



GET NOTICED

Getting noticed is about being seen by the public. Maybe it's through the local media, maybe it is by meeting in a public place, or maybe it is by inviting members of the public into your Guide meeting. No matter how it is done, being seen is an important part of advocacy.

It is important that the public sees Girl Guides out and about and knows what we stand for. The public need to know that Girl Guiding is not only about the fun, friendship, adventure and endless opportunities but that it is also about leadership and taking a stand to support what we believe in to make the world a better place.

This section will provide you with suggestions on how to GET NOTICED!



KEY FACTS!

We need to know about ourselves before we can tell others how wonderful Girl Guiding is!

Demanded by girls for girls: Girl Guides started due to the advocacy of a group of Girls Scouts who gate crashed the Crystal Palace Boy Scout rally on September 4th 1909. The girls demanded the opportunity to take part in Scouting activities– just like their brothers. BP could not say no and with the help of his sister Agnes and later his wife Olave they created the Girl Guide Association which officially began accepting members in 1910.

Spreading quickly around the world: Girl Guiding and Girl Scouting quickly spread across the globe and by 1912 Girl Guiding/ Girl Scouting was strong in 10 different countries.

A global organisation: By 1919 the spread of Girl Guiding had been so vast that Olave Baden Powell formed the 'International Council', a way for representatives of Girl Guiding/Girl Scouting from around the world to meet and exchange ideas.

The World Association is born: In 1926 Baden Powell was approached and asked by members whether a world association should be formed. In 1928 all known Girl Guide/Girl Scout organisations were asked to share their thoughts and what resulted was the creation of the World Association of Girl Guides and Girl Scouts (WAGGGS).

Girls on a mission: The World Association of Girl Guides and Girl Scouts has a mission to enable girls and young women to develop their fullest potential as responsible citizens of the world.

A strong vision for a brighter future: The vision of the World Association of Girl Guides and Girl Scouts for 2011 is that we are a growing worldwide Movement - the voice of girls and young women who influence issues they care about and build a better world.



Did you know? By 1932 there were already 1 million Girl Guides and Girl Scouts all around the world!

7 KEY MESSAGES OF THE WORLD ASSOCIATION OF GIRL GUIDES AND GIRL SCOUTS

In 2005 the World Association of Girl Guides and Girl Scouts sent out its first ever global survey and members from over 100 countries responded! The survey questions focused on adolescent health issues and from the results 7 Key Messages were created to help Girl Guides and Girl Scouts all over the world pass on their advocacy message:

- girls worldwide say "fight AIDS"
- girls worldwide say "make healthy food choices"
- girls worldwide say "prevent adolescent pregnancy"
- girls worldwide say "it is important to talk about sex"
- girls worldwide say "let's talk about the danger of drugs"
- girls worldwide say "ban smoking in public places"
- girls worldwide say "discover your potential"

girls worldwide say



World Association of Girl Guides and Girl Scouts
Association mondiale des Guides et des Eclaireuses
Asociación Mundial de las Guías Scouts

WAGGGS is counting on us to tell the rest of the world how important these messages are to the world's girls. If all 10 million Girl Guides and Girl Scouts try to help get the message out—just imagine how much we could help the world!



Did you know? As a Girl Guide you are part of a family of 144 countries and 10 million members— who together have the power to build a better world!

AUSTRALIAN 'GUIDES SAY' PROJECT

In 2007 Girl Guides Australia asked all Girl Guides to take part in a special project called 'Guides Say'. There were different activities to take part in to help Units and Patrols decide what they thought their biggest concerns were for: the world (globally), Australia (nationally) and their suburb (locally).

Each Patrol was given a special postcard to fill in and on it they wrote:

- Their Patrol's top 3 global issues
- Their Patrol's top 3 national issues
- Their Patrols top 3 local issues

Girl Guides older than 13 also ranked their top 3 issues out of the WAGGGS key messages!

This is what 4,500 Girl Guides just like you had to say!

The table below shows you what the top 6 concerns were under each of the headings (Global, National, Local):

Global Issues	% of responses	Australian Issues	% of responses	Local Issues	% of responses
Global Warming	16.9	Water	21.1	Environment	12.3
Environment	15.6	Environment	18.0	Addictions	10.8
Poverty	15.1	Addictions	8.7	Bullying	8.4
World Peace	9.6	Animal Cruelty	7.0	Water	7.5
Animal Cruelty	7.7	Equal Rights	5.4	Littering	7.0
Equal Rights	6.9	Government	4.6	Crime (serious)	5.8

The Girl Guides who took part were just like you! They were aged from 5-17 years old. There were 697 Patrols of Guides aged 5 -12 and 207 Patrols of Guides aged 13 - 17.

It's now up to us to make sure that everyone knows what Australian 'Guides Say'! So start telling everyone what the top issues of concern to Aussie Girl Guides are— and start doing you part to 'be a leader'; 'stand up' ; and 'pass on the message'!



Did you know? More than one million women in Australia have been Girl Guides since 1910?

WHAT CAN YOU SAY ABOUT GUIDING?

We should tell everyone how great Girl Guiding is– but how do you know what to say? Tell them how it makes you feel, tell them why you do it or if you feel really stuck, you can use some words from this page!

Girl Guiding in 10 words:

Girl Guiding offers fun, friendship and adventure to girls worldwide.

Girl Guiding in 25 words:

Girl Guiding is a worldwide movement of 10 million girls and women– having great fun learning by doing and becoming responsible citizens of the world.

Girl Guiding in 50 words:

For almost 100 years Girl Guiding has offered the chance for girls and women in 144 countries to discover their potential. Girl Guides challenge themselves to do their best. Learning through doing, every meeting brings new and exciting adventures while making friends, working in teams and learning skills for life.

Girl Guiding in 100 words:

Girl Guiding is a worldwide association of 10 million girls and women doing their best to challenge themselves to grow in skills and self confidence and help to build a better world. Girl Guiding is run by girls and women, for girls and women, and offers unique opportunities to build lifelong friendships, have amazing adventures, try new things and be of service to the community. Lead by dedicated female volunteers, Girl Guides learn through doing and have great fun along the way. With relevant and up to date programs, Girl Guiding offers endless opportunities to today's girls and women.



Did you know? The word girl originally meant "young person of either sex" in English; it was only around the beginning of the 16th century that it came to mean specifically a female child



Girl Guiding in 250 words:

Girl Guiding is a worldwide association of 10 million girls and women doing their best to challenge themselves to grow in skills and self confidence, and help to build a better world. With exciting and modern programs, Girl Guiding is as relevant to today's girls as it was for the girls who pioneered Guiding at the Crystal Palace Boy Scout Rally in 1909.

Present in 144 countries around the world, Girl Guiding offers unique opportunities for girls and women to build lifelong friendships, have amazing adventures, try new things and be of service to the community. With an emphasis on learning by doing, dedicated volunteer Leaders and supporters help all Girl Guides to reach their full potential. Every Girl Guide meeting brings new and exciting adventures while making friends, working in teams and learning skills for life.

Through Girl Guiding, girls learn to try their best and to stick with a challenge no matter how hard it may seem at first. Even the youngest Girl Guide is encouraged to take part in wide range of adventurous and non-adventurous activities and to learn to identify her likes and dislikes, skills and talents and understand her own limits. Girl Guides are encouraged to aim high and look wide- to believe that with hard work and determination, almost any dream can become a reality.

Australian Girl Guiding offers endless opportunities to all girls and women aged 5 and older regardless of background, nationality or faith. Learn to live- and discover Girl Guiding today!



Did you know? Baden-Powell chose the name Girl Guides after the famous Guides corps in India who were distinguished for their keenness and courage, and for their general handiness and resourcefulness under difficulties

GET NOTICED IN THE MEDIA

There are many great ways you can get noticed in the media:

Local Papers – these papers often list contact details inside the front cover. Contact them and ask them to run a story on something exciting your Guide Unit is doing as part of the 'Girls Guiding the Way' project. Sometimes they will be able to send a photographer out to your event/meeting and sometimes they will let you send a digital photo to them. If they are only able to send out a photographer during business hours perhaps you could organise some of your Guides who go to the same school to be taken out of class to be photographed?

ALWAYS MAKE SURE YOU CONTACT YOUR REGION LEADER/REGION PR REPRESENTATIVE TO LET THEM KNOW YOU ARE CONTACTING THE MEDIA!

Local Radio Stations — call your local council and find out if there is a local radio station operating in your area. You could contact the station and find out if there is a program which your Guides could be interviewed on.

Major Newspapers — You could encourage your Guides to write about an issue that matters to them and send it into any newspaper of their choice (local, regional or State). The letters to the editor section of the paper is there for this purpose! Be sure to remember that Girl Guides is a non political organisation so please be careful to ensure that what you send is appropriate. When in doubt contact your Region Leader.

GET NOTICED OUT & ABOUT

Your local area is full of great public places you could hold your meetings, have you considered:

- The public library
- The public pool
- A local park - The shopping centre (permission may need to be sought from Centre Management)
- The Council/Shire Offices
- On public transport



Did you know? Australia's first newspaper was printed by George Howe on March 3 1803. It was produced weekly and called the *Sydney Gazette and New South Wales Advertiser*.

GET NOTICED BY NEW PEOPLE

There are many great ways to get noticed by new people:

Inviting people to your meeting

Who can you think of to invite to your meeting? Have you thought about ...

- * Family members
- * Local/State/Federal members of parliament
- * The Mayor
- * Local business people
- * Teachers
- * Other community/sports organisations
- * Friends
- * People who have achieved great things
- * Emergency services
- * People with great stories to tell

Where can you find people to invite?

Does your local council send you a booklet each year of all the services they offer? This is a great place to find the names of your: councillors, Mayor, and members of parliament. You can also find other local community groups.

Maybe you can see what information is on your local council's website? Are there any good people or groups linked from council's website?

Ask around— maybe the other Guides in your Unit or their parents or friends know some interesting people to invite!

How do you invite them to your meeting?

First you should find their contact details. Look for their phone number, address or email and decide which is the best way to contact them! Don't forget to mention:

- Who the Girl Guides are (you can use the facts/words in 'GET NOTICED'!)
- Why you would like them to visit (are you doing a badge, theme night etc) and what they can do when they come (run an activity, speak, join in)
- If speaking, what you'd like them to speak about (their life/passion etc.), how long you'd like them to speak, how many people will be there.
- When you'd like to invite them to come (date, time, for how long)
- Where they are coming to (address, map ref.)
- Who they can reply to and when to reply by

While they are at your meeting...

- Have someone ready to welcome the visitor
- Have food or drinks ready to offer them
- Show them around (kitchen, toilets etc)
- Find out a bit about them before they arrive so you can give them a nice introduction to the Unit
- Have someone ready to thank them when they are finished
- Have a gift/certificate/badge ready to present to them to show your thanks



Did you know? Traditionally the Victorian Governor (if female) or the Wife of the Victorian Governor is asked to be the President of Girl Guides Victoria. In 2008 the President was Mrs Jan De Kretser.