

BLOODY GOOD SPORT

share*the*dignity

CAMPAIGN TOOLKIT

At Share the Dignity, we believe that no one should ever miss out on the opportunity to play, train, or thrive in sport because of their period. Yet research shows that too many young people are being sidelined - not by choice, but by stigma, fear, and lack of access to basic products.



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A MOVEMENT OF CHANGE

This toolkit has been designed to give you everything you need to bring Bloody Good Sport to life in your organisation. Inside you will find resources, templates, and practical guidance to help you communicate, educate, and implement change.

By joining this movement, you are helping to create a future where dignity is part of the game, and where every player can step onto the field with confidence.

WELCOME TO BLOODY GOOD SPORT

AND THANK YOU FOR BEING
A PART OF THIS CHANGE

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CAMPAIGN TOOLKIT

CAMPAIGN BASICS

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ONE PAGE FACT SHEET

This one-page fact sheet provides a clear overview of menstrual health and its impact on participation in sport. Designed as a quick, easy reference, it highlights key facts, common challenges and why simple support measures make a meaningful difference.



PERIOD FRIENDLY UNIFORM GUIDE

This guide supports clubs to make practical, thoughtful uniform choices that help athletes feel comfortable and confident during their period. It outlines simple considerations around colour, fit and fabric, offering easy ways to reduce anxiety and remove unnecessary barriers to participation in sport.



PROVIDE FREE PERIOD PRODUCT GUIDE

This guide helps clubs ensure players never miss out on sport due to a lack of access to period products. It outlines practical ways to provide free, discreet and dignified access through bathrooms, first aid kits and dignity vending solutions, supporting confidence, reducing anxiety and removing barriers to participation.

PROVIDE FREE PERIOD PRODUCT GUIDE

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.

ACCESS MATTERS

Players should never miss out on the game because they didn't have access to period products. Stocking products in bathrooms and first aid kits gives players dignity, confidence, and freedom to focus on sport.

Bathrooms

Equip bathrooms free packs of pads and tampons, or use an alternative method to provide discreet and dignified access. Share the Dignity has created Dignity Vending Machines and Dignity Dispensers to provide free and dignified access to period products at the push of a button. They showcase a clean, minimal design with their purpose front and centre. Learn more: sharethedignity.org.au/and-period-poverty/dignity-vending-machines

First Aid Kits

Add pads and tampons to coaches' and volunteers' first aid kits so players are covered, even when training or competing away from your venue. Share the Dignity has developed the world's first, first aid kit containing period products in partnership with St John's Ambulance which is available to purchase online. Learn more: sharethedignity.org.au/show/viewitem/dignity-first-aid-kit

WHY IT MATTERS

Research from our Bloody Big Survey shows that providing free period products can allow menstruators to:

- Feel more confident (40%)
- Change period products more often (37%)
- Have less period anxiety (34%)

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YOUR CLUB CAN LEAD THE WAY

Providing free period products is one of the simplest and most impactful steps your club can take to support inclusion.

GAME ON. PERIOD.

Portable Dignity Dispenser

Our Portable Dispenser offers convenient, dignified access to period care whenever it's needed. Compact, lightweight, and easy to install. It's ideal for benches or counters in high-traffic areas. Made from durable powder-coated steel, it combines long-lasting use with a sleek, modern design. An optional anchor point adds extra stability when required. Proudly Australian-made.

CAPACITY: 16 Period Packs (Sold Separately)

INVESTMENT: \$226.00* or Starter Pack \$516.00* (Includes Unit + 100 Period Packs)

*Machine and Dispenser prices inclusive of GST. Period Packs are GST-free. Final price quoted on application.

Dignity (Wall) Dispenser

Trusted, Australian-made design in a more compact form. Ideal for tight spaces, offering easy access to period care. Well-mounted, power-free, and built from powder-coated metal, it's sleek, sturdy, and space-saving. Perfect for smaller spaces without sacrificing functionality or style.

CAPACITY: 16 Period Packs (Sold Separately)

INVESTMENT: \$290.00* or Starter Pack \$525.00* (Includes Unit + 100 Period Packs)

Dignity (Wall) Dispenser

Trusted, Australian-made design in a more compact form. Ideal for tight spaces, offering easy access to period care. Well-mounted, power-free, and built from powder-coated metal, it's sleek, sturdy, and space-saving. Perfect for smaller spaces without sacrificing functionality or style.

CAPACITY: 16 Period Packs (Sold Separately)

INVESTMENT: \$290.00* or Starter Pack \$525.00* (Includes Unit + 100 Period Packs)

VENDING MACHINES

Share the Dignity Vending Machines offer an easily scalable way to show your commitment to providing free period products in your organisation. All proceeds from the sales directly benefit those experiencing period poverty.

Dignity Vending Machine®

A Dignity Vending Machine® from Share the Dignity provides free and dignified access to period products at the push of a button. They showcase a clean, minimal design with their purpose front and centre, providing free period products to those who need them. The machine is compact, easy to install, and built to last. Made from sturdy powder-coated steel, it's a durable and complementary addition to your community, employees and/or patrons. Personalised Quote on Request.

CAPACITY: 50 Period Packs (Sold Separately)

INVESTMENT: \$860.00*

CONTACT OUR TEAM FOR MORE INFORMATION OR A QUOTE

DVM@SHARETHEDIGNITY.ORG.AU

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GAME ON. PERIOD.

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HOW TO BE A BLOODY GOOD SPORT POSTER

This poster provides a clear, visual snapshot of what it means to be a Bloody Good Sport. Designed for display in clubrooms and shared spaces, it highlights simple actions clubs can take to support menstruating players, while reinforcing why access, understanding and open conversation matter in keeping everyone in the game.



MORE WAYS TO GET INVOLVED WITH US

Looking to go further? This section shares additional ways your club, members and community can support Share the Dignity beyond Bloody Good Sport, helping drive awareness, advocacy and meaningful change for people experiencing period poverty.



HOST A FUNDRAISER



VOLUNTEER



CORPORATE PARTNERSHIPS



CAMPAIGN TOOLKIT

AWARENESS AND
COMMUNICATION
RESOURCES KIT

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DIGITAL BADGE

The Digital Pledge Badge is a visual marker for your club's website and digital channels, showing your commitment to being a Bloody Good Sport. It helps publicly signal your pledge, build trust with your community and encourage others to get involved.



SOCIAL MEDIA ASSETS

These ready-to-use social media assets make it easy to share your club's commitment to Bloody Good Sport. Designed for quick posting, they help raise awareness, spark conversation and show your community the steps you're taking to support women and girls in sport.

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GENERAL COPY

Approved campaign messaging for clubs, volunteers & sporting bodies

TAGLINES

- ▶ Game on. Period.
- ▶ Every player. Every game. Every period covered.
- ▶ No player should be left on the sidelines because of their period.

WHY IT MATTERS

- ▶ 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.

Data source: Bloody Big Survey

WHAT IS BLOODY GOOD SPORT?

Bloody Good Sport is a movement to ensure periods are never a barrier to participation in sport. Too many players miss training or competition due to fear of leaking, lack of access to products, or restrictive uniforms. It's time to change that. By pledging to be a Bloody Good Sport, clubs commit to simple but powerful actions - from providing free period products and adopting period-friendly uniforms, to educating coaches and running team conversations that break down stigma.

Together, we are creating a sporting culture where every player feels confident, supported, and included. Find out more at sharethedignity.org.au/bloodygoodsport



WEBSITE COPY

Our club is proud to have pledged to be a Bloody Good Sport with Share the Dignity – movement to make sport inclusive and accessible for every player.

Too many players miss out due to period anxiety, restrictive uniforms, or lack of access to products. Research from the **Bloody Big Survey** found that 68% of players have skipped sport because of their period, and 90% worry about leaking during sport. These are barriers we can and must change.

By joining the Bloody Good Sport movement, our club is making a commitment to action. Here's what we're doing:

- ▶ **Period-friendly uniforms** – We're reviewing our uniform policy to give players the choice of dark shorts, leggings, or breathable fabrics.
- ▶ **Stocking free products in bathrooms** – We're providing pads and tampons in bathrooms to ensure players have access when they need it.
- ▶ **Stocking free products in first aid kits** – Our coaches and volunteers now carry period products in their first aid kits so players are supported at away games and training.
- ▶ **Running team conversations** – We're starting open conversations about periods and proudly displaying Bloody Good Sport posters to reduce stigma and normalise the topic.
- ▶ **Education for coaches, staff, and players** – Knowledge builds confidence. Many coaches and players have never been given the tools to understand how periods affect participation and performance. By embedding education into our club culture, we can support athletes across the month and reduce period-related dropout.

These may sound like small changes, but they make a big difference to confidence, wellbeing, and participation. They show our players that their needs are respected and that they belong.

Together, by pledging to be a Bloody Good Sport, we're helping to create a more inclusive, supportive sporting culture – one where every player can thrive, every game, every period covered.

Learn more about the campaign: <https://www.sharethedignity.org.au/end-period-poverty/advocacy/bloody-good-sport>



EMAIL COPY

SUBJECT LINE OPTIONS:

- ▶ We've pledged to be a Bloody Good Sport
- ▶ Game on. Period – see how our club is leading the way
- ▶ Every player. Every game. Every period covered.

BODY COPY (CHOOSE WHICH INITIATIVES APPLY):

Our club is proud to announce that we have pledged to be a Bloody Good Sport with Share the Dignity. This means we are taking real steps to ensure that no player is left on the sidelines because of their period.

Here's what this looks like at our club:

- ▶ **Period-friendly uniforms** - We're reviewing our uniform policy to make sure players have the choice of dark shorts, leggings, or breathable fabrics so they feel comfortable and confident on game day.
- ▶ **Free products in bathrooms** – Our bathrooms are now stocked with pads and tampons, so every player has dignified access when they need it.
- ▶ **Free products in first aid kits** – Coaches and volunteers now carry period products in their first aid kits, meaning players are supported even when the team is away from the clubhouse.
- ▶ **Team conversations to break stigma** – We're normalising the conversation around menstruation by running short team chats and displaying posters to show visible support.
- ▶ **Education for coaches, staff, and players** – Knowledge builds confidence. Many coaches and players have never been given the tools to understand how periods affect participation and performance. By embedding education into our club culture, we can support athletes across the month and reduce period-related dropout.

Why this matters: Research from the **Bloody Big Survey** found that 68% of players have skipped sport because of their period, and 90% worry about leaking during sport. Simple changes like these can reduce anxiety, boost confidence, and help players stay in the game.

Together, we are proud to be part of the Bloody Good Sport movement to make sport inclusive and accessible for every player.

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



SOCIAL COPY

There are nine approved social media posts which are a Pick-n-Mix selection that can be used. Please tag Share the Dignity on your platforms.

Tags to Use: Facebook Tag @sharethedignity, Instagram Tag @sharethedignityaustralia, LinkedIn Tag @sharethedignity

Hashtags: #BloodyGoodSport #GameOnPeriod #ShareTheDignity

1. Announcing the Pledge

Our club has pledged to be a Bloody Good Sport with Share the Dignity! That means taking action to ensure periods never stop players from participating. Our club is stepping up by making sport more inclusive - because every player, every game, every period should be covered.

#BloodyGoodSport #GameOnPeriod #ShareTheDignity

2. Asking for Feedback on Uniform Policy

Our club is considering updating our uniform policy to be more period-friendly. Certain uniform choices can increase stress and discourage participation, especially during menstruation. We want to hear from our players, families, and community - would new options make you feel more confident?

#BloodyGoodSport #GameOnPeriod #ShareTheDignity

3. Announcing Uniform Policy Change

Big news - our club has officially updated our uniform policy to be more period-friendly! Players now have more choices to feel confident and comfortable. It's a simple change that makes sport more inclusive.

#BloodyGoodSport #GameOnPeriod #ShareTheDignity

4. Coaches' Resources Available

Coaches play a vital role in shaping how players experience sport. That's why new resources are now available as part of Bloody Good Sport. The Coach's Guide to Periods provides practical advice for supportive, stigma-free conversations, while also helping coaches plan training and game strategies that support players across the month. Education builds confidence, and these tools ensure coaches are better equipped to help players feel seen, respected, and included.

Download it now: sharethedignity.org.au/bloodygoodsport
#BloodyGoodSport #GameOnPeriod

5. Athletes' Resources Available

Confidence matters. That's why we're sharing the Athlete's Guide to Periods as part of Bloody Good Sport. This resource provides easy-to-read fact sheets that help players better understand their cycle and how it can impact performance. With practical advice on managing periods, players can feel more prepared and confident to train and compete. Education builds empowerment - and this is another way our club is stepping up to support every player.

Download it now: sharethedignity.org.au/bloodygoodsport
#ShareTheDignity #GameOnPeriod

6. Free Products in First Aid Kits

We've added pads and tampons to our first aid kits. This means players have access to free products whether we're at home or away. A simple change making a big impact. This initiative is part of our pledge to be a Bloody Good Sport with Share the Dignity, ensuring every player has what they need to focus on the game.

#GameOnPeriod #ShareTheDignity

7. Free Products in Bathrooms

We're proud to announce that our bathrooms are now stocked with free pads and tampons. This ensures players always have access to products when they need them. It's about dignity, inclusion, and keeping everyone in the game.

#BloodyGoodSport #GameOnPeriod #ShareTheDignity

8. Introducing Team Conversations

Periods shouldn't be a taboo topic in sport. That's why our club is introducing short team conversations to break down stigma and ensure players feel supported. These conversations don't take long, but they make a big impact - helping reduce anxiety and ensuring everyone feels part of the team. Proud to be stepping up as a Bloody Good Sport.

#GameOnPeriod #ShareTheDignity

9. Posters Around the Club

Keep an eye out for our new Bloody Good Sport posters proudly displayed in our changerooms, clubrooms, and shared spaces. They're a visible reminder of our pledge with Share the Dignity to create a culture where every player is supported. These posters encourage open conversations, break down stigma, and remind players that periods are normal. It's about showing that periods are part of the game - not a reason to sit out.

#BloodyGoodSport #GameOnPeriod #ShareTheDignity

CAMPAIGN TOOLKIT

EDUCATION
AND TRAINING
RESOURCES KIT

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COACH'S GUIDE TO PERIODS

This guide supports coaches with practical information and simple tips to better understand the menstrual cycle and its impact on training, wellbeing and performance. It's designed to build confidence, encourage open conversation and help create a more supportive environment for women and girls in sport.

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COACH'S GUIDE TO PERIODS

Understanding periods
and performance



ATHLETE'S GUIDE TO PERIODS

This guide helps athletes understand the menstrual cycle and how it may affect training, wellbeing and performance. With practical tips and clear information, it aims to build confidence, encourage open conversation and help women and girls feel supported in sport.

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ATHLETE'S GUIDE TO PERIODS

Understanding periods
and performance



CONVERSATION *SCRIPTS*

COACH'S GUIDE FOR TRAINING SESSIONS

ADAPT TONE AND TIMING AS NEEDED

These conversation scripts are designed to help coaches start open, respectful conversations about menstrual health. They offer simple language and prompts that support understanding, build trust, and help athletes feel confident, supported and motivated in their training and performance.

Opening

"Team, today we're taking 20 minutes to talk about something that matters – periods and how they affect players in sport.

As a club, we've pledged to be a Bloody Good Sport with Share the Dignity. That means we're committed to making sure periods never stop anyone from playing.

This is about respect, inclusion, and making sure every player feels comfortable, supported, and able to thrive. Because in sport, no one should be left on the sidelines - especially not by their period.

So let's have an open chat. This isn't about embarrassment. This is about being stronger as a team."

Periods and Performance

Coach's talking points:

"Periods affect players differently. Sometimes energy feels lower, sometimes there's cramping, sometimes mood changes, and sometimes it doesn't affect you at all. All of that is normal.

The important part is: we'll support you.

- ▶ Training can be adjusted - lighter sessions, more recovery, or time out if needed.
- ▶ Performance isn't just about pushing through. It's about playing smart and looking after your body.
- ▶ We've got a new resource called the Athlete's Guide to Periods and Performance. It's on the Bloody Good Sport website and has tips on how to manage your cycle, product options, and how it can link to energy and training.

I encourage everyone to take a look at it. Knowledge builds confidence."

Dialogue prompts:

- ▶ "When do you feel your best to train or compete?"
- ▶ "Are there things we could do differently at training to support you?"
- ▶ "Would it help to build in optional lighter drills or recovery options during certain times of the month?"

Uniform Choices

Coach's talking points:

"Uniforms can be stressful, especially during periods.

That's why our club is reviewing our policy to make sure it's period-friendly. Options could include:

- ▶ Dark shorts or leggings
- ▶ Breathable fabrics and designs that work with pads and period underwear
- ▶ Flexibility in what players choose to wear on game day

This is about comfort and confidence. A uniform should support you, not make you anxious."

Dialogue prompts:

- ▶ "Would darker shorts make a difference?"
- ▶ "Are there uniform changes you'd like to see?"
- ▶ "Would you prefer to give feedback as a group or 1:1?"

GAMEDAY PA ANNOUNCEMENTS

SCRIPTS

LONG-ANNOUNCEMENT

Welcome to today's matches! Our club is proud to be a Bloody Good Sport. That means we are working towards menstrual equity, because periods shouldn't sideline anyone. As part of this program, we have free period products available. If you need them, they're available in *[add in location of bathrooms and/or coaches first aid kits]*.

SHORT-ANNOUNCEMENT

Our club is proud to be a Bloody Good Sport! Periods shouldn't sideline anyone, so if you need period products today, you'll find them in *[add in location of bathrooms and/or coaches first aid kits]*.



FAQ SHEET

This FAQ sheet answers common questions about Bloody Good Sport, menstrual health and how clubs can support their players. It's designed as a quick reference to help clarify key points, address concerns and support confident, informed conversations across your club.

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.

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 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.

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.

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.

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.

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.

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

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/and-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/and-period-poverty/advocacy/bloody-good-sport

What period products are available?
There are many options available:
Pads & Liners
External
Aid
Hour
Tampons
Sport
4-6 hrs
Apply
to
or
Menstrual
Cups
to
Menstrual
Cups
to
Menstrual
Cups
to

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EVERY PLAYER. EVERY GAME. EVERY PERIOD COVERED.

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/and-period-poverty/education/hub

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MYTH VS FACT SHEET

This sheet tackles common myths around periods and sport, replacing misinformation with clear, evidence-based facts. It's designed to challenge stigma, build understanding and support more informed, supportive conversations within clubs and teams.



MORE RESOURCES

You can find more information and education resources from Bloody Good Sport - sharethedignity.org.au/end-period-poverty/advocacy/bloody-good-sport

For more information tailored to Female performance and Health, the Australian Institute of Sport (AIS) has a suite of free education modules - [Education modules | Australian Sports Commission](#)

GAME ON PERIOD.

