

FINAL REPORT

**YOUNG WOMEN'S
PHYSICAL ACTIVITY
CAMPAIGN**
NOVEMBER 2025

**#ITSMY
MOVE**

Sport New Zealand Ihi Aotearoa launched the It's My Move campaign in 2022, an initiative designed to empower young women to be active in ways that work for them.

Recognising the steep decline in physical activity participation among females in their late teens, the campaign aimed to start a national conversation about the social, emotional and environmental barriers that young women face when it comes to being active.

PHASE ONE

This phase focussed on influencing the environment around young women. The intent was to raise awareness of these barriers among whānau, teachers and physical activity providers through traditional marketing channels.

Read about phase one in this [Progress Report](#).

PHASE TWO

In April 2024 we opted to evolve the campaign to engage directly with young women on the social media platforms they use most. This social-first strategy was created by young women, for young women. We partnered with some of Gen Z's favourite personalities to create authentic, peer-led content to shift young women's own perceptions of physical activity.

This report outlines the approach, results and key learnings from this phase of the campaign.

OBJECTIVES

Phase two of the campaign aimed to:

- 1** Speak directly to young women aged 12–17 using the platforms they engage with most.
- 2** Reframe physical activity as fun, social and non-judgemental.
- 3** Show that physical activity can be informal and non-competitive.
- 4** Contribute to measurable behaviour change against the WHO physical activity guidelines as measured by Active NZ.

The results in this report cover the final year of initial campaign funding (ending 30 June 2024) and reflect campaign activity delivered between April and 31 October 2024.

APPROACH

In consultation with a focus group of young women, we created the concept of 'going Unpro.'

Going Unpro means to embrace being unprofessional at something. It's a positive spin on being a little 'unsparty,' encouraging young women everywhere to try something new without the pressure to be 'good' at it.

Going Unpro is all about finding joyful, imperfect ways to be active with friends.



PEER-LED CONTENT

We teamed up with 16 of Gen Z's most loved content creators, chosen for their appeal to our target audience. Each one shared their Unpro adventures, both the fun and the fails.

Jazz Thornton
@jazzthornton
499K Instagram Followers
2.4M TikTok Followers



Xixi Amethyst
@xixiamethyst
20.8K Instagram Followers
277.5K TikTok Followers



Sienna Boyce
@siennas_spot
64.7K Instagram Followers
68.5K TikTok Followers



AUTHENTICITY OVER PRODUCTION

Content was unscripted and honest, reflecting real experiences of young women.

IMPACT



SOCIAL-FIRST

We delivered the content solely on TikTok and Instagram, reaching young women where they spend a significant amount of time.

This campaign phase exceeded expectations, reaching much of this hard-to-reach target audience as well as encouraging shifts in physical activity levels.

REACH AND ENGAGEMENT

90%

110 content pieces reached over 90% of 13–17-year-old females in Aotearoa New Zealand.

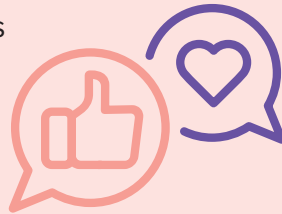


20M

Over 20 million total views.

600,000

Over 600,000 post engagements (Likes, Comments and Shares).



92%

Over 4,000 comments with 92% positive sentiment.

Source: TikTok and Instagram platform analytics.

user.teahua
That look so fun

layla x
Omg looks so fun 🤩

therealbryu84 5d
From unco to unpro 🤔🤔🤔🤔
thank you 🙏💪

reneeshealthnz 14w
Nice one guys 🤩 I love this. I've been learning to surf very unpro also

code20photog 16w
People who are the best in the world at what they do, all did it once for the first time.

hannahmcalley1995 5d
This is exactly the hype I need in my life!!!! 📍📍📍📍

x.gracewhiteley 16w
i went unpro by going skateboarding too i took lessons for a few months then tried football and managed to make the team!! i do go skating every so often to try keep up my skills 🤩

callmeleighdannaher 13w
I'm going unpro going rollerskating

nayinthe <3
Please take this going unpro into the next year, been absolutely loving these vids 🤩

BEHAVIOUR CHANGE OUTCOMES

Our goal was a 3% increase in young women meeting WHO physical activity guidelines. We achieved a 9.2% increase.

We also saw:

+48 MINUTES

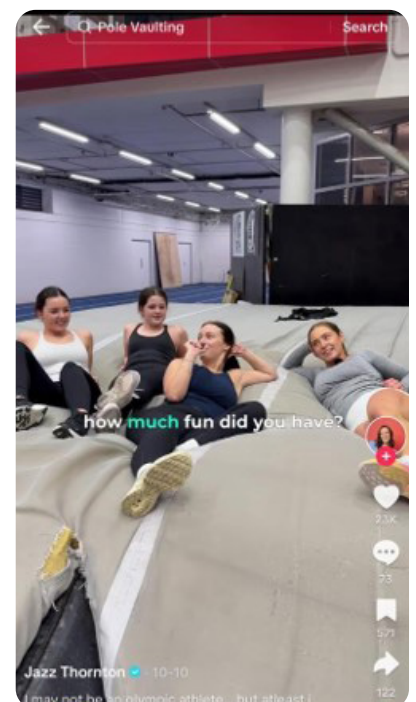


Average weekly activity among this audience rose by 48 minutes, with 35 minutes coming from informal activity.

16%



The number of young women doing less than 30 minutes of activity per week decreased by 16%.



Source: Active New Zealand survey data (Verian, N=30,000 annually) Jul-Dec 2024 vs same period year prior (Jul-Dec 2023).

KEY LEARNINGS

1

AUTHENTICITY MATTERS

Young women respond strongly to real, unscripted content that reflects their lives.

3

INFORMAL ACTIVITY RESONATES

Showcasing fun, non-competitive movement encouraged participation, with over 50 different types of informal physical activity featured.

This campaign has highlighted the power of authentic, youth-led messaging. By leveraging trusted voices, the campaign has demonstrated how peer influence can deliver measurable health and wellbeing outcomes.

The success of this approach led to the decision to continue the Unpro campaign beyond the final year of initial campaign funding.

For the latest guidance on engaging young women, [click here](#).

2

PEER INFLUENCE DRIVES ENGAGEMENT

Partnering with a diverse mix of Gen Z personalities created trust and relevance, making messages more likely to be noticed and acted on.

4

HIGHLY-TARGETED APPROACHES WORK

Focusing content directly on the social media platforms young women use most proved far more effective than a spread of broad, traditional channels.

