8 PRINCIPLES FOR SUCCESS

1. NO JUDGEMENT
   Take pressure off performance and give freedom simply to play.

2. INVOKE EXCITEMENT
   Bring a sense of adventure and discovery.

3. CLEAR EMOTIONAL REWARD
   Reframe achievement as ‘moments of pride’, not winning.

4. OPEN EYES TO WHAT’S THERE
   Redefine sport as more than school sport.

5. BUILD INTO EXISTING HABITS
   Tap into existing behaviours in other spheres.

6. GIVE GIRLS A VOICE & CHOICE
   Allow girls choice and control to feel empowered.

7. CHAMPION WHAT’S IN IT FOR THEM
   Make it much more than just about health.

8. EXPAND IMAGE OF WHAT ‘SPORTY’ LOOKS LIKE
   Create truly relatable role models which inspire.

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