

Media Release

The Hon Jenny Mikakos MLC
Minister for Health
Minister for Ambulance Services



**DELIVERING
FOR ALL VICTORIANS**

Sunday, 30 June 2019

FIRST BABY BUNDLES DELIVERED EARLY

The Andrews Labor Government's free baby bundles for first-time parents are packed and ready to be delivered across Victoria in the coming weeks.

The very first baby bundle came early today with the Minister for Health Jenny Mikakos making a special delivery to new parents welcoming their first baby at the Joan Kirner Women's and Children's Hospital.

Around 35,000 new parents every year at all Victorian maternity hospitals will start receiving the free baby bundles in mid-July, with all the essentials they need to help guide them through the first few months and years of their child's life.

It will help first-time Victorian parents build safe sleeping practices and support their child's learning and development through regular reading and playtime.

The bundle is valued at \$150 and comes with a teething ring, nappy bag, safe sleeping bag, a cotton wrap, first aid kit, baby sunhat, toothbrush and a grow suit.

A booklet developed in collaboration with Raising Children Network provides vital information on child health, safety and learning and emergency contacts.

There are also four picture books for various stages of a child's development. Almost 1,200 people had their say on which books should be selected for the bundle, with the public nominating 332 different books.

A panel of experts in childhood literacy and development decided on the winning books, all by Victorian authors:

- *Baby Days* by Nicola Philp
- *Ten Little Owls* by Renee Trembl
- *Puddle Hunters* by Kirsty Murray and Karen Blair
- *Gumtree Buddies*, a soft pram book produced by Tiger Tribe

It is all part of the Labor Government's \$213.7 million plan to give new parents the information, support and care their family needs – with new parenting centres, more maternal and child health nurses and round-the-clock specialist sleep advice.

Quotes attributable to Minister for Health Jenny Mikakos

"Bringing your bundle of joy home for the first time is life changing but we also know it can be challenging. We are making this precious moment that little bit easier and ensuring our youngest Victorians have everything they need to thrive."

"Not only are we giving parents the help they need, we're also giving some of Victoria's emerging authors their big break."

"Reading with children is one of the most powerful things families can do to help their kids get the best start in life."

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