

# Media Release

**The Hon Jenny Mikakos MLC**  
Minister for Families and Children  
Minister for Early Childhood Education  
Minister for Youth Affairs



Getting Things Done.  
Making Things Fair.

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## NEW APP MAKES PARENTING FUN

A new ground-breaking app is making parenting fun and interactive by giving parents of children from birth up to three years of age simple skills to support their child's development.

The Day by Day: Learning Together app sees parents complete activities that are organised into different everyday environments such as the kitchen, bathroom, outdoors and travelling. They can even design the characters to look like themselves and their child.

The app, which is available on Android and Apple smart phones and tablets, is designed so that there are no data usage costs after it has been installed.

The Andrews Labor Government invested \$300,000 in the development of the free app.

It is one of many measures the Government is using to support parents to grow their skills and confidence so that families can thrive and children can reach their full potential.

Save the Children, one of Australia's largest aid and development agencies, oversaw the development of the app by working with researchers, policymakers and practitioners and consulting with parents.

The project aligns with the \$202.1 million Education State *Early Childhood Reform Plan* to provide more support for parenting, particularly for first-time parents who may not have easy access to facilities and services.

This ground-breaking reform plan recognises the importance of providing families with strong support in early childhood, so kids are ready for kinder, ready for school and ready for life.

It will mean local parents can access improved parenting support and Maternal and Child Health Services, as well as higher quality and more inclusive kindergartens.

### Quotes attributable to Minister for Early Childhood Education Jenny Mikakos

*"In the digital age it's important that parents are given new and innovative ways to help their children grow."*

*"This app is one simple way parents can help their child's development, addressing those crucial early years as they prepare to go into kinder."*

### Quotes attributable to Save the Children Australia State Manager for Victoria and South Australia Claire Febey

*"We have enjoyed working closely with the Victorian Government on such an innovative project."*

*"The Day by Day app aligns with our mission to give children the best start to life by building parents' confidence to support them in their early learning."*