

# BLOODY GOOD SPORT

share*the*dignity

**JOIN THE MOVEMENT TO MAKE  
SPORT INCLUSIVE AND ACCESSIBLE  
*FOR EVERY PLAYER***

Too many women and girls miss out on sport because of their period. Bloody Good Sport is here to change that – ensuring no player is left on the sidelines because of menstruation.





# WHY BLOODY GOOD SPORT

At Share the Dignity, we believe periods should never be a barrier to participation.

Bloody Good Sport is a movement working with sporting clubs, coaches, parents, and partners to ensure access to products, education, and support – building inclusive sporting environments where everyone can thrive.

## PURPOSE

To build an empowered, inclusive sporting culture where menstruation never limits participation, access, or confidence.

## VISION

Every player. Every game.  
Every period covered.



## OBJECTIVES

1.

REMOVE BARRIERS TO PARTICIPATION CAUSED BY MENSTRUATION.

2.

NORMALISE CONVERSATIONS AROUND PERIODS IN SPORT.

3.

EQUIP CLUBS WITH PRACTICAL TOOLS AND EDUCATION.

4.

SCALE SYSTEMIC CHANGE THROUGH PARTNERSHIPS AND ADVOCACY.



# ~~OUR~~ THE CHALLENGE

Despite progress in gender equity, menstruation remains a critical and under-addressed barrier in Australian sport.

Research from Bloody Good Idea conducted by Victoria University revealed the urgent need for intervention:

**PERIODS ARE A NORMAL PART OF LIFE, BUT RIGHT NOW THEY ARE STOPPING TOO MANY YOUNG PEOPLE FROM PARTICIPATING FULLY IN SPORT.**

**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.

**87%**

agree sport facility policies must recognise menstrual health as a fundamental right, including free period products.

**50%**

had accessed free period products at their sports facilities – and no one stockpiles them; they're used when needed.



# THE COST + THE IMPACT

## PARTICIPATION DROPOUT

Girls leave organised sport at twice the rate of boys during adolescence, with menstruation cited as a leading factor.

## CONFIDENCE + MENTAL WELLBEING

Fear of leaking, stigma, and restrictive uniforms amplify anxiety and shame, undermining confidence and belonging.

## LOST VALUE

Women's participation is central to the social and economic growth of sport; exclusion undermines both community and economic outcomes.





# BLOODY GOOD SPORT IS MORE THAN JUST PERIOD PRODUCTS



IT'S ABOUT  
TRANSFORMING  
THE WAY SPORT EMBRACES  
WOMEN AND GIRLS.

WE ARE ENCOURAGING YOU  
TO JOIN US IN **COMBATTING  
MENSTRUAL INEQUITY** IN  
SPORT TO MAKE SURE  
EVERY PLAYER, EVERY  
GAME, **EVERY PERIOD  
IS COVERED.**

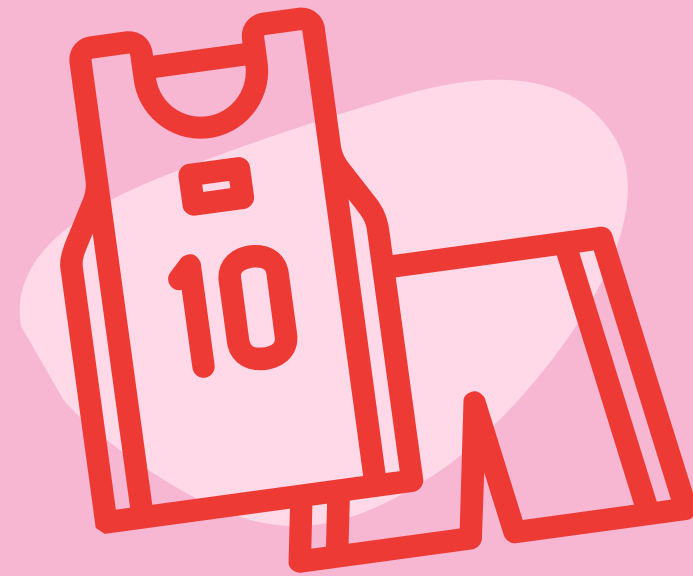


# FOUR PILLARS OF ACTION



## **CHAMPION ACCESS TO PERIOD PRODUCTS FREE IN FACILITIES**

Access matters. Having products available ensures players never miss out on the game because of their period.



## **PROMOTE PERIOD- FRIENDLY UNIFORMS AND POLICIES**

Uniform choices matter. By offering period-friendly options, clubs can help players feel comfortable, confident, and included.



## **DELIVER EDUCATION FOR COACHES, STAFF, AND PLAYERS**

Knowledge builds confidence. Education supports athletes and reduces period-related dropout.



## **BREAK DOWN STIGMA AND SHAME THROUGH AWARENESS AND CONVERSATION**

Let's talk about it. Normalising conversations helps create a culture where periods are understood and accepted.



# RISKS OF INACTION

PERSISTENT  
HIGH DROPOUT  
RATES AMONG  
GIRLS IN SPORT.

LOST ECONOMIC AND  
SOCIAL VALUE FROM  
REDUCED FEMALE  
PARTICIPATION  
IN SPORT.

NEGATIVE  
REPUTATIONAL IMPACT  
FROM INACTION ON  
GENDER EQUITY.



# HOW SHARE THE DIGNITY SUPPORTS YOU

As a partner, you will be supported every step of the way with:

## AWARENESS + COMMUNICATIONS

Posters, digital assets, social media toolkits, and key messaging guides.

## EDUCATION + TRAINING:

Menstrual health guides for coaches and athletes, plus conversation guides to break down stigma.

## IMPLEMENTATION SUPPORT:

Practical guidance on free product access, uniform policies, and templates for embedding menstrual equity in sport.

With these resources, your organisation is equipped to deliver real change in your sporting environment.

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### MYTH VS FACT

 <b>Periods are a private issue, they shouldn't be talked about.</b>	Periods are a normal part of life that affect millions of people. Open conversation reduces stigma and makes sport more inclusive.
 <b>Players should manage their period in silence.</b>	Periods can impact comfort, energy, and performance. Support and understanding allow athletes to keep playing with dignity.
 <b>Talking about periods makes people uncomfortable.</b>	Silence creates stigma, stigma makes people uncomfortable. The more we normalise the conversation, the easier it becomes for everyone.
 <b>Period products are a luxury, not a necessity.</b>	Period products are as essential as any piece of sporting equipment. Without them, many athletes are forced to sit out.
 <b>Coaches and staff don't need to know about periods.</b>	Understanding periods helps coaches and staff support athletes better, reduce stigma, and foster stronger teams.
 <b>Uniforms don't matter.</b>	Uniform design directly impacts confidence. Dark & flexible fabrics, and inclusive options help athletes play without fear of leaks.
 <b>There's only one right period product for all athletes.</b>	Athletes use pads, tampons, period underwear, cups, and more. The right choice is whatever helps them feel comfortable and confident.
 <b>Periods are all the same.</b>	Every athlete's experience is different – flow, symptoms, and cycle length vary widely. There's no "one-size-fits-all".
 <b>Period talk doesn't belong in sports clubs and organisations.</b>	Periods affect performance, participation, wellbeing. They belong in every conversation about athlete health.

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### OBJECTIVES

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- 2. NORMALISE CONVERSATIONS AROUND PERIODS IN SPORT.**
- 3. EQUIP CLUBS WITH PRACTICAL TOOLS AND EDUCATION.**
- 4. SCALE SYSTEMIC CHANGE THROUGH PARTNERSHIPS AND ADVOCACY.**

**HOW TO BE A BLOODY GOOD SPORT**  
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Together, we can ensure every player feels confident, supported, and included - no matter the day of the month.

**Provide Free Period Products**

**Choose Period-Friendly Uniforms**

**Educate & Support**

**Abolish Period Stigma**

### WHY IT MATTERS

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

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

### OUR CHALLENGE

Despite progress in gender equity, menstruation remains a critical and under-addressed barrier in Australian sport. Research from Bloody Good Idea conducted by Victoria University revealed the urgent need for intervention:

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

**87%** agree sport facility providers must recognise menstrual health as a fundamental part of athlete wellbeing.

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# **YOUR INVITATION**

## **PERIODS SHOULD NEVER BE A BARRIER TO SPORT.**

By being a Bloody Good Sport, your organisation can lead systemic change, empower players, and demonstrate leadership in advancing gender equity – on and off the field.

**WE *INVITE YOU* TO  
STAND WITH US AND  
*LEAD THIS CHANGE***



# NEXT STEPS

1.

*TAKE  
THE PLEDGE*

**AND COMMIT TO  
CHANGE BY BEING A  
BLOODY GOOD SPORT.**

2.

*IMPLEMENT  
WITH SUPPORT*

**USING OUR  
COMMUNICATIONS,  
EDUCATION, AND  
POLICY RESOURCES.**

3.

*LEAD  
THE WAY*

**AND COMMIT TO  
CHANGE BY BEING A  
BLOODY GOOD SPORT.**



# BLOODY GOOD SPORT

share*the*dignity

**NOT JUST A CAMPAIGN**  
*IT'S A MOVEMENT.*

Together, we can ensure  
no player is ever benched  
because of their period.



**GAME ON**  
*PERIOD.*