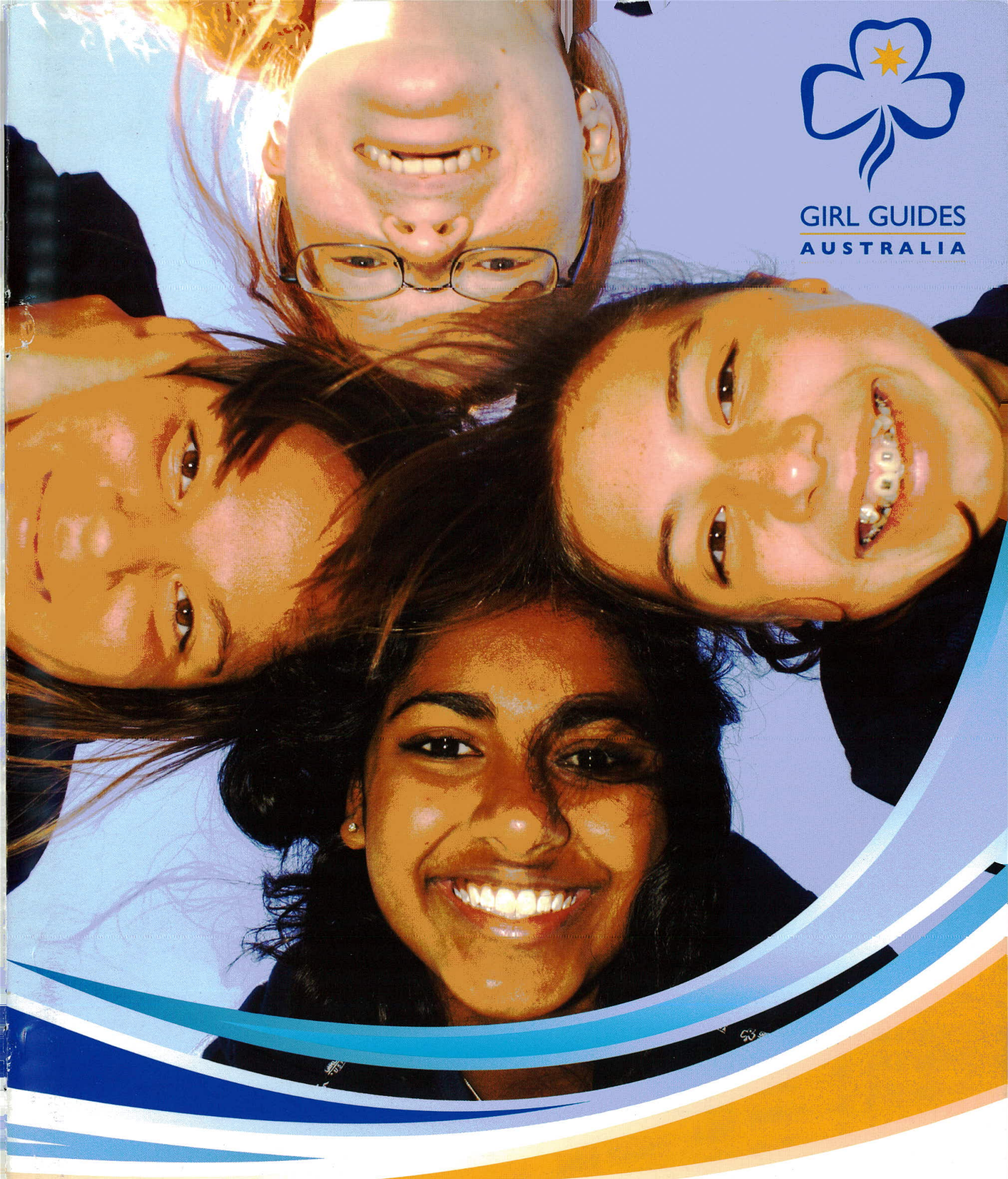


**GIRL GUIDES
AUSTRALIA**



AUSTRALIAN GUIDES SAY ... 2010

AN INSIGHT INTO THE MINDS OF GIRLS AND
YOUNG WOMEN IN AUSTRALIA TODAY

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Australian Guides Say ... 2010: an insight into the minds of girls and young women in Australia today

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EXECUTIVE SUMMARY

***Australian Guides Say ... 2010* is a study of the views and opinions of girls and women aged five and upwards who are members of the Guide Movement in Australia. The study was developed and implemented by Girl Guides Australia and is the second ever study of its kind.**

Australian Guides Say ... 2010 asked girls and young women to rate the issues they care about on a global, national and local level. It also canvassed the views of girls and young women on topical issues such as bullying, rights for women, body image and self-esteem.

The survey took two forms – a postcard style survey which was sent to all Guide Units across Australia and an online survey which collected a more comprehensive range of data. Based on the cumulative responses to both the postcard and the online survey, the feedback from *Australian Guides Say ... 2010* represents 14.3% of the 30,000 Australian Guide members.

In analysing the findings, it is important to consider the age of the respondents. The postcard style survey was completed predominately by youth members and therefore the findings represent the views of girls and young women aged 5–17. The online survey, while open to all members of Guiding regardless of age, also attracted a high youth response rate of 68%.

So what do girls and young women care about? Based on the feedback, poverty/money is the top

global concern for girls and young women across Australia, followed by climate change. In keeping with global concerns, respondents were also asked about the United Nations Millennium Development Goals (MDGs). The MDGs, which were developed by world leaders from 189 countries and are specific goals to be met by 2015 that aim to combat extreme poverty globally, have been a key focus for Guides in Australia and overseas for the past 18 months. When ranking these eight goals in order of importance, MDG 7 – Ensure environmental sustainability – was listed as the most important for respondents to the postcard survey, while online survey participants listed MDG 1 – Eradicate extreme poverty – as the most pressing. Given that poverty and the environment were identified in the postcard and



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online survey as the top two key issues facing our world, it is no surprise that these two MDGs should rank the highest.

Within Australia, girls and young women listed pollution/environment as their key concern, followed by homelessness/poverty, then drought, animal welfare and climate change. At a local level, the environment was again listed as the number one issue. In comparison, the findings from similar surveys of Australian youth do not list the environment as one of the top five issues¹. However, within the Guiding community, the environment was a consistent concern at a global, national and local level.

On local issues, bullying was listed as the second most important issue. Bullying was also the single most important thing that makes girls feel sad. The next local issue of concern for all Guides was crime/violence/personal safety, which are closely linked to bullying. These findings are consistent with similar youth surveys in Australia.²

The online survey was able to drill down further into these findings and provided a more comprehensive picture on what girls and young women care about and what concerns them. According to the results, girls and young women in Guiding care enormously for the environment, and want to be good citizens and leaders. However, they are not immune to the issues of self-esteem and body image which plague

girls and young women in contemporary society. A total of 66% of girls and young women aged 10 years and over reported being self-conscious about their weight and appearance at least sometimes. However when it came to pressure to own 'cool' gadgets and particular clothing, girls and young women reported feeling less pressure to conform.

Girls in the survey also identified the best and worst things about being a girl. The best thing about being a girl is being able to be a Guide! The worst thing is having to deal with puberty, periods and growing up. Girl power and gender inequality were paradoxically listed as the top five best and worst things about being a girl. Girl power/female influence was listed number five in the list of best things about being a girl, while unequal rights and being treated differently to males were listed as the fourth and fifth worst things about being a girl.

The survey also provides some interesting insights into personal safety, with 65% of girls and young women aged 10–14 identifying that what they saw or read (either on television, in newspapers or on the internet) made them worry about their safety. When it comes to managing this fear, most girls identified home as the place where they feel most safe,

1 Mission Australia: Insight into the concerns of young Australians: making sense of the numbers. *Snapshot* 2010.

2 Ibid.



followed by Guides. School and university were also places where girls and young women aged 14–30 felt safe.

As part of *Australian Guides Say ... 2010*, the views of Guides in the UK were also canvassed to gauge any similarities or differences between girls and young women in the two countries. While the sample size of the UK survey was only small, it did provide some interesting insights. In particular, both girls in Australia and the UK agree that a good citizen is someone who stands up for someone who is being bullied. Both Australian and UK Guides also agreed that water use and drought, littering and global warming were key environmental issues. However when it comes to societal pressures, girls in Australia were less likely to feel under pressure to own 'cool' gadgets or wear certain clothes. Australian Guides were also more confident about managing peer pressure around owning fashionable objects.

The findings from this survey will enable Girl Guides Australia to build the skills of girls and young women and to continue to empower them to speak out on the issues they care about to create a better Australia and change our world. The results provide Girl Guides Australia with the information to advocate on behalf of Guides to ensure Guiding remains relevant and responsive to the needs of girls and young women living in Australia today.

Figure 1
The top five worst things about being a girl

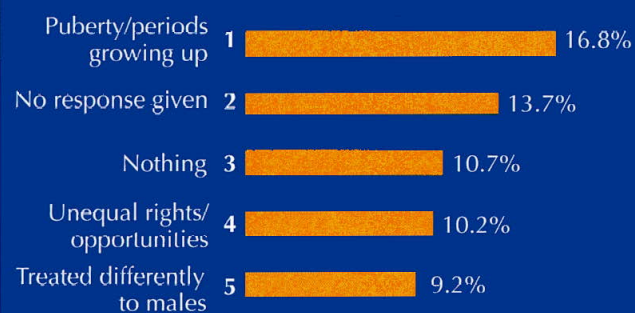


Figure 2
The top five best things about being a girl



INTRODUCTION

Girl Guides Australia is one of the largest organisations for girls and young women in Australia. It provides leadership and personal skills development to its 30,000 members including 22,000 youth members – girls aged 5–17. This puts the organisation in the unique position of being able to gather valuable information on the issues of importance to Australian girls and young women. This is what *Australian Guides Say ... 2010* delivers. It is the second survey of its kind, the first being conducted in 2007.

This report provides a detailed overview of what girls and young women care about at a local, national and global level, their aims, aspirations and challenges. It highlights their thoughts on a large range of topical issues such as bullying, body image, the media's portrayal of women and the performance of our world leaders on the environment.

By finding out what matters to girls and young women in Australia today, Girl Guides Australia is achieving its aim of giving girls and young women a voice to speak out to create a better world. The issues raised will be used to advocate on behalf of Guides and will inform parents, the community, state Girl Guide Organisations and the World Association of Girl Guides and Girl Scouts of what matters to girls and young women today.

The survey findings will also enable Girl Guides Australia to implement projects and activities which target the concerns raised to ensure Guiding remains relevant and focussed on the needs of girls and young women in 21st century Australia.

GIRL GUIDES
AUSTRALIA IS
ACHIEVING ITS
AIM OF GIVING
GIRLS AND YOUNG
WOMEN A VOICE
TO SPEAK OUT TO
CREATE A BETTER
WORLD



METHODOLOGY

Australian Guides Say ... 2010 goes one step further than the inaugural Australian Guides Say Survey in 2007 to canvass the views of all Guides and adult members Australia-wide. In contrast, the first Australian Guides Say survey only canvassed the views of youth members.

The *Australian Guides Say ... 2010* survey took two forms:

- A postcard style survey was sent to all Guide Units across all Australian States and Territories, and
- An online survey of Australian Guides to gather a more comprehensive range of data allowing for more detailed responses.

The postcard surveys were distributed in April 2010 along with an information kit to assist Unit Leaders to implement the survey. Unit Leaders were also supported with a range of online resources to assist them in conducting the survey. Online support materials included suggested activities and games that could be undertaken at a local Guide meeting to assist girls to focus on issues that mattered to them. The postcard asked open ended questions about the top three issues Guides cared about at a local, national and global level. The postcards also surveyed Guides on the eight United Nations Millennium Development Goals, which have been a key focus of the Australian Guide Program over the past 18 months.

Most Guide Patrols* have a conservative average of five girls. The Patrols returned 757 postcards, with each postcard counted as five individual responses.

This equates to a response of 3,785 youth members which is equivalent to 17.2% of Guides aged 5–17.

The online survey, which contained a more comprehensive range of questions, targeted Guides in varying age groups. Three online surveys were used with age-appropriate questions added to a core group of questions in each survey. The three age ranges in the online survey were 5–9, 10–14 and 15 plus.

To ensure consistency of data, all online survey participants were asked the same set of questions that appeared on the postcard. However, for the purposes of this report, when providing data on the top five issues on a global, national and local level, the results from the postcards and online survey have been provided separately to enable a cross comparison. In analysing the data from both surveys, some grouping was undertaken where common themes were seen to overlap.

* A Guide Patrol is a team of Guides who work together as part of a larger Guide Unit to develop leadership skills.



continued from previous page

The additional indepth questions conducted via the online survey enabled us to gather a richer set of data which provides an insight into the wider societal issues relevant to Australian girls and young women. The online survey was conducted over the same time period as the postcard survey and attracted 454 responses. Of note, 68% of responses were from youth members (under 18).

The findings for the postcard data were analysed across five youth age categories: 5–7, 7–9, 9–12, 12–14, 14–17 and one adult age category – 18 plus. The youth age categories mirror the developmental stages of the Australian Guide Program. The developmental stages inform the internal development of the Australian Guide Program. Therefore, the findings from *Australian Guides Say ... 2010* will be used to ensure Guiding remains relevant to the issues and concerns of girls and young women in Australia. The findings for the online survey were analysed across four age categories (5–9, 10–14, 15–30 and 31 plus) which mirrors the way the survey questions were targeted, thus ensuring that girls and young women were asked age-appropriate questions only. Details of the age range of those respondents completing the postcard and online survey can be found in Figures 3 and 4 respectively.

In total, the surveys returned 4,239 responses, which represents 14.1% of the total Australia-wide membership (youth and adults) of 30,000.

... AN INSIGHT INTO THE WIDER SOCIETAL ISSUES THAT AUSTRALIAN GIRLS AND YOUNG WOMEN ARE FACING

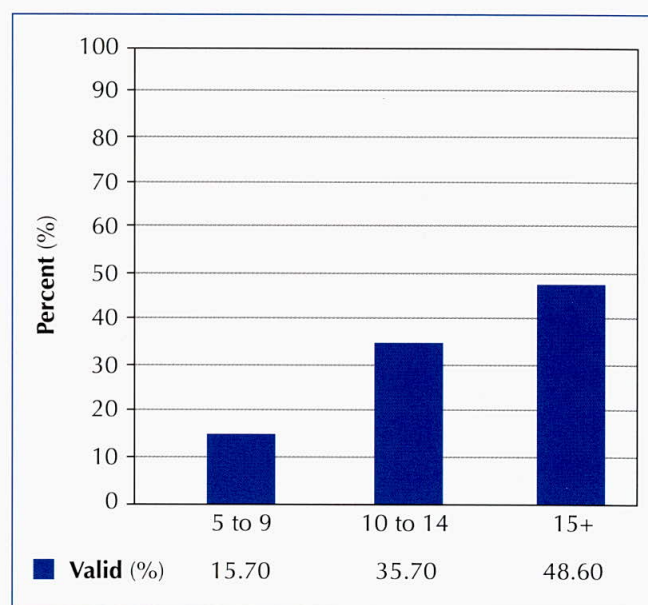


Figure 4 Age distribution of online survey respondents

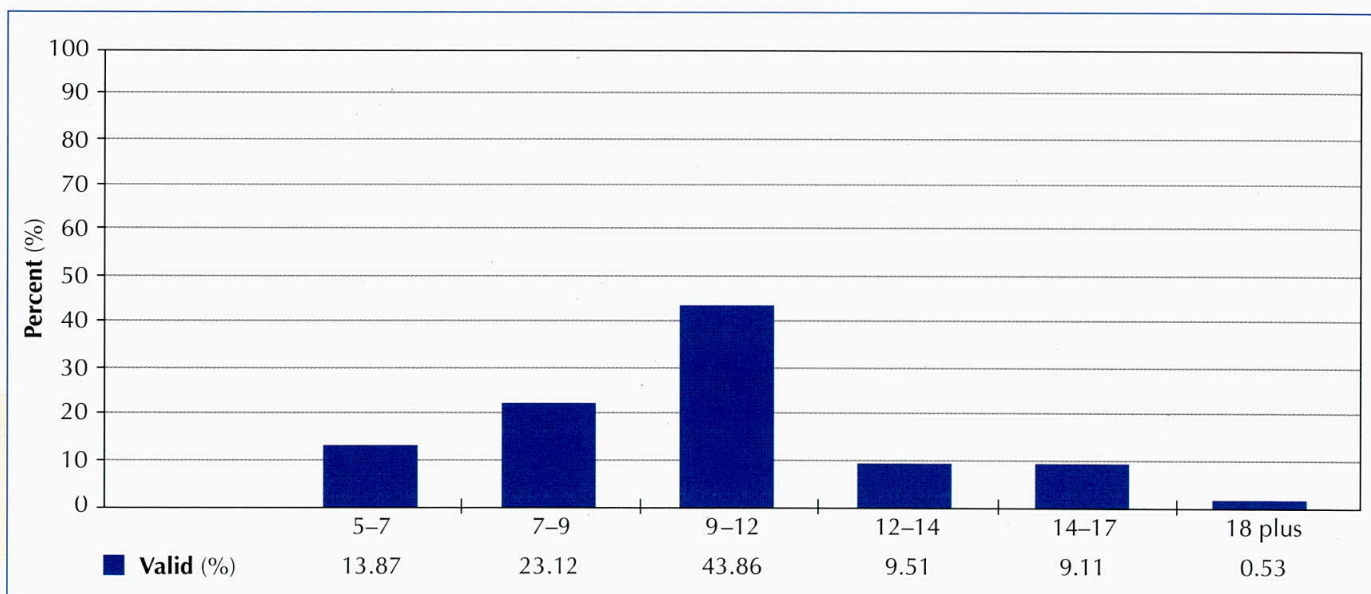


Figure 3 Age distribution of postcard survey respondents



As part of *Australian Guides Say ... 2010*, Girl Guides Australia also worked in partnership with GirlGuiding UK to conduct a small survey of Guides in the UK. UK Guides were asked five questions which also appeared on the online Australian survey. The UK survey was hosted on the GirlGuiding UK website and attracted a total of 410 responses from Guides across the UK.

Figures 5 and 6 detail a State-by-State breakdown of the postcard and online responses.

... BOTH SURVEYS GAINED A TOTAL OF 4,239 RESPONSES, WHICH REPRESENTS 14.3% OF THE TOTAL AUSTRALIA-WIDE MEMBERSHIP ...

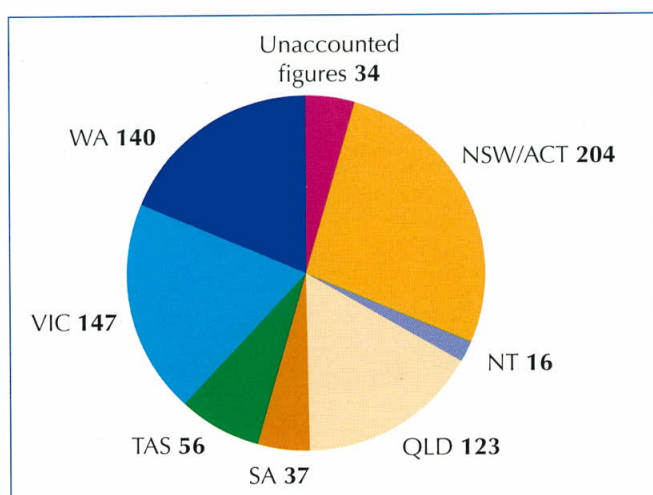


Figure 5 Postcard survey State-by-State response

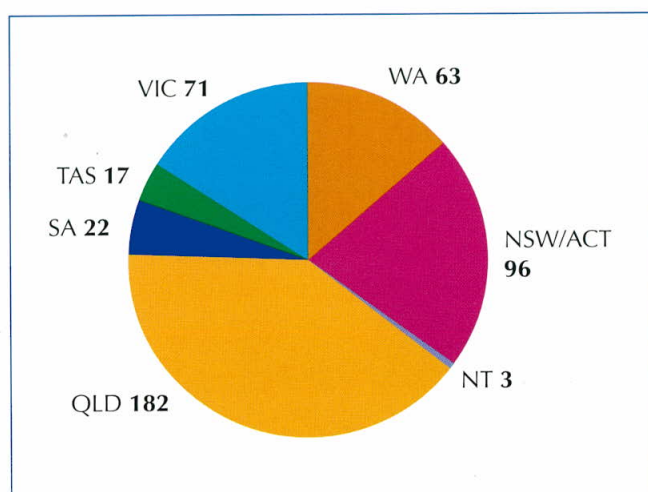
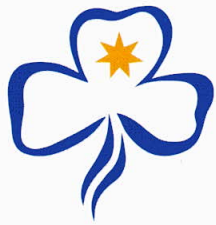


Figure 6 Online survey State-by-State response





GIRL GUIDES
AUSTRALIA

VALUES AND CONCERNS

The first section of both the postcard and online survey asked participants to rank their top concerns at a global, national and local level. This section was broad and gave participants an opportunity to identify their key areas of concern in open answer format.



A photograph of a woman and a young child sitting inside a makeshift shelter made of yellow plastic and patterned fabric. The woman is wearing a red top and a purple shawl, and is looking directly at the camera with a serious expression. The child is sitting next to her, also looking at the camera. The shelter is built on a dirt ground with some straw and debris. The overall scene suggests a state of poverty and hardship.

Australian Guides say:

We are concerned
about global
poverty



GLOBAL ISSUES

Respondents indicated that their greatest **global issue** related to **Poverty/money**. Overall, 42.3% of respondents ranked it as the number one issue. This is statistically significant when compared to the second most important issue, **Climate change** with a 25.5% result. The third key global issue, **War/conflict/terrorism** indicates that Guides have an awareness of key global issues. Of note, the postcard survey and online survey showed very similar concerns.

Results for all ages

We asked: What three world issues do you care about and think the World Association of Girl Guides and Girl Scouts should talk about on your behalf? (See Figures 7 and 8.)

Comparison of age groupings on key global issues

The analysis of key global issues according to various ages of girls and young women, shows that only girls aged 7–9 did not rank Poverty/money as the most important global issue in the postcard survey (Table 1). Instead, this group of girls considered recycling to be the most important issue. For the online survey, girls aged 5–9 felt that the environment was the number one global issue, with all other age groups again listing Poverty/money (Table 2).

Figure 7
THE TOP FIVE GLOBAL ISSUES
Postcard survey respondents

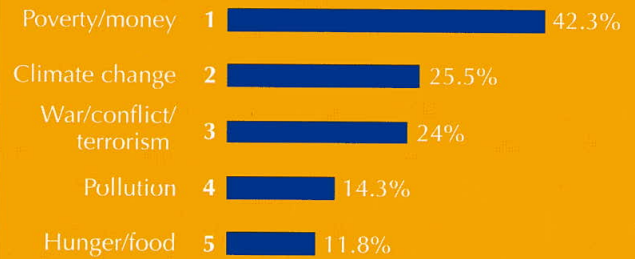


Figure 8
THE TOP FIVE GLOBAL ISSUES
Online survey respondents

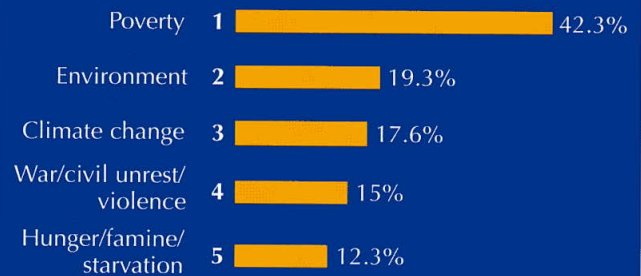


Table 1 Comparison of age variation in responses to global issues: postcards

5–7	7–9	9–12	12–14	14–17	18–30
Poverty/money 28.6%	Recycling 33.3%	Poverty/money 38.5%	Poverty/money 50.5%	Poverty/money 57.5%	Poverty/money 25%
Recycling 22.2%	Poverty/money 31.5%	Climate change 24.3%	Recycling 33.3%	Climate change 32.7%	Climate change 25%
War/conflict/terrorism 21.4%	War/conflict/terrorism 30.5%	War/conflict/terrorism 22.9%	Climate change 29.3%	War/conflict/terrorism 20.4%	Disease 25%
Hunger/food 21.4%	Climate change 21.7%	Pollution 20.2%	War/conflict/terrorism 22.8%	Education 15.9%	War/conflict/terrorism 12.5%
Environment 21.4%	Hunger/food 14.8%	Recycling 11.1%	Hunger/food 11.4%	Discrimination 13.3%	Access to Healthcare 12.5%

Table 2 Comparison of age variation in responses to global issues: online

5–9	10–13	15–30	31+
Environment 26.6%	Poverty 43.6%	Poverty 45.7%	Poverty 51.9%
Poverty 23.4%	Climate change 24.4%	Environment 22.9%	Environment 27.8%
Hunger/famine 21.9%	War/conflict/terrorism 19.2%	Gender equality 22.9%	Access to education 25.9%
Pollution 20.3%	Animal welfare 16%	Climate change 18.6%	Women's/Girl's health and safety 18.5%
Animal welfare 18.8%	Pollution 14.7%	Women's/Girl's health and safety 17.9%	Gender equality 16.7%

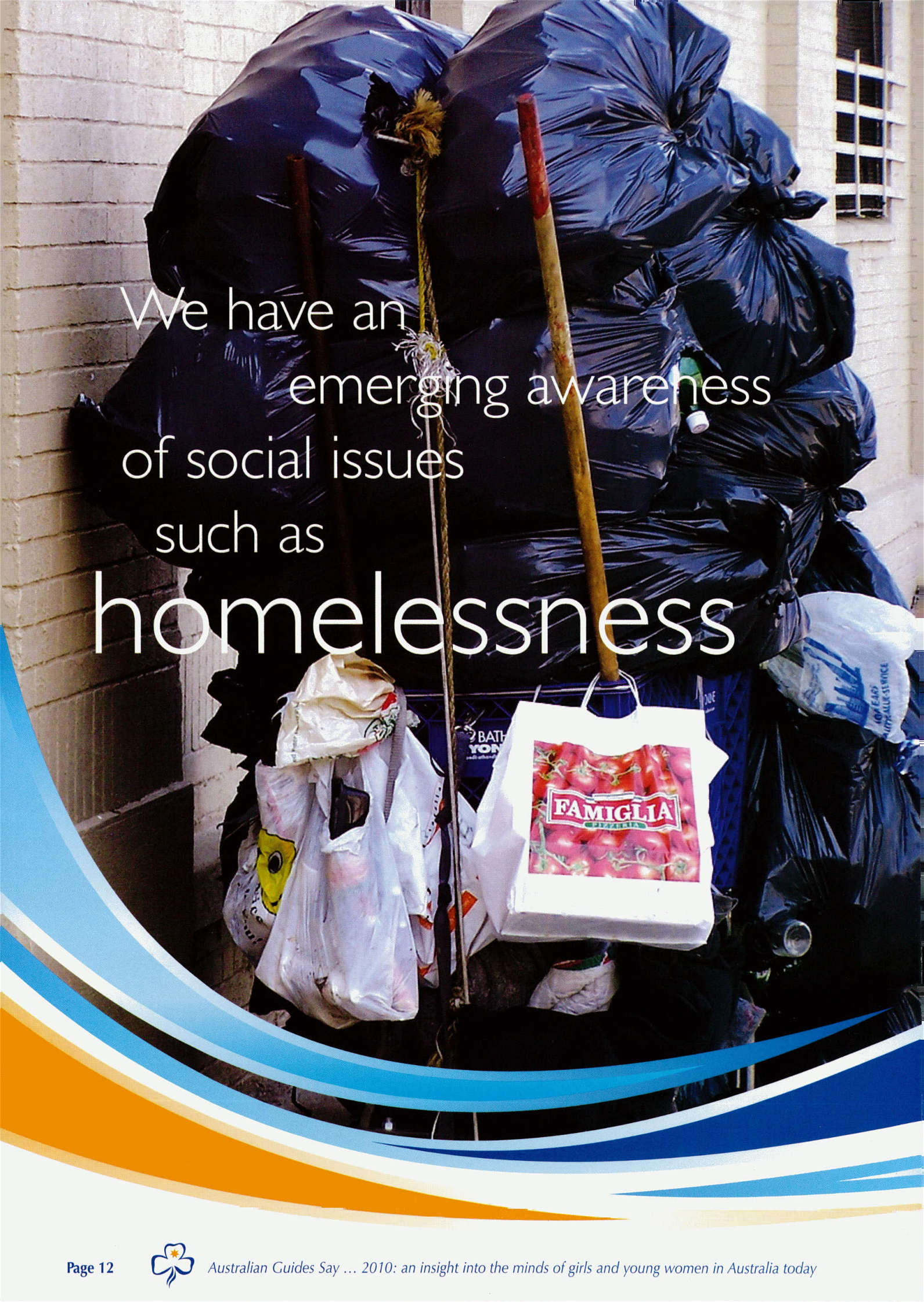


A vibrant, high-angle photograph of a forest stream. The water is clear and blue, flowing over moss-covered rocks and a large, fallen log. The surrounding forest is dense with green ferns and moss-covered trees, creating a rich, natural environment. The scene is bathed in soft, natural light, highlighting the textures of the moss and the colors of the foliage.

Australian Guides say:

We are concerned
about Australia's
natural
environment





We have an
emerging awareness
of social issues
such as
homelessness

AUSTRALIAN ISSUES

At a **national** level, Guides say that they are most concerned about **the Natural environment**. This is consistent with results from the 2007 *Australian Guides Say Survey*, which found that **Climate change** followed by the environment were the top two national issues. Many areas relating to the environment including pollution were listed in *Australian Guides Say ... 2010*. Given that the outdoors is an important component of the Australian Guide Program and that looking after the environment has been an integral aspect of Guiding for the past 100 years, it is no surprise that the environment continues to be an issue within our membership.

Interestingly, **Homelessness** was a new area of concern listed in the top five issues in the most recent survey. This highlights the growing awareness amongst girls and young women of current social issues and may be linked to the work that Girl Guides Australia has undertaken in educating girls and young women about the United Nations Millennium Development Goals.

Results for all ages

We asked: What three issues facing Australia do you care about and think Girl Guides Australia should speak out about on your behalf? (See Figures 9 and 10.)

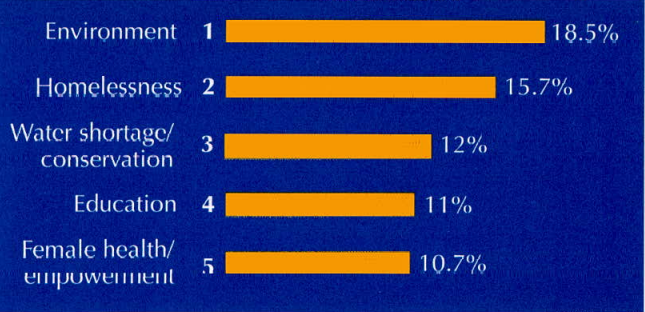
Comparison of age groupings on key Australian issues

When analysing the data, there were some interesting variations in the top issues identified across age groups as shown in Tables 3 and 4 on page 14. While the environment continues to be the major issue of concern, illegal immigrants was ranked as the number one concern for young women aged 14–17. For Guides aged 5–7, the fourth most important issue was cultural differences followed by aged care and community. At the other end of the spectrum, Guides aged 18 plus listed road rules/safety in their top five issues.

Figure 9
THE TOP FIVE AUSTRALIAN ISSUES
Postcard survey respondents



Figure 10
THE TOP FIVE AUSTRALIAN ISSUES
Online survey respondents



In looking at Tables 3 and 4 (on the following page), it is interesting to note that education and female health/empowerment were listed in the top five issues in the online survey data. When analysing these results by age (Table 4), female health/empowerment was the top issue for women aged 31 plus and the second most important issue for girls and young women aged 15–30.

AT A NATIONAL LEVEL, GUIDES SAY THAT THEY ARE MOST CONCERNED ABOUT THE NATURAL ENVIRONMENT.



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Table 3 Comparison of age variation in responses to Australian issues: postcards

5-7	7-9	9-12	12-14	14-17	18-30
Pollution 28.6%	Environment 13.4%	Pollution 17.5%	Pollution 15.4%	Illegal immigrants 15.2%	Pollution 20%
Graffiti 21.4%	Pollution 12.9%	Water conservation 12.4%	Climate change 14.8%	Pollution 13.4%	Poverty 20%
Environment/trees 14.3%	Water conservation 9.4%	Animal welfare 9.7%	Animal welfare 12.1%	Poverty 13.4%	Drought 20%
Cultural differences 14.3%	Poverty 8.9%	Environment/drought 8.5%	Homelessness 11.5%	Drought 11.5%	Climate change 20%
Aged care/community 15.4%	Climate change 9.4%	Littering/smoking 7.8%	Drought 11%	Animal welfare 11.7%	Road rules and safety 20%

Table 4 Comparison of age variation in responses to Australian issues: online

5-9	10-13	15-30	31+
Endangered animals 16.4%	Homelessness 18.2%	Homelessness 21.5%	Female health/empowerment 22.8%
Pollution 14.8%	Animal welfare 16.9%	Female health/empowerment 15.6%	Poverty 17.5%
Water 14.8%	Pollution 16.2%	Hospitals/healthcare 13.3%	Education 15.8%
Whaling/marine 13.1%	Endangered animals 12.8%	Immigration/refugees 13.3%	Violence/personal safety 14%
Littering/rubbish/graffiti 13.1%	Water 12.8%	Education 12.6%	Body image/self-esteem 12.3%





Australian Guides say:

Lets say no to
littering





We are also
concerned about
bullying



LOCAL ISSUES

At a grass roots level, Guides say that they are concerned about **Littering**, which can be interpreted as a micro issue of “environment”. The result is consistent with the global and national concerns of Guides. Littering ranked as the first issue in the postcard survey and the fourth issue in the online survey. Of note, **Bullying** was the second most frequently listed concern in both surveys, with Guides in the 10–14 year old age group ranking it as their highest concern.

As an organisation, Girl Guides Australia continues to provide youth members with strategies to deal with this unwelcome behaviour and to look at new ways we can address this issue. Guiding provides girls with a safe, female only space and encourages teamwork and activities that build confidence and self-esteem. The results also highlight bullying as a critical issue which must be addressed by the broader Australian community. The issue of bullying is discussed in further detail on page 23 of this report.

Results for all ages

We asked: What are three issues that you would like to speak out about in your community? (See Figures 11 and 12.)

Comparison of age groupings on key local issues

Tables 5 and 6 (on the following page) provide a breakdown on how the local issues differed across age groups. It is interesting to note that while littering was the key concern for postcard (Table 5) respondents aged 5–17, the most important issue

Figure 11
THE TOP FIVE LOCAL ISSUES
Postcard survey respondents

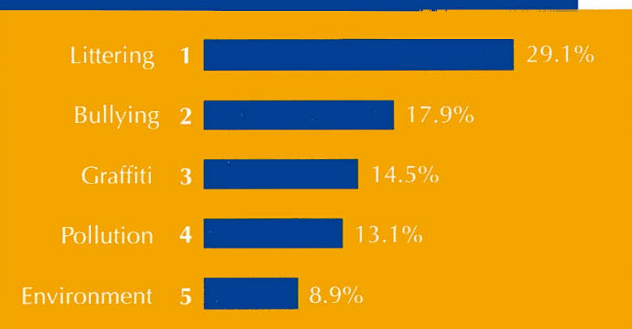


Figure 12
THE TOP FIVE LOCAL ISSUES
Online survey respondents



for women aged 18–30 was graffiti. The second most important issue, bullying, also varied according to age. Guides aged 9–12 listed graffiti as the second most important issue and bullying as their fourth most important issue.



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Table 5 Comparison of age variation in responses to local issues: postcards

5-7	7-9	9-12	12-14	14-17	18-30
Littering 38.5%	Littering 31.2%	Littering 30.4%	Littering 28.4%	Littering 23.9%	Graffiti 36.6%
Bullying 23.1%	Bullying 19.8%	Graffiti 18.9%	Bullying 19.7%	Drugs/drug abuse 20.4%	Community facilities 18.18%
Water/animals 15.4%	Pollution 12.9%	Pollution 17.1%	Pollution 15.3%	Bullying/cultural ignorance 15%	Rubbish 18.18%
Arson/break-ins 15.4%	Environment 11.9%	Bullying 16.1%	Graffiti 12%	Graffiti 13.3%	Animals/wildlife 18.18%
Attitude/behaviour 15.4%	Graffiti 11.4%	Water conservation 11.1%	Poverty 8.2%	Alcohol abuse/homelessness 12.4%	Environment 9.09%

Table 6 Comparison of age variation in responses to local issues: online

5-9	10-13	15-30	31+
Littering 16.1%	Littering 18.8%	Environment 22%	Environment 22.4%
Community services and awareness 14.3%	Community services and awareness 18.8%	Drugs/alcohol/smoking 14.6%	Facilities/programs – Youth 20.4%
Poverty 14.3%	Crime/personal safety 16.7%	Health/fitness/wellbeing 13%	Community services and awareness 16.3%
Parks/playground issues 14.3%	Graffiti/vandalism 16%	Community services and awareness 13%	Crime/personal safety 16.3%
Bullying 14.3%	Drugs/alcohol/smoking 14.6%	Poverty 12.2%	Poverty 16.3%



GUIDES TODAY: A SNAPSHOT ON WHAT GIRLS AND YOUNG WOMEN CARE ABOUT

Based on the questions in the more detailed online survey, *Australian Guides Say ... 2010* was able to gather data to provide an insight into what matters to girls and young women who are Guides.

Environment

World leaders are not doing enough to look after the environment according to Guides who participated in the online survey. Over one-third (41%) of respondents aged 5–30 believe world leaders should be doing more (Figure 13).

When it came to aspects of the environment which needed to be addressed, for respondents aged 5–14, 63% identified protection of wildlife as the most important environmental issue, while for respondents aged 15–30, 27.5% regarded climate change the single most important environmental issue.

In terms of the environmental actions taken by Guides, 'Reduce, Reuse, Recycle' was identified by most respondents across all age groups (76% of respondents aged 5–30 years) as to how they can make a difference.

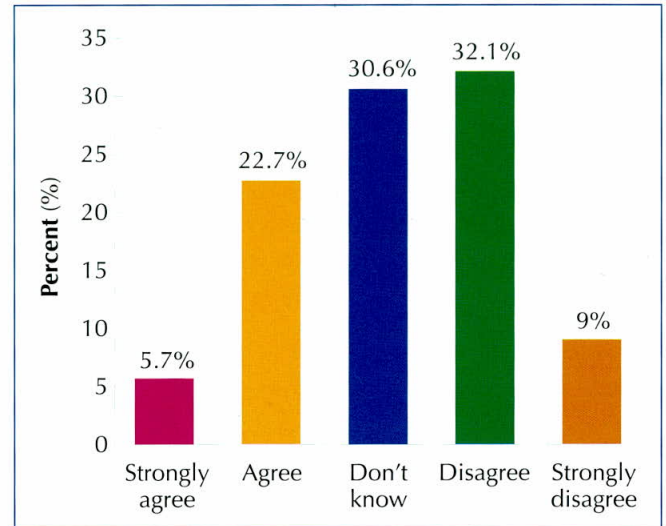


Figure 13 Responses to the statement: "World leaders are doing their best to look after the environment"

Table 7 The most important environmental issues according to age groups online survey

	5–9	10–14	15–30
Water use and drought	59.7%	46.9%	24.4%
Littering	52.8%	29.6%	3.1%
Climate change	27.8%	55.6%	27.5%
Air pollution	22.2%	15.4%	2.5%
Deforestation	19.4%	37.7%	16.9%

Society

Citizenship

A part of the Guide Promise is 'to help other people'. Respondents identified that they are doing their best to keep this part of the Promise, with 86% of respondents aged 5–30 years identifying that they help people on a regular basis.

For respondents aged 5–9 and 15–30, the top reason for helping others was that it felt good (39% and 33% respectively). For respondents aged 10–14 it was to make a difference or change (49%). A total of 80% of respondents aged 10 plus identified that they volunteered for two hours or more per week. This is almost double the amount of time that Australian adults volunteer, which was reported by Volunteering Australia as 1.1 hours per week in 2007.

Over half (55%) of respondents aged 15–30 identified that they had spoken out about an issue in their local area. Their top reason for speaking out was to achieve change. The top reason for not speaking out was due to a lack of information.

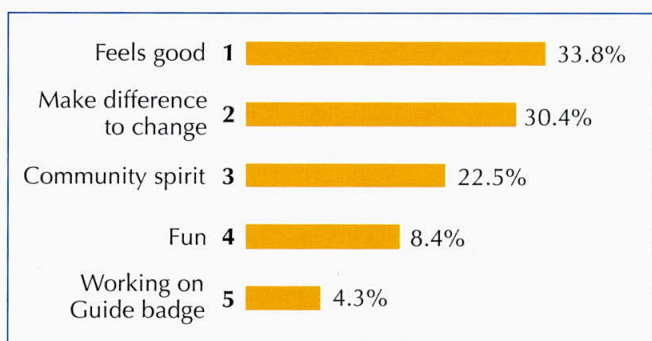


Figure 14 Top reasons for helping others

Women's rights

The need for equality for women was a clear issue that arose from the report, with 45% of respondents aged 15–30 stating they were happy to be thought of as someone who stands up for women's rights. Further to this, 44% of respondents aged 10–14 agreed or strongly agreed that equality for women had been achieved in Australia, however this decreased to only 29% for respondents aged 15–30. An additional 32% of 10–14 year olds and 22% of 15–30 year olds were not sure of their response to this statement. In keeping with this, respondents stated that the fourth worst thing about being a girl was unequal rights, followed by being treated differently to males.

Respondents were also concerned about the impact that having children would have on their careers. Nearly half (48%) of respondents aged 15–30 expressed being worried about this issue.

When it comes to financial independence, the majority of girls and young women across all categories either agreed or strongly agreed that they manage or plan to manage their own money. The percentages ranged from 95% for women aged 18–30, to 81% for young women aged 15–17, 75% for 12–14 year olds and 67% for 10–12 year olds.

As regards to politics, 42% of respondents aged 15 years and over identified they were likely or very likely to vote for a political party with a higher proportion of women Members of Parliament. However, 41% indicated they were not sure of their response.

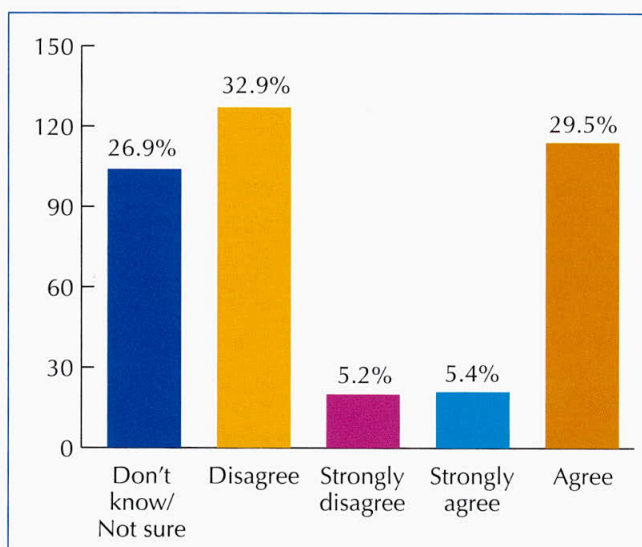


Figure 15 Equality for women has been achieved in Australia

On the media

The survey revealed a disparity between the media's portrayal of women and the views of girls and young women on what qualities are important when it comes to being female. A total of 63% of girls aged 10–14 believed that the media still thinks being 'pretty and thin' is the most important thing for girls. This jumped to 75% for 18–30 year old respondents. In comparison, less than 1% of respondents felt that being 'pretty and thin' was important. Respondents also revealed that the pressure to look good was one of the top 10 worst things about being a girl.



THE SURVEY REVEALED A DISPARITY BETWEEN THE MEDIA'S PORTRAYAL OF WOMEN AND THE VIEWS OF GIRLS AND YOUNG WOMEN ...

In comparison, 70% of girls aged 10–14 felt that being well-educated or being leaders of the future was the most important aspect of being a girl. This jumped to 73% for 15–30 year old respondents.

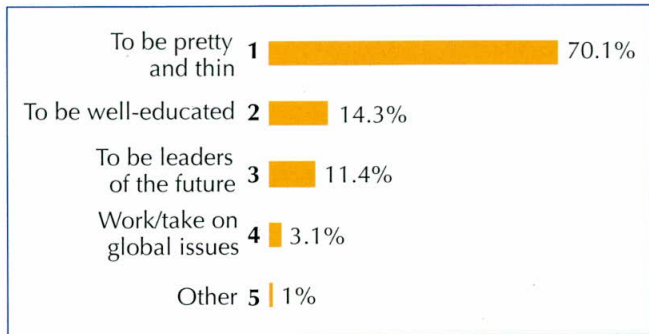


Figure 16 The most important things for girls according to the media

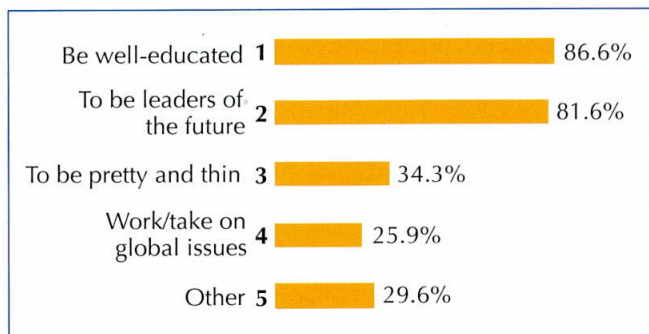


Figure 17 The most important things for girls according to the survey respondents

Education

Leadership

Developing leadership skills in young women is one of the fundamental objectives of Guiding. Almost half (47%) of respondents aged 10–14 years identified that they thought of themselves as a leader, and 79% identified they would like to take on a leadership role of some sort in the community later in life. The proportions increased in the 15–30 year age group, with 76% identifying that they thought of themselves as a person who is a leader, and 93% would like to be a leader later in life.

The quality of a leader which rated highly was a person with a positive attitude according to respondents of all ages, (73% of 5–30 year olds), with respondents aged 5–9 years jointly identifying being friendly. Respondents aged 10 plus identified

being a good role model as the next quality rated highly in a leader.

In terms of actions which demonstrate being a good leader, listening well was identified by the most number of respondents aged 15–30 (51%), whereas being a good role model was identified by 59% of 10–14 year olds.

Almost half (46%) of respondents aged 10–14 years used their leadership skills mostly at school. A further 21% of respondents aged 15–30 said they use their leadership skills in the community.

Careers

A total of 93% of respondents aged 10–30 felt success was very important or important in their work/career/school. Wealth was considered less important. A total of 42% of girls aged 10–14 considered wealth important, compared to 35% for 15–17 year old and 37% for 18–30 year old respondents. When it comes to fame, this was considered even less important. Only 17% of girls aged 10–14 considered fame important. This decreased to 5% for young women aged 15–30. Girls and young women would prefer to achieve fame in recognition of what they have done, rather than for being a celebrity. What they wanted to do most was make a difference with their career.



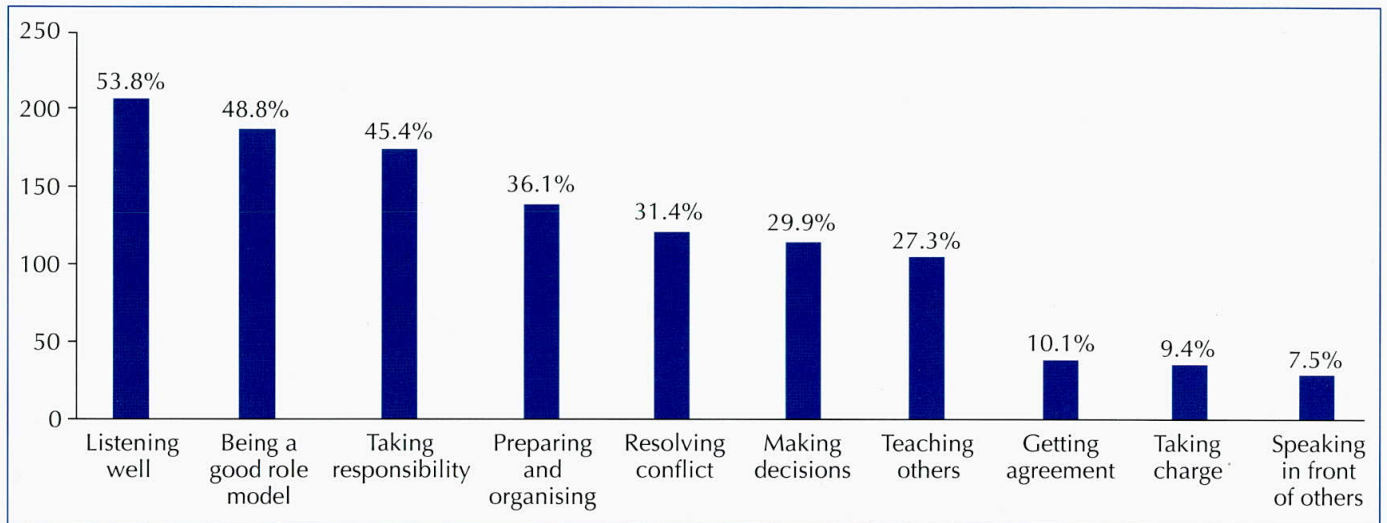


Figure 18 Actions taken by a good leader

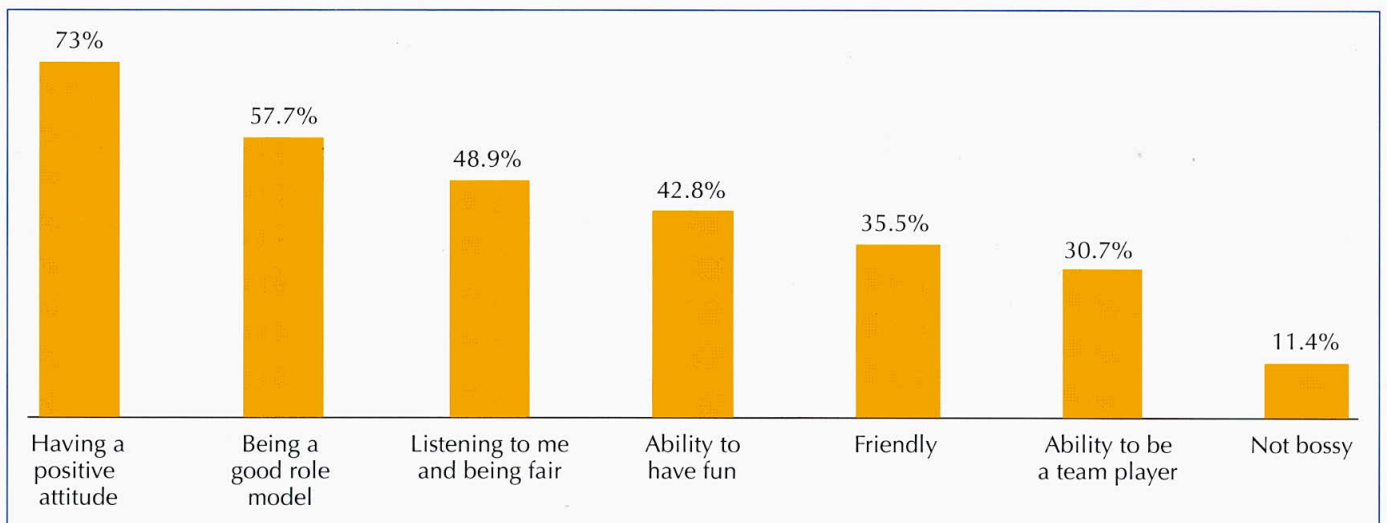


Figure 19 Qualities rated highly in a leader

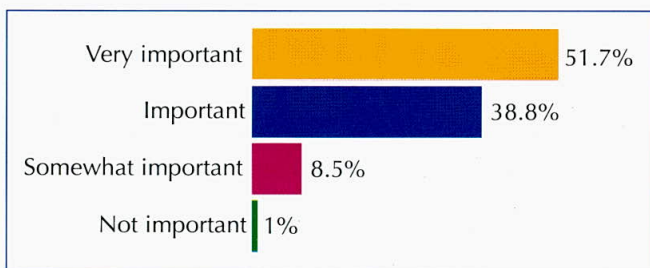


Figure 20 For me success at work/career/school is ...

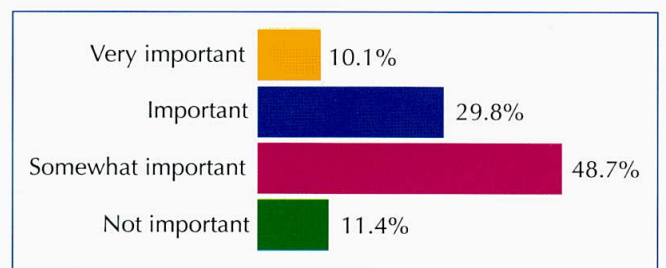


Figure 21 For me creating wealth is ...

Health

Bullying

Bullying has jumped from the number three local issue in the first *Australian Guides Say... Report* in 2007 to the second most important issue facing girls and young women today. Its increase in importance is a clear concern. For girls aged 5–9 years, 68% identified that they had been bullied in general which is an alarmingly high statistic. Bullying was also listed as the number one issue when girls and young women were asked what makes them sad as Figure 22 shows. In fact, bullying was placed above friends or family dying.

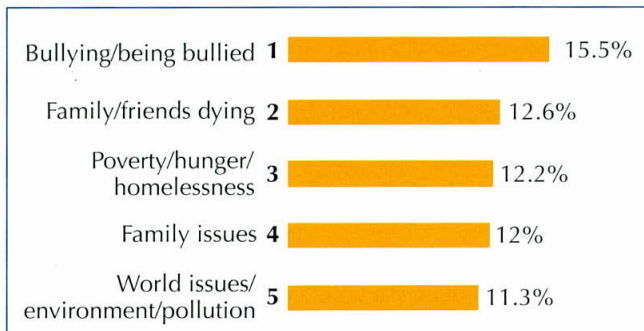


Figure 22 Top five things that make you sad

However, Guides were also likely to take action on bullying. Over 58% of girls and young women stated that being a good citizen was about standing up for someone who is bullied, and that it was more important than fundraising for a charity of a cause.

Standing up against bullying also ranked as the eighth most important issue that the government should be working on, with 14% of respondents listing bullying as an area that government should be addressing.

Online bullying was also an issue with 20% of Guides aged 10–14 and 23% of Guides aged 15–30 reporting been bullied online.

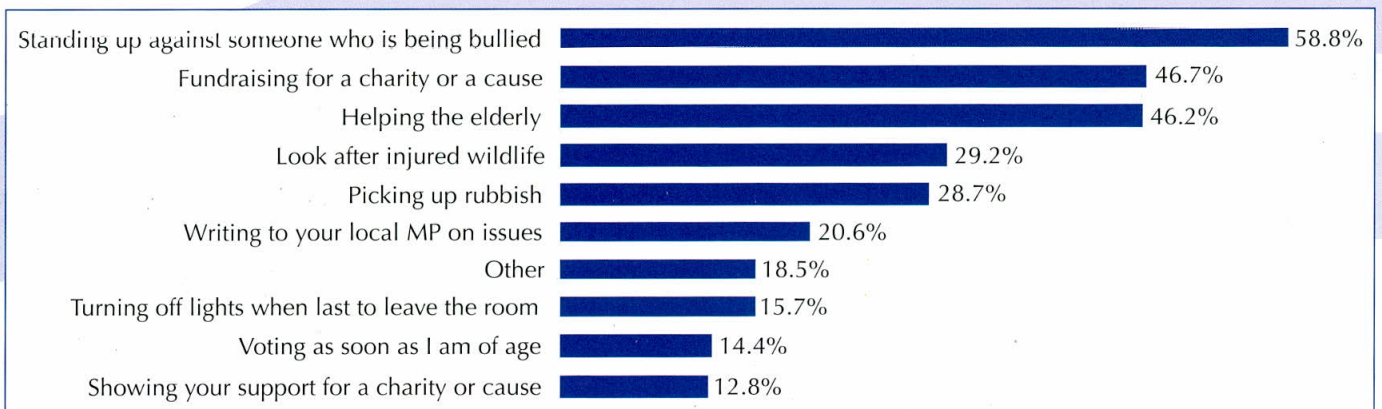


Figure 23 What makes a good citizen?

Personal safety

Risks that most concerned respondents aged 10–30 came from the actions of other people. For Guides aged 5–9 years, it was adult strangers. Most respondents (75% aged 5–14 years, 82% aged 15–30 years) felt that they could talk to their Guide Leader about things that worry them. A total of 32% of respondents aged 5–14 years identified that their Guide Leader makes them feel safe; increasing to 35% for respondents aged 15–30.

The online survey revealed that 65% of Guides aged 10–14 identified that what they saw or read on TV/in newspapers/on the internet made them worry about their safety. Close of half (44%) of Guides aged 10–14 identified that a greater risk to emotional and physical safety was online rather than in the real world, compared to 30% of 15–30 year olds. Further, 51.6% of all respondents either agreed or strongly agreed with the statement that they had seen something online that frightened or upset them. Despite this, 57.6% of all respondents agreed or strongly agreed with the statement that they feel safe online.

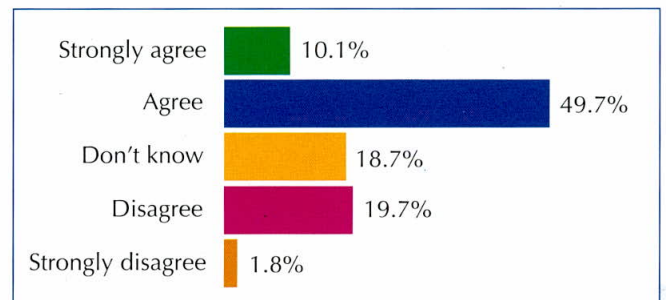


Figure 24 What you see or read in TV/newspapers or on the internet makes you worried about your safety

Home was identified as the place Guides feel most safe (79% of Guides aged 10–14 and 69% of Guides aged 15–30) followed by attending Guides (with 9% and 20% respectively). Girls and young women also

reported that school/university was a place where they felt safe.

Nearly all (84.4%) Guides agreed that challenging themselves in situations where there are people around helps you stay safer, with 34.4% strongly agreeing with this statement. This response increased with age, from 27% for respondents aged 10–14 years to 41% for respondents aged 15–30.

Self-esteem

Self-esteem was considered a critical issue with 61% of girls and young women aged 10–30 reporting that they felt self-conscious about their weight or appearance at least sometimes. The survey found 23% of girls aged 10–14 always or often felt self-conscious about their weight and appearance, compared to 36% for girls and young women aged 15–30.

The youngest group that responded to this question aged 10–14 years felt the least self-conscious, with 58% identifying at least sometimes, compared to 73% of young women aged 15–30. Close to half (49%) of respondents aged 10 years and over identified that they found self-consciousness about their weight and/or appearance difficult to manage at least sometimes, with the peak age group being 15–17 year olds (62%).

Pressure to own 'cool' gadgets or wear particular clothing was lower than body image pressure. Over a quarter (28%) of respondents identified that the pressure to own 'cool' gadgets or wear particular clothing was hard to manage at least sometimes, with 39% identifying they felt generally under pressure about these things at least sometimes.

Addictions

Binge drinking is considered to be a problem in the community generally according to 77% of respondents aged 15–30. A further 70% of respondents felt that alcohol abuse is an issue in their community, while 60% felt that illegal drug use was an issue.

Most respondents aged 15–17 years identified they never drank, with or without their parent's knowledge. No 15–17 year old respondent identified having used illegal drugs with or without their parent's knowledge.

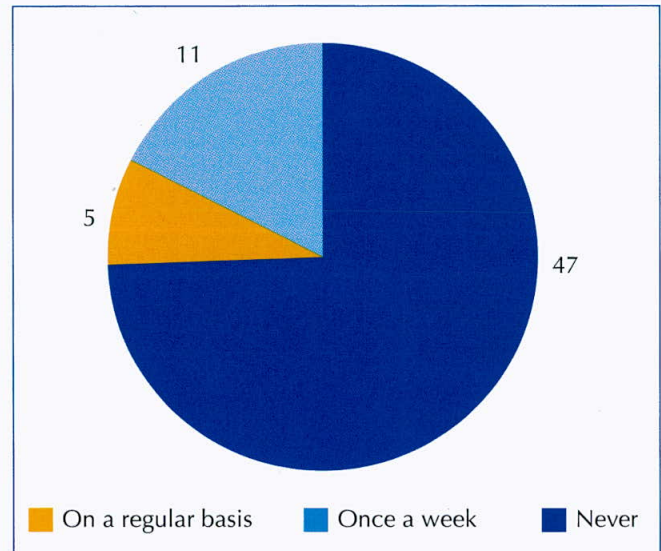


Figure 25 Alcohol intake with parents

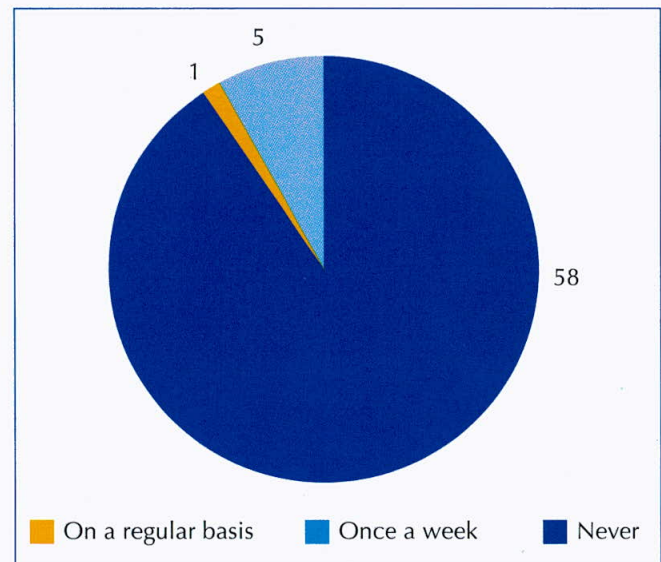


Figure 26 Alcohol intake without parents



Australian Guides say:

We can save our
planet



GIRL GUIDES AND THE MILLENNIUM DEVELOPMENT GOALS

The World Association of Girl Guides and Girl Scouts (WAGGGS) developed the Global Action Theme, “Girls worldwide say together we can change our world”. This is an education program and resources have been developed for Guides to be involved at a local, national and global level. The Global Action Theme focuses on the eight United Nations Millennium Development Goals (MDGs).

The MDGs were developed by world leaders from 189 countries and are specific goals to be met by 2015 that aim to combat extreme poverty globally. These goals were agreed at the United Nations Millennium Summit in New York in 2000 and are focussed around addressing issues related to poverty; food; education; equality of women; child mortality; maternal health; HIV/AIDS malaria and other diseases; environmental sustainability and developing global partnerships. The Global Action Theme includes a “girl’s speak” list of messages to allow the complex MDG themes to be accessible by all girls and young women aged five and upwards. The “girls speak” versions of the MDGs (below) are in use around the world in the 145 WAGGGS’ member countries.

- girls worldwide say “together we can end extreme poverty and hunger” (MDG 1)
- girls worldwide say “education opens doors for all girls and boys” (MDG 2)
- girls worldwide say “empowering girls will change our world” (MDG 3)
- girls worldwide say “together we can save children’s lives” (MDG 4)
- girls worldwide say “every mother’s life and health is precious” (MDG 5)
- girls worldwide say “we can stop the spread of HIV/AIDS, malaria and other diseases” (MDG 6)
- girls worldwide say “we can save our planet” (MDG 7)
- girls worldwide say “we can create peace through partnerships” (MDG 8).

Both postcard and online surveys included a section on the MDGs.

Results for all ages

Do you know anything about the Millennium Development Goals/Global Action Themes?

Half of the online survey respondents identified that they knew about the MDGs (51% answered “yes”). However, knowledge varied between the age groups. Only 12% of respondents aged 5–9 knew about the MDGs compared to 37% of 10–14 year olds and 77% of 15–30 year olds. Also, a high proportion of younger respondents were not sure whether they knew anything about them, with 25% and 31% of respondents aged 5–9 and 10–14 respectively being unsure.

Ranking the eight goals in order of importance

Overall, the MDG that was ranked as number one by respondents to the postcard survey was MDG 7 – “Ensure environmental sustainability” with Guides saying “we can save our planet”. When looking at the ages of respondents to rank this as the most important issue, 30% of 14–18 year olds and 50% of 5–7 year olds listed this as number one.

The online survey found MDG 1 – “Eradicate extreme poverty and hunger” – the most important. Interestingly, “together we can end extreme poverty and hunger” was the WAGGGS theme for 2010 Thinking Day, a day when Girl Guides and Girl Scouts around the world celebrate the joint birthdays of Lord and Lady Baden-Powell and are encouraged to think of sister Guides and Girl Scouts. The results for the online survey may indicate that this event is still top of mind for a lot of Guides.

When looking at the average rankings of each MDG across the varying age groups in the online



Table 8 Comparison of number one ranked issues for postcard and online survey

Postcard survey	Online survey
1 Together we can save our planet (37.5%) MDG 7 – Ensure environmental sustainability	1 Together we can end poverty and hunger (34.2%) MDG 1 – Eradicate extreme poverty and hunger
2 Together we can end poverty and hunger (24.7%) MDG 1 – Eradicate extreme poverty and hunger	2 Together we can save the planet (22.5%) MDG 7 – Ensure environmental sustainability
3 Together we can save children’s lives (11.1%) MDG 4 – Reduce child mortality	3 Education opens doors for all boys and girls (10.8%) MDG 2 – Achieve universal primary education
4 We can stop the spread of HIV/AIDS, malaria and other diseases (10.3%) MDG 6 – Combat HIV/AIDS, malaria and other diseases	4 We can create peace through partnerships (7.8%) MDG 8 – Develop a global partnership for development Empowering girls will change our world (7.8%) MDG 3 – Promote gender equality and empower women Together we can save children’s lives (7/8%) MDG 4 – Reduce child mortality
5 Education opens doors for all girls and boys (8%) MDG 2 – Achieve universal primary education	5 Together we can stop the spread of HIV/AIDS, malaria and other diseases (7.4%) MDG 6 – Combat HIV/AIDS malaria and other diseases
6 Every mother’s life and health is precious (5.8%) MDG 5 – Improve maternal health	6 Every mother’s life and health is precious (3.9%) MDG – 5 Improve maternal health
7 We can create peace through partnerships (5.2%) MDG 8 – Develop a global partnership for development	
8 Empowering girls will change our world (4.1%) MDG 3 – Promote gender equality and empower women	

survey, there were some differences. Online respondents aged 5–17 identified MDG 7 – “Ensure environmental sustainability” – as the single most important issue, while women aged 18 plus listed MDG 7 – “Ensure environmental sustainability”, MDG 1 – “Eradicate extreme poverty and hunger”

and MDG 6 – “Combat HIV/AIDS, malaria and other diseases” – as equally important.

The comparison between the ordering of the issues in the online and postcard survey is shown in Table 8.

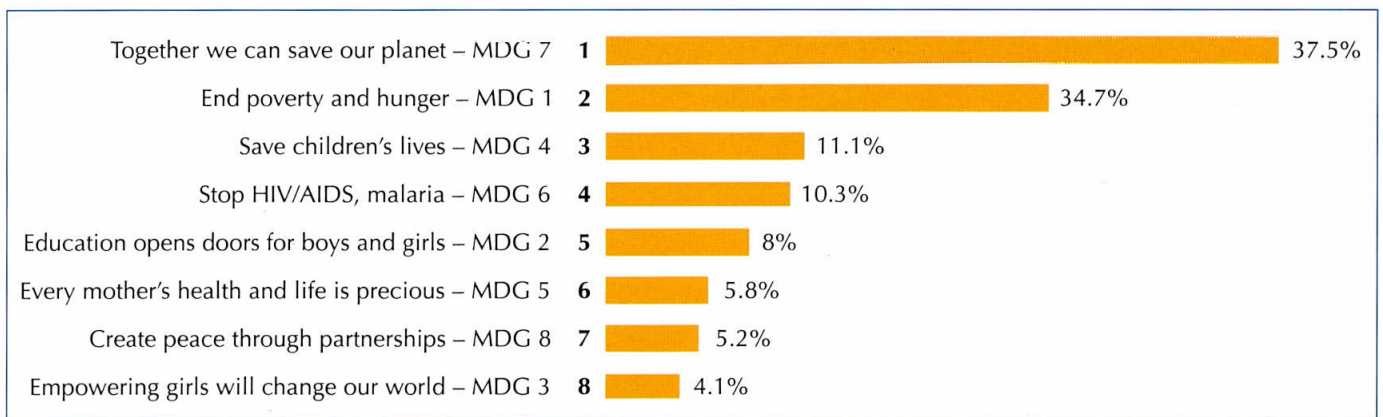


Figure 27 Millennium Development Goals postcard survey

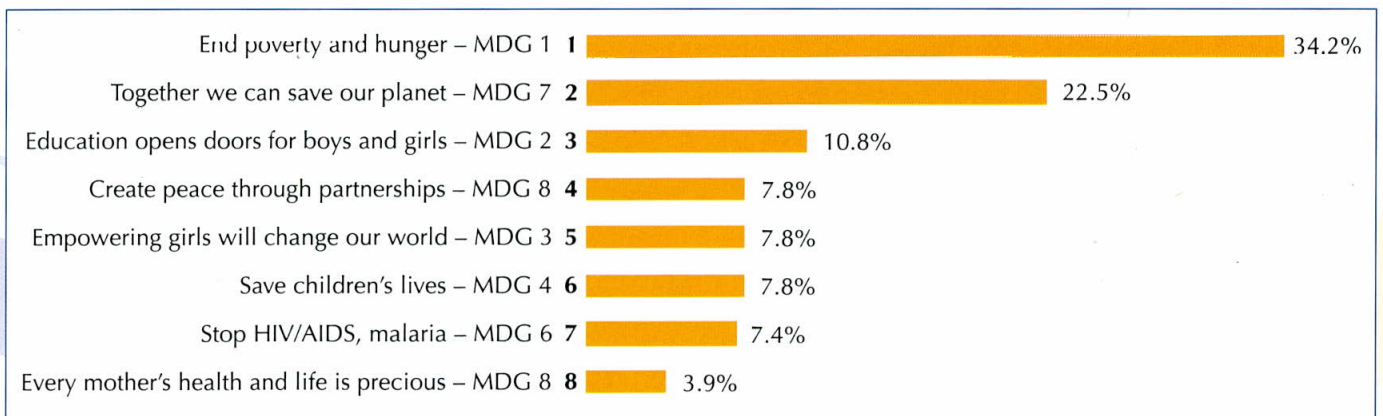


Figure 28 Millennium Development Goals online survey



Table 9 Age variation Millennium Development Goals

	5-7	7-9	9-12	12-14	14-18	18-30
Together we can save our planet – MDG 7	50%	34%	41.9%	38.8%	31.9%	25%
End poverty and hunger – MDG 1	0%	15.7%	26.5%	29%	30.1%	25%
Save children’s lives – MDG 4	33.3%	16.2%	8.8%	7.7%	10.6%	0%
Stop HIV/AIDS, malaria – MDG 6	0%	13.1%	9.8%	9.8%	8.8%	25%
Education opens doors for boys and girls – MDG 2	0%	5.2%	8.4%	6.6%	15.9%	25%
Every mother’s health and life is precious – MDG 5	16.7%	10.5%	4.7%	2.2%	6.2%	0%
Create peace through partnerships – MDG 8	0%	2.6%	4.7%	2.2%	15.9%	0%
Empowering girls will change our world – MDG 3	0%	2.6%	5.1%	3.8%	6.2%	0%

GUIDES IN AUSTRALIA COMPARED TO GUIDES IN THE UK

As part of *Australian Guides Say ... 2010*, Girl Guides Australia worked with GirlGuiding UK to conduct a cross sample survey on five key issues.

Of particular interest, both Guides in Australia and Guides in the UK agreed that a good citizen is someone who stands up for a person who they perceive is being bullied. Australian Guides rated this as number one, compared to the UK Guides who rated this as number two. Guides in each country also have the same ideas on which are the most important environmental issues. However, more UK Guides agree that world leaders are doing their best to look after the environment. Australian Guides in comparison did not support the statement to the same extent.

Guides from Australia and the UK were also asked questions on the social pressures they face. Of interest, girls in Australia were less likely to feel pressured to own “cool” gadgets or wear particular clothes. Australian Guides also felt more confident about managing this pressure from peers when it comes to owning fashionable objects.

Citizenship

We asked: “What makes a good citizen?”

Table 10 Guides from Australia

Standing up for someone who is being bullied	58.5%
Fundraising for a charity or cause	46.7%
Helping the elderly	46.2%

Table 11 Guides from UK

Fundraising for a charity or a cause	60.4%
Standing up for someone who is being bullied	56.7%
Helping the elderly	52.3%

In both surveys, multiple selections could be made.



The environment

We asked: "What is the most critical environmental issues we face?"

Table 11 Guides from Australia

Water use and drought	39.7%
Littering	20.6%
Climate Change	35.7%

Table 12 Guides from UK

Climate Change	61.9%
Littering	48.7%
Water use and drought	31.1%

In both surveys, multiple selections could be made.

We asked: "Are world leaders doing their best to look after the environment?"

Table 13 Guides from Australia

Strongly agree	5.7%
Agree	22.7%
Don't know	30.6%
Disagree	32.1%
Strongly disagree	9.0%

Table 14 Guides from UK

Strongly agree	16.7%
Agree	28.6%
Don't know	28.4%
Disagree	21.5%
Strongly disagree	4.8%

Peer pressure

We asked: "Do you feel under pressure to own 'cool' gadgets like iPods, mobile phones or computers or to wear particular clothes?"

Table 15 Guides from Australia

Always	5.7%
Often	9.8%
Sometimes	23.0%
Occasionally	23.5%
Not at all	38.0%

Table 16 Guides from UK

Always	8.8%
Often	17.5%
Sometimes	27.9%
Occasionally	21.8%
Not at all	24.1%

We asked: "How hard it is to manage pressure to own "cool" gadgets and /or wear certain clothes?"

Table 17 Guides from Australia:

Always	3.6%
Often	6.5%
Sometimes	17.7%
Occasionally	20.1%
Not at all	52.1%

Table 18 Guides from UK

Always	9.3%
Often	12.2%
Sometimes	29.2%
Occasionally	21.8%
Not at all	27.6%



CONCLUSION

Girl Guides Australia is committed to providing a voice to its members – Australian girls and young women. We do this by ensuring the Australian Guide Program is contemporary and reflects the interests of our members. By making the outcomes of this survey available to Guides, government stakeholders, the wider community and other key youth bodies, we are enabling the voices of girls and young women to be heard.

The outcomes of this report capture the understanding, awareness and concerns that Guides in Australia have of local, national and global issues. For many girls and young women, Guiding is a space where they are exposed to a broad range of issues as they participate in activities which build on their understanding of the world.

The findings which are of concern are those around bullying and self-esteem. The high percentage of girls and young women who reported bullying and self-esteem as a concern reflects an increasingly toxic society. Mobile phones, an unhealthy celebrity culture and modern technology such as the internet make being a girl today much more challenging than it has ever been. Self-esteem and body image are issues girls face from a young age and our survey reinforces that even for young girls, these are key issues we must address as a society.

Girl Guides Australia currently addresses bullying by providing a safe, girls only space where girls and young women can come together in a non-competitive environment to share ideas and new adventures. Our program is also built around teamwork which promotes inclusion, encouraging girls to work with others. However within this, having fun is the central goal. Many girls don't realise the benefit of the life skills they develop as Guides until much later. We also encourage girls and young women to speak out – a skill which is transferable to other areas of their life and a critical skill when dealing with bullying.

One of the most positive aspects of the survey is that it highlights that Guides are aware and active global citizens. The fact that girls and young women listed poverty as their number one global issue, with the environment as number two, is indicative of this.

The programs offered by Girl Guides Australia are closely aligned to the United Nations Millennium Development Goals and we aim to educate girls and

young women around these issues as they participate in a fun and interesting range of activities. More recently, we are working with other organisations such as UNICEF that share a common goal to enable girls to change our world for the better.

Our focus on the Millennium Development Goals is part of a global campaign for girls aged five and upwards. In the past 18 months, Girl Guides Australia has taken more of an active role in training girls and young women in advocacy. We have hosted a number of national and State events in the past year which provide girls and young women with the knowledge, skills and training to speak out and take action on the Millennium Development Goals. To date, we have trained 250 young women aged 14–30 in this endeavour.

Many of the findings from *Australian Guides Say ... 2010* reinforce the importance of the Guide program, particularly the importance of environmental sustainability. As an organisation, we encourage all members to experience, explore and enjoy the outdoors from an early age. This increases their understanding and appreciation of the environment and creates better world citizens.

We have also traditionally been involved in environmental protection and Guides Australia wide participate in community events such as Clean Up Australia Day and National Tree Planting Day each year. We are a foundation member of Clean Up Australia Day and recently we provided young women with the opportunity to participate in international environmental conferences such as the United Nations Climate Change Summit in 2009 and 2010.

We will continue to invest resources and seek government, corporate and non government partnerships to ensure Guides can participate and play a significant role in the solution to emerging environmental issues.



The survey also demonstrates that Guides care about animal welfare, which is linked to environmental sustainability. Historically, Guides have collected funds on behalf of animal welfare agencies and been involved in activities and events focussed on animal protection. We will continue to build on this focus to provide girls and young women with the opportunity to take action on animal welfare.

The survey enables the organisation to stay contemporary and highlights the need to address current and emerging issues such as cyber bullying, poverty and climate change. These issues need to be considered when developing strategies and resources to support the delivery of the Australian Guide Program.

As an organisation, Girl Guides Australia continues to be committed to giving girls and young women a voice at a local, national and global level and to build the leaders of tomorrow. Empowering girls and young women has always been our focus. Australian Guides will be increasingly challenged within a program that extends beyond badges to events ranging from girl led community projects to volunteering in developing countries.

We will continue to promote diversity and equality to ensure we remain relevant to today's girls. Our hope is that more and more girls from urban and rural communities, reflecting the rich cultural and ethnic diversity of our society and all socio-economic groups, will become active Guide members and advocate on behalf of all girls and young women in Australia.



RECOMMENDATIONS

1. That the Australian Management Team of Girl Guides Australia reviews the frequency of the *Australian Guides Say Survey* with the view to conducting it every two years as opposed to its current three year cycle to enable Girl Guides Australia to keep track of the emerging issues for girls and young women.
2. That the Environment sub-committee incorporates the findings from this report into all of their actions.
3. That Girl Guides Australia develops a national anti-bullying policy and that Girl Guides Australia supports the World Association of Girl Guides and Girl Scouts to implement a global advocacy campaign to prevent violence against girls.
4. That the outcomes from this survey are made available to relevant government departments, youth organisations and the general community to ensure the needs of girls and young women are considered and addressed in the development of programs and policies.
5. That Girl Guides Australia continues to explore and develop partnerships with like-minded organisations enabling a greater voice, audience and impact.
6. That the results from this survey are used in the development of Girl Guides Australia advocacy campaigns and program activities to provide girls and young women with information, skills and support so that they can speak out, educate and take action on issues that matter to them.
7. That Girl Guides Australia continues to provide a diverse range of opportunities and events for girls and young women to learn about the Millennium Development Goals and other key global issues.
8. That Girl Guides Australia continues to provide a safe and inspirational space for girls and young women to come together to have fun and to encourage debate, sharing of ideas and goals focussing on quality outcomes.
9. That Guide Leaders are made aware of these findings and how the results can be used in the delivery of the Australian Guide Program.
10. That this report is provided to the World Association of Girl Guides and Girl Scouts (WAGGGS) and the WAGGGS Asia Pacific Region for them to consider how the issues for girls and young women in Australia can be addressed through global and Asia Pacific activities and programs.



SUPPORTERS



Australian Government

Department of Families, Housing,
Community Services and Indigenous Affairs

Office for Women



Girlguiding UK
girls in the lead

MARSH

Thank you to everyone who gave their time to making *Australian Guides Say ... 2010* happen. In particular, we would like to thank:

Statistical analysis: Jenny Lalor

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Petina Blackwell, Sharyn Casey, Karen Chatto, Sanna Coombs, Emma Gillett, Fiona Krautil, Virginia Loyola, Emma McCormack, Lorna Stevens, Anita Bellgrove

Volunteers who inputted our data:

Lauren Adams, Monica Runiewicz, Kate Elizabeth Jenkins, Wendy Chen



APPENDIX A: STATE-BY-STATE BREAKDOWN ON GLOBAL, NATIONAL AND LOCAL ISSUES

A state-by-state analysis on the concerns of girls and young women who live in cities, regional centres and rural areas of Australia was conducted.

The state-by-state analysis revealed there is a general consistency with poverty and climate change considered the most important global issues regardless of where you lived. The exception was the Northern Territory where hunger, bullying, animal cruelty and racism were listed as top global issues. It is important to note though that the sample size for the Northern Territory was very small compared to other states so this finding may not be representative of all girls and young women living in this state.

The analysis reveals that the findings tend to reflect key issues in each particular state at the time of the survey. For example, racism was listed as a key local issue in Victoria and in the Northern Territory as a global issue. In NSW/ACT, hospitals were listed as a key Australian issue, while in Queensland, education was listed in the top five Australian issues. For Queensland respondents, it was people living in the city who considered education an important Australian issue. Queensland also listed female health in their top five issues, again with people living in the city more likely to rate this as an important issue.

For Victorian respondents, water was listed as a critical issue for both city and rural residents. Interestingly, asylum seekers and immigration were listed in the top five issues for Victorian city and rural residents. For city, regional and rural respondents from Western Australia, asylum seekers were also listed in the top five Australian issues.

In the Northern Territory, drugs and alcohol appeared as an important Australian and local issue for city and rural respondents. In Western Australia and Queensland, drugs and alcohol were listed as a critical local issue according to city and regional respondents. Tasmanian respondents from city areas also listed drugs and alcohol as a key Australian issue.

Graffiti and vandalism were listed as key local issues in Western Australia and NSW/ACT. In Western Australia, almost an equal number of people living in regional and city areas considered graffiti and vandalism to be the single most important local issue. In NSW/ACT, graffiti and vandalism was listed as the number five local issue, however people living in rural areas were more likely to consider it to be a problem.

The following Figures provide further details on the global, national and local issues of importance to city, regional and rural residents in each state and territory.



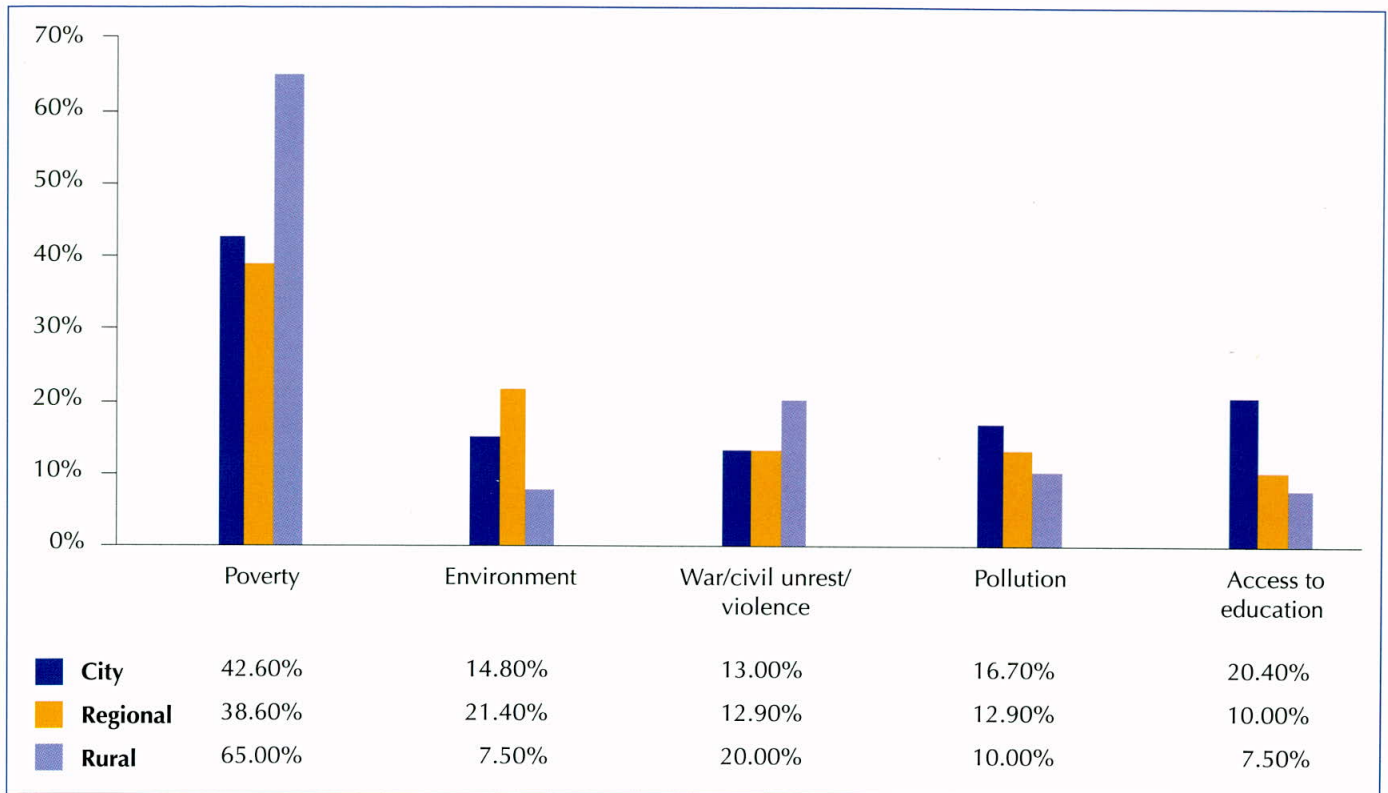


Figure 29 Queensland global issues

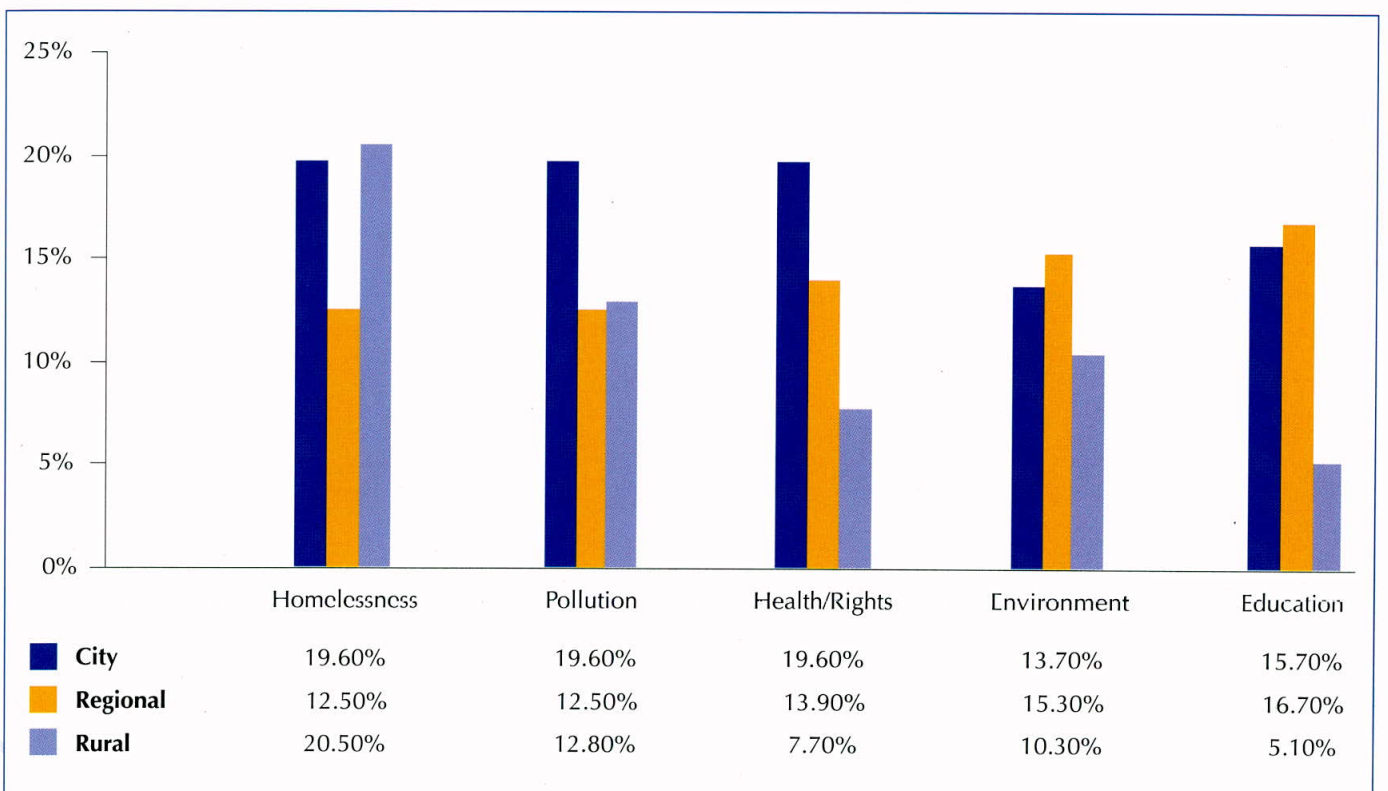


Figure 30 Queensland national issues

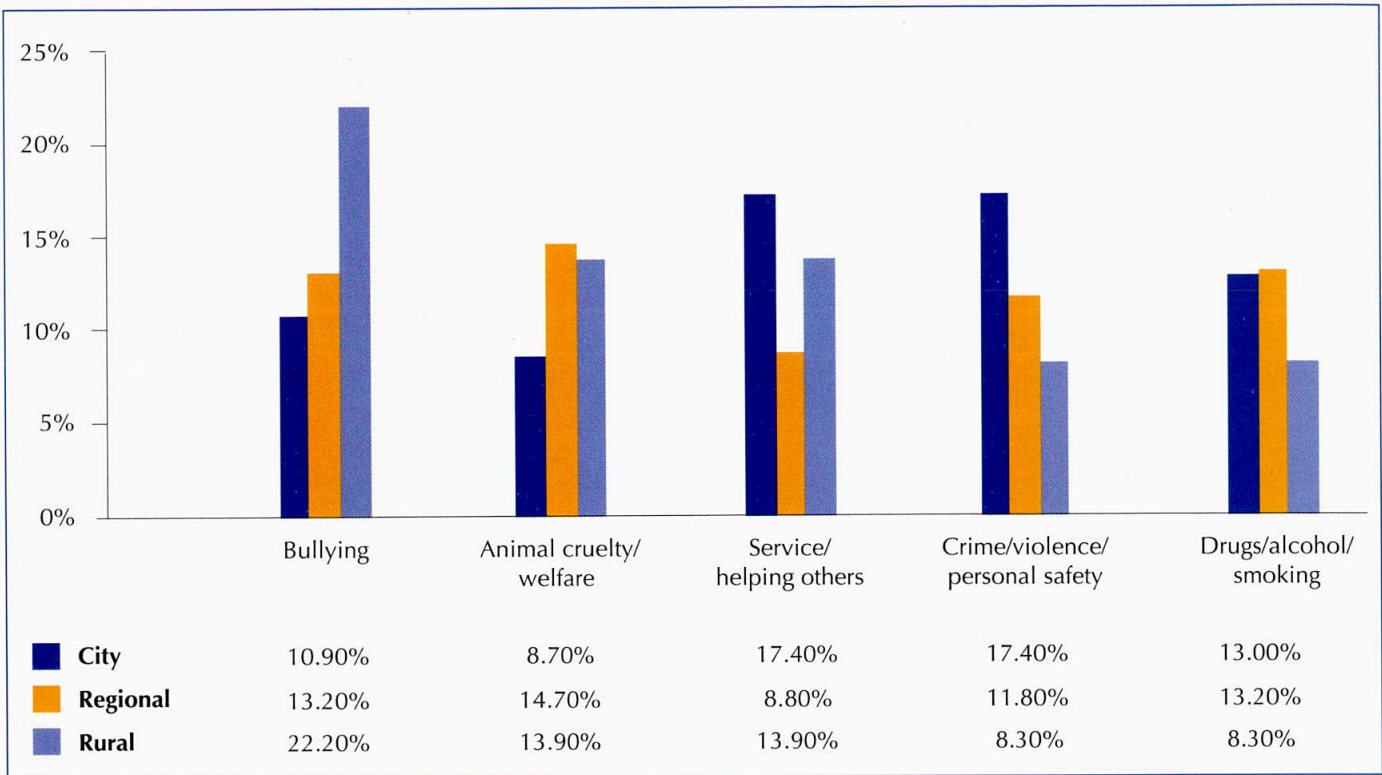


Figure 31 Queensland local issues

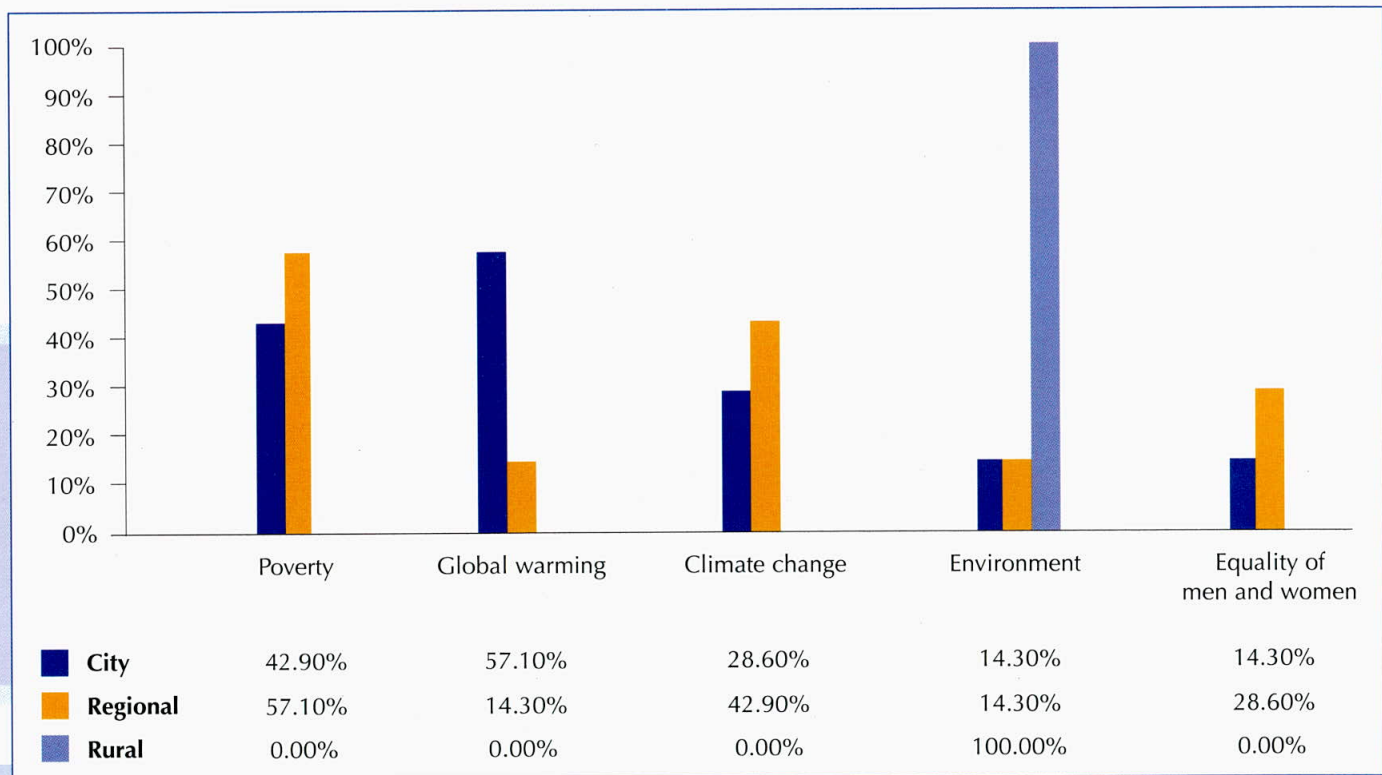


Figure 32 Tasmania global issues



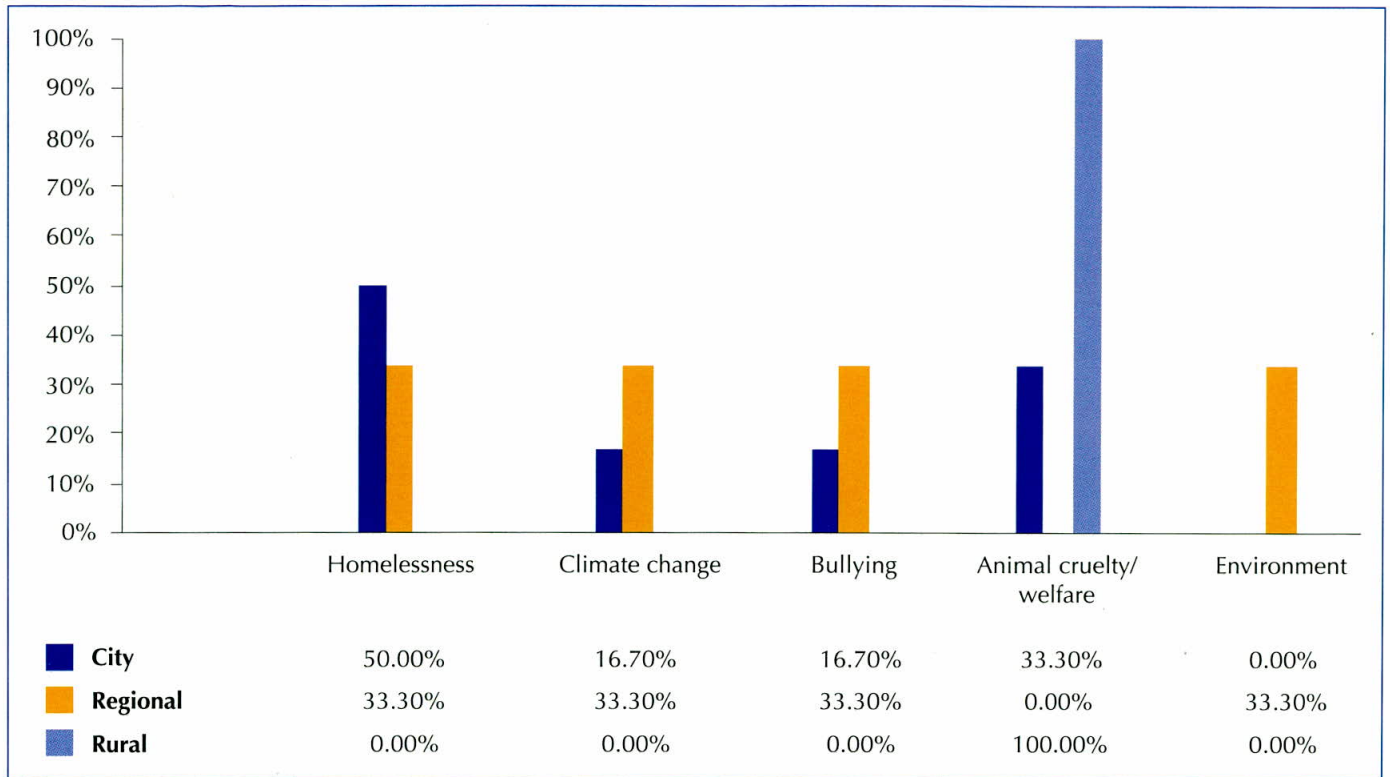


Figure 33 Tasmania national issues

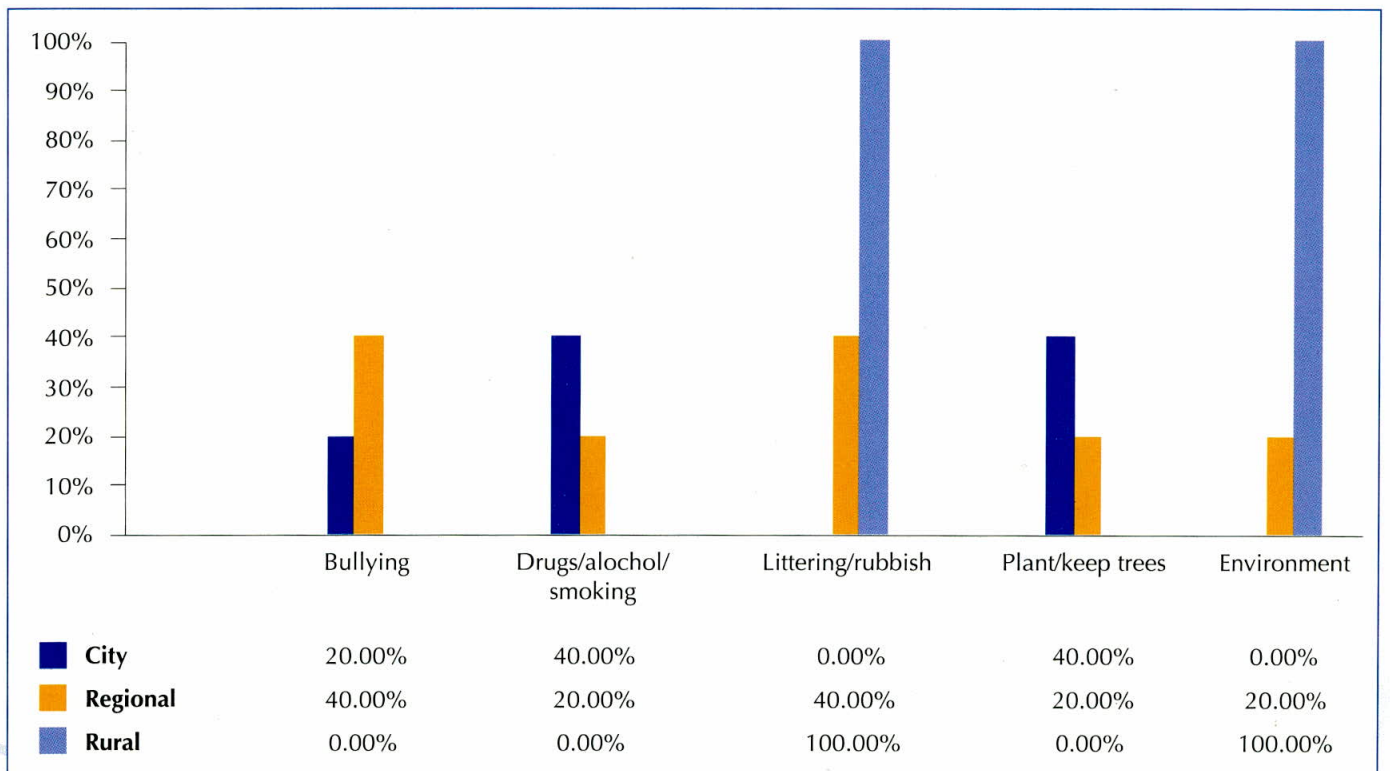


Figure 34 Tasmania local issues



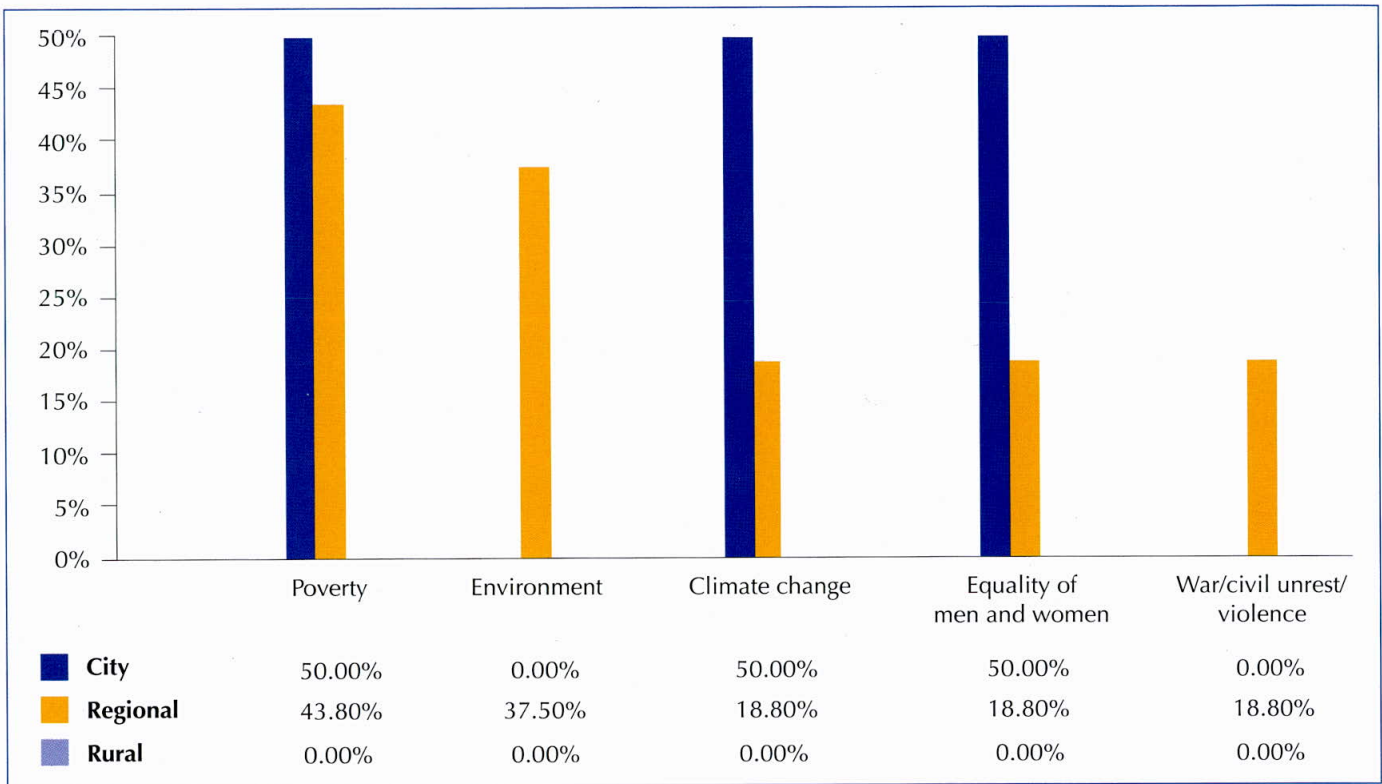


Figure 35 South Australia global issues

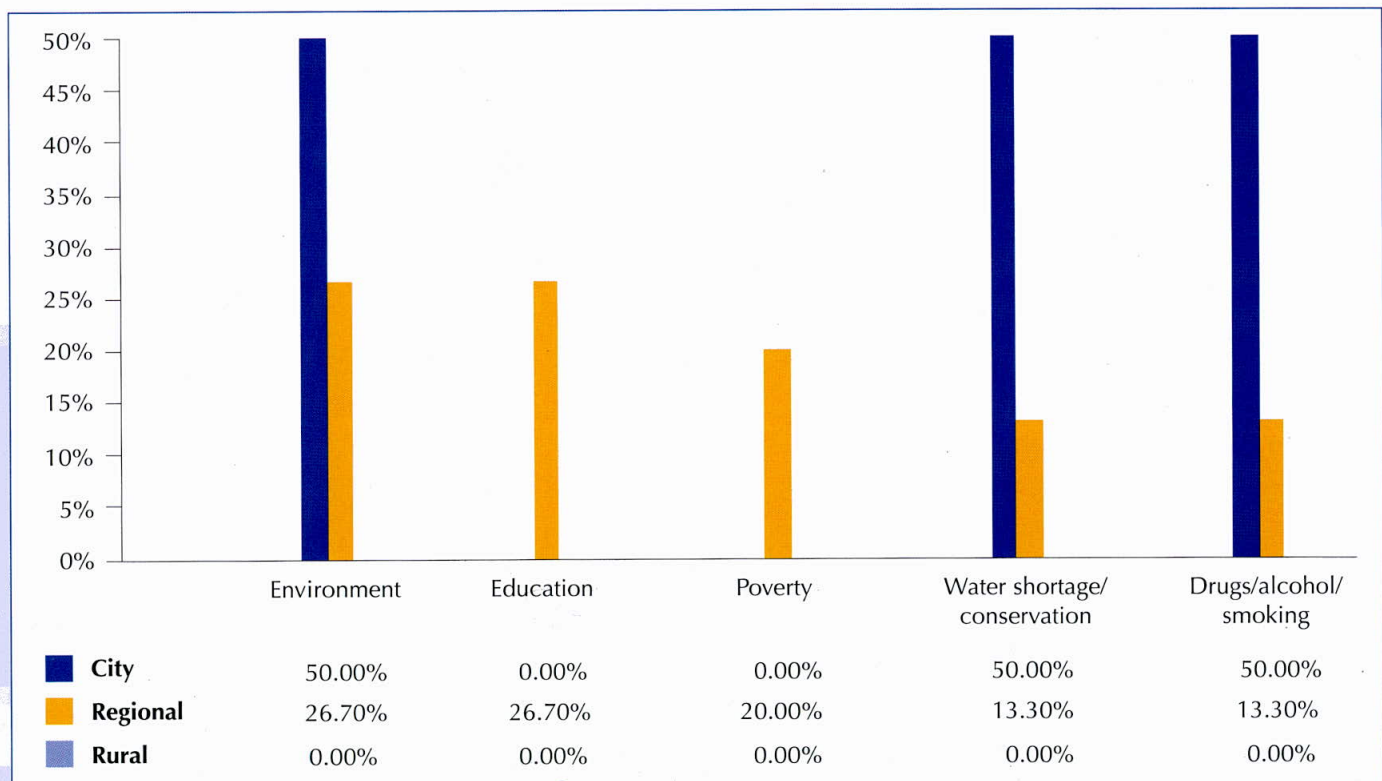


Figure 36 South Australia national issues



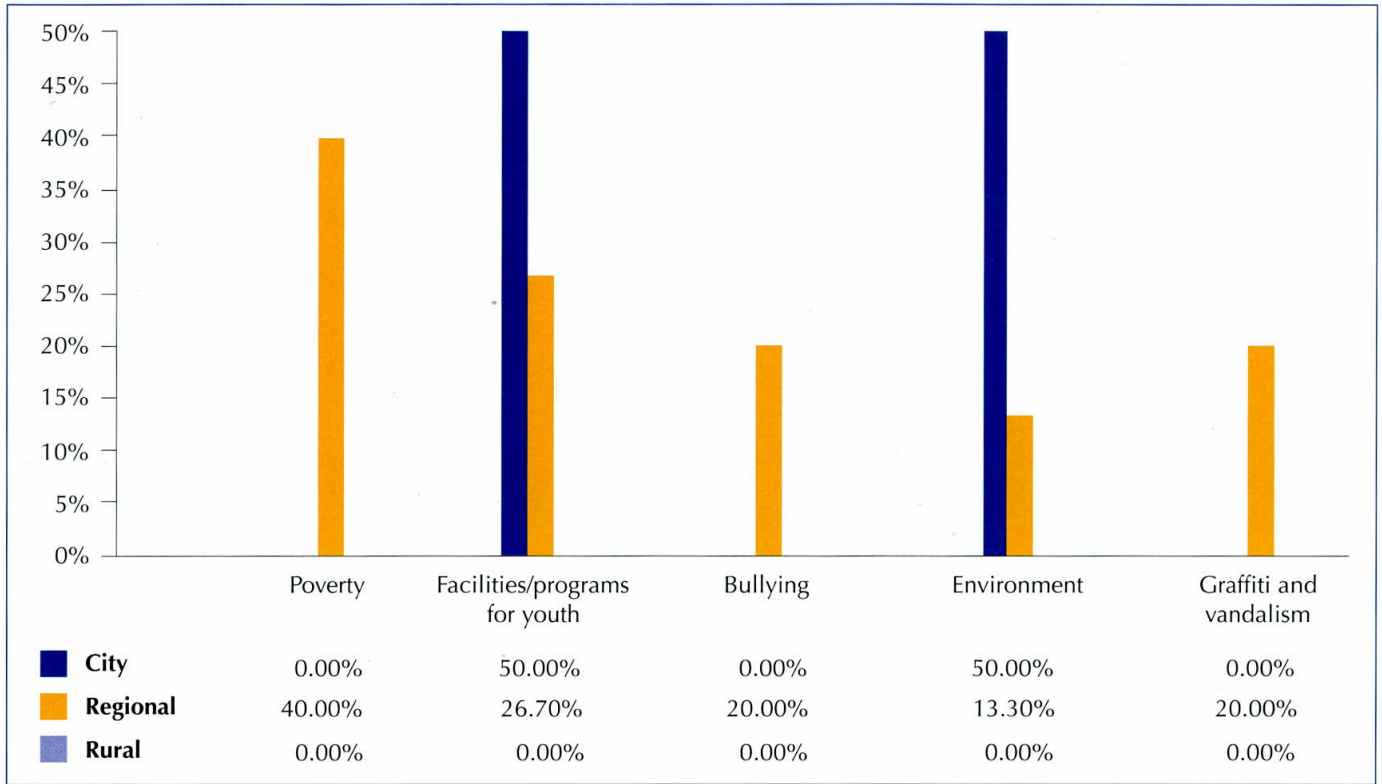


Figure 37 South Australia local issues

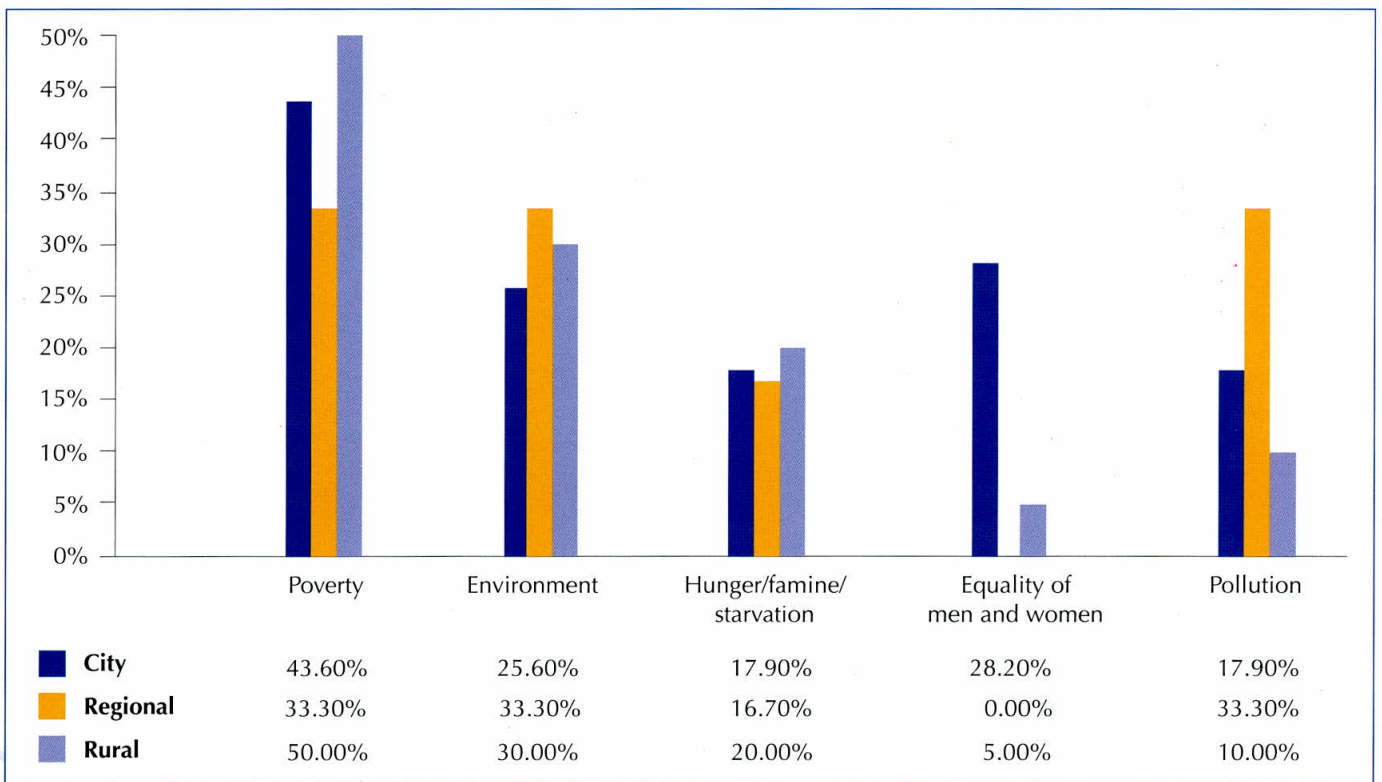


Figure 38 Victoria global issues

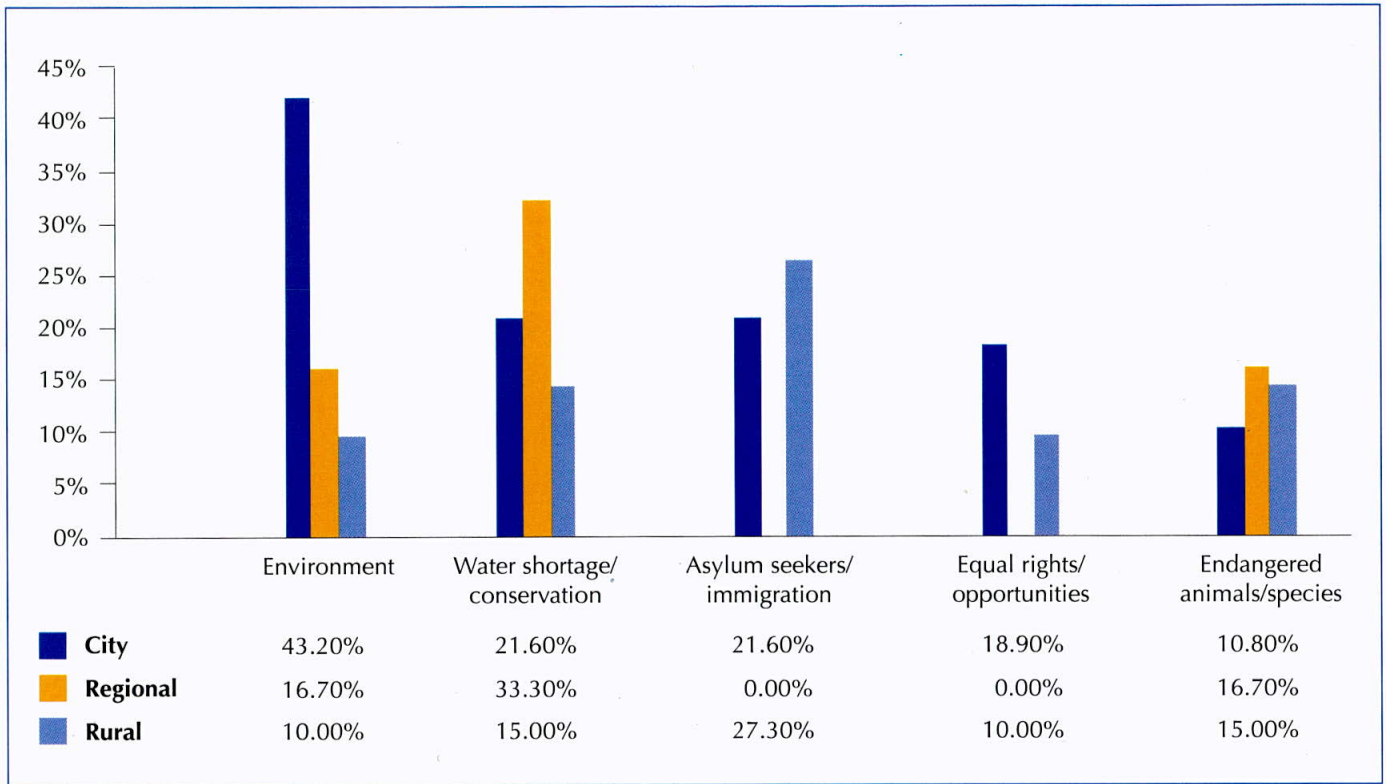


Figure 39 Victoria national issues

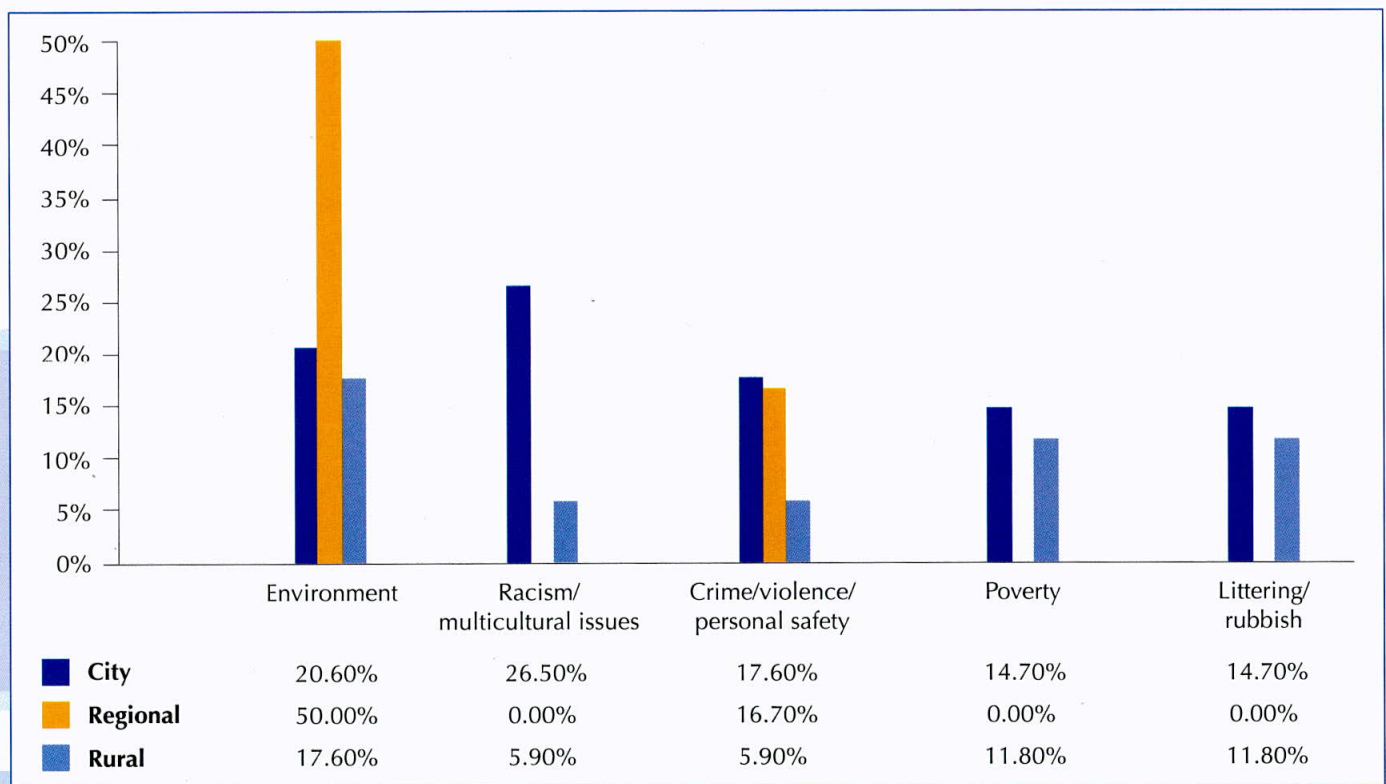


Figure 40 Victoria local issues



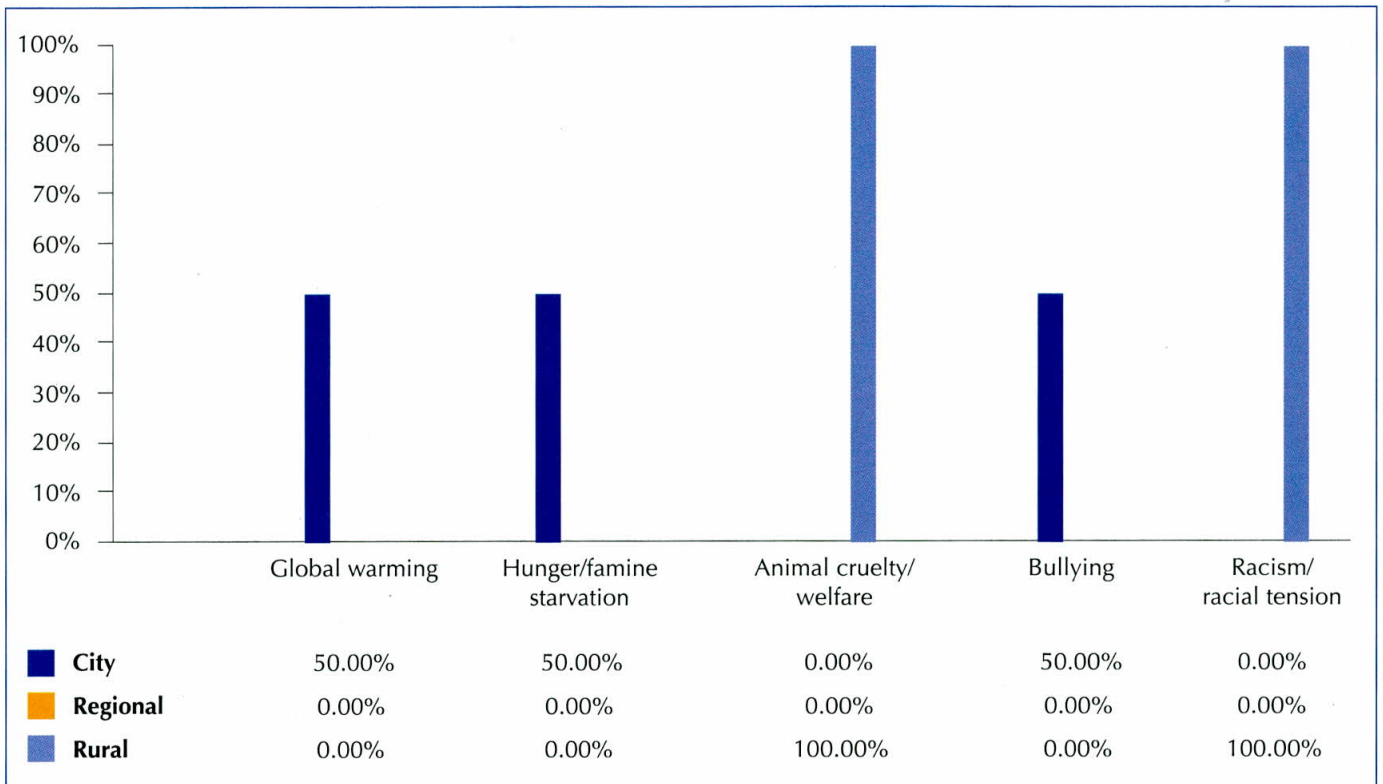


Figure 41 Northern Territory global issues

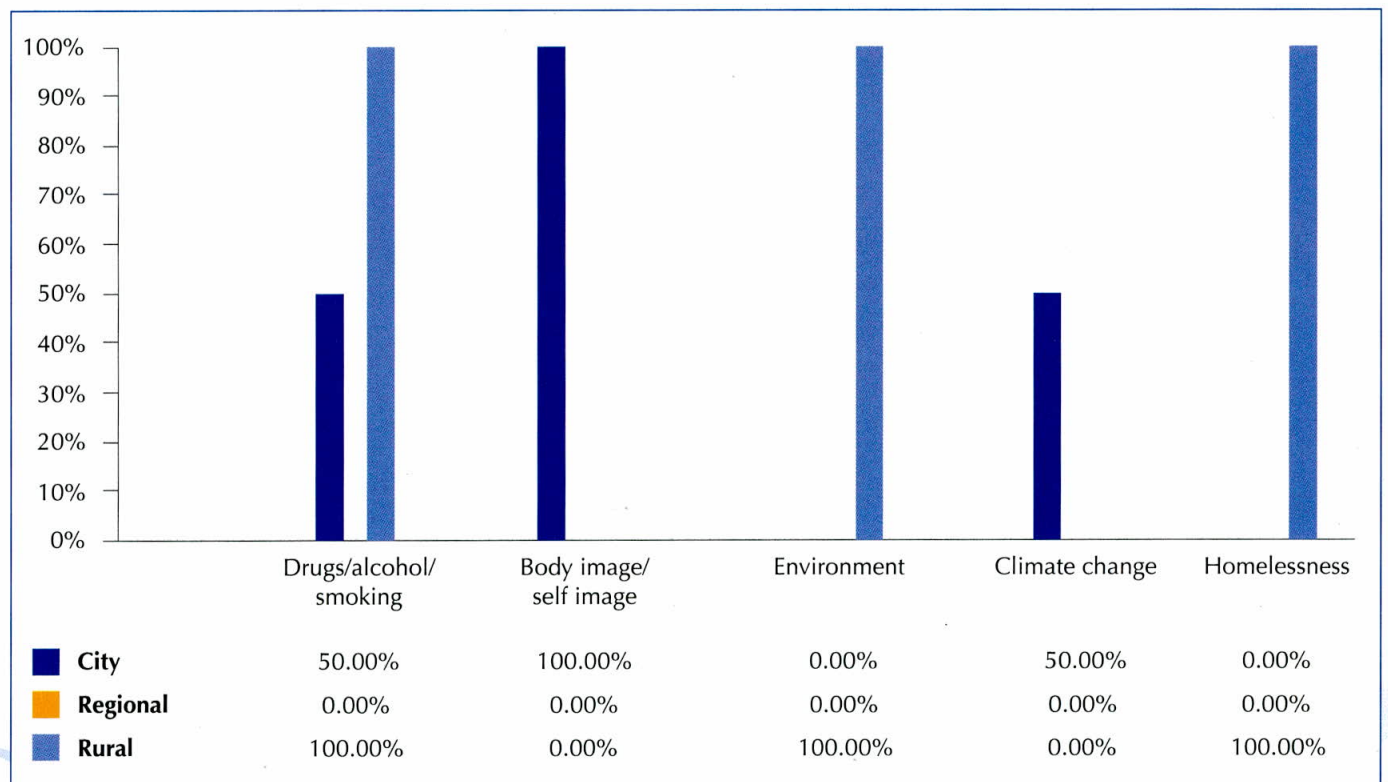


Figure 42 Northern Territory national issues



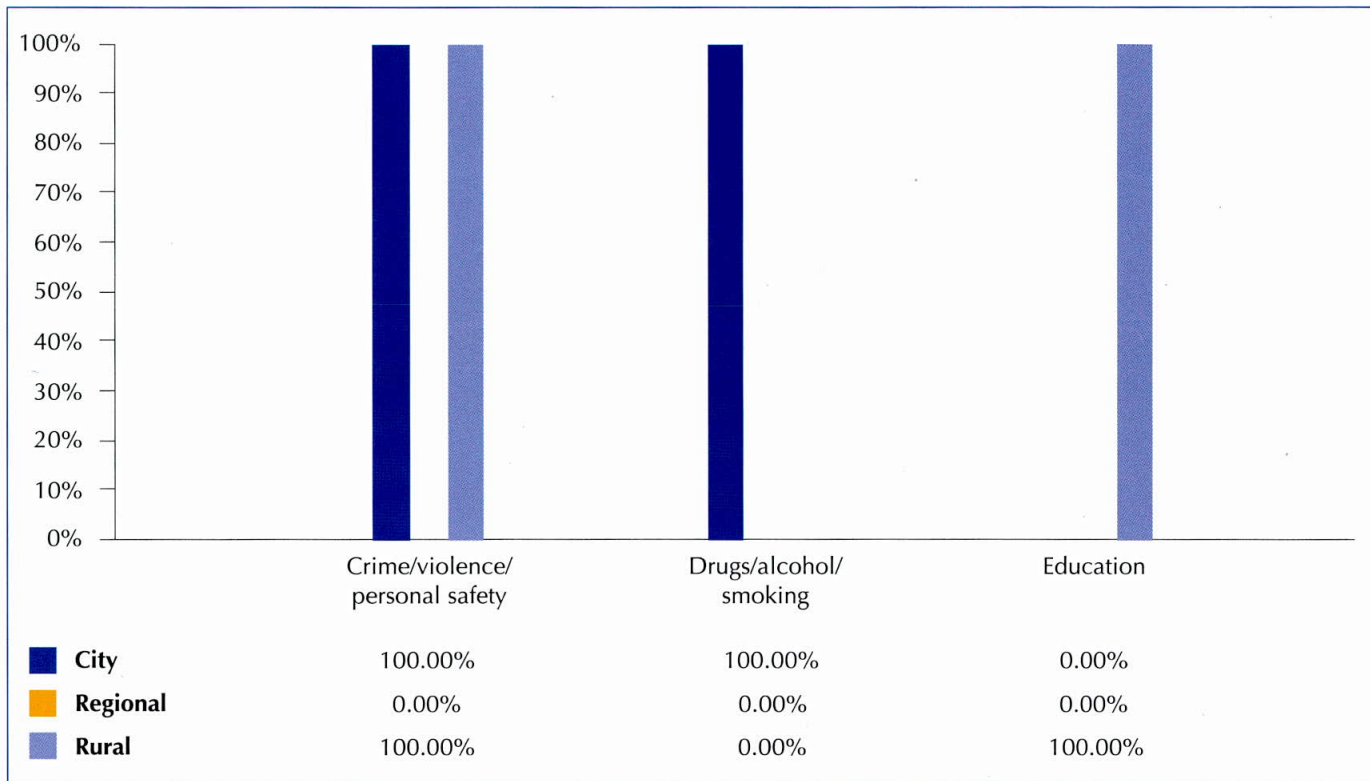


Figure 43 Northern Territory local issues

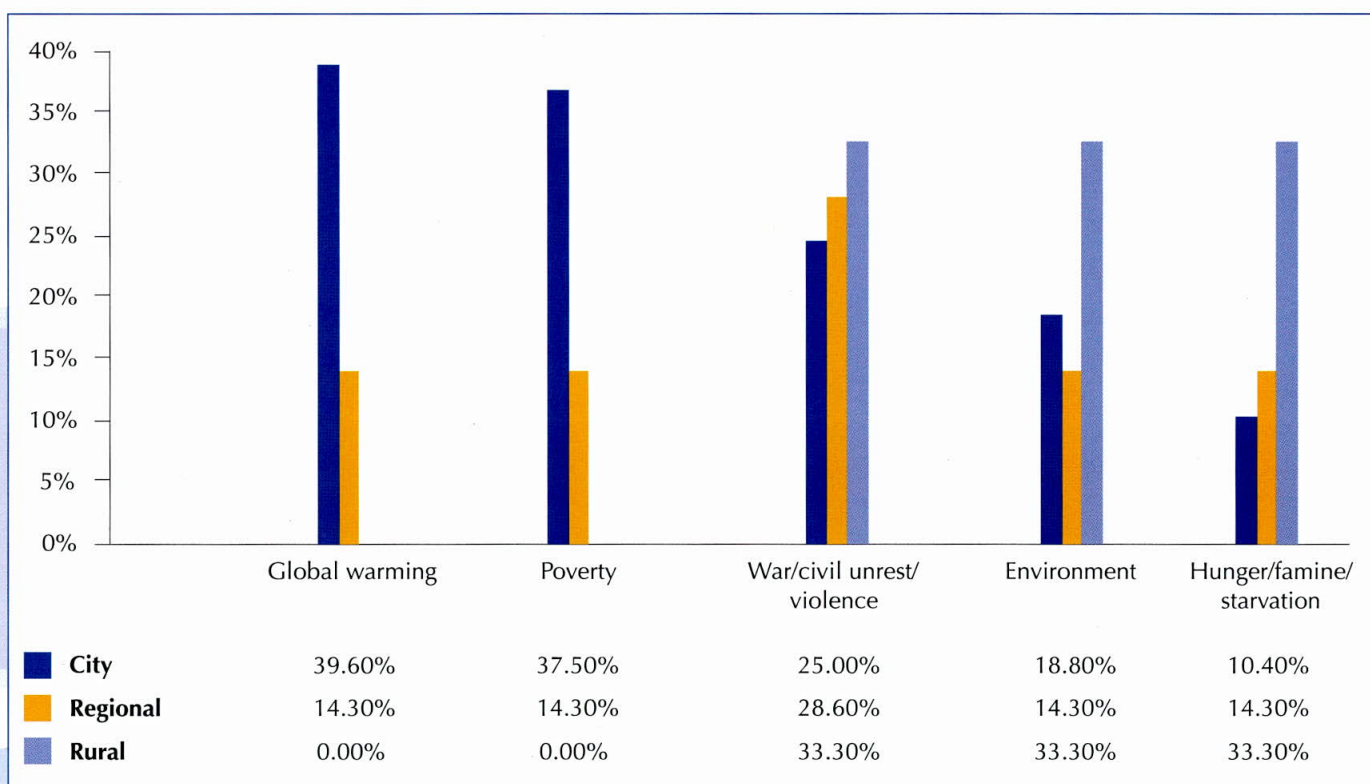


Figure 44 Western Australia global issues



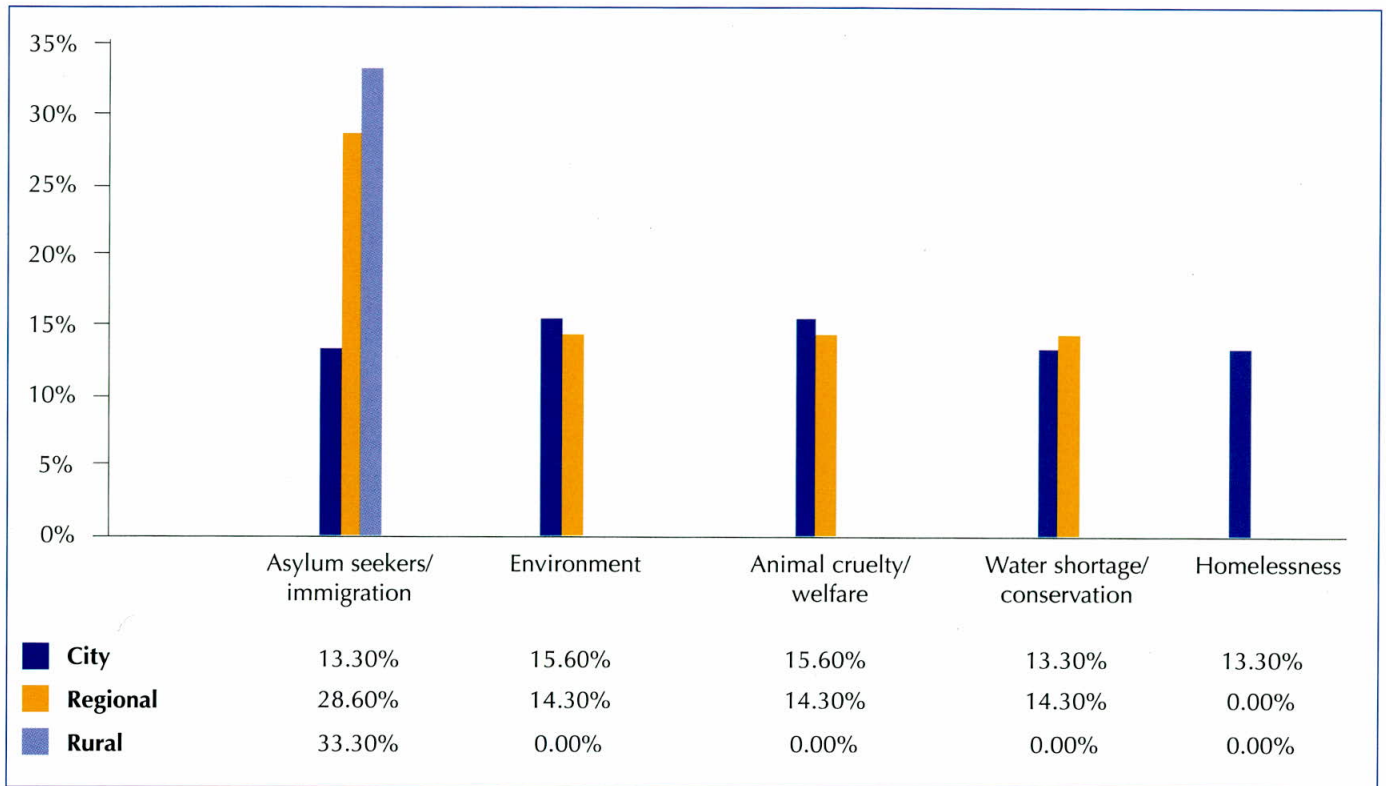


Figure 45 Western Australia national issues

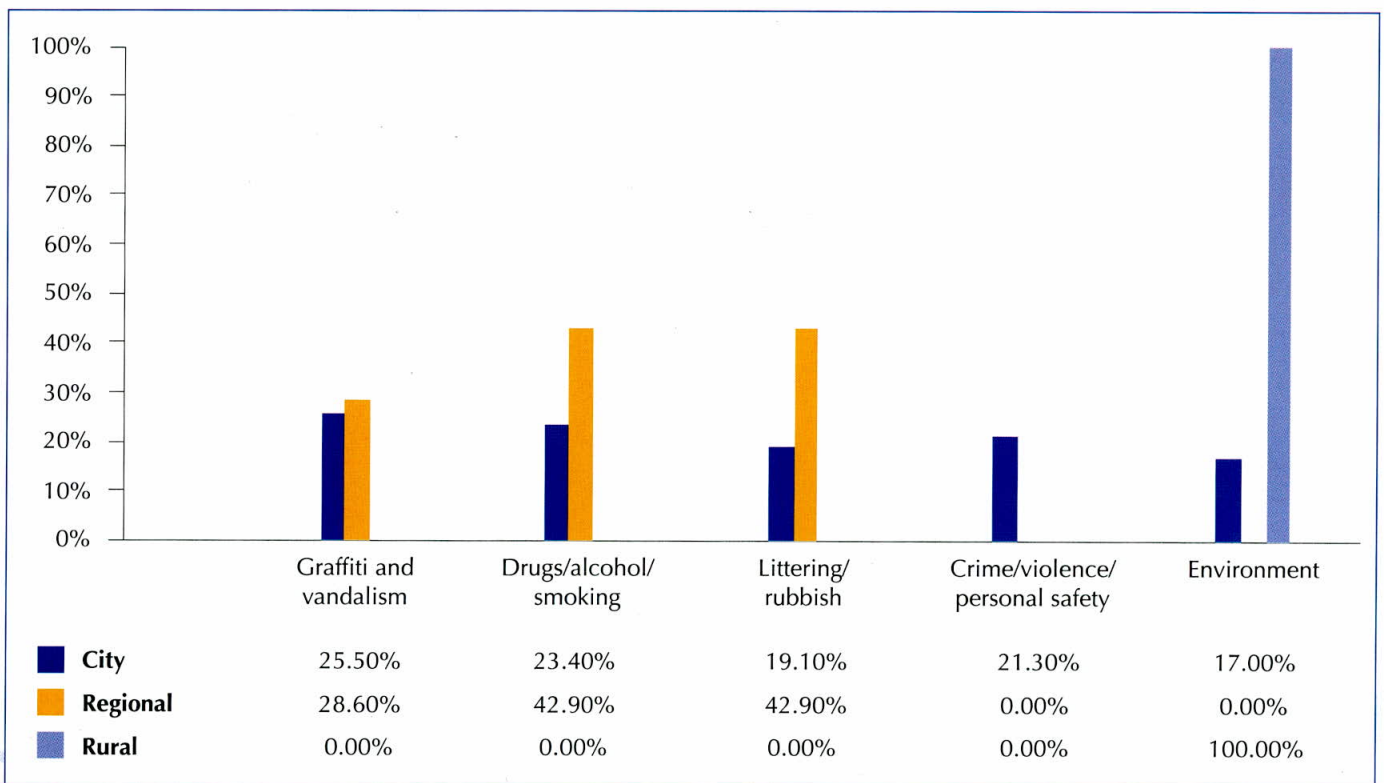


Figure 46 Western Australia local issues



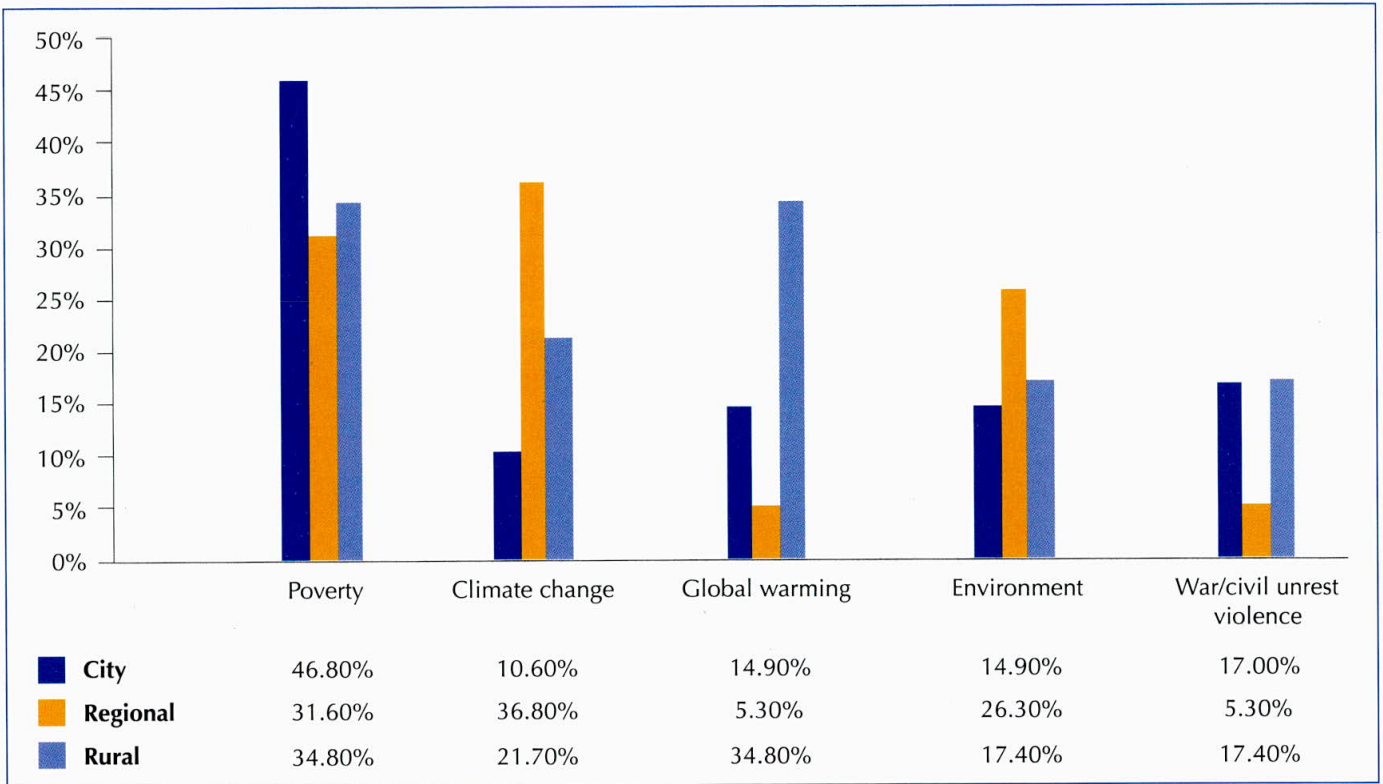


Figure 47 Australian Capital Territory/New South South Wales global issues

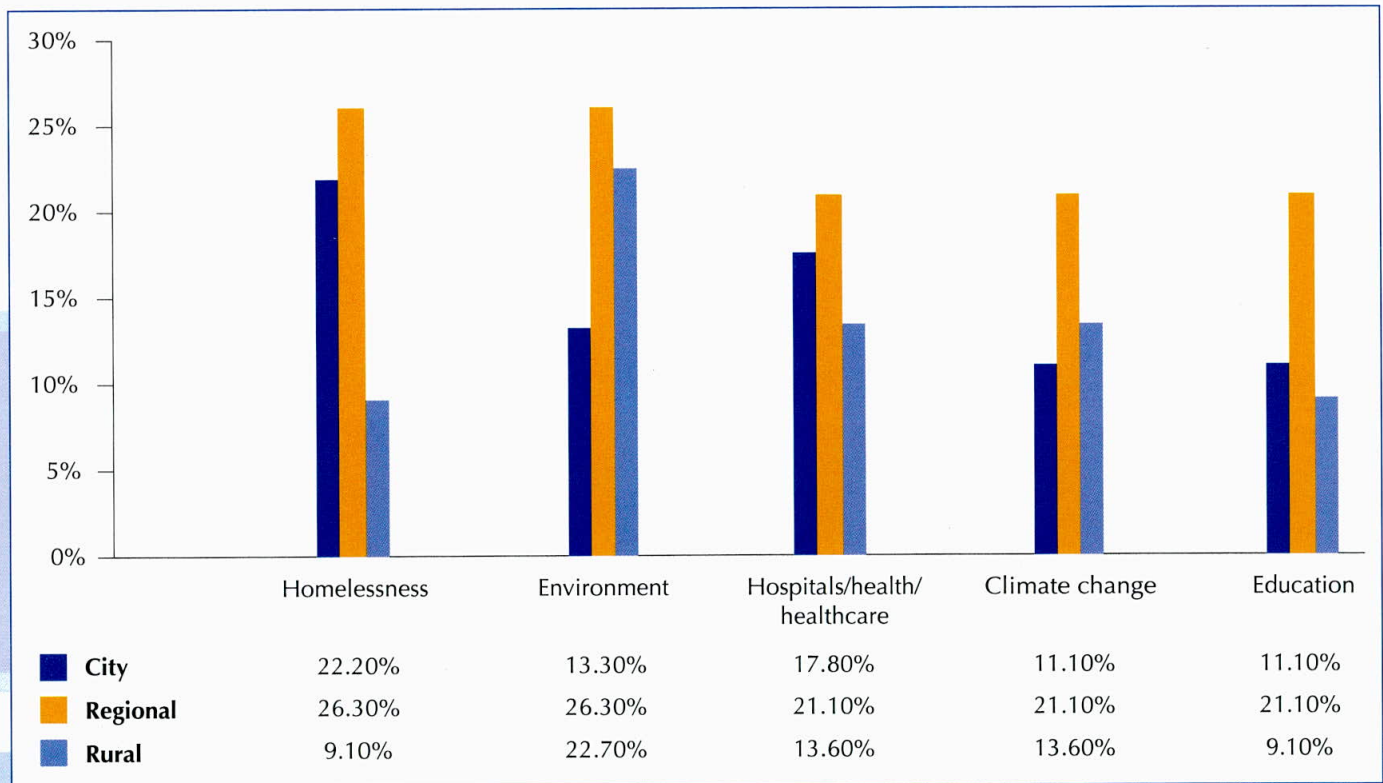


Figure 48 Australian Capital Territory/New South South Wales national issues



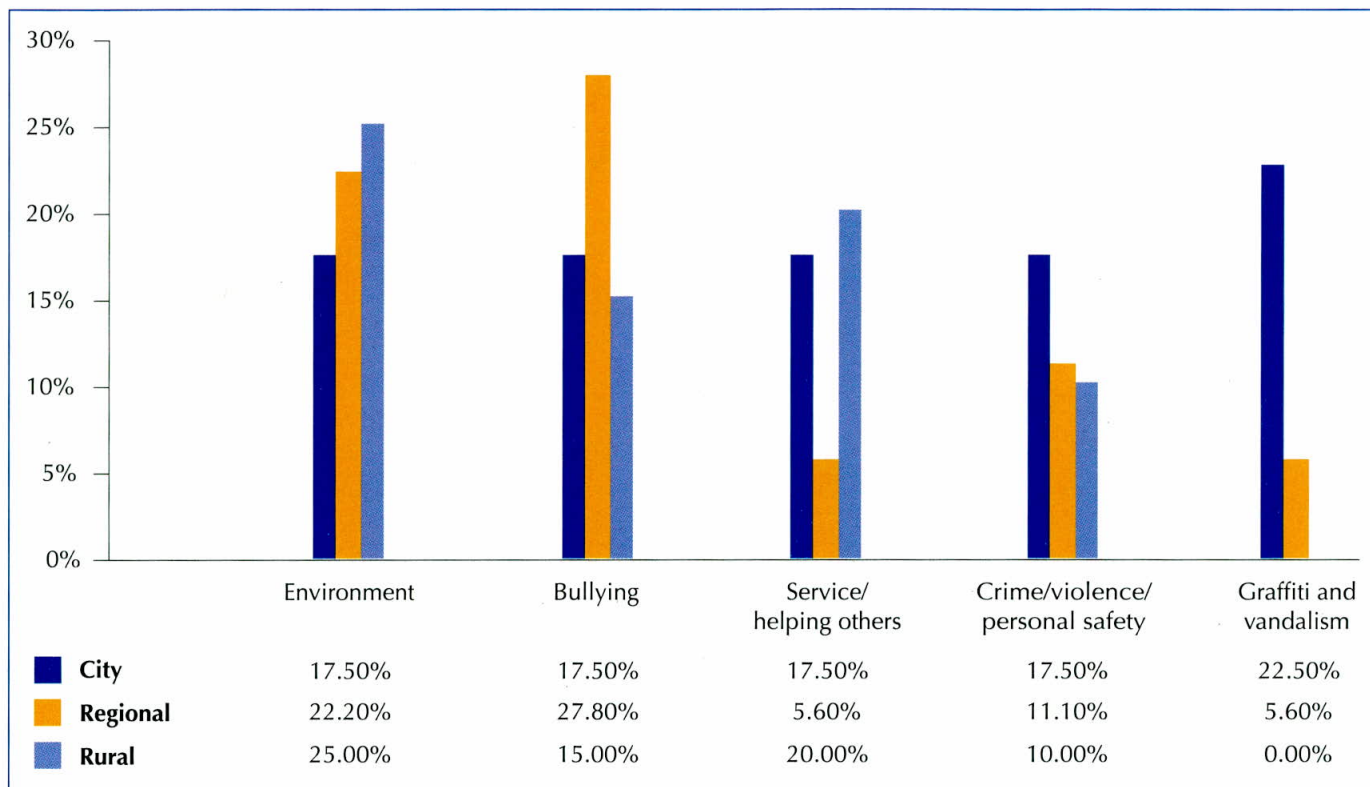
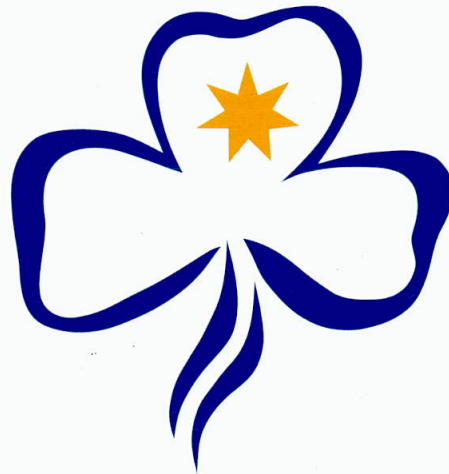


Figure 49 Australian Capital Territory/New South South Wales local issues





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