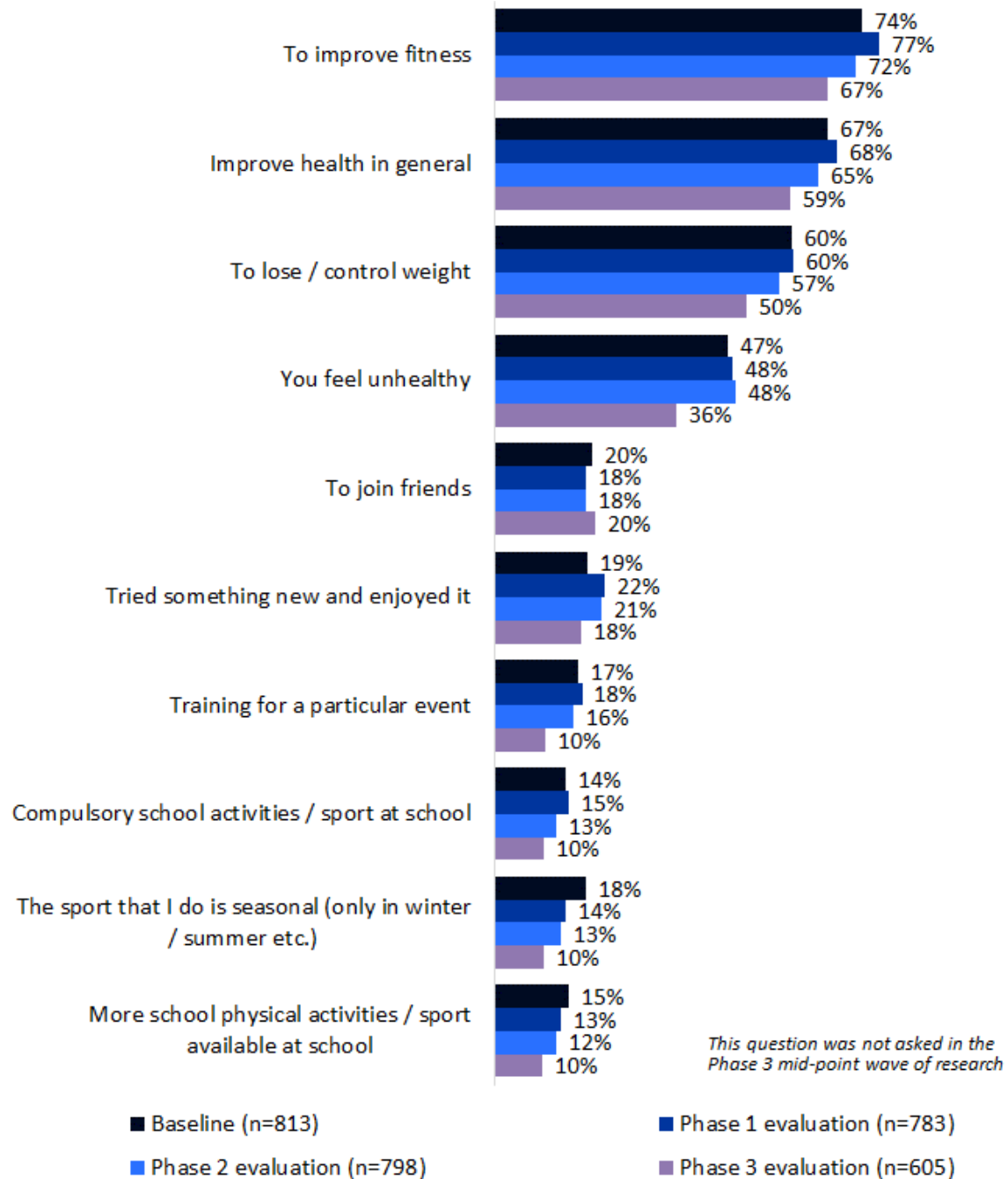
increase activity. When rebased to the percentage of responses instead of respondents (not charted), the incidence of all motivators was found to be nearly unchanged over time.

Reasons behind intentions to increase activity do not contribute to KPI calculations, but have been included here to contextualise overall KPI 3 results.

Figure 45: Top 10 reasons for intending to increase levels of physical activity

(Base: Young women aged 12-21 intending to do more or much more physical activity in the next six months)

(Multiple response)



Q14. What are the main reasons why you are thinking about increasing your physical activity?

KPI 3b: Intentions to seek information about types of physical activity available

To better understand the intentions of the target audience to make positive changes in their lives related to physical activity, in the Phase 3 campaign evaluation research respondents were asked questions about their intentions to seek information about physical activities available.

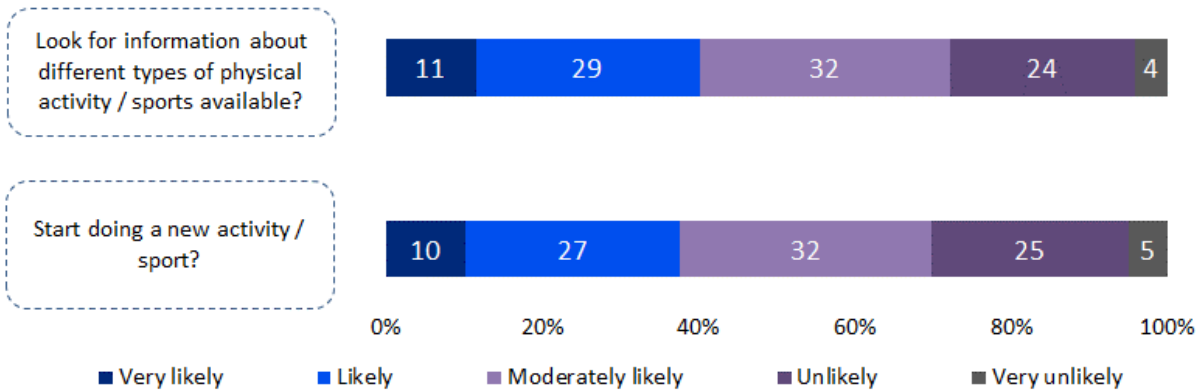
KPI 3b, calculated from these new questions, recorded an index result of 55ip in the post-Phase 3 evaluation survey (see Figure 43 at the start of this section).

The underlying data showed that intentions to seek information about physical activities were moderate (see Figure 46). Specifically, two in five young women aged 12-21 indicated that they were likely, or very likely to look for information about different types of physical activity / sports available (40% post-Phase 3).

Respondents were also questioned about their intentions to take up a new activity in the next six months. While not part of the KPI calculations, this data nonetheless offered some valuable insight. Encouragingly, comparable proportions of young women stated they were likely to seek out information about activities as start a new activity or sport (37% post-Phase 3) (also shown in Figure 46). Further, almost three quarters (75%) of those likely to look for information also said they were likely to take up a new activity.

Figure 46: Intentions to seek information / start new activity

(Base: Young women aged 12-21, Phase 3 evaluation n=1,241)



Q49. Thinking about the next 6 months, how likely are you to...?

Findings by audience segment

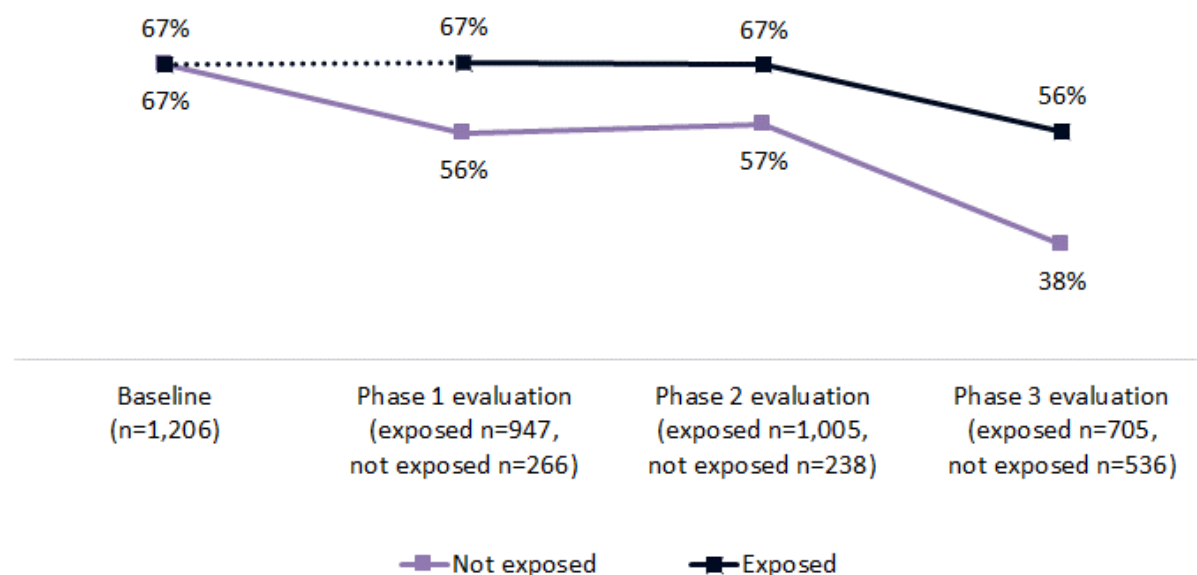
Results by campaign exposure

The moderation of activity intentions was seen across the board, and not specific to any age group, state, or other demographic factor. However, the effect was less pronounced among

those exposed to the campaign (see Figure 47). This, together with the findings reported below, indicates that the campaign had a positive impact in sustaining positive behavioural intentions (notwithstanding the fact that KPI 3 did not increase).

Figure 47: Proportion of young women intending to do more / much more physical activity in the next six months by campaign exposure

(Base: Young women aged 12-21)



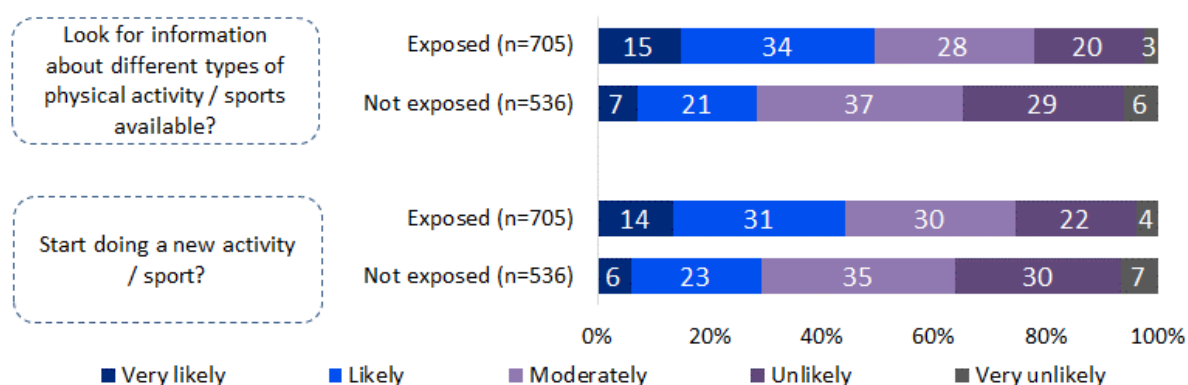
Q13. Do you think you will increase your physical activity in the next 6 months?

Those exposed to the campaign also scored significantly higher across KPI 3a, intention to participate in physical activity (78ip exposed, compared to 72ip for not exposed post-Phase 3).

However, the real difference was on KPI 3b, intentions to seek information about physical activity, where those exposed to the campaign reported scores 11 index points higher than those not exposed (59ip exposed, compared to 48ip for not exposed post-Phase 3). This translated to a **20 percentage point difference** in likelihood to seek information between those exposed compared to those not exposed (49% for those exposed, compared to 29% for those not exposed post-Phase 3). Additionally, a 15 percentage point difference was recorded in likelihood to start a new activity / sport (44% for those exposed, compared to 29% for those not exposed post-Phase 3).

Figure 48: Intentions to seek information / start new activity by campaign exposure

(Base: Young women aged 12-21, Phase 3 evaluation)



Q49. Thinking about the next 6 months, how likely are you to...?

Results by age

Beyond campaign exposure, performance on intentions KPIs was higher among younger women; those aged 12-14 (see Table 13). This was primarily a result of the consistently high activity levels for this group (see Figure 52 in the behaviours section) – a pattern found across all waves, likely associated with the recognised phenomena of physical activity among young women declining with age and not related to campaign activity.

Table 13: KPI 3 Intentions by age groups

KPI	Phase 3 evaluation (n=1,241)			
	12-14	15-17	18-19	20-21
KPI 3: Overall Intentions	83ip ↑	76ip	72ip	70ip
KPI 3: Overall Intentions – including new statements	69ip	64ip	65ip	63ip
KPI 3a: Intentions to participate in physical activity and sport	83ip ↑	76ip	72ip	70ip
KPI 3b: Intentions to seek information about types of physical activity available	55ip	52ip	58ip	57ip

↑ indicates that the result is statistically significantly higher than results for all other age groups shown.

However, while KPI 3a scores were highest among the youngest cohort of young women, stated intentions to increase activity actually declined most for this group over time. Specifically, the proportion of young women aged 12-14 intending to increase their levels of activity declined steeply to 39% post-Phase 3 (compared with 70% post-Phase 2, 66% post-Phase 1, and 65% at baseline). A corresponding rise was noted among young women intending to maintain their current levels of activity; 52% post-Phase 3 (compared with 23% post-Phase 2, 25% post-Phase 1, and 27% at baseline).

Within age groups, intentions to increase activity were also higher among those exposed, with the largest difference seen among those youngest – 20 percentage points higher for those exposed compared to those not exposed to the campaign, declining with age (see Table 14). Positively, the proportion of young women likely to seek information about activities available, and the difference in this proportion for those exposed was largely undifferentiated for all young women below 20 years old.

Table 14: Intentions in the next six months by age and campaign exposure

Proportion of young women...	Post-Phase 3 evaluation		
	Exposed	Not exposed	Difference in intentions compared to not exposed
...intending to <u>increase</u> physical activity			
<i>Q13. Do you think you will increase your physical activity in the next 6 months?</i>			
12-14 (exposed n=182, not exposed n=199)	49%	29%	+ 20%
15-17 (exposed n=172, not exposed n=159)	46%	31%	+ 15%
18-19 (exposed n=205, not exposed n=106)	66%	54%	+ 12%
20-21 (exposed n=146, not exposed n=72)	65%	57%	+ 8%
...likely to <u>look for information</u> about types of physical activity available			
<i>Q49. Thinking about the next 6 months, how likely are you to...?</i>			
12-14 (exposed n=182, not exposed n=199)	50%	29%	+ 21%
15-17 (exposed n=172, not exposed n=159)	49%	25%	+ 24%
18-19 (exposed n=205, not exposed n=106)	54%	28%	+ 25%
20-21 (exposed n=146, not exposed n=72)	45%	36%	+ 9%
... likely to <u>start a new activity or sport</u>			
<i>Q49. Thinking about the next 6 months, how likely are you to...?</i>			
12-14 (exposed n=182, not exposed n=199)	48%	32%	+ 16%
15-17 (exposed n=172, not exposed n=159)	39%	24%	+ 15%
18-19 (exposed n=205, not exposed n=106)	49%	29%	+ 20%
20-21 (exposed n=146, not exposed n=72)	43%	35%	+ 7%

Results by location

While KPI 3 performance was undifferentiated between metropolitan and regional areas, some minor differences were found at state level. Namely:

- ◆ South Australia and Tasmania, while in line with the other states on KPI 3a, reported some of the lowest scores on KPI 3b compared to other states (SA 49ip and TAS 46ip, compared to NSW 56ip, VIC 56ip, QLD 54ip, WA 57ip, ACT 62ip, and NT 58ip post-Phase 3).

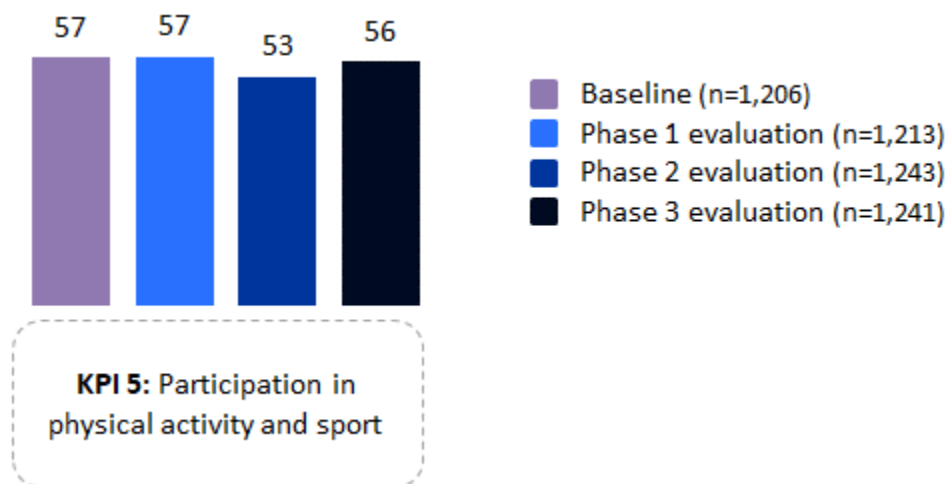
F. KPI 5: Behaviours

KPI 5: Participation in physical activity and sport

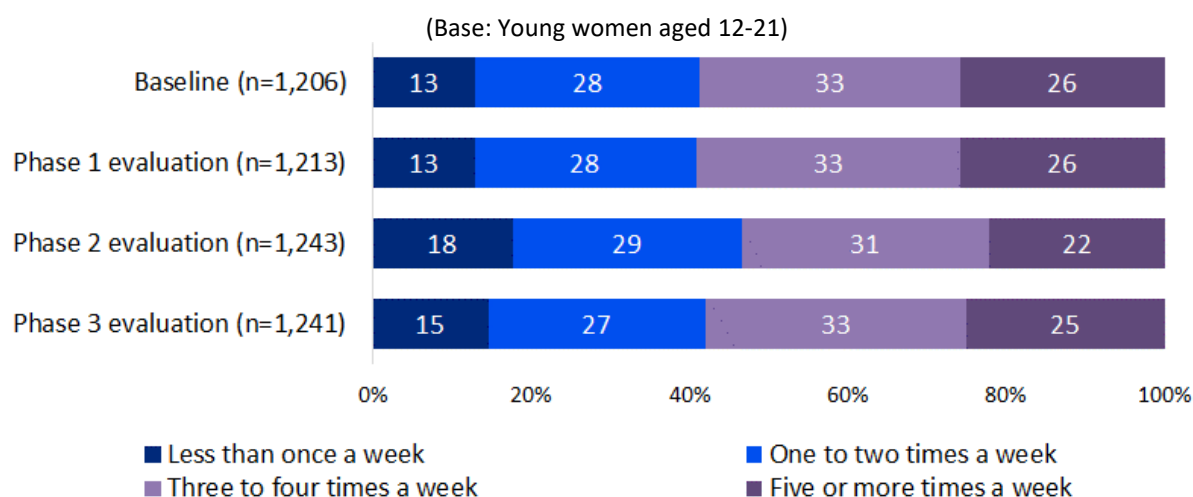
Participation in physical activity and sport increased a little post-Phase 3 of the campaign, returning to levels in line with Baseline after dropping post-Phase 2.

Figure 49: Performance of KPI 5 Behaviours

(Base: Young women aged 12-21)



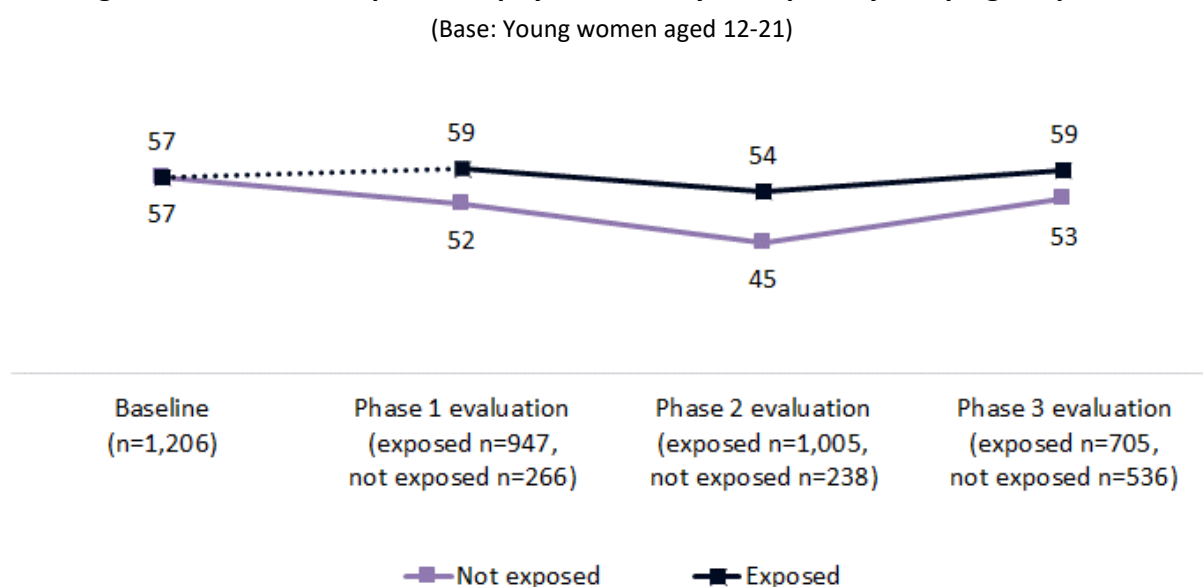
Also in line with Baseline levels, activity levels remained relatively high, with approximately every second girl aged 12-21 reporting being active at least three times a week (58%, consistent with 59% at Baseline)(see Figure 50).

Figure 50: Weekly participation in physical activity / sport

Q6. How often do you do any physical activity or sport for at least 30 minutes at a time?

Participation by exposure

Across all waves of data collection, performance on KPI 5 was higher for those exposed to the campaign compared with those not exposed (see Figure 51). This indicates that the campaign had a positive impact in sustaining physical activity levels (notwithstanding the fact that KPI 5 did not increase from its Baseline level).

Figure 51: KPI 5 Participation in physical activity and sport by campaign exposure

Underpinning the abovementioned KPI results, activity rates were found to be higher among those exposed at each stage of evaluation. At Phase 3 evaluation, among young women exposed to the campaign, 61% reported being active at least three times a week, compared with 54% of those not exposed.

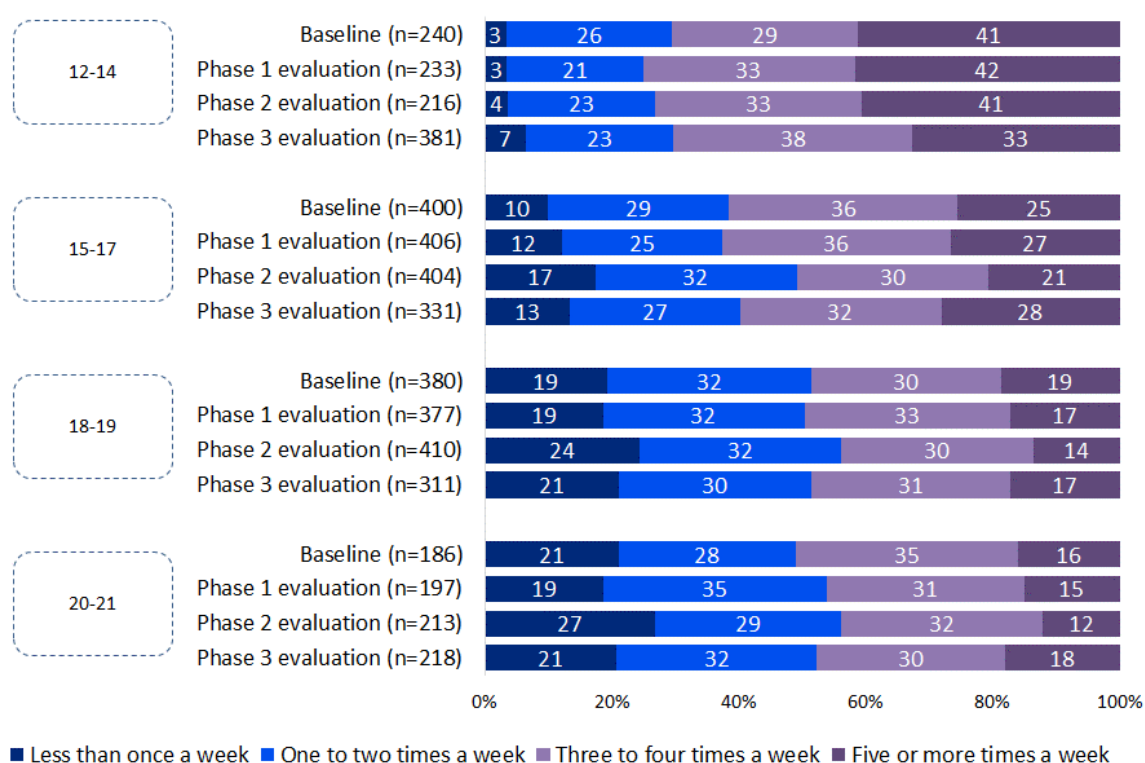
Participation across age groups

Across age groups, the proportion of young women active three or more times per week remained broadly consistent over time (see Figure 52).

However, as previously mentioned, there was a decline in the highest levels of activity among the youngest cohort, aged 12-14. Specifically, the proportion of young women most active (i.e. those active five or more times per week) decreased significantly in this phase of campaign (33% post-Phase 3, compared to 41% post-Phase 2, 42% post-Phase 1, and 41% at Baseline), moderating activity levels down to three to four times a week (38% post-Phase 3, compared to 29% at Baseline). In short, compared to the start of 2016, young women aged 12-14 are now moderately less active, and intending to stay that way.

Figure 52: Weekly participation in physical activity / sport by age groups

(Base: Young women aged 12-21)



Q6. How often do you do any physical activity or sport for at least 30 minutes at a time?

Further, over time, young women aged 12-14 appear to have become less active generally. When asked about whether they were more active compared to the previous year, significantly fewer young women said they were, compared to their peers at Baseline (48% post-Phase 3, compared to 58% at Baseline). Similar trends were recorded for all other age groups, except the 15-17 year-olds for whom this metric remained consistently low over time.

Reasons for changing activity levels

There were no notable changes in the reasons given for either increasing or decreasing activity levels. This was true both at the overall level, and for each age group.

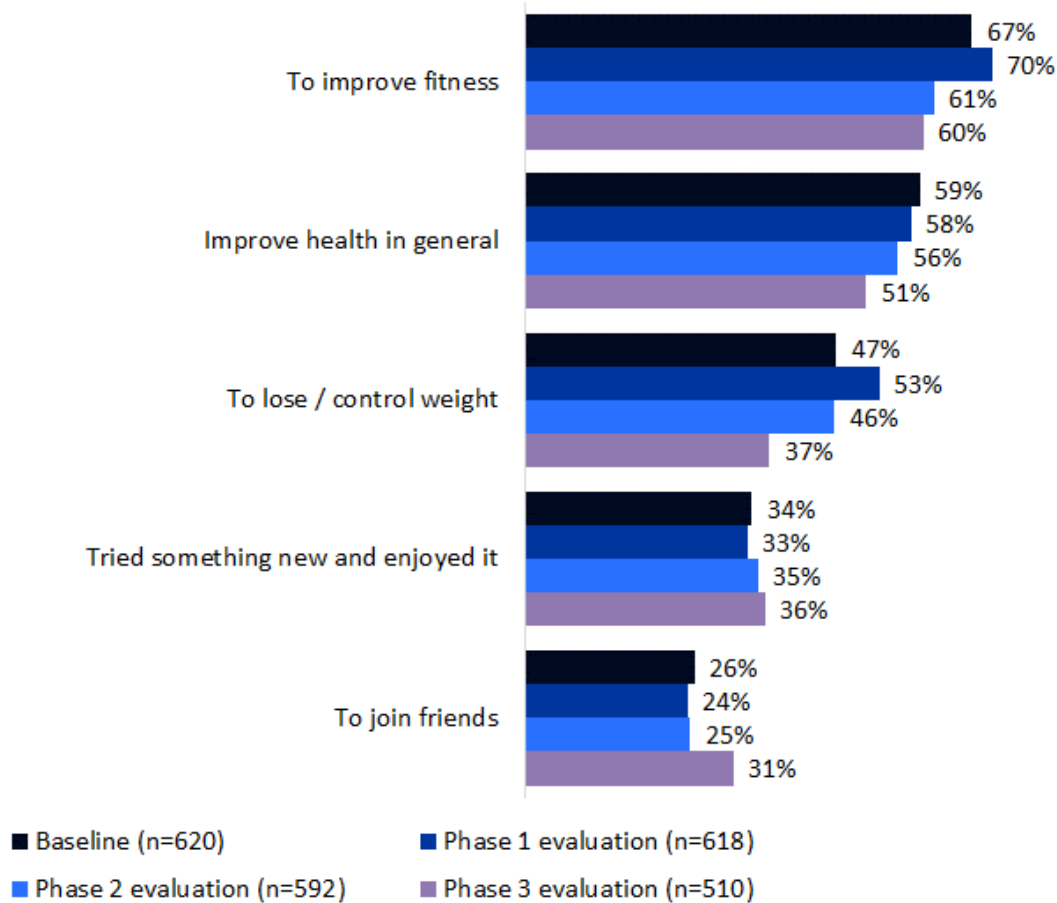
Specifically, the top motivators for increasing activity since last year for all young women aged 12-21 broadly reflected the reasons given for intending to increase activity in future (see Figure 53 and refer to Figure 45 in the Intentions section), namely:

- ◆ to improve fitness (60% post-Phase 3, 61% post-Phase 2, 70% post-Phase 1, and 67% at Baseline¹³); and
- ◆ to improve health in general (51% post-Phase 3, 56% post-Phase 2, 58% post-Phase 1, and 59% at Baseline¹³).

¹³ For this question, respondents were allowed to select as many answers as they liked. The changes in incidence reported for this question primarily reflect declines in the total number of responses selected for this question, and not the relative importance of a given reason for increasing / decreasing activity levels since last year.

Figure 53: Top 5 reasons given for increasing activity levels since this time last year

(Base: Young women aged 12-21, who increased their activity levels since the previous year) (Multiple response)



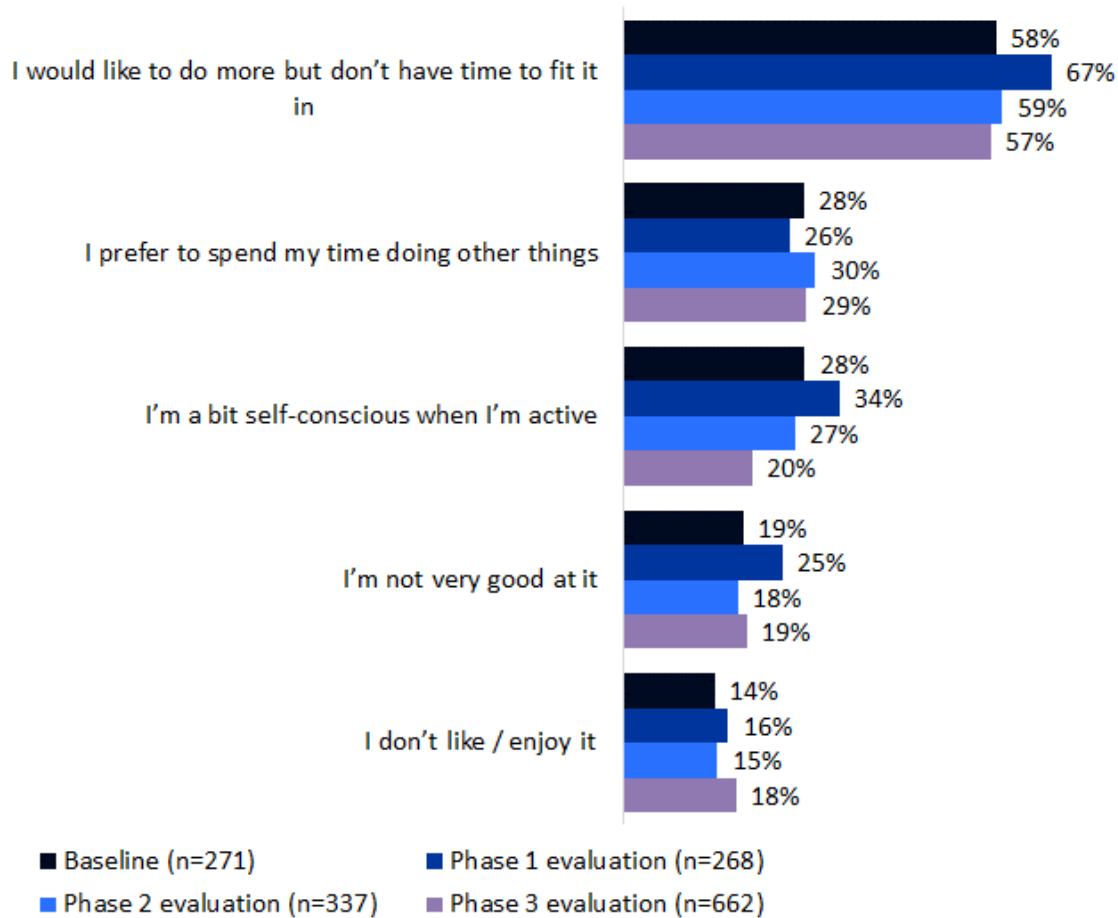
Q11. What influenced you to become more physically active?

And the top reasons for **not** increasing activity levels since last year were:

- ♦ lack of time to fit it in (57% post-Phase 3, 59% post-Phase 2, 67% post-Phase 1, and 58% at Baseline¹³); and
- ♦ preference for spending time doing other things (29% post-Phase 3, 30% post-Phase 2, 26% post-Phase 1, and 28% at Baseline¹³).

Figure 54: Top 5 reasons for not increasing activity levels since this time last year

(Base: Young women aged 12-21, who sustained or decreased their activity levels since the previous year)
(Multiple response)

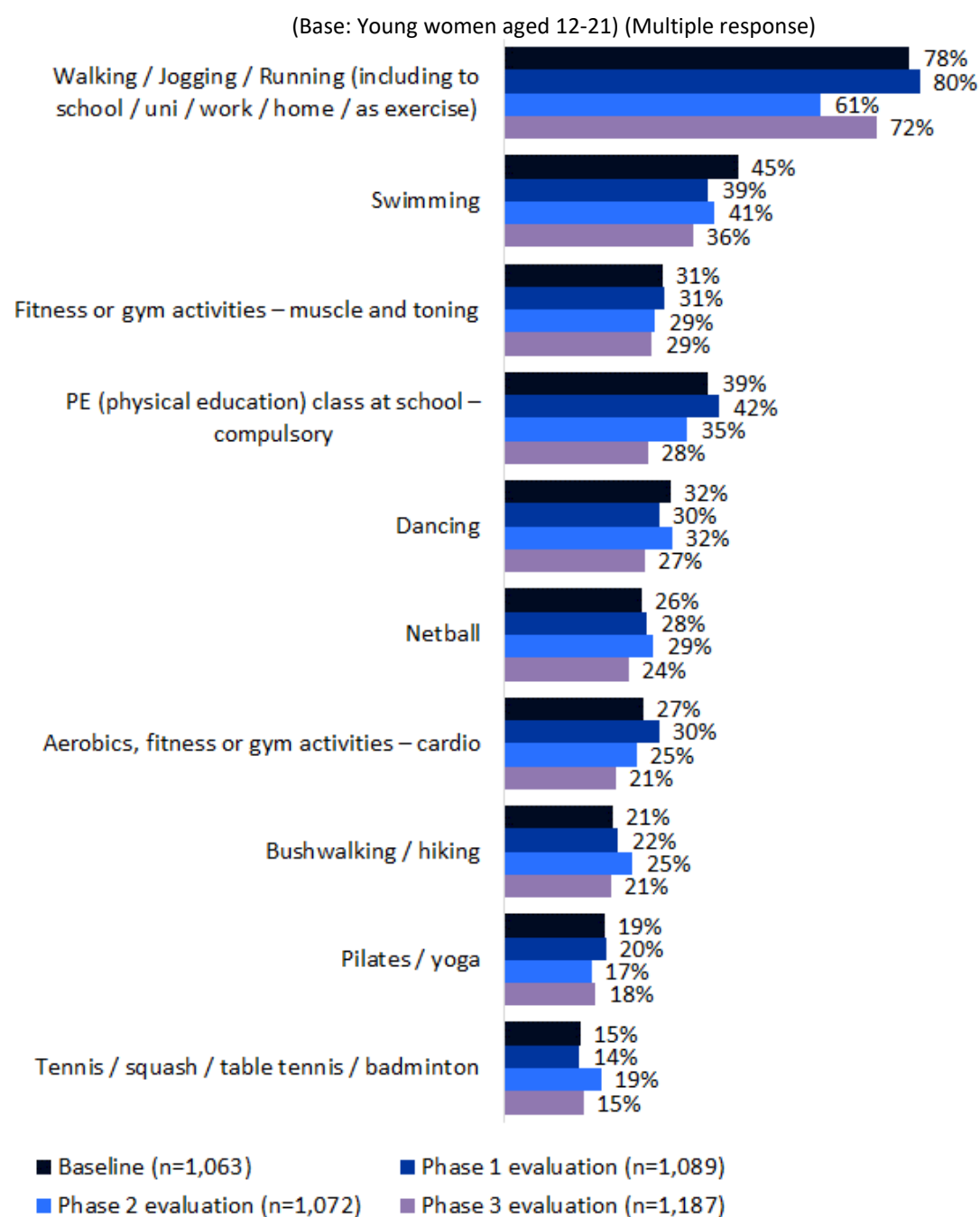


Q12. Which of the following best describes the main reasons why you are NOT doing more physical activity?

Types of activities

The research found that the most common activities young women engaged in over the past 12 months were broadly consistent over time, with traditional activities like walking / jogging, swimming, going to the gym, and PE class attendance the most common selections.

Figure 55: Top 10 types of physical activities young women participated in over the past 12 months



Q7. In the past 12 months, which physical activities or sports have you participated in either formally, as part of a club, team or classes or informally / socially?

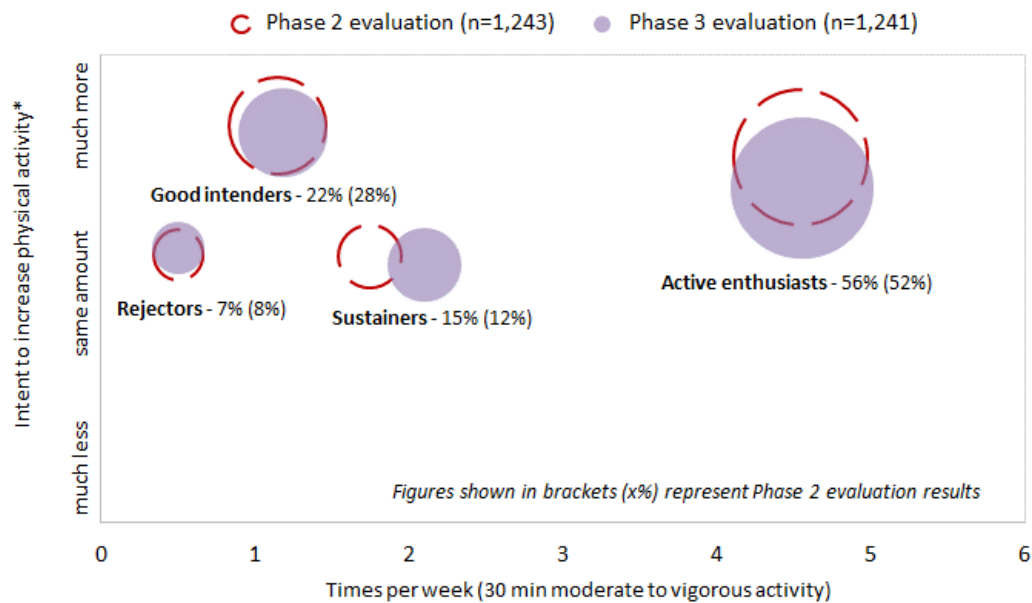
Findings by attitudinal segment

The changes in levels of physical activity and intentions discussed in earlier sections were reflected in the findings by attitudinal segment. However, the relative segment populations remained broadly consistent with Phase 2. Rejectors made up 7% (8% post-Phase 2), Good

Intenders 22% (28% post-Phase 2), and Sustainers 15% (12% post-Phase 2) of the post-Phase 3 survey respondents. Positively, Active Enthusiasts remained the largest segment at 56% (52% post-Phase 2) (see Figure 56).

Figure 56: Behavioural and Intention segmentation

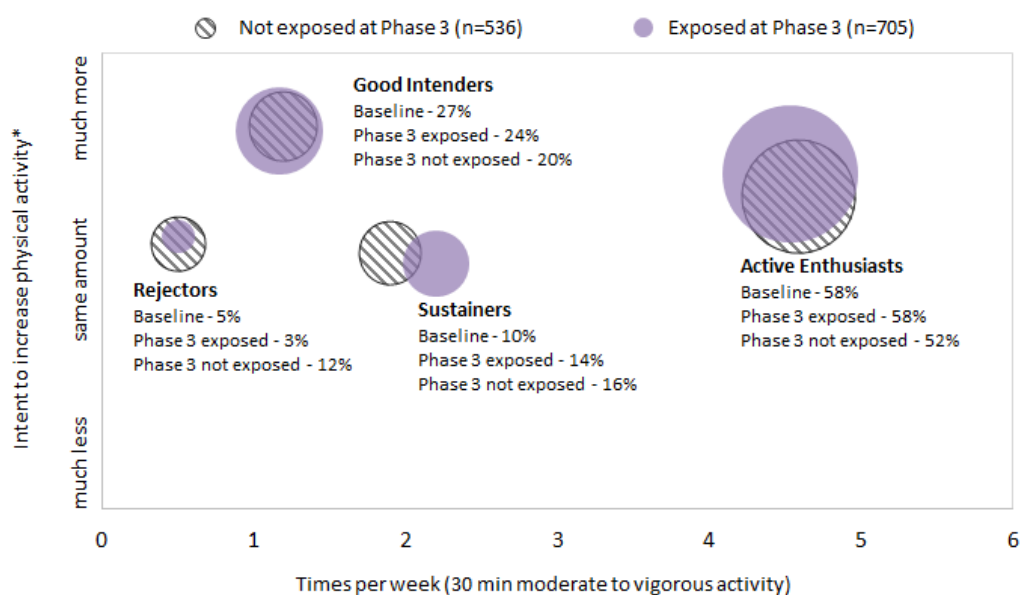
(Base: Young women 12-21)



Positively, those exposed to the campaign were more likely to make up the more active segments (see Figure 57), however it is difficult to clearly state to what extent confirmation bias plays a role. This held true across age groups.

Figure 57: Behavioural and Intention segmentation

(Base: Young women aged 12-21)



V. Findings for young women in the 15-18 age group

Campaign recall and reach

Campaign recall among young women aged 15-18 was consistent with levels reported by the remaining young women in the core target group – the combined group of those aged 12-14 and 19-21, hereafter referred to as the ‘remaining young women’ (54% for those aged 15-18, 57% for remaining those post-Phase 3). Across channels, recall rates were also very similar for these two age groups, with Online highest for both in Phase 3 (38% for those aged 15-18, and 41% for the remaining young women), followed by Social Media (37% for those aged 15-18, and 35% for the remaining young women post-Phase 3).

Both campaign recall rates overall, and across specific channels, were found to be largely undifferentiated between those aged 15-18 and the remaining young women in past waves of research, with each age group mirroring directional movements of the other.

Further analysis found that proportions reached via single and multiple channels in Phase 3 were similar for both age groups (15% of those aged 15-18, and 19% of remaining young women reported being reached via a single channel post-Phase 3, and 39% of those aged 15-18, and 38% of remaining young women reported seeing the ads via multiple channels post-Phase 3). TV was found to be the strongest contributor to broadening reach for both age groups, with greatest proportions of those reached by only one channel saying they saw the ads on TV (6% for those aged 15-18, and 7% for remaining young women post-Phase 3).

Campaign perceptions

As with campaign recall rates, young women aged 15-18 perceived the campaign in largely the same way as those remaining in the core target audience (those aged 12-14 and 19-21, combined). Sentiment towards the advertisements was overwhelmingly positive, with strong agreement on various statements building in Phase 3, consistent with overall results.

Key Performance Indicator results

Table 15 shows the KPI results compared between those aged 15-18 and the remaining young women in the core target audience (those aged 12-14 and 19-21 combined). No significant differences in performance were found between the two groups post-Phase 3, or in earlier phases of the research with directional movements also consistent between age groups over time.

Further, results on the questions that underpin these KPIs were also largely undifferentiated between the two age groups. Differences only began to appear when results were compared against the older cohort (22-24 year olds).

Table 15: Summary of KPI results for young women aged 15-18 vs young women 12-14 and 19-21

Key Performance Indicators	Post-Phase 3 evaluation			
	Young women aged 15-18 n=504		Young women aged 12-14 and 19-21 n=737	
	Excl. new statements	Incl. new statements	Excl. new statements	Incl. new statements
KPI 1: Awareness	80ip	79ip	80ip	78ip
<i>KPI 1a: Awareness of benefits</i>	77ip		77ip	
<i>KPI 1b: Awareness of the range of activities and sports available</i>	79ip	83ip	78ip	82ip
<i>KPI 1c: Awareness of the ease of access to activities and sports</i>	85ip	77ip	84ip	76ip
KPI 2: Call-to-action	7ip	5ip	7ip	
<i>KPI 2a: Actions taken as a result of campaign exposure</i>	7ip		8ip	
<i>KPI 2b: Engagement with the campaign website / social media</i>	6ip		7ip	
KPI 3: Intentions	64ip	75ip	66ip	76ip
<i>KPI 3a: Intentions to participate in physical activity and sport</i>	75ip		76ip	
<i>KPI 3b: Intentions to seek information about types of physical activity available</i>		54ip		56ip
KPI 4: Attitudes	59ip		59ip	
<i>KPI 4a: Attitudes towards participating in physical activity and sport</i>	79ip		79ip	
<i>KPI 4b: Barriers to participating (reduction)</i>	40ip		40ip	
<i>KPI 4c: Confidence to participate (try something new)</i>	55ip		55ip	
<i>KPI 4d: Ability to participate</i>	62ip		60ip	
KPI 5: Behaviours	56ip		56ip	
<i>KPI 5: Participation in physical activity and sport</i>	56ip		56ip	

⬇️⬆️ indicate that the result was statistically significantly higher or lower than the result of young women aged 12-14 and 19-21. No significant differences of this type were found.

VI. Findings for young women in the 22-24 age group

Campaign recall and reach

Campaign reach among young women aged 22-24 was lower than that among the younger cohort, with 44% having seen or heard campaign advertising (compared to 56% of young women aged 12-21). While they were just as likely to have been exposed to TV (24%, compared to 29%) and cinema advertising (4%, compared to 5%), smaller proportions of young women aged 22-24 recalled seeing the campaign via online (26%, compared to 40%), social media (22%, compared to 36%) and out-of-home channels (12%, compared to 17%).

Further analysis found that unduplicated reach was similar across both age groups of young women – 18% of those in the 22-24 age group and 12-21 age group reported exposure via a single channel only. TV was the main channel contributing to breadth of reach among the older age group, with 11% reporting seeing the advertisement only on free-to-air television.

Campaign perceptions

Similar to young women aged 12-21, those aged 22-24 generally reported positive sentiment in relation to the campaign. There were no notable variances between the two age groups in their assessment and perceptions of the campaign.

Key Performance Indicator results

Table 16 shows that results for awareness and call-to-action KPIs were broadly consistent across the two age groups. Differences in results were found in intentions, attitudes and behaviours KPIs where young women aged 22-24 scored lower than that recorded among the younger cohort – this is likely a reflection of the known tendency for physical activity to decrease with age.

In relation to attitudes KPIs, compared to young women aged 12-21, those in the older age group indicated lower:

- ◆ level of confidence in trying something new (30% reported they were either ‘confident’ or ‘very confident’, compared with 39% of young women aged 12-21); and
- ◆ perceived ease to do more physical activity if they wanted to (44% reported it would be either ‘quite easy’ or ‘very easy’, compared to 55% of young women aged 12-21).

Activity levels among young women aged 22-24 were lower than among the younger cohort: 77% (lower than 85% of those aged 12-21) reported being active for at least 30 minutes at a time at least once a week, with 45% (lower than 58%) active at least three times a week – resulting in a lower KPI 5 result.

As the calculation of the KPI 3a was adjusted by the level of physical activity, the lower score was primarily the result of a lower level of activity among the older cohort.

Table 16: Summary of KPI results for women aged 22-24 vs young women aged 12-21

Key Performance Indicators	Post-Phase 3 evaluation			
	Young women aged 12-21 n=1,241		Young women aged 22-24 n=216	
	Excl. new statements	Incl. new statements	Excl. new statements	Incl. new statements
KPI 1: Awareness	80ip	78ip	79ip	77ip
<i>KPI 1a: Awareness of benefits</i>	77ip		76ip	
<i>KPI 1b: Awareness of the range of activities and sports available</i>	79ip	83ip	77ip	80ip ↓
<i>KPI 1c: Awareness of the ease of access to activities and sports</i>	84ip	76ip	84ip	74ip
KPI 2: Call-to-action	7ip	5ip	6ip	5ip
<i>KPI 2a: Actions taken as a result of campaign exposure</i>	8ip		7ip	
<i>KPI 2b: Engagement with the campaign website / social media</i>	7ip		6ip	
<i>KPI 2c: Engagement with / uptake of campaign 'offers'</i>		2ip		2ip
KPI 3: Intentions	76ip	65ip	69ip ↓	63ip
<i>KPI 3a: Intentions to participate in physical activity and sport</i>	76ip		69ip ↓	
<i>KPI 3b: Intentions to seek information about types of physical activity available</i>		55ip		57ip
KPI 4: Attitudes	59ip		55ip ↓	
<i>KPI 4a: Attitudes towards participating in physical activity and sport</i>	79ip		76ip	
<i>KPI 4b: Barriers to participating (reduction)</i>	40ip		35ip	
<i>KPI 4c: Confidence to participate (try something new)</i>	55ip		51ip ↓	
<i>KPI 4d: Ability to participate</i>	61ip		57ip ↓	
KPI 5: Behaviours	56ip		46ip ↓	
<i>KPI 5: Participation in physical activity and sport</i>	56ip		46ip ↓	

↓↑ indicates that the result is statistically significantly higher or lower than young women aged 12-21 result.

VII. Findings for parents of young women aged 12-19

A. Campaign recall and reach

Exposure

Campaign reach among parents of young women aged 12-19 declined in 2018, with 34% reporting having seen *Girls Make Your Move* campaign content through at least one channel (down from 40% post-Phase 2, and 44% post-Phase 1). However, when considered against the reduced media buy for Phase 3, the campaign's ability to reach one in three parents of young women aged 12-19 represents a strong result.

TV proved to be the most effective way to reach parents yet again, recording highest exposure levels compared to other channels for a third consecutive year. At the end of Phase 3, 22% recalled seeing the campaign on TV, compared to 15% online, 12% via social media, 12% via outdoor advertising, and 3% at the cinema (while campaign recognition has declined in line with the overall results since Phase 2, the ranking of channels in terms of exposure has remained unchanged over time).

Reach

Similar proportions of parents and young women aged 12-21 reported having seen campaign advertising via a single channel only (17% for parents of young women aged 12-19, and 18% for young women aged 12-21 post-Phase 3, largely consistent over time for both groups).

TV was found to be the most effective channel in terms of breadth of reach, with the following differences between young women and parents:

- ◆ for parents, TV was the clear, dominant channel contributing to breadth of reach (11% of parents reported seeing campaign advertising only on the TV post-Phase 3); and
- ◆ among young women, however, TV and online / digital advertising achieved equal levels of unduplicated reach (both 6% post-Phase 3).

In terms of the depth of campaign reach, performance dropped this year, with 17% of parents reporting that they had seen campaign content via multiple channels, compared to 24% post-Phase 2, and 27% post-Phase 1. Among young women aged 12-21 duplicated reach was much higher (38%), but also declined compared to past waves (64% post-Phase 2, 59% post-Phase 1). Both these movements are likely associated with the lower media spend.

Campaign perceptions

The majority of parents viewed the campaign in a positive light, with over 80% agreeing that the ads contained an important message, namely that:

- ◆ [The ads] are important for young women to see / hear (90% agreed, consistent with 85% post-Phase 2, and 88% post-Phase 1); and
- ◆ [The ads] are important for parents to see / hear (84%, consistent with 86% post-Phase 2, and 88% post-Phase 1).

While overall agreement levels remained consistent with past waves, a greater proportion of parents strongly agreed that the ads in Phase 3 were relevant, informative, and representative of young Australian women compared to Phase 2; more specifically, that:

- ◆ [the ads] accurately reflect young Australian women (33% strongly agreed, up from 26% post-Phase 2 and 28% post-Phase 1);
- ◆ [the ads] are informative (33% strongly agreed, up from 29% post-Phase 2, and 28% post-Phase 1); and
- ◆ [the ads] are relevant to my situation (31% strongly agreed, up from 20% post-Phase 2 and post-Phase 1).

Call to action

Despite improvements in positive perceptions of the campaign, engagement with the campaign was lower in the past two Phases than in Phase 1. The proportion of parents stating they did 'nothing' as a result of seeing the ads remained stable since Phase 2, at just under one in two (48% post-Phase 3, and 46% post-Phase 2, compared to 39% post-Phase 1).

Further, awareness of campaign materials and resources among parents also remained stable since Phase 2, with a large majority indicating they had not heard or interacted with any *Girls Make Your Move* campaign elements online (80%, 81% post-Phase 2, up from 76% at Phase 1). However, considering the reduced media investment this Phase, stability in these figures represents a good result.

Attitudes

Strong positive attitudes towards physical activity among parents exposed to the campaign also increased since Phase 2, with a rise in the proportion strongly agreeing that they encourage their daughter to do as much physical activity as she can (39% of those exposed to the campaign, up from 28% post-Phase 2).

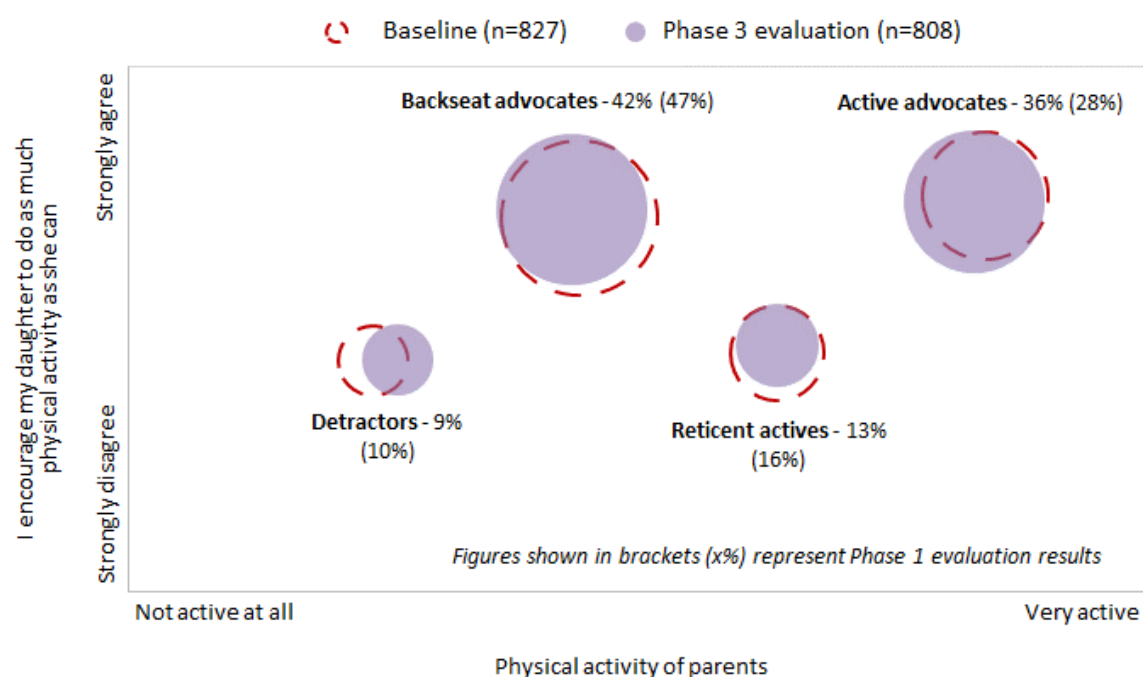
In addition, there was also a decline in negative sentiment towards physical activity among parents exposed to the campaign. Specifically, post-Phase 3 a lower proportion of parents felt that:

- ◆ it wasn't that important to be physically active at their daughter's age (17% agreed, down from 30% post-Phase 1); and
- ◆ their daughter has other commitments that are more important than doing physical activity / sport (40%, down from 51% post-Phase 1).

Reflecting positive shifts in attitudes, there was an increase in the proportion of Active Advocates among parents – those who are physically active themselves and encourage their daughter to do as much physical activity as she can as well (36%, up from 27% post-Phase 2, and 28% at Baseline) (see Figure 58). At the same time, the proportion of Reticent Actives and Detractors both contracted compared to Baseline (Reticent Actives 13%, down from 16% at Baseline, Detractors 9%, down from 10% at Baseline).

Figure 58: Segmentation of parents by current levels of activity and encouragement of their daughter to be physically active

(Base: Parents of young women aged 12-19)



VIII. Summary of key findings

Phase 3 of the *Girls Make Your Move* campaign was effective overall, with overall impact on young women aged 12-21 likely affected by a range of factors, including a reduced media investment overall reflecting the maturity of the campaign, and potential campaign wear out.

Campaign performance

- ◆ Unprompted campaign recall among the target audience was 13% in Phase 3 (a slight decline from 16% post-Phase 2), but remained consistent among young women who reported seeing / hearing ads about physical activity or sport targeted at young women (31%, consistent with 27% post-Phase 2).
- ◆ Prompted campaign recall / recognition was good given the reduced media buy, with over one in two (56%) reporting having seen / heard the ads (compared to 81% post-Phase 2).
- ◆ Correct recall of the campaign name was strong at 61%, but lower than in Phase 2 (69%).
- ◆ Unprompted key message take-out was good, where the most commonly derived message was that young women were encouraged to be involved in physical activity (51%), followed by anyone can do sport / that there are no barriers to sports (24%).
- ◆ Those who were exposed to the campaign reported higher levels of positive sentiment towards the campaign compared to Phase 2. Notably, in many cases, agreement improved owing to increases in strong agreement – another indication of the effectiveness of the Phase 3 creative.
 - Compared to Phase 2, in Phase 3 a greater proportion of young women perceived the ads to be important to see / hear (91%, up from 86%), believable (85%, up from 80%), inspiring (83%, up from 79%), informative (72%, up from 64%), reflective of young Australian women (76%, up from 70%), and personally relevant (67%, up from 62%).
 - Of particular note, the Phase 3 campaign was effective in improving perceptions on the poorest performing metric in both Phases 1 and 2 – knowing where to go for more information about doing physical activity / sports because of this ad – likely a result of the targeted ‘how’ and ‘why’ messaging in Phase 3.
 - Agreement with this statement lifted above 50% for the first time; 53%, up from 45% post-Phase 2, and 46% post-Phase 1, and was driven primarily by younger women (those under 18), with biggest gains among those aged 15-17 (56% agreed post-Phase 3, up from 39% post-Phase 2).
- ◆ Campaign resonance was also found to be high. One in three young women aged 12-21 (33%) reported feeling ‘very’ represented in the ads, and a further two in five (43%) ‘moderately’ so, undifferentiated by language spoken at home, or physical (dis)ability

indicating the success of the executions at appealing to a diverse range of young women in the target audience.

Campaign impact on actions

- ◆ Phase 3 campaign advertising was effective in its call-to-action (KPI 2), delivering a strong behavioural response among target audience members exposed to it, with over half (56%) of young women taking at least one action in response to the ads (compared to 64% post-Phase 2).
 - The proportion of those exposed reporting they had started doing some / more physical activity after seeing the ads declined to 16%, down from 22% last phase.
 - Engagement with digital resources (campaign website and social media content) was also lower compared to Phase 2, particularly the website (6%, down from 12%) and Instagram (5%, down from 12%), likely impacted by delayed social media buy.
- ◆ While overall call-to-action scores weakened this phase, results were still strong in light of reduced media investment and changes to the media mix.
 - Greatest impact likely came from changes to the timing of social media activity, and lower investment in TV – the primary channel responsible for increasing the breadth of campaign reach.
 - However, campaign wear out may also be a contributing factor, a possible cause for phase on phase declines in the proportion of those exposed who reported taking at least one action.

Campaign impact on attitudes, intentions and behaviours

- ◆ While awareness of the benefits of being physically active, the range of activities available and the ease of access to activities and sport (KPI 1) did not increase following Phase 3 of the campaign, campaign exposure helped to sustain awareness levels.
- ◆ Similarly, the campaign helped to sustain intentions to participate in physical activities and sport (KPI 3) and actual participation (KPI 5):
 - Intentions to increase levels of physical activity decreased since Phase 2 (48% intended to increase activity, down from 65%). However, these declines did not affect KPI 3 scores as they were driven by those already most active (active at least 3 times per week), seeking instead to maintain their current levels of activity.
 - Compared to baseline, intentions among those not exposed declined by 43% (or 29 percentage points), but only by 16% (or 11 percentage points) among those exposed – highlighting the campaign's effectiveness in sustaining intentions over time.
 - Campaign exposure was also associated with greater intentions to seek information about physical activity / sport, with the proportion of those exposed likely to seek

information 20 percentage points greater than those not exposed (49% of exposed, 29% of not exposed).

- Levels of current physical activity remained largely consistent and high over time, with approximately every second young women aged 12-21 active at least three times per week (58%), and consistently higher among those exposed to the campaign compared to those not (61% active 3 times or more per week in Phase 3 among exposed, compared to 54% among not exposed).
- ◆ Like previous phases, Phase 3 of the campaign did not have a material impact on attitudes towards participating in physical activity and sport (KPI 4):
 - While strong agreement that it is important for young women to be physically active declined in Phase 3 (53%, down from 63%), overall agreement remained stable over time (around 90%);
 - Notably, overall results were driven by the youngest age group of 12-14, for whom strong agreement declined significantly since Phase 2 (47%, down from 74%).
 - Prevalence of perceived barriers to physical activity significantly declined since Phase 2, with a rise in the proportion of young women reporting nothing was stopping them from participating (19%, up from 7%). However, as this was observed across the board to varying degrees (both among those exposed to the campaign and not), this improvement is likely a factor of external factors affecting the broader population.
 - Greatest reductions in perceived barriers were feeling judged (17%, down from 28%), not being fit / good enough (21%, down from 30%), and finding it hard to get motivated (28%, down from 33%). This was primarily driven by younger women, those aged 12-17, with no significant shifts on perceived barriers found for young women aged 18-21.
 - Lack of time due to other commitments remained the top barrier, cited by a greater proportion in Phase 3 (39%, up from 34%).
- ◆ Notably, beyond movements already discussed, positive sentiment among 12-14 year olds declined across a range of metrics in Phase 3, including:
 - recognition of the benefits of physical activity such as its positive impact on mental health (82% agreed, down from 93%), and positive impact on health generally (90% agreed, down from 97%); as well as
 - agreement that it is important for young women their age to be physically active (87%, down from 94%), that physical activity is as much for young women as young men (88%, down from 93%), that it is good to do with friends / family (88%, down from 93%), and is fun (82%, down from 89%). Strong agreement that there is a type of activity to suit everyone also declined steeply (38%, down from 57%).

Recommendations

To build on the success of the Girls Make Your Move campaign to date, we recommend the following:

1. Consider increasing TV media investment for the next burst of advertising to leverage the channel's strength in broadening campaign reach, and supporting overall campaign exposure / recognition rates across all channels among the target audience.
2. As online / social media was the channel primarily responsible for increasing the depth of campaign reach, ensure social media activity occurs consistently throughout the duration of the campaign to encourage greater engagement with digital content and taking action as a result of exposure to advertising.
3. Consider a refresh of the campaign call-to-action messaging to address phase on phase declines in actions taken as a result of seeing / hearing the ads. Focus on increasing consideration of doing more physical activity and engagement with supporting campaign materials about how to do so in the first instance, increasing likelihood of follow through later.
4. Continue to focus on campaign messaging that encourages and supports young women to be more physically active, as it is being clearly received and generating a strong positive response from the target audience.
5. Consider increasingly focusing on 'how' and 'why' messaging to be helpful in letting young women know where to find out more about ways to be active and how to take the next steps to do so. Concentrate on highlighting possible ways perceived barriers to being (more) physically active could be overcome, particularly in terms of finding time in their schedule for physical activity / sports, a rising concern among the target audience. Continue to target barrier-related communications at the older age cohort (aged 18-21), who did not report reductions on perceived barriers found among younger women in this Phase.
6. Consider conducting further qualitative research with 12-14 year olds to inform messaging refinement in light of significant shifts in attitudes, perceptions, and behaviours found among this cohort since Phase 2, and in comparison to their peers at Baseline. It is possible that this cohort may be fundamentally different in other ways – a product of different experiences and / or motivated by different things.