

FREQUENTLY ASKED QUESTIONS

ABOUT THE MOVEMENT

What is Bloody Good Sport?

Bloody Good Sport is a national movement by Share the Dignity to ensure that menstruation is never a barrier to participating in sport. We're breaking stigma, encouraging practical change, and creating inclusive sporting environments.

Why is this needed?

Periods are still sidelining players across Australia:

68%
of menstruators
have skipped
sport due to
their period.

90%
of menstruators
worry about
leaking during
sport.

72%
feel anxious
about managing
their period while
playing sport.

No athlete should miss out on the sport they love because of something as natural as their period.

Who is behind Bloody Good Sport?

Bloody Good Sport is an initiative of Share the Dignity, an Australian charity working to end period poverty and period stigma. Our proud launch partner is HART Sport, Australia's leading supplier of sporting equipment.

What does Bloody Good Sport do?

Through clubs, coaches, and communities, we:

- ▶ Champion access to period products free in facilities.
- ▶ Promote period-friendly uniforms and policies.
- ▶ Deliver education for coaches, staff, and players.
- ▶ Break down stigma and shame through awareness and conversation.

GETTING INVOLVED

What does it mean to be a Bloody Good Sport?

A Bloody Good Sport club pledges to support their players by making sport period-friendly. It's a public commitment to dignity, inclusion, and fairness for every athlete.

How can my club take the pledge?

Clubs can sign up at sharethedignity.org.au/bloodygoodsport. Once pledged, clubs will receive resources, education materials, and a certificate to proudly display their commitment.

Does it cost to be involved?

No - it's free to take the pledge. We simply ask clubs to follow through on their commitment by taking practical steps to support their players.

What resources are provided?

- ▶ A digital starter kit with posters, social media assets, and pledge certificate.
- ▶ Guidance on creating supportive environments for players.
- ▶ Education resources for athletes, coaches, and parents.
- ▶ Tips for introducing period-friendly policies and uniforms.

How can individuals get involved?

- ▶ Encourage your club to take the pledge.
- ▶ Share the message online using #BloodyGoodSport and #GameOnPeriod.
- ▶ Support Share the Dignity's broader work at sharethedignity.org.au.

What's the ultimate goal?

For every player, at every club, in every game to have dignity, support, and access to what they need.

Every player.

Every game.

Every period covered.

FREQUENTLY ASKED QUESTIONS

PERIOD PRODUCTS 101

Which product is best for sport?

There is no single “best” product – it’s about comfort, flow, and preference. Some athletes prefer tampons or menstrual cups for movement and swimming; others feel most comfortable with period underwear or pads.

Find out more about options:

[Period Education Hub – Period Toolkit](#)

What period products are available?

There are many options – every athlete can choose what feels right for them:

- **Pads & Liners** – absorb blood externally; need changing every 4–6 hours.
- **Tampons** – worn internally, good for sport and swimming; change every 4–6 hours.
- **Applicator Tampons** – easier to insert, available in cardboard or plastic.
- **Reusable Cloth Pads** – eco-friendly, washable, and long-lasting.
- **Menstrual Cups** – silicone cups worn internally, reusable, can last up to 8 hours.
- **Period Underwear** – underwear with built-in absorbent layers, washable and reusable.

EDUCATION & RESOURCES

When do most people get their first period?

On average, most people start their period between ages 12–13, but it can be as early as 8 or as late as 16.

Is period pain normal?

Some cramping is common, but severe pain is not something players should just “push through.” Athletes experiencing extreme pain should seek medical advice.

Do you have a Coach's Guide?

Yes - the Coach's Guide helps coaches understand how periods can impact players and gives tips on having open conversations, creating inclusive teams, and supporting athletes with dignity.

Download at:

sharethedignity.org.au/end-period-poverty/advocacy/bloody-good-sport

Do you have an Athlete's Guide?

Yes - the Athlete's Guide is designed for players. It explains how periods can affect sport, shares tips for managing them with confidence, and encourages athletes to speak up about their needs.

Download at:

sharethedignity.org.au/end-period-poverty/advocacy/bloody-good-sport

How do periods impact sport?

- **Physical:** Cramping, fatigue, and heavy bleeding can affect energy and performance.
- **Emotional:** Anxiety about leaks or stigma can reduce confidence.
- **Practical:** Poor facilities or lack of products can impact participation.

With the right support, athletes can continue to play, compete, and perform at every stage of their cycle.

LEARN MORE

Check out Share the Dignity's Period Education Hub, a one-stop resource for players, parents, and coaches covering:

- First periods
- Period products
- Common symptoms
- Myths and stigma
- Global perspectives
- Menopause and beyond

Visit the Hub: sharethedignity.org.au/end-period-poverty/education-hub

BLOODYGOODSPORT
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**EVERY PLAYER. EVERY GAME.
EVERY PERIOD COVERED.**