

Media Release

The Hon Lizzie Blandthorn MP

Deputy Leader of the Government in the Legislative Council

Minister for Children

Minister for Disability



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SUPPORTING THOUSANDS OF NEW PARENTS AND THEIR BABIES

The Allan Labor Government has helped thousands of first time Victorian parents give their new bundles of joy the best start in life.

Minister for Children Lizzie Blandthorn today announced more than 160,000 Baby Bundles have been delivered to new parents since the initiative started in 2019.

On offer at all Victorian maternity hospitals the bundles have been endorsed by clinicians as an important resource filled with essential products to support the health, development and wellbeing of our littlest Victorians.

The resources are especially important for new mums and dads as they enter parenthood for the first time and throughout the first years of their child's life during what can already be an overwhelming and emotional time.

Comprising locally sourced products in a boost for Victorian businesses, the bundles include 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.

The milestone comes as the Labor Government continues its support of children and their families across the state with \$28.8 million delivered in the *Victorian Budget 2024/25* to bolster our Maternal and Child Health services.

Victoria's population is growing fast and we're making sure every family has the best possible start with their new bub, with investment to give children and their families from birth to school age the support they need to grow, learn and thrive as they navigate the early years of life.

This includes funding for Universal MCH services available to all Victorian families, enhanced MCH for families facing challenges like disability, mental health, family violence or housing instability – and dedicated Aboriginal services, giving parents the choice to access MCH care at their local Aboriginal Community-Controlled Health Organisation.

Parents will also be able to continue accessing the 24/7 MCH line to discuss any concerns about their child's health and nutrition, breastfeeding or parenting issues with a qualified MCH nurse – supporting the more than 100,000 calls it receives every year.

Families who need extra support navigating the system will continue to benefit from additional MCH Interpreter Services, and we'll continue to provide safe cots and car seats for vulnerable families through our Nursery Equipment Program.

Quotes attributable to Minister for Children Lizzie Blandthorn

"Being a first-time parent is so exciting, but it can also be overwhelming – that is why we are continuing to support Victorian parents with important resources that will help them navigate the early stages of their child's life."

"Our Baby Bundles contain essential items for new parents and their babies, including a nappy bag, a cotton wrap, a toothbrush, a first-aid kit, a sunhat, and some books – supporting families to give babies the best start at life."

"Our range of Maternal and Child Health services will continue to be available to all Victorian children and their families, ensuring parents have the support they need to look after their family's health."

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