



---

---

# Review of Toddler Day Out and Great Parenting Fair

Trusts Stadium  
Waitakere City  
2nd March 2008

---

---

Prepared by

• **point**research

# 1. Organisers' Comments

Toddler Day Out and Great Parenting Fair 2008 was a day that really benefited from our move away from Corbans Estate and into the Trusts Stadium. Sunday the 2<sup>nd</sup> of March was preceded by very wet days... we made the call early in the morning to move it all indoors, and were delighted at how well the activities filled the space.

Once again, the push chairs hummed in through the door in a steady stream through from 9:30 am until 2:30. We always struggle to name exact figures, but stadium staff estimate we had between 9,000-12,000 attending. However, what was true of the day was that once again there were large numbers of families, increasing numbers of fathers, great cultural diversity in the families attending, and that the day was enjoyed by the vast majority of people. We had 50 stalls of services for families, from Health to parenting programmes, Work and Income to Child Youth and Family, Waitakere School of Dance to Unitec and the Open Polytechnic. Waipareira Pasifika, Barnardos, WAVES, Community Waitakere, Parents Centre and Father and Child stalls were all there, among many others. Alongside these service and information stalls were about 15 retail gazebos, selling quality books, toys and toddler equipment.

In two central areas were interactive play activities, one focused on early childhood education, with blocks, sand, painting, a quiet pink tent for exploration of the senses, puzzles etc.... and the other end was Sport Waitakere and Swim Auckland with their Active Movement play area.

Two stages were busy all day, one with back to back performances of dance, music, martial art and puppetry, the other with speakers, interactive activities and quieter music.

At one end of the stadium were a row of gazebos with massage, (for babies and parents), osteopathic, acupuncture and holistic health practitioners, ready to be consulted and to care for the families of the event. At the opposite end of the space were five inflatable wonderlands for kids to climb into, slide and crawl and bounce around, and then go back into the queue for another turn! A vertical bungee rig was very popular, and the queue for this one never seemed to get shorter!

Stilt walkers, Prime Minister Helen Clark and other political visitors, people laden with give-away apples, Tasti bars, balls, or ice-creams and face painters wandered in the space in between, mingling with the families of all those attending. Outside, in the overcast daylight, we had stalls selling great healthy food, and free Ferris Wheel and Merry-go-round rides... alongside a display of driveway safety and seat belts use. Over the road, a clinic to check car seats was offered by the Plunket and ACC. Bright flags fluttered, the stream of smiling painted faces just grew and flowed on out home again.

At the doorway into the stadium, people arriving were given an evaluation form to complete, along with the lure of some great family fun prizes. Our sponsors were very generous to us. By the end of the day, we had collected 277 completed forms. This report is based on information entered onto these forms, as well as some comments from participating agencies, working group debriefs and a collection of letters received.

Once again, myself (Elaine) and Anita were very grateful to all the helpers who made the day work with us... the volunteers, the stall holders, performers, healers and early childhood centre staff who came and set up the learning areas. Our sponsors who have stood beside us as we have grown. We simply couldn't have done it without you all! The day was a great success, different again from the previous ones, and as always, full of learning for us as organisers too. We hope you will find the report useful... and join us again next year for the event on Children's Day 2009!

Elaine Dyer and Anita Weir



Anita, Elaine, one of our toddlers, Lyn Pillay and Helen Clark

**Thank you to our sponsors for this event:**

Ministry of Social Development Family & Community Services SKIP

Ministry of Education

Waitakere City Council

Hui Tahi Tupu Tahi Everyday Communities Waitakere

Waitakere Licensing Trusts

## **2. Background**

The Toddler Day Out and Great Parenting Fair has been well supported by the public, and in particular, families.

It is estimated that around 7,000 attended the first Toddler Day Out and Great Parenting Fair event in 2005. In 2006 rain reduced attendance and attendance fell markedly to around 1,500 people. In order to ensure the success of the event, the Toddler Day Out was shifted to the Waitakere Trust Stadium in 2007. It was estimated that around 11,000 people attended the Toddler Day Out/Great Parenting Fair in 2007.<sup>1</sup> It is now one of the key events planned to celebrate National Children's Day.

The theme in 2008 was about creating new experiences for children and sharing these experiences with the adults in their lives.

The event now includes:

- stalls of service providers for parents and also early childhood education
- information/ lost kids/ first aid stations
- an evaluation prize competition tent
- an interactive educational play area for children
- an active movement play space for children
- stalls with educational equipment for sale
- a parent massage / holistic health care tent
- an indoor stage with interactive programme (see Appendix 1 for the programme)
- main stage with multi-cultural performances (see Appendix 1 for the programme)
- deaf signers
- food stalls
- live performances
- face painting, drumming, puppets, fairies, stilt walkers, dancers, free rides, animals,

The stage programme covers a combination of time to talk with main stage presenters, some informative workshops for parents plus children's activities such as music, play and puppets. There is also an Active Movement play area

### **Objectives**

The objectives of the Toddler Day Out and Great Parenting Fair are to:

- Increase access to Early Childhood Education
- Increase awareness of positive parenting strategies

- Create an opportunity for family fun in Waitakere City for children under 5
- Develop an understanding of the importance and value of Early Childhood Education
- Increase understanding of and access to social services available to support parents
- Promote primary violence prevention to the wider community
- Increase visibility of culturally appropriate services available to groups that traditionally do not access them
- Create opportunities for childcare providers, NGO and government organisations and councils to work together.

To ensure that the objectives of the Toddler Day Out and Great Parenting Fair are being met, the organisers conduct an annual review of the day.

## **Methodology**

Those attending were invited to fill out evaluation forms handed out at the exit point. In addition to a range of demographic factors they were asked whether they had been to a Toddler Day Out before, how they heard about the event, to rate various aspects of the event such as how much fun it was for children, and whether they felt more informed about the key message areas of the event. They were also asked whether there were services or topics that they would like to know more about.

Incentives were offered for those who filled out an evaluation form. The prizes included family passes to the Auckland Zoo, Rainbows End, Tiritiri Matangi Bird Sanctuary (including a rail pass), Motat, Waitakere Tramline train passes, movie passes, grocery vouchers, children's books, pantomime tickets and family camping at one of the ARC parks

Of those attending, 272 respondents completed a questionnaire evaluating the event. It is important to note that the views and make up of the respondents may not necessarily reflect the views or demographic make-up of those attending the event. Care needs to be taken in interpreting the responses. It is not recommended that the results are generalised beyond the respondent group.

In previous reports the responses have been compared with the results from previous year. In response to the recommendations in the 2006 evaluation the 2007 evaluation form was substantially revised. This form was used again in 2008 allowing responses to be compared.

## 2. Results

### Attendance

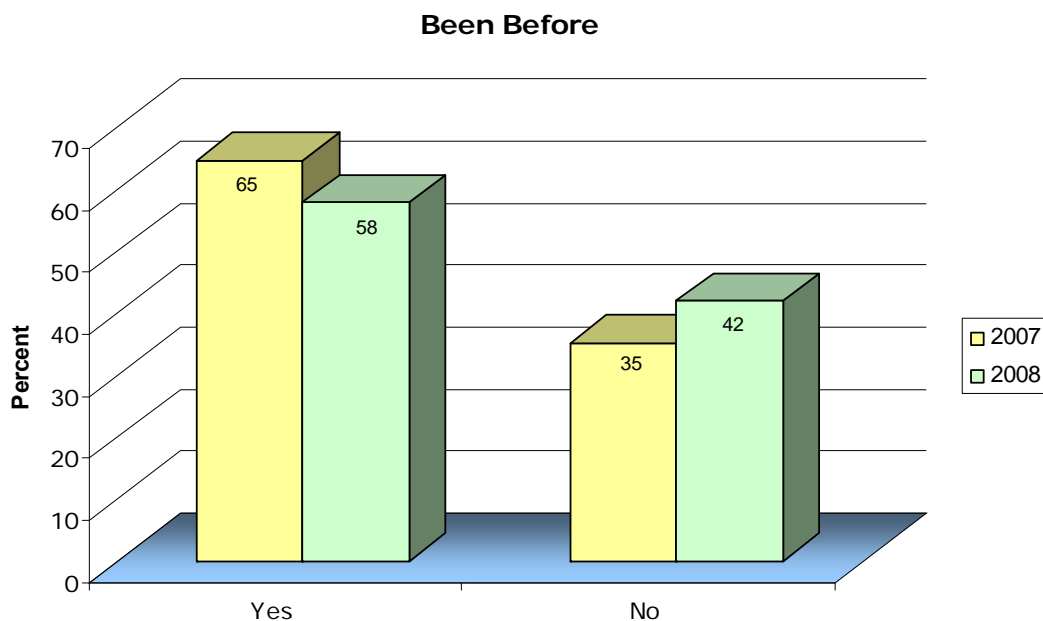
It is estimated that between 9,000 and 12,000 people attended the Toddler Day Out/Great Parenting Fair. Due to the inclement weather, the numbers were slightly lower than expected.

Those completing the evaluation form were asked whether they had been to the Toddler Day Out/Great Parenting Fair before.

Just over half of the respondents (58%) said that they had been to a previous event. This is considerably higher than the one-third (37.2%) of respondents who in 2006 said that they had attended a previous event, however slightly lower than those that attended in 2007.

Families move through the 'toddler years' fairly quickly. In both 2007 and 2008 there was a mix of families having attended before, which suggests that they enjoyed previous events enough to return, and families attending for the first time.

**Chart: Percentage of Respondents who had Attended Toddler Day Out and Great Parenting Fair before**

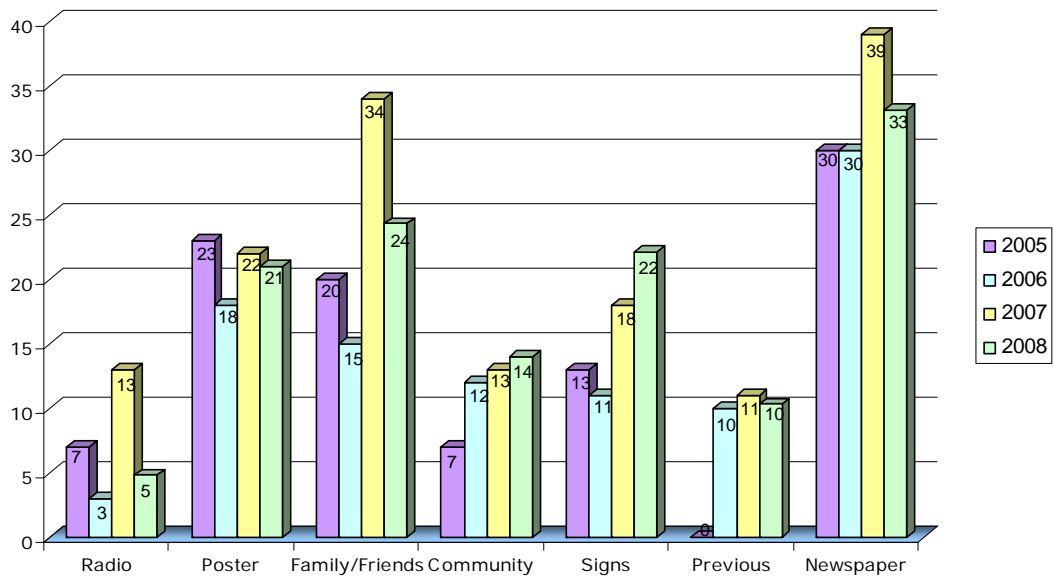


Overview of the stadium mid-event.

## Awareness

Although many respondents (34%) found out about the event through friends and family, newspaper advertising (33%) remains the most effective way of advertising the event. Awareness of the event through community groups has steadily increased from 7% in 2005 to 14% in 2008. There was an increase in the percentage of people who had heard of the event through street signs (22%).

**Chart: Event Awareness Comparison 2005- 2008**



Note: Some respondents had heard about the event through more than one of these channels. The total responses were recorded in 2007 and 2008 so the results are not directly comparable (in 2008 they do not add up to 100%) however the `pattern' of responses is comparable.



Karen of StarFish, main stage MCs for the day.

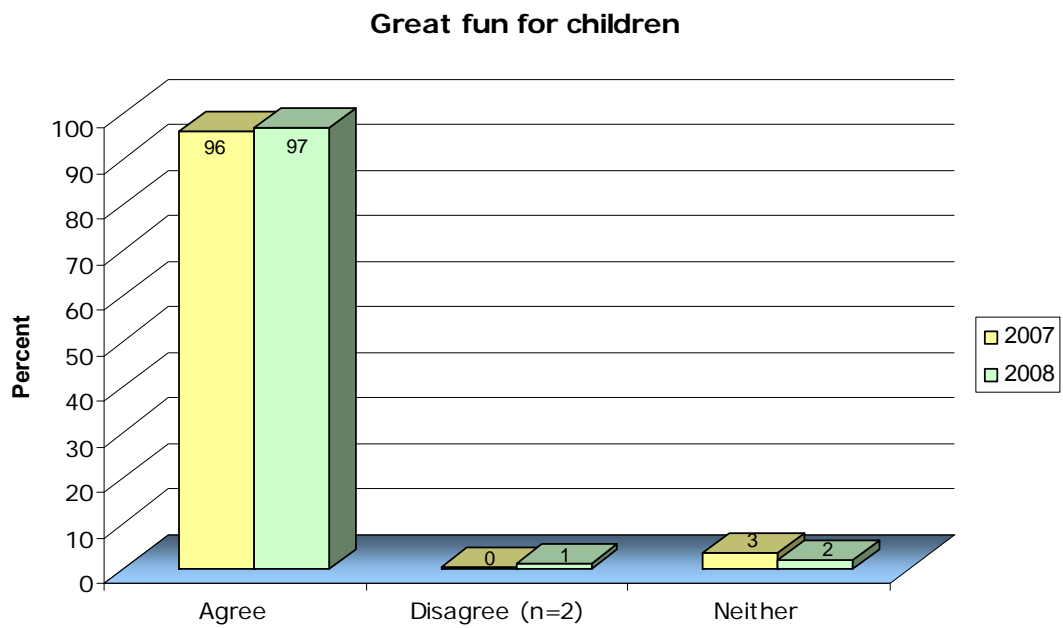
## Ratings – The Positives

A rating system was used to assess the respondent's perceptions of the event. Most rated the Toddler Day Out/Great Parenting Fair favourably.

### Great Fun for the Children

When asked if the event was great fun for the children, almost all the respondents both in 2006 (96%) and 2007 (97%) agreed that the day was great fun for children.

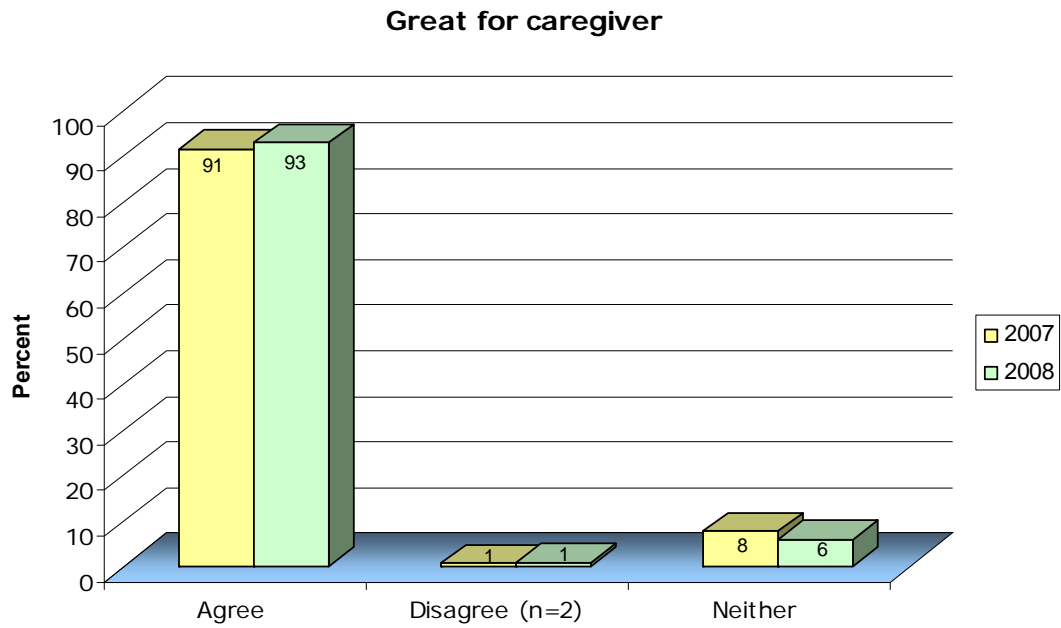
**Chart: Percentage of respondents that agreed the day was great fun for children, 2007-2008.**



## Enjoyable

The day is not only considered great fun for children. In 2007, most respondents said that the day was enjoyable for caregivers. A similar percentage (93%) in 2008 indicated that it was a great day.

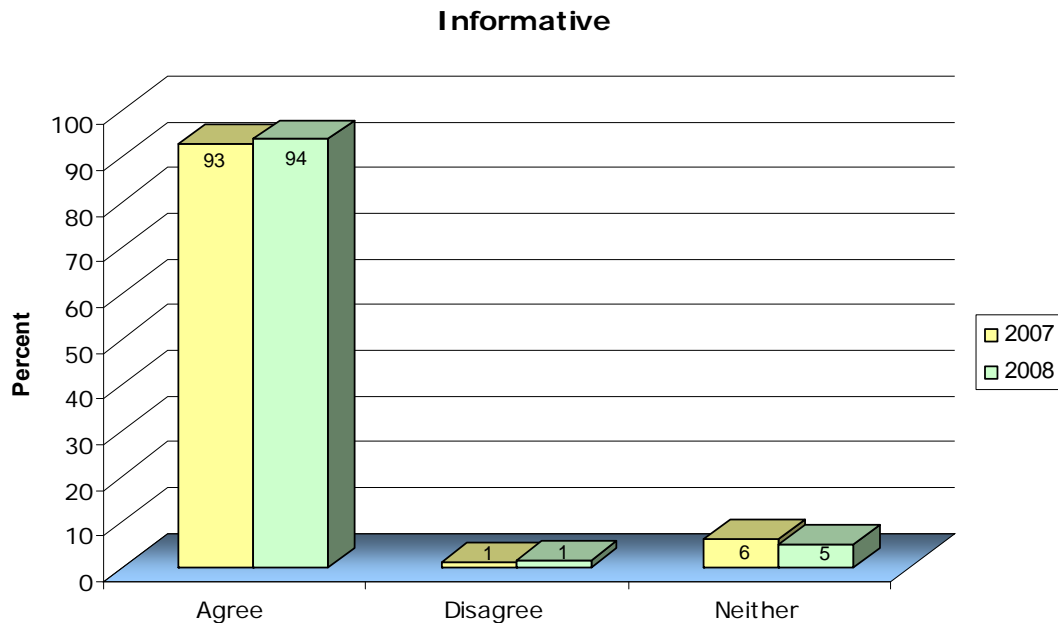
**Chart: Percentage of respondents that agreed the day was great for caregivers, 2007-2008.**



**Informative**

A high percentage of the respondents said that they found the day to be informative (94%).

**Chart: Percentage of respondents that agreed the day was informative, 2007 – 2008.**



**Ratings – Feeling More Informed**

Respondents were asked whether they received any helpful ideas on any of the following topics.

Most felt that they had received helpful tips and ideas on all the topics, however, as in 2007, a substantial minority (15%) did not feel that they had received ideas on the difference between discipline and punishment.

<i>Ideas</i>	<i>Percent</i>			<i>Number</i> (Brackets =2007)
	<i>No</i>	<i>A Few</i>	<i>A lot</i>	
Positive parenting skills/tips	6 (5)	40 (47)	52 (44)	263(411)
Ways of helping children grow and develop	3 (4)	37 (35)	60 (57)	261 (411)

Community services/support available	2 (4)	32 (32)	66 (60)	258 (411)
Learning activities for young children	4 (3)	29 (28)	67 (66)	363 (411)
The difference between discipline and punishment	15 (19)	36 (33)	49 (42)	255 (411)

### Services and Information

Respondents were given a list of services and information and asked to tick those that they felt would be helpful to know more about. Around four in ten of the respondents requested more information on healthy living and stress management and early childhood education. Almost half said it would be helpful to know more about parenting tips and strategies and about budgeting and finance.

Respondents requested more information on these topics in the following order:

- Healthy Living and Stress Management 43% (56%)
- Early Childhood Education 41% (49%)
- Budgeting and Finance 41% (47%)
- Support, Parenting Tips and Strategies 38% (47%)
- Sole Parent Support 27% (23%)
- Lifeskills and Household Management 25% (31%)
- Mens and Womens Support Groups 24% (26%)
- Relationships 24% (25%)
- Legal Advice and Rights 22% (27%)
- Domestic Violence Info 11% (11%)
- Disability Support 11% (10%)

### Stallholder Feedback

Feedback was sought from practitioners and stallholders who participated in Toddler Day Out. Of those who offered feedback, all commented on the positive atmosphere of the day and commended the organisation team on how well the event was run. Most seemed to think that the venue worked well and helped create a good atmosphere. The health practioners who offered feedback thought that the booking system worked very well and appreciated the opportunity to meet with an entirely new and different group of clients.

Suggested changes largely centred on location details, such as the position of the stages. One respondent felt that the music was too loud, whilst another felt it was not loud enough. It was suggested that companies such as Healtheries and Ecostore be invited to be involved in future events.

The following is a summary of their comments:

### **General Positive Feedback**

*Just wanted to say a big thank you for organising such a wonderful event. It takes something to pull off something that big and it was very successful from our perspective and so great for families and children. Well done*

*I have heard some wonderful feedback about the event. Everybody I have spoken to really enjoyed it. We loved being involved and hopefully can do it again.*

*A really good atmosphere. All the children seemed to be really happy. There was plenty of room for everyone and they were all having a good time. I didn't see a single grumpy toddler or parent.*

*Thank you very much for allowing us to participate in this day and operate a stall from the Trusts stadium, hugely successful.*

*What a vibrant promising city we live in!*

*I thought the day had a great atmosphere, far superior to most festivals (including the Teddy Bears Picnic.)*

*Felt very well attended and venue was great despite the weather*

*Fantastic event! Great mix of cultures, dads, families*

*a lot of people enquired if they needed to pay and were really thrilled when they found out they didn't. It was great to be able to offer something special to some mothers that just don't have the time or money to treat themselves.*

### **Organisation**

*...toilets, breast feeding area, information - all that sort of stuff much better than last year*

*Booking system (for massage therapists) worked brilliantly - and meant that I personally was flat out all day, great.*

*It was really well organised... I think the central booking system worked quite well.*

*I thought having the main stage indoors worked wonderfully well and I can't imagine it outside. I know the stallholders enjoyed having it inside this year. It made the whole event intimate and cohesive.*

*A particular gem was having us "foodies" set up outside and providing the shelter so the stalls could still be operational - wonderful!*

*Great to have a coordinator of volunteers, meant that helpers could get an idea of what would be useful to do easily*

### **Suggested Changes**

*It would have been good to have a list of the bookings with us (as well as the central booking) so that we knew who was next and when. There was some confusion amongst the clients as to where to book and who to ask for. Perhaps we needed our names on our booths or name badges???*

*Having noisy stage and 'healing area' next to one another was not ideal. NB healing area could be a different shape e.g. in a square by itself so less open to hectic energy of everything else.*

*I think the "opening" should be at 10.30. There weren't enough people there at 10. Have music and a few announcements for the first 30 minutes while people are coming in and checking out the venue and stalls. Similarly, the entertainment could finish at 2.45.*

*Have better ways of giving out resources such as T shirts, through a series of quizzes etc from the main stage e.g. "Who can tell me a good way of encouraging good behaviour" etc*

*Lost Kids space needed softer sitting space, clearer marking, and two people on the space, one to stay with kids, one to let stage know that there was a lost parent!*

*SKIP resources really needed more planning for distribution, along with experienced parent educators on hand to answer questions e.g. "How can I respond to the tantrum when my son....?"*

*Swap stage positioning - make the interactive, informative stage close to the lines of people waiting for free rides... captive audience!*

*I am not sure if there is a TDO website? It would be useful probably to have a little space for the healing people with contacts for us if people have follow on questions*

*It would be good maybe to see e.g. Ecostore, Healtheries involved.*

*It would also be good to have a little less outside music.*



Mayor and Prime Minister visit Community Waitakere's stall.

### **3. Demographic Information**

#### **Number Attending**

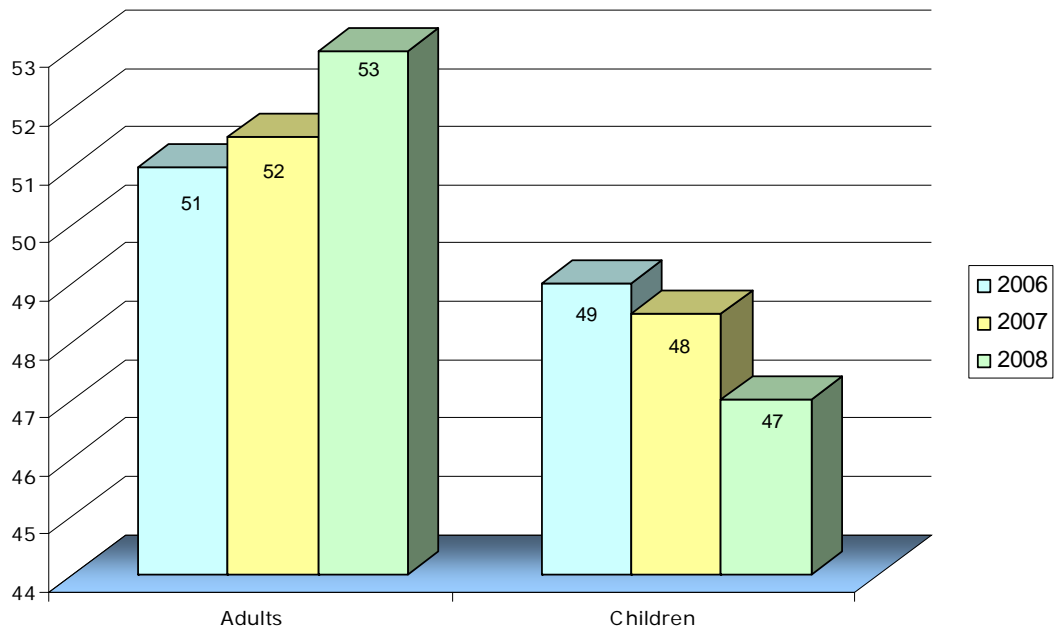
The day is well attended.

Respondents were asked how many adults and children they had come with. As in 2006 and 2007, there were slightly more adults (53%) than children (47%) in 2008.

The event appears to have appeal outside the target segment of families with toddlers.

*I even spoke to one family who had just come along and did not have a toddler involved at all!*

**Chart: Percentage of adults and children that attended the day, 2006 - 2008**



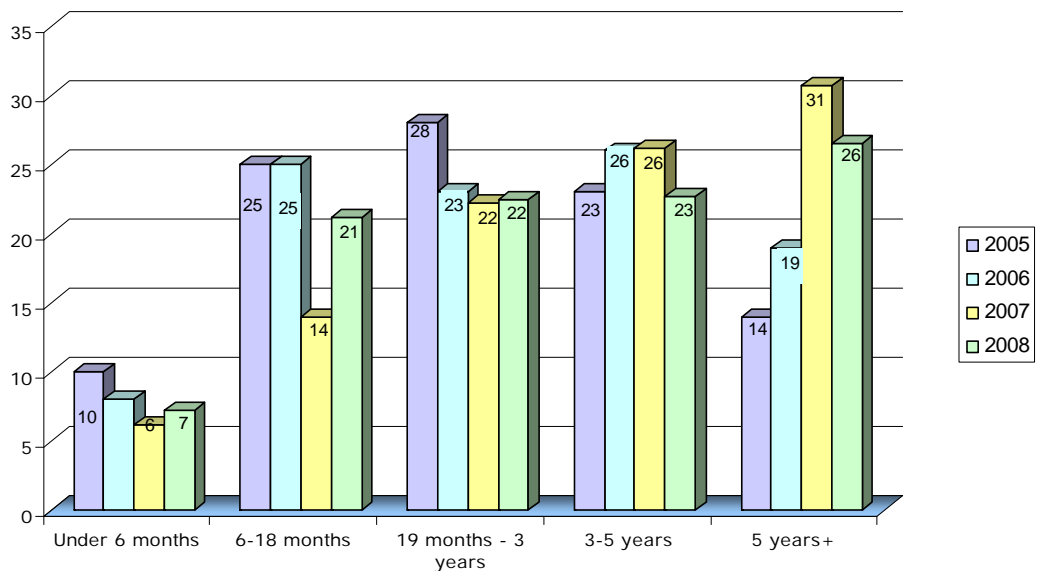
**The Percentage of Children in Each Age Group**

It would appear that the event is increasingly being attended by older children.

In 2005 and 2006 most of the children attending were toddlers and preschoolers.

In 2007 and 2008 the highest percentage of children were aged 5 years older.

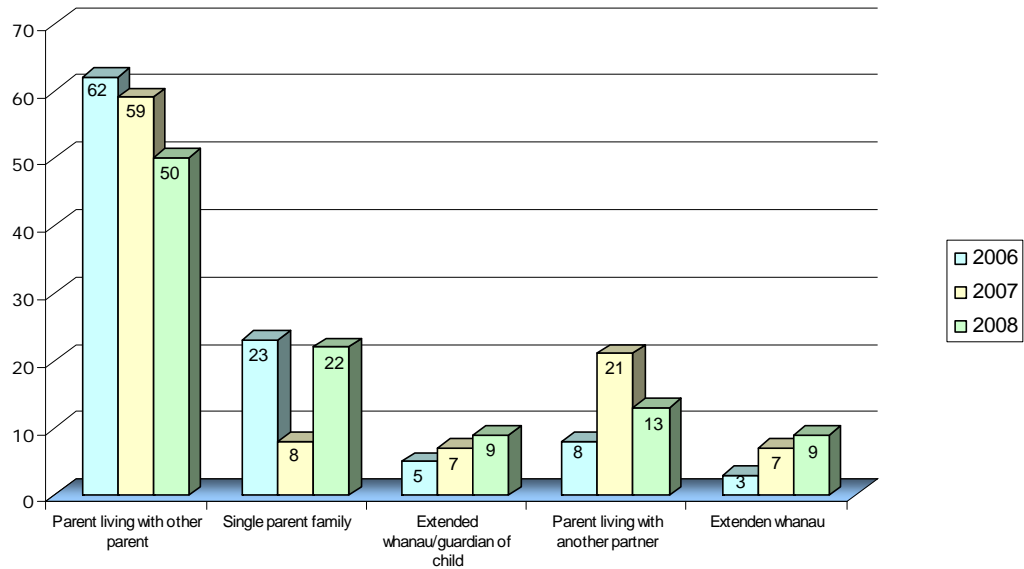
**Chart: Percentage of children in each age group, 2005 - 2008**



## Family Structure

Around half of those attending were parents who lived with another parent. Single parent families made up over one-fifth of survey respondents in 2008.

**Chart: Family structure, 2006- 2008**

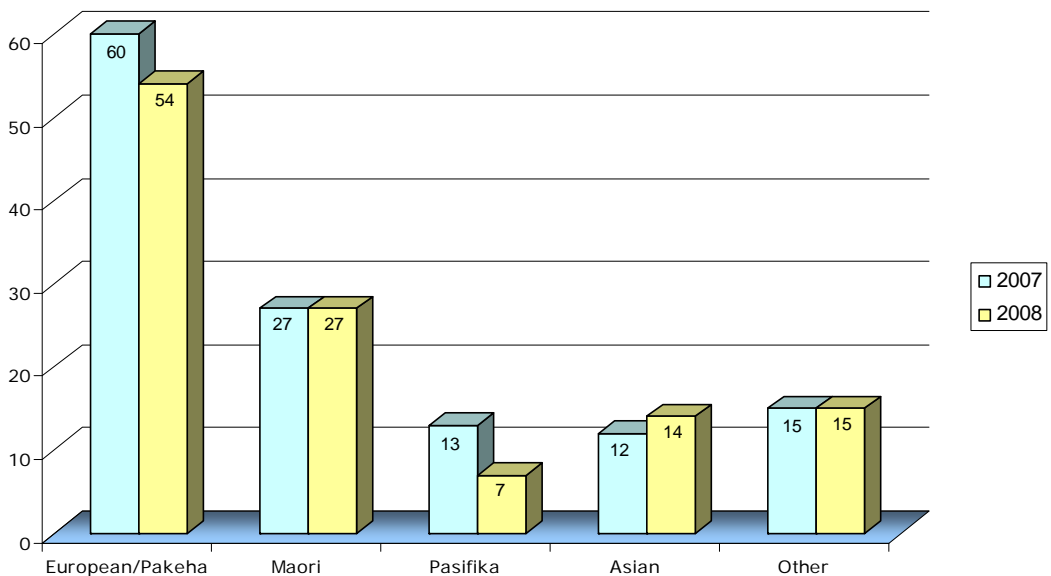


## Ethnicity

The event is attended by people from a wide range of ethnic groups.

The percentage of Pakeha who attended decreased from 60% in 2007 to 54% in 2008. Although the percentage of Pasifika respondents decreased, the percentage of Asian respondents increased slightly during this period.

**Chart: Attendance (Ethnic Group), 2007 - 2008**





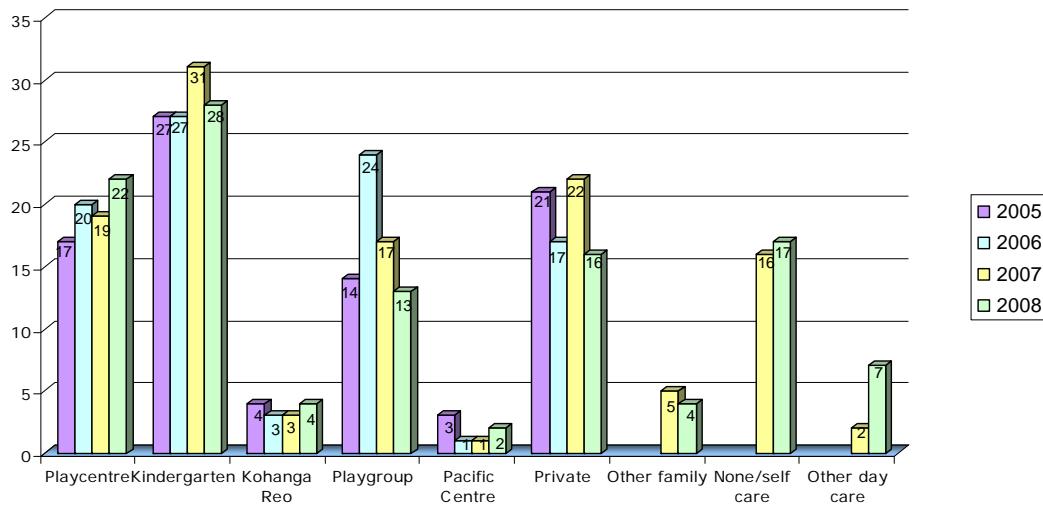
Prime Minister Helen Clark and some of the many different cultural families at the event.

### Pre-School Attendance

The most common pre-school attended by children of the respondents was Kindergarten, with an average 28% attendance.

The percentage attending play groups appears to be falling from 23.7% in 2006 to 17% in 2007 and 13% in 2008. Despite an increase in the numbers of Maori and Pacific people attending the Toddler Day Out/ Great Parenting Fair, numbers of children attending a Pacific preschool centre or Kohanga Reo remained comparatively low.

**Chart: Preschool attendance, 2005- 2008**



### Future Events

- Well over three quarters (85% n=169) of respondents agreed to be contacted about future events
- More than one-third of respondents (41.4%) indicated they would be willing to participate in a post-event focus group



Snap-shots of decorating the Stadium prior to the event... a few of the team of willing helpers

## 4. Overall

Overall the respondents were extremely positive about the event and felt that it was a great day for both children and care givers.<sup>2</sup>

A review of the day would suggest that the Toddler Day Out and Great Parenting Fair met the following objectives:

- **Increase awareness of positive parenting strategies**

Most of the respondents (94%) indicated that they found the day informative.

A similar percentage of the respondents (92%) indicated that the day left them feeling more informed about positive parenting skills. This compared with two-thirds (68%) of respondents in 2006.

- **Create an opportunity for family fun in Waitakere City for children under 5**

The respondents considered the event to be great fun for kids with 97% agreeing that was the case. A similar percentage (93%) of adults said that they found the day enjoyable.

- **Increase understanding of and access to social services available to support parents**

Most of the respondents (98%) indicated that the day also left them feeling more informed about the community support available to them.

### Other Objectives

It is less clear whether the day met the following objectives as these were not explored in the feedback forms:

- **Create opportunities for childcare providers, government organisations and councils to work together.**
- **Increase visibility of culturally appropriate services available to groups that traditionally do not access them**
- **Promote primary violence prevention to the wider community**
- **Increase access to Early Childhood Education and Develop an understanding of the importance and value of Early Childhood Education**

The centres in the Waitakere have reported that their rolls are getting full, so rather than promote their actual centres, they were willing to serve the community by offering tastes of ECE activities to parents.

These issues could be explored in more depth if focus groups are held. With the large numbers of people indicating a willingness to be contacted, these (and other

---

<sup>2</sup> The timing did not allow for a full review of open-ended questions.

questions) could be an area of research that could be explored should funding be available.

### **Planning**

In 2006 it was recommended that contingency plans for a rain day were put in place. The change of venue has meant that the event can proceed rain or shine. Communications, such as advertising and posters made it clear that the event would proceed rain or shine. Some families commented that they had not been aware that the event would be held indoors in wet weather.

The Toddler Day Out and Great Parenting Fair and Teddy Bears Picnic were held on the same day. A web search of chat rooms suggested that some parents were unsure which event to attend. As there are a lot of events occurring around National Children's day, there is likely to be event clashes. Nevertheless, these are two significant events held in Auckland and consultation could potentially prevent them being held at the same time.

### **Administration**

Holding the event in the stadium meant that several of the logistical areas such as rubbish, traffic and toilets were covered by the venue organisers.

Discussions are yet to be held with the Council about the future of the event's administration.

### **Funding**

The event is funded through a partnership between ECE Waitakere and the Ministry of Education, Violence Free Waitakere and Ministry of Social Development (SKIP). Waitakere City Council, Every Day Communities, and the Waitakere Licensing Trust all contribute to the event also, and funding was sought through the Feeding Our Futures fund, which although unsuccessful in 2008, will be re-approached for future events.

In addition to a contribution of \$10,000 made through the Annual Plan, Waitakere City Council assists with the design and printing of the publicity material, reports etc.

This year the financial administration of the event was transferred from the Waitakere City Council to Violence Free Waitakere, making the process of paying contributors smoother.

## 5. Recommendations

### Recommendations in Relation to the Toddler Day Out and Great Parenting Fair:

- That stall holders are asked prior to the event of any special requirements, such as a quiet space to avoid the needs of groups being overshadowed by other groups.
- That the organisers review the feedback in relation to opening times, quiet times and creative ways of distributing resources.
- That there is sufficient sound crew to ensure both stages are staffed at all times.
- That in future events that the differences between discipline and punishment are made more visible in material made available to the public.
- That there is discussion between the organisers of The Toddler Day Out and Great Parenting Fair and the Teddy Bears' Picnic to determine whether a clash of events could be avoided.
- That there is negotiation with stadium caterers to provide healthy food options and that the healthy food stall outside the food court area is made visible to attendees.
- That the objectives are reviewed to ensure that they remain relevant.
- That funding and timing allow for a full evaluation of all the objectives to ensure that they are met.



Left: Phineas Phrogg doing Active Movement, Block Play in Interactive area.

## Appendix 1: Background

### Early Childhood Education

Time spent in early childhood education (ECE) enhances future learning. It has been found to have a significant association with achievement at age 8 and age 10 (associated with cognitive competence score including literacy, mathematics and logical problem-solving measures) for children in the Competent Children Study (Wylie, C. *et al* 2001).

There appears to be an ongoing influence of early childhood education on children's learning with children's early childhood education experience was still contributing to their mathematics and reading comprehension scores two years later at age 12 (Wylie, C. *et al*, 2004).

Despite a high numbers of children under the age of five (14,658 in 2006 Census), Waitakere City has one of the lowest early childhood education participation rates in the Auckland Region and when compared with New Zealand as a whole. In 2006, 52% of 0-4 years were enrolled in early childhood education services compared with 64.6% of New Zealand children in this age group.

**Table: Percent enrolments in early childhood centre services, by Territorial Authority, age and license status, 2006**

<b>Territorial Local Authority</b>	<b>Under 1 year old</b>	<b>1 year old</b>	<b>2 years old</b>	<b>3 years old</b>	<b>4 years old</b>	<b>5 years old</b>	<b>Total 0- 4 years old*</b>	<b>Licensed*</b>	<b>License- exempt*</b>
Rodney District	14.7	40.8	68.6	92.8	97.5	3.7	62.5	55.3	7.2
North Shore City	13.7	46.7	72.0	101.8	100.1	2.5	66.5	63.4	3.1
<b>Waitakere City</b>	<b>10.9</b>	<b>28.5</b>	<b>51.3</b>	<b>80.7</b>	<b>90.6</b>	<b>3.1</b>	<b>52.0</b>	<b>43.9</b>	<b>8.1</b>
Auckland City	14.3	42.4	63.2	94.2	103.8	3.9	63.1	54.4	8.7
Manukau City	9.2	24.6	38.7	66.9	81.6	1.9	43.8	38.9	4.9
<b>New Zealand</b>	<b>16.3</b>	<b>43.9</b>	<b>65.1</b>	<b>96.6</b>	<b>103.0</b>	<b>3.6</b>	<b>64.6</b>	<b>57.8</b>	<b>6.7</b>

The percentage of new school entrants nationally who have participated in ECE services has increased over the last eight years, from 91.0% in 2000 to 94.7% in 2007. However, attendance in Waitakere City (93.6%) remains lower than the national average (98.2%)

Attendance tends to vary by ethnicity, with NZ European Year One pupils in Waitakere City having been more likely to have attended an early education service than those from other ethnicities.

**Table: Early Childhood attendance by Ethnicity of Year One Students**

<i>Territorial Authority<sup>1</sup></i>	<i>Ethnic Group</i>					<i>Total</i>
	<i>Māori</i>	<i>Pasifika</i>	<i>Asian</i>	<i>Other</i>	<i>European/Pākehā</i>	
Rodney District	88.1	100.0	100.0	100.0	98.5	97.4
North Shore City	92.1	87.1	98.0	98.9	99.2	97.9
<b>Waitakere City</b>	<b>90.3</b>	<b>86.2</b>	<b>95.3</b>	<b>90.3</b>	<b>98.6</b>	<b>93.6</b>
Auckland City	87.7	83.7	95.7	89.1	98.7	93.3
Manukau City	79.0	78.0	78.0	95.2	91.4	97.1
<b>New Zealand Total</b>	<b>90.6</b>	<b>84.0</b>	<b>84.0</b>	<b>96.0</b>	<b>93.6</b>	<b>98.2</b>

Those attending licensed early childhood centres in Waitakere City, however, on average attend for more hours than New Zealand children nationally.

**Table: Average weekly hours attended for children at licensed ECE services, by age and Territorial Authority (2007)**

	<i>Age</i>						<i>Total</i>
	<i>Under 1</i>	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>	
Waitakere City	28.3	27.6	21.6	17.7	18.6	20.1	20.0
<b>New Zealand</b>	18.8	19.9	17.9	15.5	18.2	19.3	17.6

### **The Safety and Wellbeing of Waitakere Children**

Every child has the right to live in safety and to reach their full potential. There is concern that not all children in Waitakere City enjoy these rights.

Waitakere Child Youth and Family offices have high rates of substantiated cases of child abuse and neglect. In 2004 the rate per 1000 children aged 17 years and under was 13.7 compared with a national rate of 11.4. This rose to 23.6 in 2005 and 28.4 in 2006 compared with a national average of 15.1 that same year.

Waitakere police have high call out rates to family violence, and this too has a traumatising effect on children.

Those working with children, young people and their families have identified a need for parenting support. These include effective strategies for keeping children safe, and modelling non-punishment methods of discipline.

## **Te Korowai Manaaki/ Great Start and the Waitakere Well-being Collaborative Calls to Action**

In 2003 Te Korowai Manaaki/ Great Start and the Waitakere Well-being Collaborative Calls to Action were formed. Te Korowai Manaaki aim is to prevent abuse to the under fives of Waitakere. Two of the Calls to Action of the Well-Being strategy aim to reduce violence towards women and to ensure that every child has access to quality early childhood education.

As part of a series of collaborative efforts to ensure that solid foundations are laid to support children and their families in Waitakere City, two events, the 'Toddler Day Out', and the 'Great Parenting Fair', were planned.

The first Toddler Day Out was held in 2004 with around 3,000 people attending over the day.

In 2005 the Toddler Day Out and Great Parenting Fair were combined to make a day out for children while providing information and support to their parents and families. It was recognised that the same group of parents involved with early childhood education would be interested in parenting strategies and support.

This opportunity was made possible by the successful SKIP contract held at that time by Te Korowai Manaaki and Violence Free Waitakere.

These events have been held on an annual basis ever since.



## **Appendix 2: Hand out to people as they arrived:**

Welcome to the Toddler Day Out and Great Parenting Fair!

Finding your way around the Toddler Day Out

and Great Parenting Fair 2008

Welcome to the Toddler Day Out and Great Parenting Fair!

Finding your way around the Toddler Day Out

and Great Parenting Fair....

### **Inside the stadium is:**

- stalls of service providers for parents and also early childhood education
- information/ lost kids/ first aid
- evaluation prize competition tent
- interactive educational play area for children
- active movement play area for children
- stalls with educational equipment for sale
- parent massage / health care tent
- indoor stage with programme below

### **Outside on the lower field (or at the southern end of the stadium if wet) is:**

- stage with non-stop programmes (see over)
- food stalls
- petting zoo (though sorry, if wet, we need to cancel)
- FREE rides, vertical bungee, Ferris wheel, Mazes and Dinosaur Lake, bouncy castles....

### **Interactive stage programme**

This will be a combination of time to talk with main stage presenters, some informative workshops for parents plus music, play and puppets....

Check out the stage alongside the northern wall

A deaf interpreter will be there too!

10:30 <b>Active movement in water</b> Sharon Burger, Swimming Auckland
10:55 <b>I love Myself</b> Angela Smith
11:00 <b>Magical Candy Moon-bell and her fabulous friends</b> Candice Lewis
11:15 <b>Raising emotionally healthy children.</b> Hilary Jackson
11:30 <b>. Lap dulcimer and Ruff Sieffe</b> La Trobe
11.45 <b>Fairy magic</b>
12:00: <b>21 practical tips for encouraging good behaviour</b> Jean Ellerby. SKIP and Barnardos
12:15 <b>Child Connection presentation</b> Eva Scherer
12:45 <b>Magical Candy Moon-bell and her fabulous friends</b> Candice Lewis

1:00 <b>Active Movement</b> activities Phineas Phrogg productions	
1:30 <b>Heart Strings</b>	
2:00 <b>Magical Candy Moon-bell and her fabulous friends</b> Candice Lewis	
2:15 <b>21 practical tips for encouraging good behaviour</b> Jean Ellerby	
2:30-3pm <b>Heart Strings</b>	

## Main stage programme

9:50	Drums & Conch, opening procession to stage.
10:00	Karakia on stage. Kaumatua Fred Holloway
10:10	Starfish welcome
10:15	Tangi Kaara Ki Avaiki Dance Troup
10: 25	Welcome to event by organisers Elaine & Anita
10:30	Starfish
11:00	Speaker: Mayor Bob Harvey
11:05	Fairy Magic Dance
11:30	'Kamome' Japanese Mum's Playgroup
11:45	Club Phoenix Gym Sport – Gymnasts
12:00	Speaker – Prime Minister Helen Clark and Lynne Pillay, MP for Waitakere
12:05	Children's songs - Heart Strings
12:20	Fairy Candy Moon-bell and her Fabulous Friends
12:35	Gypsy Goulash

12:50	Starfish
1:30	Generation X Indian dancers
1:45	Starfish
2:00	Child Connection
2:05	Martial Arts demonstration : Chinese New Settlers
2:15	Starfish
2:45	Waitakere City School of Dance
3.00	Closing Starfish , Elaine and Anita



**Clockwise from top left:** Kamome, Waitakere School of Dance, Itai Biran and Heart Strings



Above: Chinese New Settlers marital arts demonstration, Bollywood Dancers

### **Appendix 3: Prize List for those Completing the Evaluation**

## **Do you want to win one of these Fabulous Family Fun Prizes???**

Be in the draw to win one of these fabulous prizes by filling out an evaluation form at the gazebo near the northern door.

- Family day pass to **Auckland Zoo**
- Family pass with **360 Discovery** to Tiritiri Matangi Bird Sanctuary
- Weekend accommodation for family at **ARC's Park Lodge at Mahurangi**

- Child passes to Aquatic Park, Parakai Springs
- 2 Family movie pass to Village Sky City Cinemas
- 2 Family passes for Waitakere Tramline's Dam Train
- Family day pass (2 adults and 2 children) to Rainbow's End
- Family all- day rail passes for the Veolia Auckland Suburban Trains
- Family passes to West Wave Aquatic Centre
- Family passes to MOTAT Museum of transport and technology
- 3 Adult meal vouchers from Valentines
- \$30.00 meat voucher from Mad Butcher Massey
- \$50.00 grocery voucher from Foodtown / Countdown / Woolworths
- An all day family pass to Kelly Tarlton's Aquarium
- Selection of children's books from Allphy's Books
- 1 ½ hour Family trip on Manukau Harbour Cruises
- 1 carton of Milkies from Tasti foods
- 4 person picnic hamper from The Warehouse
- 1 massage voucher from Marie Kane
- Family tickets to the Snow White and the Seven Dwarfs pantomime on 29th March
- \$20.00 voucher from Lollapaloosa at Westage

## Appendix 4: Stall holders at Toddler Day Out 2008

AIL (NZ) Ltd National Pacific Division	Grandparents Raising Grandchildren (West Ak) Inc	Southern Stars Charitable Trust
Auckland Asthma Society	Hawaiian Shaved Ice	The Peace Foundation
Auckland Playcentre Shop	Healthwest PHO	Te Akoranga Playcentre Assn
Barnardos Kids Start	Innature/Little Kiwi	Te Tari Puna Ora
CCS Disability Action Fund	International Learning Systems	The Close-out Store
Child & Family Services Waitemata	Jemma's Homebased Childcare	Tots To Teens
Chinese New Settlers	Mo Wai Te Ora	Unitec ECE programme
Community Waitakere	Natures Foods Ltd	University of Auckland
Creative Toys Ltd	NZ Childcare Association	Urban Baby
CYFS	Open Polytech ECE Programme	Wai Health
Deaf Assn of NZ Inc	Parent Aid	Waitakere District Court Family Court
Epilepsy NZ	Parent to Parent Auckland	Waitemata Plunket
Family Works	Parents Inc Toolbox	West Auckland Parents Centre
Father & Child Trust	Plunket (Waitemata)	West Auckland Women's Centre
Gilt Edge Publishing		Work & Income