



Sportsgirl's Statement of Commitment to Positive Body Image February 2007

At Sportsgirl, it's not about size; it's about health, both in body and mind. Our brand is, and has always been, about healthy, confident girls, whether they're our employees, customers or Sportsgirl models.

We recognise dieting and low self esteem are the greatest risk factors to developing eating disorders and we take our responsibilities as a leading fashion retailer and employer of young women, seriously.

Sportsgirl has a unique opportunity to influence perceptions in a positive way and is acting on that. Our commitment to positive body image covers the following four key areas;

1. Recruitment & Staff Support

- When recruiting, firstly we look for a particular set of skills and competencies relevant to the role. Secondly, we look for good self esteem, self-pride and a person who is well presented. An applicant's size is never a consideration.
- Across Sportsgirl we employ over 1,000 people. We recognise that from time to time some of our own employees may need help with issues around eating disorders and negative body image. From August 2007, our store managers will receive special training in 'what to look for as early indicators of negative body image' and 'how best to support staff who display concerning behaviours'.
- In the event that a Sportsgirl employee presents with concerning behaviours, one of Sportsgirl's Area Manager will intervene and provide access to specialised counselling.
- Throughout 2007 Sportsgirl's Staff Induction Program will be adapted to provide educational information such as The Butterfly Foundation's Emotional First Aid Flyer, which includes practical tips for those who may be at risk. New employees will be informed about our commitment to positive body image and the initiatives that reduce risk of negative body perceptions. We hope this will aid our employees, and their friends and family.
- Each year we seek information, education and advice from some of Australia's most respected independent experts, such as Professor Susan Paxton, President of the Australian and New Zealand Academy for Eating Disorders, and Professor Susan Sawyer, Professor of Adolescent Health at the University of Melbourne, to ensure we remain informed, aware and responsive.



2. Sizing & Selling

- We stock clothing in sizes 6 to 14 with selected styles in size 16. This reflects the demand from our customers. On average we sell more size 10's than other sizes but interestingly, we currently sell the same number of size 6's as size 14's.
- We will be revisiting our customer service program, with guidance from The Butterfly Foundation; to ensure our program includes the most appropriate language and conversation with customers in regards to positive body image.
- It is a requirement of Sportsgirl's Quality Control Manager to spend considerable 'first hand' time in the fitting rooms of our stores, gaining customer feedback on the fit of our garments to ensure we can provide consistency in sizing.

3. Advertising & Promotion

- We refuse to use underweight or extremely thin models. Our models range from size 8 – 10 and as size 10 is the 'medium' in our sizing spectrum, all our samples are made in this size.

4. Community Support

- In direct response to concerns from those who work at Sportsgirl about the growing prevalence of Eating Disorders and Depression in Australia, our community support is focused on actively promoting and supporting Positive Body Image and organisations working in this field.
- Sportsgirl is the major fashion partner of The Butterfly Foundation, a non-profit organisation dedicated to changing the culture, policy and practice in the prevention and treatment of eating disorders. Sportsgirl is making a financial contribution, and raising money and awareness for Butterfly in its quest for social change, through the Sportsgirl Butterfly Ball, in-store promotions and sales of special items and customer education. More information on our partnership with The Butterfly Foundation can be found at www.sportsgirl.com.au or www.thebutterflyfoundation.org.au