

# Herd **MSL**



**Two out of five women who drop out of sport,  
do so due to self-doubt**





**90% felt women in sport were “somewhat or very under-represented”.**

**57% of women stop playing sport by the time  
they are 24 years old.**









**“I always get my hair done before a big competition.  
Sometimes it feels like the tighter my braids, the faster I run.”**











Alongside Women's Health, Pantene's Ribbon of Strength campaign is also working to encourage women in the community to actively participate in sport. Sadly, research by Pantene shows that 57 percent of women stop playing sport by the time they are 24 years old. Most of Wendy's passion is focused on encouraging teenage girls to continue on competing in mountain biking for longer. Something that Wendy is proud her daughter, Courtney 18, has done.

## Rugby 7s Star Charlotte Caslick On How To Build Strength On And Off The Field



Remington Shultz, celebrity stylist and Pantene ambassador recommends using Pantene Long & Strong Shampoo and 3 Minute Miracle Conditioner to keep locks looking luscious.

"It's enriched with Pro-V Complex to protect fragile hair, prone to breakage," he says.

"If there is one message I want all women thinking about playing sport to know, it's that for every voice saying they can't, there are a million women saying they can. I hope I can be part of the motivation for women to not give up, and to stay in sport well past the age of 24."

**Herald Sun** *Whimn*  
with her in mind

"It's disappointing to see that over 57% of girls stop playing sport by the time they are 24-years-old due to self-doubt," Caslick said.

An Alarming Number Of Girls Are Dropping Out Of Sport Because Of Self-Doubt

**Charlotte Caslick: 'Self-doubt is very strong right now in our club'**

From self-doubt to the 'next Layne Beachley': Professional surfer Zoe Clarke, 21, reveals how she overcame obstacles to rise to the top - and the diet that keeps her fit and focused

Rugby Star Charlotte Caslick: 'Why Playing In Braids Empowers Me'



Rugby Star Charlotte Caslick: 'Why Playing In Braids Empowers Me'

It's about so much more than hair.

**PANTENE**

PANTENE







# Gold ribbons to give inspiration

John Besley

WE all know that sport and exercise is a vital component to living a healthy lifestyle and maintaining both physical and mental wellbeing.

However a recent study by Pantene has found that 57 per cent of Australian women who play sport drop out by the time they turn 24.

In order to get more women back playing sport, the hair care brand has launched the Ribbon of Strength campaign.

The initiative involves Pantene distributing gold ribbons to grassroots women's teams across Australia which can be braided into hair as a source of inspiration and support.

**It's the women ... who inspired me both on and off the court, that keep me coming back ...**

Tahleya Eggers

Among the thousands of women already taking part in the campaign are Cambridge Park netballers, including 25 year-old Tahleya Eggers and 30 year-old mum Rachael Coombes.

"Netball is a great way to remain fit and active, especially after having a baby," Coombes said.

"It is my outlet when I am stressed, upset or down, because it makes me feel better about myself. Netball has

taught me how to be strong, determined, confident, patient, and has taught me many more life skills along the way."

For Eggers, netball is about so much more than what happens on the court.

"It's the women that I've established friendships with over so many years, who inspired me both on and off the court, that keep me coming back year after year," she said.

Pantene has already donated more than 200 ribbons to the Penrith District Netball Association.

For more information on the Ribbon of Strength campaign, go to [pantene.com.au/en-au/ribbon-of-strength](http://pantene.com.au/en-au/ribbon-of-strength).



Pantene Ribbon of Strength participants Tahleya Eggers (left), and Rachael Coombes (right) with Cambridge Park Netball Club coaching convenor Kellie Tickner.







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**65% of women have witnessed  
or experienced negative criticism  
online or in real-life when playing sport.**









The Ribbon of Strength campaign is the brainchild of Pantene, one of the major partners of the Westfield Matildas.

Pantene, one of the world's leading haircare brands, has partnered with the Westfield Matildas to inspire young women to continue to play sport and remain active.

The Daily Telegraph

The 19-year-old was speaking as part of Pantene's partnership with the Matildas.

View Profile

# Equal pay for equal effort is all we ask

KATRINA GORRY

ON the first time ever in world football, the Westfield Matildas and the Socceroos will be paid equally.

There's no denying that this is an important moment in time that's worthy of the celebration we've seen captured across the nation's headlines.

While the announcement means we will be paid fairly, it also sends a signal that women in sport are truly starting to be valued. Because of equal pay, I think professionalism around the women's game as a whole will improve.

For a start, it means we'll be able to dedicate more time and energy to ourselves.

When I started out, it wasn't easy. For five years I worked in a cafe in Brisbane, before heading off to training. That's hard on the body.

It's only recently I've been able to focus completely on football. Just after myself and make sure I can rest and recover properly, so I can ultimately compete at my best.

Equal pay also means a lot of us won't have to juggle extra work, so there's more time for us to get out, see our families and encourage grassroots communities.

Telling girls that people to look up to, we have most young girls in their communities, it inspires the next generation to seriously consider sport as a career choice.

New research from Pantene has found that three-quarters of Aussies say sportswomen like us - the Matildas - have inspired women to participate more in sport.

So it's getting little things like this right that makes a real difference. It's important to recognise



GIVING THEIR ALL: Katrina Gorry (of the four left) and Clare Wheeler of the Jets compete for the ball.

The same research also uncovered other common barriers Australian women face.

Things like falling pregnant or juggling parenthood, a lack of access to quality coaching and facilities.

I'm lucky not to face those issues but I do know others who have come up against these challenges.

Some of us are beginning to think about having families, and for a long time we didn't have financial security or maternity leave to help.

Time and time again I've seen friends drop out of sport in their 20s. Some really talented people, who I thought would be playing alongside me in the national team, just weren't able to sustain a career in sport.

They took a different path, and I know a lot of them wish they hadn't. Hopefully that's not a decision any women will have to repeat in the future.

I do believe Australians are starting to recognise the difficulties we as women face.

Now to all agree that we face significant challenges when it comes to pursuing an actual career in sport. And it's nice to know that Australia is behind in wanting this to change.

The equal pay announcement should be celebrated and it wouldn't have been possible without the consistent support of the Socceroos, and endless work from the Professional Footballers Australia.

However, there's still work to be done before we can say there's true equality in all sports, between women and men.

And I truly believe we'll get there.

Katrina Gorry is a midfielder with the Brisbane Roar in the W-League and plays for Australia in the Matildas who have partnered with Pantene as part of its Ribbon of Strength campaign working to demonstrate how female athletes are inspiring a new wave of sport stars.

Twitter: @katgorry

## Westfield Matildas support the Ribbon of Strength campaign

New research from Pantene has found that three-quarters of Aussies say sportswomen like us — the Matildas — have inspired women to participate more in sport. So it's getting little things like this right that makes a real difference.



Ministry Of Sport

"FFA and Pantene have shared values when it comes to the empowerment and advancement of women in Australia, so it is fantastic that they have thrown their support behind women's football," Gallop said.

## Matildas 'Pantene Ribbon of Strength'

Matildas Ellie Carpenter and Katrina Gorry are ambassadors for 'Pantene's Ribbon of Strength' campaign.



Whimn with her in mind

**Only 6% of Australia's LGBTQI+ community currently play a team sport.**







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Pink Advocate

W TV

Team sport participation at rock bottom in LGBTQI+ community

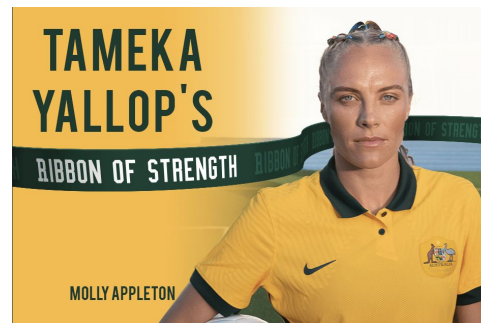
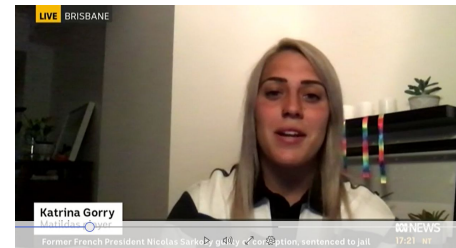
Shocking new figures have revealed that only six per cent of those in the LGBTQI+ community play team sport.

Research commissioned by Pantene also found that half of LGBTQI+ had given up joining a team by the time they were twenty-one years old.

Matildas star Katrina Gorry said she was shocked by the statistics.

SportsBeezer  
Ultimate Sports News

9 NEWS



RESEARCH COMMISSIONED BY  
PANTENE FINDS ONLY SIX PER  
CENT OF LGBTQI+ PEOPLE IN  
AUSTRALIA PLAY TEAM SPORTS



YALLOP SUPPORTS PANTENE CAMPAIGN  
SHE WANTS MORE LGBTQI+ LOCALS TO TAKE UP TEAM SPORT

## Yallop reveals hard road to inclusion in wake of shock statistics

CRYSTAL FOX

A BRISBANE Roar and Westfield Matildas player has opened up about her journey towards LGBTQI+ acceptance in the sport.

Gold Coast-based midfielder Tameka Yallop said the fear of the unknown was the biggest hurdle. "You don't really know going into an environment if they are going to support you or not," Yallop said.

Football at the age of five and was thankful to grow with the sport. "It wasn't until I was in my teens that I went through the period of realising who I am and what love was," she said.

Yallop and her partner had a daughter late last year and she said she couldn't be happier. "I am in a same-sex marriage with a little daughter, and without the people around me it wouldn't be like this," she said.



Matildas player Tameka Yallop.

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ROS Live on Westfield Matildas League

MY FOOTBALL

curve

Gold Coast Bulletin

# The Pantene Ribbon of Strength

## Phase 1

Encourage female participation in sport by overcoming issues *around self-image and self-confidence*

## Phase 2

Encourage female participation in sport by overcoming issues of *social media judgement and external criticism*

## Phase 3

Encourage female participation in sport by overcoming issues of *sexuality and inclusivity of LGBTQI communities*