



Growing Units

Engaging Communities

Sharing Stories

The State Team are excited to introduce you to the Sunflower Challenge, a focus on growing Guiding across Victoria in 2016 and beyond. Together, we will reach and include more Victorian girls in our terrific programs and share the fun and rewards of involvement in Guiding.

We invite every Unit in the State to participate so get your thinking hats on. Through The Challenge we will share ideas, add to the collection of provided resources and showcase Guiding across the State.

We are all charged with increasing unit membership by at least 3 during 2016. With a focus on both recruitment and retention, we all aim to end the year with more members than we began. Imagine a Unit beginning with 8 girls, what fun they will have with an extra 3 or more members, an extra Patrol to enjoy all that Guiding offers! Even a Unit beginning with 25 can benefit from finishing the year with 28 or more girls. If girls move on and leave Guiding during the year, replacing them will be a priority to keep your Unit growing.

The reality for Guides is that in Victoria there are 455,345 Guide aged girls. We currently have 4,263 Youth members in 372 Units across the State. If each Unit grew their membership by 3 this year, we would have 1,116 extra girls enjoying Guiding and our membership would grow to 5,379. If we keep up this rate for 5 years, just growing 3 a year in existing Units, in 2020 we'd have 9,843 Guides! How amazing for our organisation! Let's make it happen!

This Challenge has been co-designed with input from girls across the State and they agree that more girls will make Guiding even better. They had some fantastic ideas for how to grow their numbers. We would like you to ask your girls for their ideas as to how they could complete the Sunflower Challenge.

Participation in the challenge includes:

- Undertake 2 initiatives to involve others in your Unit
- Undertake 2 initiatives to raise the profile of Guiding in your local area
- Increase the membership of your Unit by at least 3 members by the end of the year
- Let everyone know how your recruitment and retention adventures are going by sharing your stories on GGV social media. You can post yourself or send your stories to GGV for posting.

We are looking forward to working on this with our Units and can't wait to hear your stories and share our own. Please share what you're doing across email and social media so we can inspire each other and celebrate success. Please send in your State Team invitations throughout the year, we'd love to visit, play the game and see what you have achieved!

The Challenge is on!

Lynne, Star, Mandy and Sam



Sunflower illustration by youth member Sarah Staley

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Ideas for Growing your Unit

- Bring a friend meeting
- Different and exciting program to attract new members and ensure retention of existing members
- 'Guide for a Day' program
- Keep Parents informed and utilise their expertise for activities
- Come up with your own Unit ideas

Ideas for Sharing Guiding with your community

- Speech at school, in class or assembly and / or wear your uniform to school on a special day such as ANZAC Day
- Market or show stall
- Display at your community event, in a shop window or on a community noticeboard
- A 'come and try' activity in a local shopping centre
- Or your own local ideas

Sunflower heroes

Each Unit will nominate youth and adult sunflower heroes, champions and coordinators of their Unit's recruitment and retention efforts. Adult sunflower heroes may be parents, unit helpers, leaders or other volunteers from the community with a passion or skill for raising the profile of Guiding. Youth sunflower heroes may be one or more members.

Resources

There is a dedicated space on the Girl Guides Victoria website reserved for our promotion resources and ideas so they are easy to access.

We are asking all Units to send in their ideas and templates to share with others. There are so many terrific things happening, let's learn from each other and value the incredible work already happening to raise our profile.

To access click on the Sunflower on the front page of the website www.guidesvic.org.au. Send your ideas to stateteam@guidesvic.org.au

Badges

Involvement in the Sunflower Challenge links to many badges in our recognition system, some being:

- Triple treat
- Action Guide
- Friendship
- Explore a Challenge
- Service through JBP, BP and Queens Guide Awards
- Design your own Create a Challenge
- Other badges selected by the girls



The Statistics

Girls aged 5-17 in Victoria: 455,345
GGV Youth members: 4,263
Guide Units in Victoria: 372
If we all grow by 3: 1,116 new youth members this year!

Keep growing by 3 members a year: 9,843 Guides enjoying Guiding in 2020!

The Challenge is on!

Once you have discussed The Challenge with your Unit and begun developing a plan of action [register online](#) and we'll send out your Welcome Pack.