

# BLOODYGOODSPORT

sharethedignity

## GAME ON. PERIOD.

Every player. Every game.  
Every period **COVERED.**

### ~~OUR~~ THE CHALLENGE

Period stigma, lack of product access, and uniform anxiety continue to impact women's and girls' participation in sport

Source: [Bloody Good Idea](#)

**68%**  
of women and girls have skipped sport because of their period.

**90%**  
worry about leaking during sport.

**72%**  
feel anxious about having their period while playing sport.

### OUR GOAL

To make sure periods are not a barrier to sport by creating inclusive, period-positive sporting environments across Australia.

### FOUR PILLARS OF CHANGE

#### 1. Champion Access to Free Period Products

Stock bathrooms with accessible period products and add products to first aid kits.

#### 2. Promote Period-Friendly Uniforms & Policies

Move away from light shorts and restrictive designs. Offer dark colours, breathable fabrics, and flexible policies.

#### 3. Deliver Education for Coaches, Staff & Players

Provide resources and guides to build understanding and performance support.

#### 4. Break Down Stigma & Shame

Normalise periods through posters, team chats, and visible awareness campaigns.



### GET INVOLVED

You can get involved in a number of ways. Pledge to be a Bloody Good Sport, download our toolkits for products, uniforms, education, and awareness, and share the campaign using our posters and social media tiles. You can also partner with us or become a sponsor to help scale our impact nationally and ensure more women and girls have access to period products and inclusive sporting environments.

### WHY IT MATTERS

Supporting Bloody Good Sport reduces anxiety and dropout rates, builds confidence and a sense of belonging, and helps normalise periods as part of the game.

It also creates fair and inclusive sporting opportunities for all players, **ensuring that everyone can participate fully and feel valued on and off the field.**

Be a Bloody Good Sport  
and join the movement at  
[sharethedignity.org.au/end-period-poverty/advocacy/bloody-good-sport](http://sharethedignity.org.au/end-period-poverty/advocacy/bloody-good-sport)

