

# Media Release

The Hon Daniel Andrews MP  
Premier



Monday, 19 November 2018

## ALL THE ESSENTIALS FOR NEW PARENTS AND THEIR BUBS

First-time parents will get a bundle of essentials to set them up for one of the toughest jobs there is, helping guide them through the early months and years of their child's life.

All parents want the best for their child, but some struggle to afford common baby products and others may need extra help to support their child's development in the first year.

A re-elected Andrews Labor Government will help make sure Victorian children get the best start in life by giving first-time parents a free *Baby Bundle* containing essential baby products and information focused on safe sleeping, feeding and healthy development, worth approximately \$150.

Around 35,000 first-time parents will receive a *Baby Bundle* every year, with products and information sourced from Victorian businesses where possible, to help boost local jobs.

First-time parents will be given their *Baby Bundle* at hospital when they receive the Maternal Child Health Learning and Development Record, which most parents refer to as the 'green book'.

We will provide \$21.8 million over four years to give new parents a *Baby Bundle*, which will include a nappy bag to hold essential baby products, a teething ring or toy with information on teething, key advice on child safety, feeding, sleeping and an emergency contacts list.

The bundle will also include a safe sleeping bag and muslin wrap with advice from the Royal Children's Hospital about how to safely wrap babies, and four picture books by Victorian authors for different stages of development.

It's part of Labor's comprehensive package to give new parents access to the information, support and care they and their baby need, with new parenting centres, more maternal child health nurses and round-the-clock support to help get their kids to sleep.

The \$232 million package will build seven new Early Parenting Centres, refurbish two more and deliver a range of critical services, including day stays, longer residential stays and more support at home – helping more than 4,500 Victorian families each year.

It will also deliver first aid training to around 26,000 parents a year and boost parent group sessions for first-time parents by 40 per cent – giving them more time to discuss the joys and challenges of raising a child.

### Quotes attributable to Premier Daniel Andrews

*"As a parent, I know how a little help with the basics can go a long way. That's why we're giving parents the essentials, so they don't have to stress about finding a safe sleeping bag or figuring out how to use it when they're driving home from the hospital with their new baby."*

*"The Baby Bundle will set new parents up with the products and information they need, so they can focus on their precious new child."*

### Quote attributable to Minister for Families and Children Jenny Mikakos

*"As you bring your bundle of joy home for the first time, we will give you a baby bundle of essentials to make your life easier."*

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