

Media Release

The Hon Colin Brooks MP

Minister for Housing

Minister for Multicultural Affairs

Acting Minister for Health

Acting Minister for Health Infrastructure

Acting Minister for Medical Research



Sunday, 8 January 2023

THOUSANDS OF BABY BUNDLES FOR NEW BUNDLES OF JOY

The Andrews Labor Government has delivered thousands of baby bundles to new mums and dads across Victoria – supporting them in their transition to parenthood and helping them give their babies the very best start in life.

Acting Minister for Health Colin Brooks today visited the Joan Kirner Women’s and Children’s Hospital to announce that more than 114,000 baby bundles have been gifted to new parents since the Labor Government started the initiative.

Backed by clinicians to support infant safety, wellbeing, and social and emotional health, the bundles are made up of quality products and helpful resources to ensure new Victorian families are the healthiest – and happiest – in the world.

The bundles contain key information for first-time parents and essential products to support the health, development and wellbeing of their baby, like a nappy bag, a grow-suit, a sleeping bag, a Muslin Cotton wrap, a teething toy, a first-aid kit, a sun hat, a toothbrush, and books for both babies and parents to enjoy.

Almost all products included in the bundles come from local small businesses that have been able to bring on extra staff thanks to their participation in program, helping to create eight additional full-time positions.

The bundles have been offered at all Victorian hospitals since July 2019, with more than 34,000 of the bundles delivered to first-time parents across regional Victoria. Any first-time families who missed out on a bundle can request one through their local Maternal Child Health centre.

The \$21.9 million Baby Bundles program is one of many offerings being delivered as part of the Labor Government’s \$232 million *More Help for New Victorian Mums and Dads* initiative.

The Government is also building seven new and two upgraded early parenting centres (EPCs), the expansion of the 24-hour Maternal and Child Health Line, sleep and settling support programs for vulnerable families, more first-time parent groups, and newborn first-aid awareness and training sessions.

But there’s more to do – the Labor Government will invest an additional \$69 million to boost the number of hours Maternal and Child Health nurses spend with families, deliver new EPCs and additional support for multicultural and Indigenous communities as well as fathers’ groups across the state.

Quote attributable to Acting Minister for Health Colin Brooks

“Raising a baby for the first time is exciting but we know it can be tough, so these bundles are focused on supporting parents with the tools and information they need to get through that important time.”

Quote attributable to Member for St Albans Natalie Suleyman

“Sourcing these supplies through Victorian small businesses is a win-win – it’s creating more jobs for Victorians and supporting small business owners while providing first-time parents with quality products.”

Media contact: Alex Sheehy 0420 314 221 | alex.sheehy@minstaff.vic.gov.au