

USING THE GIRL GUIDES VICTORIA 'VOICE'



HAVE QUESTIONS?

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GIRL GUIDES
AUSTRALIA
VICTORIA

'We're for girls' isn't only Girl Guides Victoria's motto, it's also something we think about in the language we use. We've developed a new voice that we use when we talk about girls and Guiding.

When we talk about girls, we use words that celebrate and support who they are. On social media, in our communications, and when we talk to the media, we talk about girls the way Girl Guides talk about themselves. It helps everyone reading about Guides to think about girls as the complex, interesting people they are, rather than putting them in a box.

The GGV lighthouse statement is a great introduction to our voice:

When curious, clever girls are free to revel in all their possibilities, the world opens up.

Talking about Guides who

ARE DOING ACTIVITIES THAT REQUIRE A LOT OF THINKING AND EXPLORING:

Adventure Challenge
Experiment
Innovation Invention
Discussion
Imagination BOLD Clever
Curious **Discovery**
Creative
Inventive Innovative
Dynamic
Exciting ADVENTUROUS
REFLECT Predict Discover
Investigate
Explore Revel
Decide
Discuss **WONDER**
Prepare
Enrich **Reason**
Work Out **Think Deeply**



Talking about Guides who

ARE DOING ACTIVE AND/OR OUTDOORSY ACTIVITIES:



Leadership

Adventure

Challenge

Teamwork

Strategy

Initiative

Plan

Lead

REVEL

Work in a Team

Explore

Navigate

Work Together

Prepare

Strategise

Decide

Daring

ADVENTUROUS

Anticipate

Curious

ACTIVE

Intrepid

Clever

Revel

Prepare

Whole-Hearted

Bold

Talking about Guides who

ARE DOING COMMUNITY SERVICE:

Whole-Hearted

Friendly

Active

Creative

Meaningful

Clever

Make a Difference

Help

DECIDE

Act

Take Part

Volunteer

Work Together

Empathise

Empower

Leadership

Support

TEAMWORK

Values

Empathy

Community

Responsibility

citizenship



Talking about Girls who

CAN BENEFIT FROM GUIDING:



Supported

Encouraged

Enriched

Taught

Grow

Revel

Thrive

Explore

LEARN

Communicate

Understand

Discover

Celebrate

Build their Confidence

FRIENDSHIP

Support

Possibilities

Develop their Interpersonal Skills

Confidence

Encouragement

Resilience

LEADERSHIP SKILLS

Communication Skills