



Review of Toddler Day Out and Great Parenting Fair

**Trusts Stadium
Waitakere City
7th March 2010**

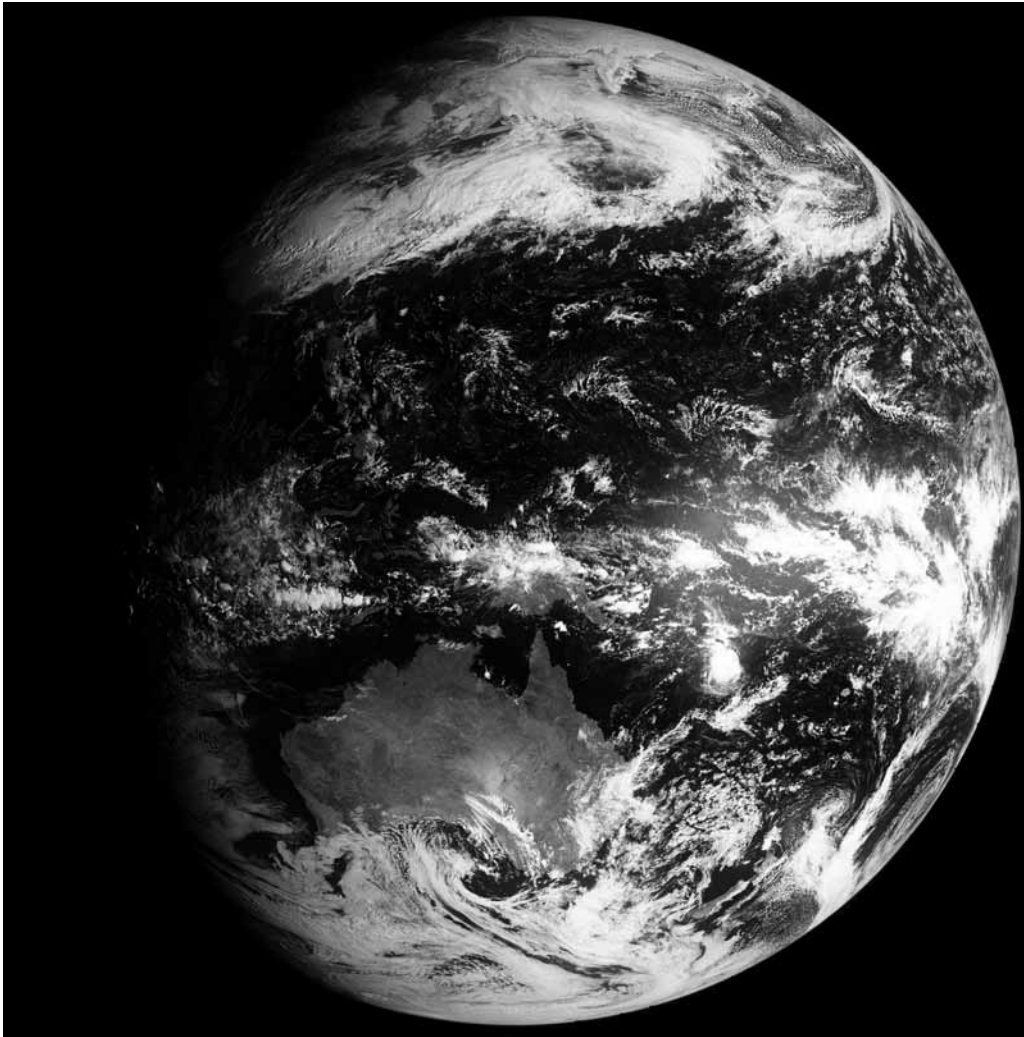


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Weather map taken on day of event (12 noon)

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The night before... Elaine & Anita



Thank you to our sponsors for this event:

Ministry of Social Development Family & Community Services SKIP

Ministry of Education

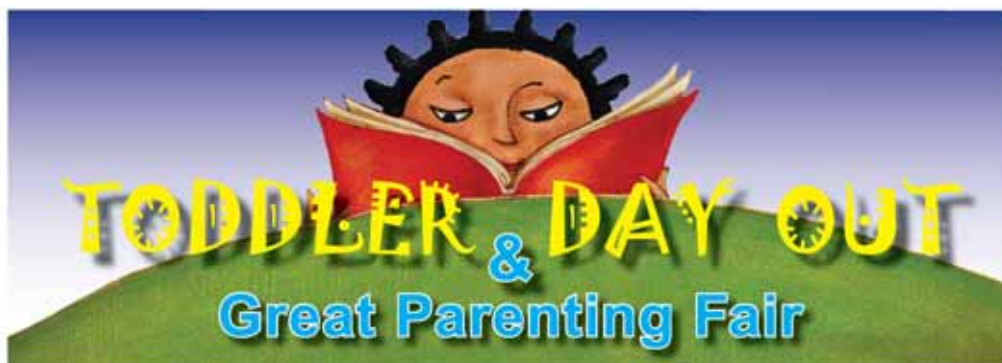
Waitakere City Council

Waitakere Licensing Trusts

Sovereign Sunshine



Opening Blessing by Papa Fred Holloway



Organisers' Comments

Once again, we are happy with the event this year. Each year it feels as though it gets more solid and a smoother process to pull together than the year before, despite the various health hiccoughs we organisers experience personally! We are surrounded by a great team of active supporters, administrators, stall holders, interactive learning specialists, entertainers, healers and injury prevention educators. We work alongside the Trusts Stadium staff who are very welcoming and accommodating when we had a few anxious moments about the possibility of our funding not being adequate for this event... fortunately it all fell into place in the final weeks!

And we are proud that this year we exceeded our numbers, and approximately 18,000 people attended the day! As we explored more deeply into the information of the evaluations, we saw that 54% were returning families, and 46% were first timers. Because we have a specific target range, there is thankfully no shortage of families being in the Time of the Toddler stage!

Once again we had a day filled with music, laughter, learning activities, conversations and celebration of our young children. It is a great lift to see the happy faces of parents and children and to notice the gratitude that they express that such a wonderful day is completely free for them all to enjoy. Older children love the day too, and are happy to accompany their younger siblings! One mother commented in her evaluation that she can't drive past the Stadium these days without her young daughter wanting to stop and go into Toddler Day Out again! We have become an integrated part of the Waitakere landscape.

Of course we know that things don't last forever... both of us are aware, with our own health challenges, that life isn't to be taken for granted. So too does the future of our event hang in the balance with the Super City looming later this year. To help support the continuance of the event, we have created a MOU with the Waitakere City Council to note that they support the event and intend to continue while they have the authority to do so. We hope this might secure a place for its ongoing life. We also sit with the unknown edges of Ministry of Education funding, with the priorities shifting slightly away from an ECE focus. We were relieved to get ongoing support from SKIP to run the event each year until 2012. We are keen to keep talking with those who make such decisions, on all strands of the above and this report is part of our dialogue, testament to the great work and effectiveness of this day.

It is humbling to know that we are surrounded by such a great community who volunteer to be part of our day, and also help us cover some of the costs for their stalls. With any luck we will be able to continue to offer this great day for Toddlers and their parents into the future. They are worth it!

Sincerely

Elaine Dyer and Anita Weir

A Waitakere collaborative event coordinated by:



Background

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

The very first event, held in 2004, was just early childhood education focused, and attracted approximately 1000 people. In 2005, Promoting Great Parenting Project, coordinated by Violence Free Waitakere joined forces with the ECE Waitakere network to bring in the parenting dimension to the event, and its current form was created. It is estimated that around 7,000 attended the first combined Toddler Day Out and Great Parenting Fair event in 2005. In 2006 rain reduced attendance markedly to around 1,500 people. In order to ensure the success of the event, 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 both 2007 and 2008. This number climbed to approximately 13,000 in 2009. It is now one of the key events planned to celebrate National Children's Day.

The theme in 2010 was of Praise and Encouragement, the theme of Children's Day, and stalls and other places were decorated with phrases of encouragement. ([Appendix 6](#))

The event now includes:

- stalls of service providers for parents and also early childhood education
- information/ an evaluation and prize competition stall
- an interactive educational play area for children
- an active movement play space for children
- stalls with educational and good quality toddler equipment for sale
- a parent massage / holistic health care area
- main stage with multi-cultural performances (see [Appendix 4](#) for the programme)
- deaf signers
- outside area with displays on safety for children around the home
- food stalls
- live performances / roving entertainers
- face painting, drumming, puppets, fairies, stilt walkers, dancers, free rides, animals, inflatable castles, towers and activities for under and over fives.

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
- Increase visibility of culturally appropriate services available to groups that traditionally do not access them

- Encourage safety considerations being integrated into everyday activities and environments, social attitudes and behaviours to prevent injuries.
- 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 of evaluation

This year there were three forms of evaluations. One was the standard evaluation form ([Appendix 2](#)) which could be filled out at the information desk, and 71 people did so. This was also put on line as a survey monkey, and advertised as an opportunity for people to complete later, but it seems that very few took this option.

The second form was the Toddler Tips Treasure Hunt, ([Appendix 2](#)) which, alongside answers to a variety of questions, gathered some minimal data... names and addresses and emails. This was mostly intended to encourage deeper engagement with parents and service providers. An invitation was sent to this group for the online survey also.

The third form was the questionnaire, completed by interview, for the fathers at the event. This also gave some interesting feedback, father specific. 124 forms were completed. The results of this survey are added in [Appendix 3](#).

The evaluation forms in addition to a range of demographic factors asked whether attendees 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.

Once again incentives were offered for those who filled out an evaluation form. The prizes included family passes to Rainbows End, Tiritiri Matangi Bird Sanctuary (including a rail pass), MOTAT, Waitakere Tramline train passes, Free-View digital receivers, Pantomime tickets, meal vouchers, movie tickets, meat and grocery vouchers, children's books, and family camping at one of the ARC parks. ([Appendix 5](#))



Michelle Skiffington winner of the trampoline

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.

As in previous reports the responses have been compared with the results from previous years, now reflecting data from 2007 -2010. In some cases, there is also data from 2006, after which the form was standardised.

Results

Attendance

While it is hard to estimate exact numbers, this year the event was full from beginning to end. In previous years there have been lull times, especially around lunch time, which organisers assumed were reflective of the 'nap' times of toddlers. However this year no gap was visible. The stadium staff and organisers had a quick calculation near the end of the day. It was agreed that there had been at least another half added on to the numbers of previous years. Conservatively they estimated 18,000 came through the event.

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

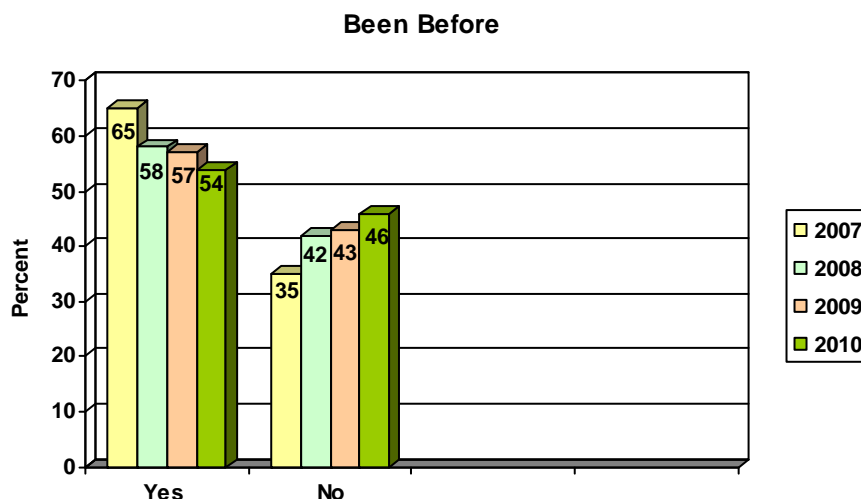
A large proportion of respondents selected they had been to Toddler Day Out before (54%, n=38) with 46% (n=33) selecting they had not.

This is quite similar to previous events, and it seems that the event is attracting several families back each year, but that word about the event is getting to the families that are new as well.

Several families are finding that their older children, even getting as old as 8-10, still wish to come along with their younger siblings, and get a huge amount of fun and learning out of the day.

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

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





Overviews of the stadium during event.

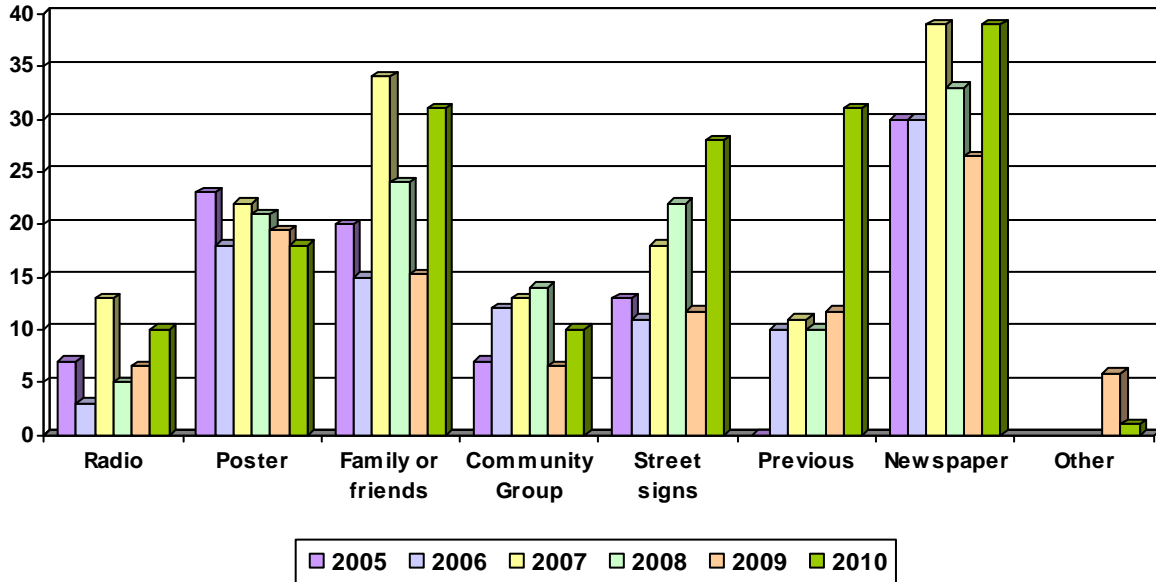


Toddler Day Out street sign.

Awareness

When questioned "how did you hear about the event" (multi-select) a large proportion selected "Newspaper" (39%), followed by "Family / Friends" (31%) then street signs were (28%) this year, higher than the previous year (11%) when street signs were not put up until a few days beforehand. Being at the event before was 15% followed by "Notice / Poster" (18%).

Event Awareness Comparison 2005-2010



Note: Some respondents had heard about the event through more than one of these channels. The total responses were recorded in 2007 -2010 so the results while they do not add up to 100%, but the 'pattern' of responses is comparable.

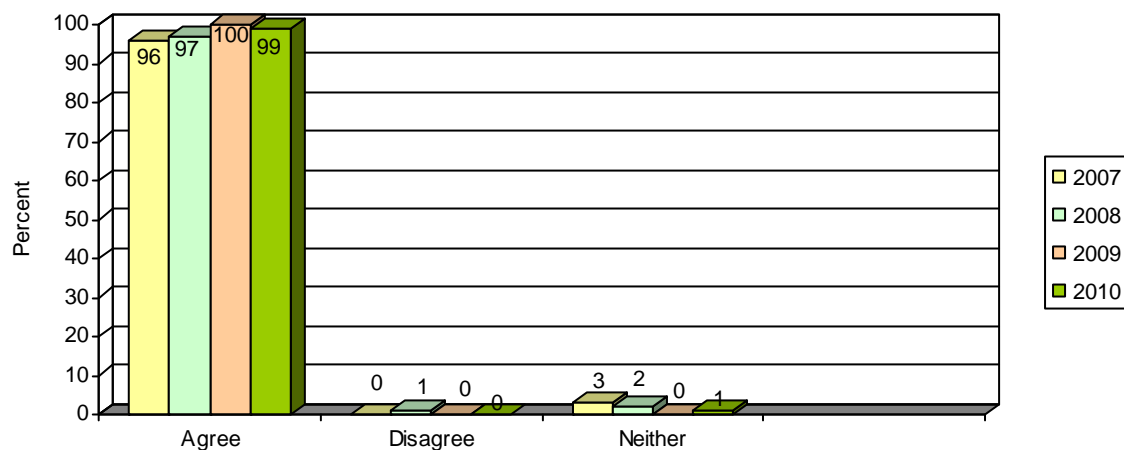
Ratings – The Positives

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, it was noted that 99% answered yes to this question, with one person marking 'not sure'. Again this is similar to previous years when almost all the respondents agreed that the day was great fun for children.

Percentage of respondents that agreed the day was great fun for children, 2007-2010





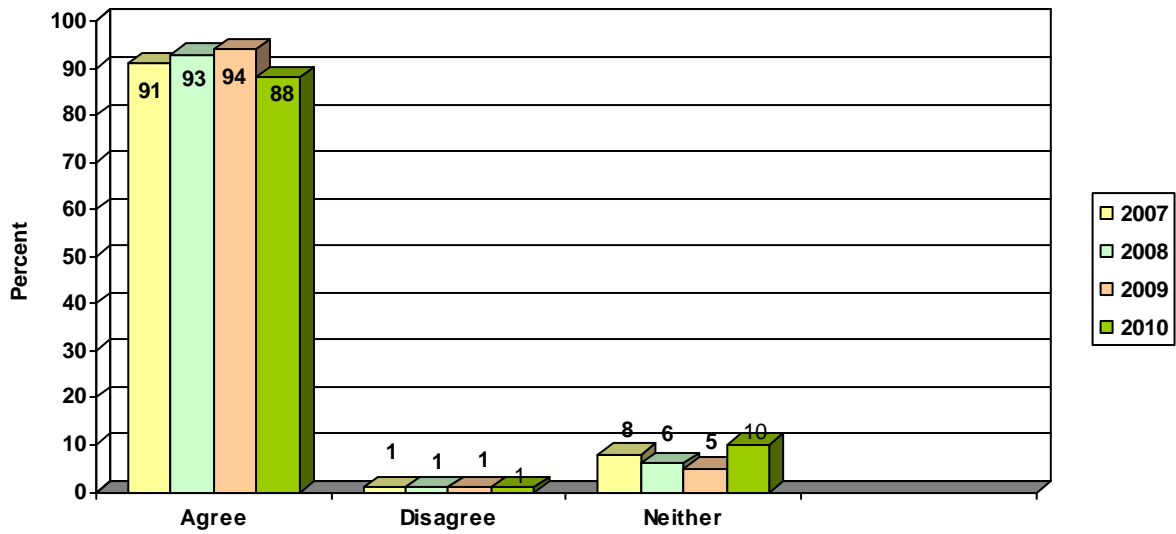
Great for Care Givers

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 and again this was shown to be a similar number (94%) for 2009. This year, the numbers were slightly lower (88%) said it was great for caregivers, 10% were neutral and 1% disagreed.

Organisers wonder if this was because the event was a little more crowded this year, and some of the queues were longer e.g. some parents reported an hour to wait for their child to have a turn on the bungee.



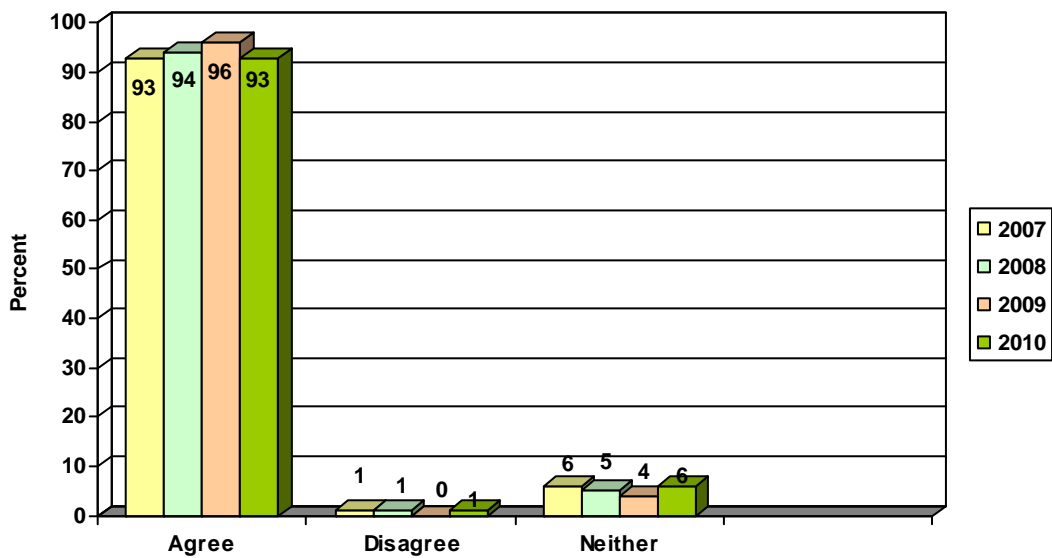
Percentage of respondents that agreed the day was great for caregivers, 2007-2010



Informative

A high percentage of the respondents said that they found the day to be informative (93%). This is slightly lower than the 96% of 2009.

Percentage of respondents that agreed the day was informative, 2007-2010



Extra comments from evaluations

It is the most fun day of the year for the kids

Music too loud for young kids

My daughter asks when ever I pass stadium if we can go to Toddler Day Out

Free aspect is a refreshing change

Keep it going, I will come every year

Stage too loud

Need more food stalls and fun activities

Free rides are great

Ratings – Feeling More Informed

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

Regarding getting “helpful tips or ideas on the difference between discipline and punishment, 41% selected they got “a few”, 49% selected “a lot”, a considerable improvement on previous years. Again a significant minority (10%) still say “no” to this question

The majority of respondents “got helpful tips or ideas on learning activities for young children”, with 62% selecting they got “a lot”, 37% “a few”, and 1% “no”.

According to survey, the majority of respondents got “a lot” (62%) of helpful tips or ideas on community services / support available, “a few” (34%) with only 4% selecting “no”.

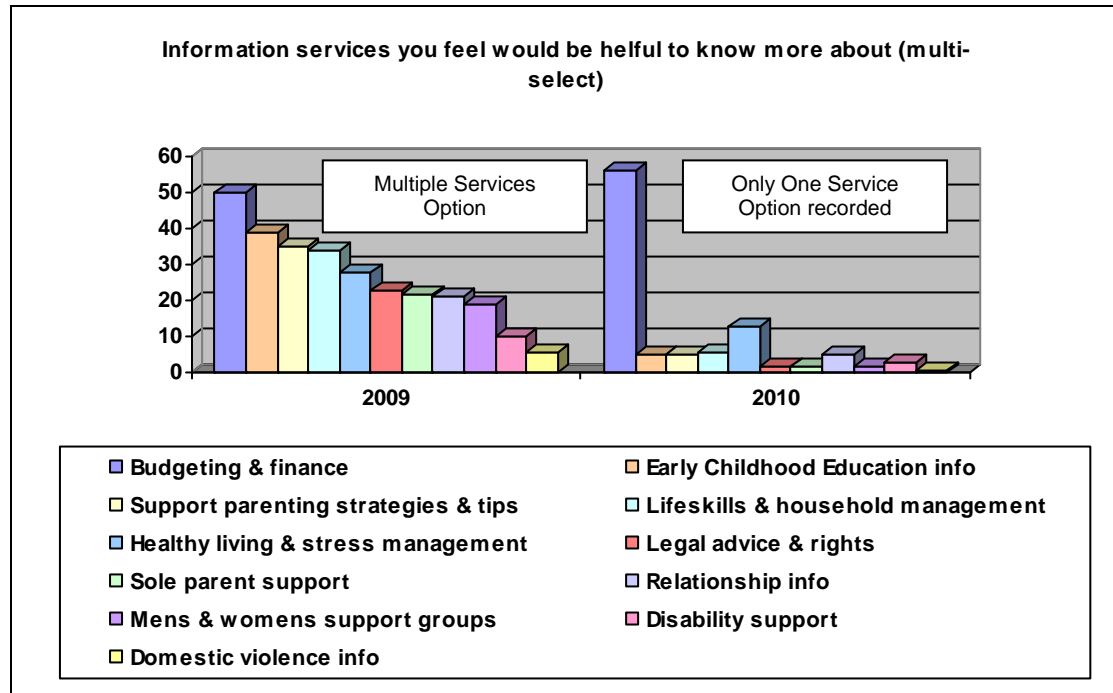
Similar results were observed regarding getting “helpful tips or ideas on ways of helping children grow and develop”, with 60% selecting they got “a lot”, 35% selecting “a few” and 4% selecting “no”.

Again similar results with regard to - “Did you get any helpful tips or ideas on positive parenting skills / tips” with 49% selecting “a lot”, 43% selecting “a few” and 7% selecting “no”.

IDEA	NO				A FEW				A LOT			
	2007	2008	2009	2010	2007	2008	2009	2010	2007	2008	2009	2010
Positive Parenting skills / tips	5	6	5	7	47	40	47	43	44	52	48	49
Ways of helping children grow and develop	4	3	4	4	35	37	47	35	57	60	49	60
Community services / support available	4	2	2	4	32	32	50	34	60	66	48	62
Learning activities for young children	3	4	2	1	28	29	55	37	66	67	43	62
The difference between discipline and punishment	19	15	17	10	33	36	44	41	42	49	39	49

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. In 2009, participants were able to choose as many services as they wished. However, in 2010 the online data collection only recorded one choice, therefore the two charts are not really comparable. However, relatively speaking, budgeting remains a high priority for parents in our survey.





Additional comments from the 2010 survey

A great day out for all the Family.

Congratulations, you all did a very good job.

Just two more points: I think the name could be changed to "Children's Day Out" or "Kid's Day Out", as my children really enjoyed themselves, even though they don't fit into the "Toddler" category. Can it be considered for next year? Just a name change to attract all aged children, but the main emphasis been on the Toddler (Pre School) Children. Also: Under the Primary Employment status, I would prefer "Beneficiary", as "Unemployed" suggests to me a person on the Unemployment Benefit, which I am not.

This is not the only fun day for the kids but I really enjoyed it also

We love coming to the event, it is a great day out

I love coming here every year

This is great

Good

Wonderful Day for families. Will definitely come back next year.

Just need more entertainment

Ask Starfish man to smile

Thanking grandparents

Stallholder Feedback

Feedback was once again sought from the 45 stallholders who participated in Toddler Day Out. Of those who offered feedback, all commented on the positive atmosphere of the day and complimented 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 layout of the stadium was appreciated, with the flow between the stage, the interactive areas and the bouncy castles etc more effective in getting all areas visited. We also mixed in the stall holders offering services and goods, so that instead of the two types being separated into commercial and non-commercial, they were interacting with each other.

The following is a summary of the stall holder's comments (11 were received).

General Positive Feedback

Stall holders were pleased with the responses their work had gained through the day, the networking, increased profile and opportunity to raise awareness of their work.

"It was great fun, yet once again"

"Good day with good mix of people, very friendly and relaxed"

"Fantastic, love the free community events"

Organisation

Overall the feedback was unanimous in the praise for the process of the day. Most were very happy about contacting, support and the atmosphere of the day.

"Excellent, we had a great response to our stand and our free draw of family portrait package"

"Support was fantastic, packs had been put into our stand ready for Sunday morning"

"This was very cost effective event for us and very well organised"

Suggested Changes from Stallholders Evaluations

Some commented on the darkness under the gazebos. A request from 2009 had come to ensure that the gazebos were alternated with clear space, so that some stalls are not under them.

Some stall holders and rides people were concerned that they had not been given enough notice or confirmation of their stall / ride in the time expected, Continue to improve the communication process with stall holders and service providers. Centralising this coordination would be helpful.

More announcements from the stage of services and/or products available were made this year however, for the Healers Area this needs to be checked against the booking sheet before any announcements are made.

Another suggestion that came about was to have stalls in the areas they were specialised in e.g. pregnancy, toddler, early childhood etc.

There was also suggestion for a closed area supervised by clowns or story reading or interactive play for younger ones while parents had a chance to talk to stall holders without the distraction of toddlers running off.



Feedback from the healers:

The area caring for the care-givers was set up along one side of the hall, with 10 practitioners this year.

Healers comments

"It was well organised."

"People were pleased to see us all and some even remembered us from last year. I treated two with Bach flowers from last year."

"It definitely increased profile but mostly satisfaction of being able to help others that may not have got the help otherwise."

Suggested Changes

"We will bring a massage therapist with us next year to enable more to get a chair massage."

"A bigger signage, also the announcer announced people to come to get a massage in the afternoon but all bookings were taken, so the people were disappointed. Maybe the announcer could check the bookings before he announces."



Demographic Information

Number Attending

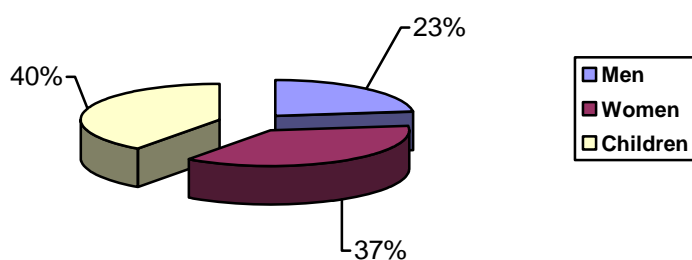
The day is well attended.

98% of the respondents had come with their children.

Respondents were asked how many adults and children they had come with. As in 2006 and 2007, there were slightly more adults in 2008 (53%) than children (47%). In 2009 there was an average 1.9 children per respondent. Among the respondents the gender balance was about 50/50. In 2010 there were 60% adults to 40 % children.

In 2010, the respondents were also asked to comment on the number of men, women and children with them for the day. Organisers note that the percentages with their responses show that 23% were men, 37% women and 40% children. . The event appears to have appeal outside the target segment of families with toddlers.

Percentages of Men, Women and Children Attending 2010

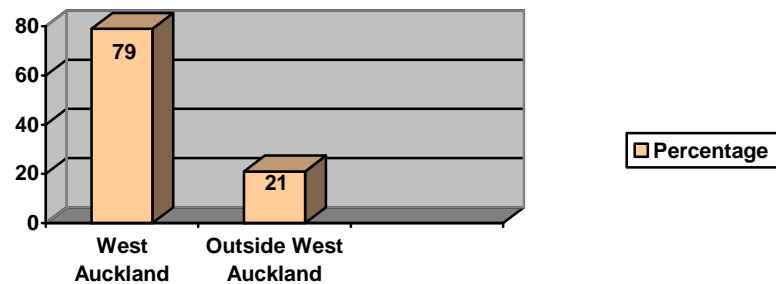


Where did attendees live?

This year the survey included a question about location of people's homes.

The majority of respondents completing the survey were from "Waitakere City" (79%, N=52) out of a total of 71 respondents, with 21% living outside of Waitakere. Advertising this year was also included in the NZ Herald and several online sites, and also on TVNZ 6, so it probably became better known to areas outside Waitakere.

Location of respondents 2010



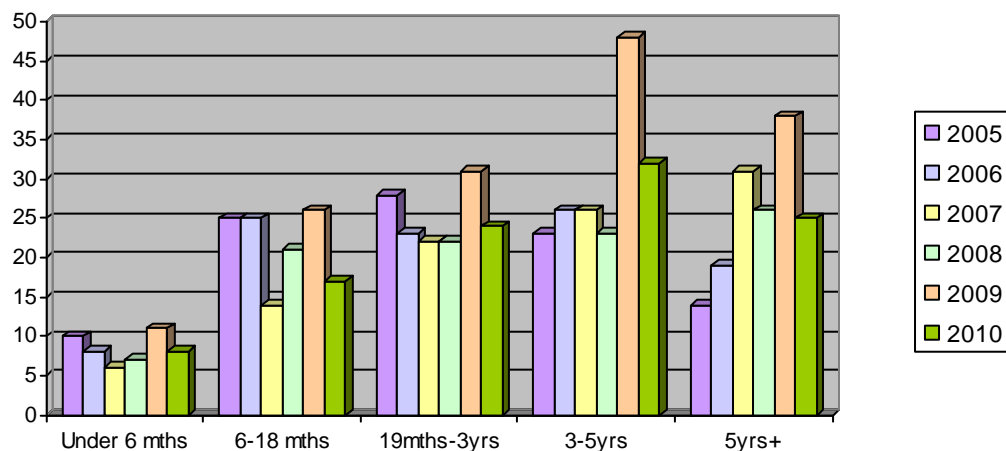
The Percentage of Children in Each Age Group

It would appear that the event is increasingly being attended by older children, in 2010 25% were 5 years or older, the highest yet. Similarly the numbers of children in the 19 months to 3 years bracket increased to 31%.

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.

In 2009 the percentage of children in the 3-5 age group which increased to 48%, dropped a little in 2010 to 32% showing, among respondents, a slightly smaller number of families with children in our target age range.

Percentage of children in each age group, 2005-2010



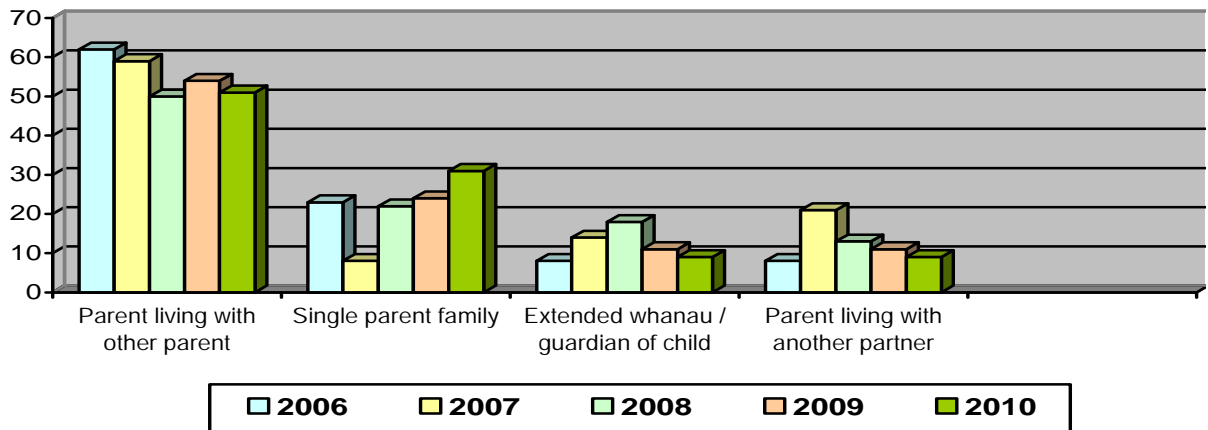


Family Structure

When asked “what best describes your family”, the majority of respondents selected “parent living with other parent” (51%) followed by “single parent family” (31%) then “Parent living with another partner” (9%) and “extended whanau / guardian of child” (9%).

Around half of those attending were parents who lived with another parent. Single parent families increased this year to make up over one third of survey respondents (c.f. approximately one in five for the two previous years).

Family structure, 2006-2010



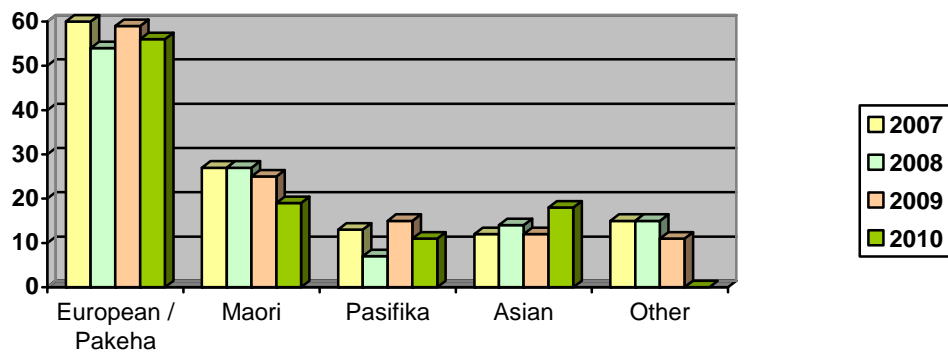
Ethnicity

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

A large proportion of respondents completing the survey (multi-select) were "NZ European / Pakeha" (56%), congruent with previous years, followed by "Maori" (19%), down slightly from last two years. However the steadily increasing numbers of "Asian" (18%) (11% in 2009) is interesting. "Pasifika" (11%), was a little less than last year's event, and no-one marked "Other" (0%)

These figures reflect the cultural diversity of Waitakere city fairly accurately.

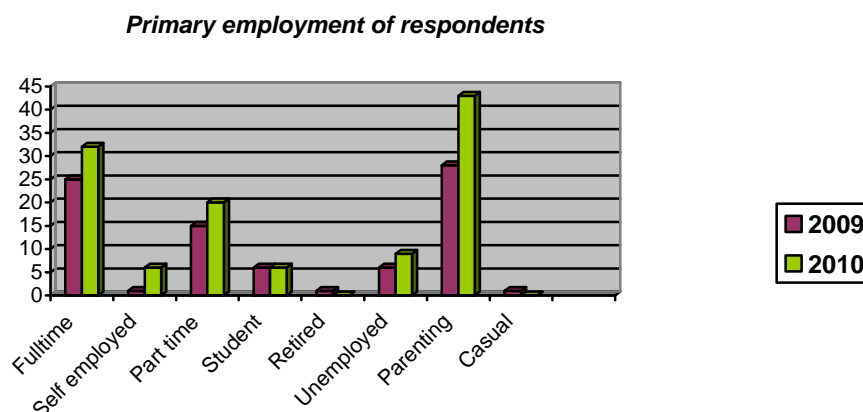
Attendance (Ethnic Group), 2007–2010



Primary employment of respondents

Again a question was included in the poll of employment status of family.

A large proportion of respondents completing the survey (multi-select) were "Parenting" (41%), followed by "full time employment" (25%) then "Part time" (15%) and 9% unemployed.



Age group of survey respondents

Again the largest proportion of respondents aged between "30 – 39 years" (41%) (46% 2009) completed the survey, followed by "20 – 29 years" 26% (28% in 2009) then "40 – 49 years" 16% (16% 2009). Other were under 15 (4%) probably children filling out forms, and the same number of 15-19 year olds. 6% were 50-59, and 1% 60 and over.

Pre-School Attendance

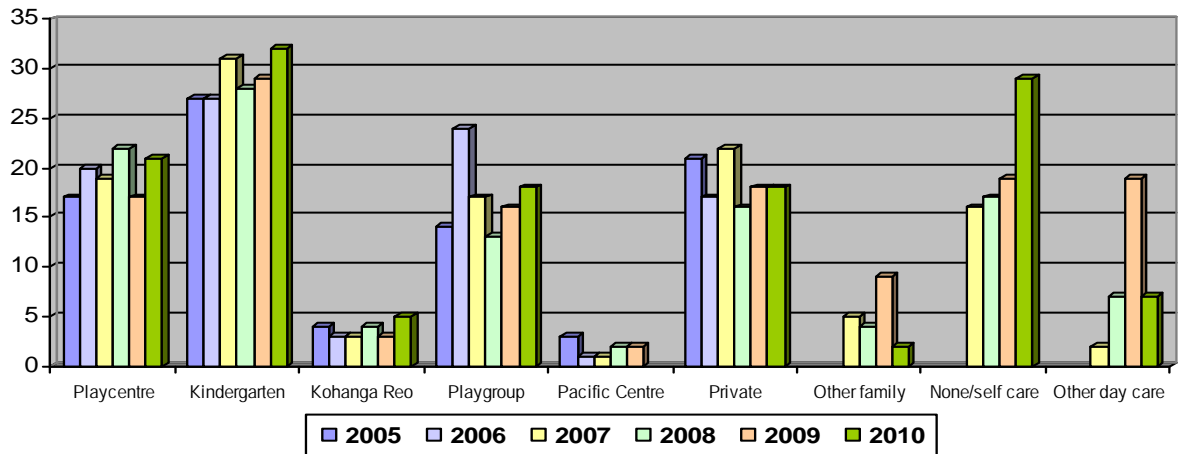
The most common pre-school attended by children of the respondents was Kindergarten, with an average 32% attendance. Play Centre is up this year to 21% (but not as high as 23% in 2008)

The percentage attending play groups appears to be recovering a little from the fall after the 2006 peak of 23.7%, to 18% this year. While organisers note an increase in the numbers of Maori and Pacific people attending the Toddler Day Out/ Great Parenting Fair, numbers of children attending Kohanga Reo (5%) remained comparatively low. No one marked a Pacific preschool centre (0%). Other family members showed an decrease in this survey, down to 4% after 9% in 2009.

The significant change this year is "caring for them myself"... up to 29%, after being 18% in 2009. This could be due to a number of factors from the financial situation of parents, the culture of parents, to children being below the age for ECE involvement.

Other options were marked as 7% after 2009 (19%) though choices marked included primary school, obviously reflecting the ages of children attending as older siblings.

Preschool attendance, 2005-2010



Future Events

- More than two thirds (71%) of respondents agreed to be contacted about future events
- Nearly half of respondents (46%) indicated they would be willing to participate in a post-event focus group

Overall

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

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 (93%) indicated that they found the day informative.

A similar percentage of the respondents (93%) indicated that the day left them feeling more informed about positive parenting skills. This compared with two-thirds (68%) of respondents in 2006.

One mother remarked to organisers that she had never been in a place with so much supportive information for parents before, and how much she appreciated that.

- **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 99% agreeing that was the case. A similar percentage (88% plus 10% neither agreeing nor disagreeing) 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 (96%) 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 general feedback forms:

- **Create opportunities for childcare providers, government organisations and councils to work together.**

While this is difficult to assess because there are no clear questions in the evaluation, the comments received from people indicate the potency of working together, and the stalls are well booked from both Government and NGO sector.

One mother commented to Elaine that she had never been at an event where there were so many resources available for parents and children and how much she appreciated them all being in the same place.

A pamphlet was developed for the day (as the start of a bigger campaign idea) to promote the value of parenting programmes by a working group of Barnardos, (Elizabeth Cameron) Life Wise, Violence Free Waitakere and the Council. It featured the slogan "Parenting Courses are for People Like us" and had a list of places running these programmes. This was affirmed as a very valuable resource by all agencies and government sector.

- **Increase visibility of culturally appropriate services available to groups that traditionally do not access them**

This year an attempt was made to increase visibility of Maori services, and the result was pleasing. The numbers of stalls and services with a cultural base was higher than last year. Waipareira, Waiora Healthcare and Whanau Ora Mo Wai Te Ora and PAFT were representing Maori service providers. There were also three Maori Healers in the Massage area. Although approached, again West Fono were unable to attend (Sunday being a problem for many Pacific groups) and the Chinese New Settlers also were unable to attend this year, despite having been there in 2008.

- **Promote primary violence prevention to the wider community**

This is a concept that is not easy to promote in a clear manner, though actually the whole event is geared around making the positive alternatives visible to the community. Organisers do promote the idea of the difference between discipline and punishment, with SKIP being prominently presented, as well as material from the Children's Commission and Unicef. This was acknowledged in the questionnaire.

SKIP was more visible this year, in a stall in a prominent place beside the main entrance, and brightly decorated. SKIP champion from Plunket, Rochelle Cave was joined by Andrea Sarty from SKIP in Wellington. They created a tantrum stand. They put a small table with pens and paper out in front of a stall filled with SKIP and Children's Day resources. A handwritten sign above the table said: "Kids can draw while parents chat about tantrums". At least 57 children drew pictures while Rochelle and Andrea spoke with parents. The sign attracted parents and gave them a way to start a conversation. Andrea spoke to at least six mums, three dads and six grandparents who asked specifically about tantrums (key messages: it's normal not naughty, planning to avoid overloading child, distraction, calm ignoring, boring cuddles, praise on calming down) and many more that talked about other issues. Rochelle was also busy. Some specific conversations from Andrea:

- A Maori mum of two "Oh no, I've been really feeding her tantrums by telling her to stop!" I modelled calm ignoring, boring cuddles, and keeping children busy with jobs in the supermarket ... "So that's what you mean by ignoring! Oh, so really planning ahead and setting them up before I go [shopping]"
- A young pakeha mum collected pamphlets, chatted and then loitered while her daughter drew. I sidled up to her again and she decided to share her real concern about how her 4 1/2 year old daughter had always been very 'good' but had recently seemed unhappy and more angry. We discussed changes in the daughter's life and the impact of living in two homes, affirmed what the mum was doing, discussed the 6 principles, talking and listening and local support options care of the Waitakere parenting programmes handout.
- A Pasifika grandmother who regularly cares for her 4 and 6 year old grandsons talked about her struggle to maintain respect and authority over the older of the boys. She said she had twice contacted a local agency for support but had not heard back from them. We discussed the 6 principles and affirmed her expectations that they not swear at her or shout at her. We discussed noticing their good behaviour and having clear, simple limits and boundaries and following through consistently with consequences (reasonable, respectful and related, natural and logical). We also talked through some of the other local support options. She took away the SKIP fridge magnet "Have as few rules as possible, but stick to them" and some pamphlets. It was a long chat!

- A Maori mum who said her tantrum response was "shut up [name]". We had a brief chat about catching her before the tantrum before she was pulled on by her kids and she took away the tantrums pamphlet and other material.
- **Increase access to Early Childhood Education and Develop an understanding of the importance and value of Early Childhood Education**

When the event was first established, the numbers of children not attending any form of early childhood education was one of the higher percentages in the country. This has thankfully changed, and organisers are certain that a large part of that shift is due to the presence of this event (alongside other factors such as subsidies for families on time in ECE facilities) The ECE centres in Waitakere are still very busy with waiting lists for places in their centres. They usually are involved in the interactive area, however this year several of those who are regulars were not able to attend due to ERO or other administrative tasks that meant that they didn't have time to participate, but have promised to be there again next year. Several new centres have also come forward to be involved, and the interactive area is hugely popular. As the photos attest, many parents sit with their children in the interactive area, and learn more about some of the activities that could help their children's development.

However this year, among those who filled out the evaluation forms, organisers note a significant increase in the numbers of children who don't attend any centre... from 19% last year to 29% this year. They also noted that the numbers of unemployed people rose somewhat (6% 2009, 9% 2010) in the survey, so some of this might be economic. But another factor could also be that the children of the survey respondents were under 3 years of age, (49%) and therefore not attending any subsidised centre.

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

Planning

Anita Weir (ECE Waitakere) and Elaine Dyer (Violence Free Waitakere) have created a work plan which is increasingly smoothing the process of work leading up to the event. They have been more fully joined by Coral Timmins from Safe Waitakere who has continued to coordinate the outside area and holds the safety / injury prevention focus. This year organisers were able to have several extra displays from the fire service as well as driveway safety. The Health West bus was also present and was able to do 10 inoculations plus offer other practical toddler services.

It is also helpful that the workforce of stall holders, ECE teachers, helpers, entertainers, sponsors and healers are all keen to be involved each year. Considerable energy is invested in building this essential social capital by sending thank you letters and certificates.

Once again, the stadium was a great venue, and the appointment of Sarika Naidu to Violence Free Waitakere who came from working at the Trusts Stadium helped also. The Stadium team is a great support to the event.

The Waitakere Rugby club who do the set up and pack up for the event, as well as supporting with some of the practical tasks on the day such as checking water stations, are much appreciated.

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.

The work of coordinating the event is jointly held by ECE Waitakere and Violence Free Waitakere. All financial tasks are managed by Violence Free Waitakere. Coordinators and staff of both these agencies are supported by active working groups in both the Early Childhood Education network and the Promoting Great Parenting working group coordinated by Violence Free Waitakere. Te Tari Puna Ora O Aotearoa once again coordinated the interactive area, with Sport Waitakere coordinating the Active movement area.

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, and the Waitakere Licensing Trust contribute to the event also. Sovereign Sunshine allocated the balance of their funds raised (\$3913) for Children's Day to this year's event. Funding was sought through the Perry Foundation, but ultimately did not qualify for this grant. Organisers were able to carry over the surplus from the previous events to support this day.

In addition to a contribution of \$15,000 made through the Annual Plan, Waitakere City Council assists with the design and printing of the publicity material, as well as layout and printing of reports.

The Waitakere Licensing Trusts are very generous to the event and cover the costs of the stadium which is a significant amount. This also includes some of the City requirements such as traffic management plans. Organisers have successfully lobbied to be considered as making this application on behalf of the collaborative event, in order to also be able to make necessary application for organisational support of Violence Free Waitakere.



Recommendations

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

Overall:

- That the partnership between Violence Free Waitakere and ECE Waitakere continue to hold the coordination of the event. Organisers were successful in approaching the Council to increase contribution. With the Super City looming this year, it has been important to create a MOU with the Council for the future of this event.
- Inside outside flow good, and layout of event worked even better having the stalls lining the sides of the stadium, with a clear central area through the whole Stadium. Just repeat! Very helpful not to have the indoor café open as this increased wall space for stalls to edge whole indoor area.
- Arrange a team to blow up the helium balloons on the morning as they don't stay up overnight, or just get an ordinary balloon inflator (cheaper). Arrange for the helium to be in two smaller cylinders.

Food:

- This year the Stadium Caterers did not open the café inside the stadium, just the coffee shop in the foyer. Continue this if possible. This meant that independent food sellers working outside were able to be more profitable. Requests were made to ensure that there were still cheap food options available for children.
- Increase the numbers of displays / activities promoting growing of healthy food. The Project Twin Streams activity around seed 'nests' could have additional info about composting / no-dig gardening/ trees for babies/ worm farms/ enviro-schools/ suburban food forests etc. Transition Towns could be a good group to align with
- Label recycling bins at event
- Outside eating areas need more shade. Provide more chairs and tables for event overall.

Learning activities:

- Repeat the section on budgeting and once again approach appropriate service early on to ensure that they can be involved in the day.
- More interactive workshops / talks on practical parenting and ECE topics (such as making your own toys etc) could be included in the interactive area
- The treasure hunt idea worked really well in getting people more involved, however some thought there was too much written material for non-English speakers to cope with... see if it can be simplified. Also add the amended question regarding " where can you go to get information about your child's speech and language development?"
- Create a handout on learning activities and the value of play and learning disposition.
- At the working group debrief, the idea of some more practical workshops for parents on (for example) making toys out of household materials was discussed as being ideal to add into the section on interactive learning.
- Repeat the form taken with the Tantrum Tent to engage with parents about this complex problem.

Stage area:

- The stage set up with the lower stage (500cm) worked well, as did ensuring that the speaker boxes were well to the sides.
- MCs Starfish are great and the mix of acts very child friendly. Some respondents requested Arif to smile more! Continue to include Maori as well as Pacific and Asian items for ethnic diversity
- Creating a safe space in front of stage area by putting bench seating around the outside protected this as an activity space for the younger children.
- That the announcements from the stage about the healers area use the concept of 'body work' rather than just 'massage' and the fact that these are free treatments be more obviously promoted.
- Drumming in a gazebo outside was very popular

Stalls

- That the mix of retail and service providers stalls stay at current level to protect event from being over commercialised
- That the current layout be repeated, it worked well!
- Encouraging stalls to be more toddler friendly by including activities for children while parents are talking. Some good examples were present e.g. drawing or weaving activities. Raise this issue in application forms. Also ask for special needs to be named such as access to a power source.
- That stall names and numbers be displayed at the set-up stage
- That the doors at the northern end of the stadium be opened earlier in event to ensure good air flow in the bouncy castle area, but that fences be put across to keep in stray toddlers!

Outside area

- Ensure that there is adequate shade for the queue waiting for the bungee in particular... maybe shifting the activity nearer to the side of the stadium so that people can wait in a more sheltered space
- Shaded seating area for food was good, as was drumming outside.
- Fire display popular and well sited
- Creating a definition of space with the buses parked across access way at front was effective.

Promotion and Participation

- As a pilot, shift the event to a Saturday so that the Pacific community can be more involved. Approach churches and agencies early to enlist their support.
- Have Toddler Day Out cloth bags printed to hand out at door. While the reprinting of Tee Shirts was organised, unfortunately the couriers did not deliver them on time to be included.
- The event banner should be again erected week beforehand to draw attention to event at stadium. More posters displayed at stadium in lead up to event was useful
- Create a display that profiles the work of the ECE network and the Promoting Great Parenting work, and use banners etc of other activities (eg Parenting for Peace and Focus on fathering) to decorate area

- Start thinking early of ways of aligning to the Children's day theme for 2011, on Love and Affection.

Evaluations

- That the objectives are reviewed to ensure that they remain relevant.
- Ensure that as people enter the stadium, they are given the Treasure Hunt form. It would be helpful to have a team doing this, and require that no other handouts to be given at the entrance. Actively promote the treasure hunt and evaluation from the stage.
- Find a way of gathering some of the children voices in the evaluation, eg from people in the interactive area
- Involve people on the day to capture information by interviews to support the paper evaluations to increase the size of the sample gained.
- A manual of operations be developed for future events to assist more sharing of the load of organising.

Healers area

- Comments were made of the regret that the slots for massages and treatment were all booked out by lunch time, and in some cases people booked sessions with several healers. It was decided to ask whoever coordinates the area for 2011 to look after the bookings (almost a receptionist!) to ensure that people just make one booking... and that there are two time slots...e g open to after lunch bookings at 12:00 so that those arriving who need to see someone are able to get a session.



Thank you to all who were involved

An event the size and complexity of this day is not achieved by any one or two individuals, but is created by the collaborative energies of many people.

We would like to thank all who came as part of our team. 200 thank you letters and certificates were sent out to that wider team.

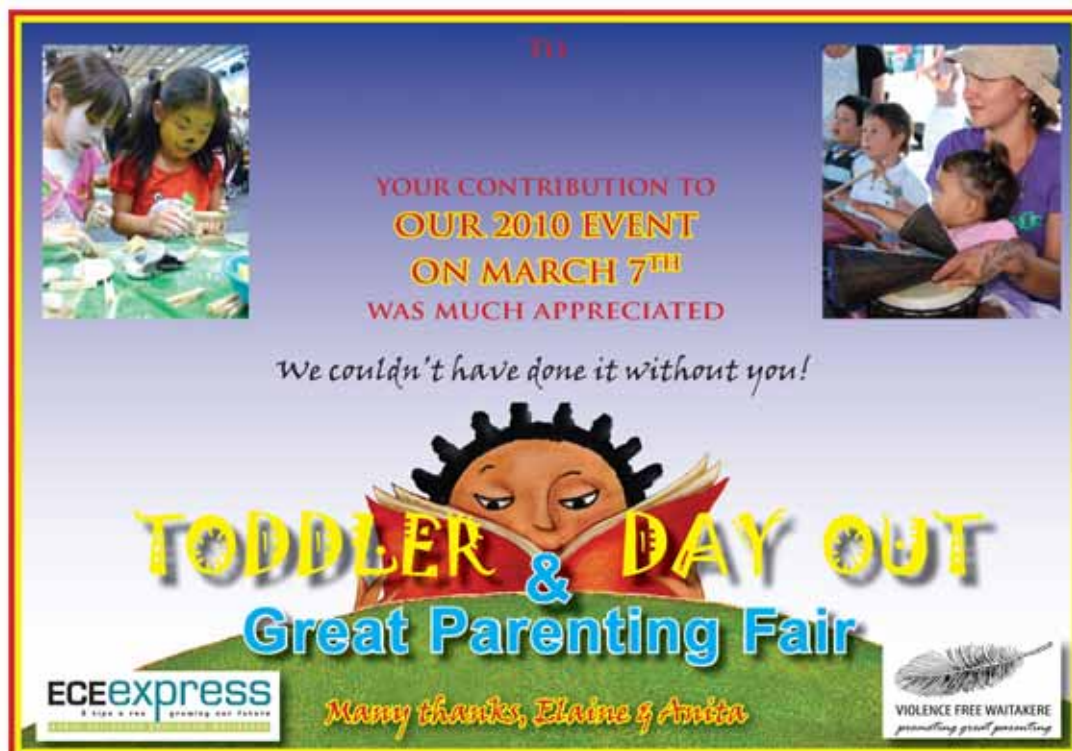
However a few people need to be individually recognized:

- The many speakers and dignitaries who attended the day...
Her Excellency, Lady Susan Satyanand
Hon Paula Bennett Minister of Social Development
Members of Parliament... Lynne Pillay, Chris Carter
Deputy Mayor Penny Hulse
Councilor Linda Cooper, Waitakere City Council
Papa Fred Holloway
- Our sponsors who gave us the prizes to pass on to the community:
360 Discovery
Auckland Regional Authority
Auckland Zoo
Freeview
Harper and Collins
Living Waters
Mad Butcher
MOTAT
Parakai Springs
Progressive Foods
Rainbows End
Red Heke Productions
Safe Waitakere
Tasti Food
Valentines
Veolia Transport
Waitakere Tram Line
Yummy Fruit Company
- Sarika Naidu, Administrative Manager at Violence Free Waitakere for threading so many strands together
- Gayleen Taylor and Helen Wrightson of Te Tari Puna Ora O Aotearoa for coordinating the interactive area, and all the centers and who made this area buzz with learning activities - Jemmas, The Children's House, Project Twin Streams, West Wave, Home 2 Grow, Mo Wai Te Ora, Te Akoranga Playcentre Association, and Children's Library Service
- Coral Timmins of Safe Waitakere for coordinating the outdoor area
- Karen Smith for coordinating the Healers area
- All the volunteers who came to support us... Beryl Overall, Geoff Bridgman, Mandy and Chelsea Spencer, Hamish Woodley, Avryl Josling, Cheryl Tolcher, Donald and Carole Anne Weir, Chris Mullins, Pam Unkovich and Fay Collins
- Pauline Butt of Sport Waitakere and Sharon Burger of Swim Ed for their work in the Active Movement area
- Anihera Castles for coordinating the stage area.
- Karen and Arif of StarFish for MCing the event
- Nada Cottrell for her work in layout, design and publicity
- The Public Affairs team at Waitakere City Council
- Garjana Kosanke for holding the information base during the day
- Johnny Stewart from Living Waters who donated all the drinking water for the event

- The entertainers who made the day sing and dance along
- The staff of Go Vertical and Boulder Entertainments who brought their incredible inflatables and rides along
- The Ranui Youth Group for their help with the rides
- Old MacDonald's Travelling Farm yard for bringing healthy gentle animals around to help toddlers learn about them.
- The many stall holders who offered their services and products
- The healers who offered their touch to the carers of the children
 - Ruth Atkinson
 - Rixt, Lonneke and Leon Botello
 - Diya Welland
 - Dr David Comely
 - Dr Gina Variath
 - Kiri Powell
 - Olive Rudolf
 - Shannon McKoy
 - Sue Rupa
- The major sponsors for their contributions to the event.. Ministry of Social Development (SKIP), Ministry of Education, Waitakere Licensing Trusts, Waitakere City Council, Sovereign Sunshine
- Sue Lytollis and the Children's Day team
- The staff at the Stadium for assisting the day to operate smoothly
- The Waitakere Rugby Club for setting and packing up the gazebos, tables and their help during the day with water and other tasks
- The working groups of Promoting Great Parenting, ECE Waitakere and the Violence Free Waitakere Board
- All the parents and carers of the wonderful children growing our future everyday in Waitakere

Thank you team, we couldn't have done it without you! Please come again!

Anita Weir and Elaine Dyer



Appendix 1: Publicity for day

The event was publicised in local and regional newspapers, and online through the Waitakere City Council, Event Finder, Children's Day and other related parenting and ECE sites. Street signs were also erected, and TVNZ6 ran advertisements for the event.

locations is available at local galleries or at www.waitakere.govt.nz.

In its first year (2005) it featured 30 participants and in 2010 will boast more than 100 contributors and feature 37 home studios and 14 gallery clusters.

the Corban Estate Arts Centre at 10:30am and 1:30pm each day.

Tickets for the mini-bus tours are limited so bookings are essential.

For further information, or to make a booking, call the council's 24-hour call centre, 839 0400.

Put your designs on the new Auckland Council

your logo here

We want you to design the new Auckland Council logo!

From November this year there will be just one Auckland Council representing the entire region. That council needs a logo that will be used online, in brochures, on buildings, for signs and much, much more.

The Auckland Transition Agency is holding a competition to come up with the best design. We're looking for a logo that's compelling, elegant and compact. It's to open to everyone. It's free to enter and we want your ideas, to have a go!

This will become one of the most recognizable and widely used logos in the country. And as if having your design chosen all over Auckland isn't enough, the winning entrant will receive a trophy from the judging panel, plus a prize package of the 'best of Auckland' attractions to the value of \$10,000.

You can find out what we're looking for plus read about the judging and details on how to enter by going to www.aucklandcouncil.govt.nz

For other enquiries call 09 307 7275 or 0800 85 85 85. All the best and happy entries make the Auckland roll back rolling news.

Brass at the Falls

Sunday, 7 March 2010, 3pm
RNZAF Base Auckland Band

Sunday, 21 March 2010, 3pm
The Trust's Waitakere Brass

Bring a picnic for an afternoon of entertainment!

TODDLER DAY & OUT

Great Parenting Fair

• FREE • FUN • FOR UNDER FIVES (and their families) •

It's on, rain or shine

Sunday 7 March

10am - 3pm Waitakere Trusts Stadium

Page 3

Waitakere News (page 3)

Events to watch out for March 2010

WAITAKERE live!

Sunday, 7 March

Toddler Day Out & Grandparenting Fair

It's educational, free and fun for under fives and their families. There are stalls, giveaways, food, free rides for kids, a petting zoo, an interactive learning space and entertainment with dancers, music and performers.

The Trusts Stadium, 10am-3pm. Violence Free Waitakere 837 4849.

Brass at the Falls

An afternoon of big band music with the RNZAF Base Auckland Band. Back for a second season at Falls Reserve, let the band entertain you with music from

Saturday, 14 March

Waitakere Sounds - Motown in the Park

Lotto front man and talented showman, Russell Harrison will bring your favourite Motown hits to West Auckland. Lukens Reserve, Massey, 3pm-6pm. Ayliss Ripley 0274 474 775.

Sunday, 21 March

Waitakere Sounds - George FM Beach Party

The final concert in the Waitakere Sounds summer series. DJ Thane Kirby kicks off with a competition winner at his side, before DJ T Rice plays his funk-riden soul beats. Pihā Domain, 1pm-5pm. Ayliss Ripley 0274 474 775.

Brass at the Falls

An afternoon of classics and favourite show tunes by our very own Trust's Waitakere Brass Band. Let the band entertain you with music from across the eras. Bring a chair or rug and enjoy an afternoon of free music. Falls Reserve, Henderson, 3pm. Dean Forman 836 8000 Extn 8637.

Fri/Sat/Sun, 19-21 March

Quilts across the Ranges

The Western Quilters Circle presents

Waitakere Soap Box Derby

The annual Waitakere Soap Box Derby sees local schools pit their skills in an attempt to take out the title of Soap

Sat/Sun, 27-28 March

Waitakere Open Studio Weekend

The Waitakere Artists' Open Studio weekend will

Waitakere News (back page)

TODDLER DAY OUT & Great Parenting Fair

Sunday 7th March

Waitakere Trusts Stadium

Fun and games with positive reinforcement

Celebrate National Children's Day with a fun-filled day for the whole family at the Toddler Day Out and Great Parenting Fair at The Trusts Stadium in Henderson on Sunday, 7 March, '10. "The focus is on the development, wellbeing and safety of the under-fives," says Elaine Dyer

of Violence Free Waitakere. "We've been going for six years already and each year its popularity has increased, last year 13,000 came along for the celebration."

Guest speakers on the day include Governor-General's wife, and the patron of Children's Day, Lady Susan Satyanand.

Hosted by Violence Free Waitakere and Early Childhood Education Waitakere, with support from Waitakere City Council, the event will feature more than 60 stalls run by various Waitakere support services and community organisations. They will be on hand to help families with a range of issues from health to budgeting.

"This year the theme is 'praise and encouragement' and positive reinforcement, it helps us to remember that our children are precious. The day gives parents and caregivers an opportunity to learn new and wonderful educational and family parenting tips," says councillor Brenda Brady.

"We want all of our little pre-schoolers in early childhood education as it sets them up for their learning when they go to primary school."

People can enter a draw to win some fabulous prizes, including family passes to Rainbow's End, the Zoo and MOTAT, a trip to

Tiritiri Matangi and a trampoline and safety net. All they need to do is complete a 'Toddler Tips Treasure Hunt' form as they go around the arena.

Many different agencies are involved in supporting the families of Waitakere and being part of the day... for example HealthWEST PHO, will have several stalls at the event, also provide many free services and programmes to the wider family/whanau of toddlers in Waitakere.

Among these services are Green Prescription, Smoking Cessation, Mental Health Services, Social Workers, School Based Health Clinics, Youth Health Clinics, Sexual Health, CarePlus for people with chronic illnesses, Heart Checks, Diabetes Self Management Programmes, Men's Health, Tai Chi, Interpreting Service, Palliative Care for terminally ill patients, Refugee Extra Care and other services and programmes to serve the needs of the Waitakere community.

Enjoy the non-stop stage show where



multicultural performing groups and well known entertainers. Star Fish, will be on stage to engage children in singing and dancing.

There is no shortage of entertainment, and a petting zoo, storytelling, face painting, clowns, puppet shows, bouncy castles and slides and rides, including a mini ferris wheel and vertical bungee are just some of the activities on offer.

Bring your own picnic and sit under the trees beside the playground or you can enjoy the range of refreshments on sale.

What: Toddler Day Out and Great Parenting Fair

Where: Trusts Stadium Arena, Central Park Drive, Henderson

When: 7 March, 2010, 10am to 3pm

Cost: Free

For further information on Toddler Day Out contact Elaine Dyer at Violence Free Waitakere on 837 4849

Playcentre

Ask about our S.P.A.C.E. programme for new parents

- Quality Early Childhood Education
- Mixed age sessions: birth to 8 years
- Free adult education (NZQA)
- www.playcentre.org.nz

Phone: 09 251 1000 Email: info@playcentre.org.nz

ACTIVE MOVEMENT

Sport Waitakere is proud to support Toddler Day Out, by providing fun, interactive activities that children (and parents) can have a go at.

Active Movement looks at how movement assists holistic development of the child by encouraging mind-body connections.

Catch our Wiggle & Rhyme Activity Leader on stage 11.40am!

We look forward to seeing you on the day!

Sport Waitakere: www.sportwaitakere.org.nz

POLICE AND THE COMMUNITY WORKING TOGETHER.

THE BEST THINGS WE CAN GIVE OUR CHILDREN ARE LOVE AND TIME.

HealthWEST

HealthWEST PHO is proud to support Toddler Day Out

HealthWEST is committed to improving the health and wellbeing of all children in Waitakere by providing outstanding services and programmes including Before School Checks (B4SC), Immunisation in the community & homes and WestKids

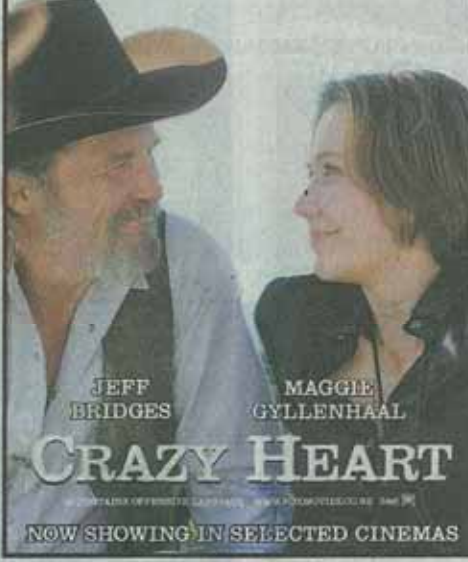
Due to the current measles and whooping cough epidemic, we remind families that it is never too late to vaccinate

BE WISE AND IMMUNISE at Toddler Day Out 2010

society.org.nz
 TRUCTIONS
 support of
 store Ltd
 Rd, Mt Eden Village
 from the New Zealand Film Commission
 recommended

GOLDEN GLOBE AWARD WINNER
BEST ORIGINAL SONG - "THE WEARY KIND"
BEST ACTOR (DRAMA) - JEFF BRIDGES
BEST ORIGINAL SONG "THE WEARY KIND"

2 BAFTA NOMINATIONS
BEST LEADING ACTOR - JEFF BRIDGES
AND BEST MUSIC



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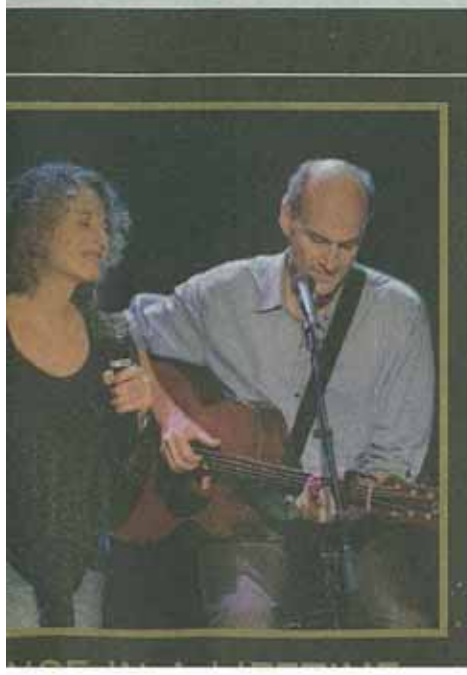
TAKAPUNA Alice In Wonderland NO CORPS (PG) Frightening Fantasy Scenes & Violence SAT/SUN: 10am 12.15 2.30 4.45 7pm SUN: 10am 12.30pm 5.15pm Shutter Island NO CORPS (R16) Violence, Offensive Language & Content That May Disturb SAT/SUN: 3.20pm 8.30pm Valentine's Day (M) Contains Sexual References SAT/SUN: 10.20am 12.50 6pm	Mao's Last Dancer NO CORPS (PG) Contains Coarse Language SAT/SUN: 10.50am 1.20 3.45pm 6.15pm 8.40pm Crazy Heart NO CORPS (M) Contains Offensive Language SAT: 10.10am 2.20pm 6.40 8.50pm SUN: 10.30am 5.30pm 7.45pm From Paris With Love NO CORPS (R16) Violence & Offensive Language SAT/SUN: 12.20pm 4.30pm 9.15pm SUN: 12.40pm 7.30pm
HIBISCUS COAST Alice In Wonderland NO CORPS (PG) Frightening Fantasy Scenes & Violence SAT/SUN: 10am 12.15pm 2.30pm 4.45pm 7pm 9.15pm From Paris With Love NO CORPS (R16) Violence & Offensive Language SAT/SUN: 10am 4.40 6.40 9pm Shutter Island NO CORPS (R16) Violence, Offensive Language & Content That May Disturb SAT/SUN: 10.40am 3.30 8.40pm Valentine's Day (M) Sexual References SAT/SUN: 1.20pm 3.45 8.20pm	Mao's Last Dancer NO CORPS (PG) Contains Coarse Language SAT/SUN: 11.20am 1.40pm 4pm 6.30pm 8.50pm CIRCLE LOUNGE SAT/SUN 8.30 8.50pm Percy Jackson - The Lightning Thief (M) Contains Fantasy Violence SAT/SUN: 10.50am 1.10pm Nine (M) Contains Sexual References SAT/SUN: 2.10pm Up In The Air (M) Contains Offensive Language & Profanity SAT/SUN: 12pm 6.10pm It's Complicated (M) Drug Use SAT/SUN: 6.25pm

WANT MOVIE REWARDS?
MYFILM - It's FREE to join!
 VISIT BCQ.NET.NZ FOR FULL DETAILS

TODDLER DAY OUT & Great Parenting Fair

FREE FUN FOR UNDER FIVES & Toddler

Sunday 7th March
 10am - 3pm
 Waitakere Trustis Stadium



WESTERN SPRINGS SPEEDWAY
 AMPRO TOOLS
 2009-2010 SEASON

FINAL NIGHT OF THE SEASON
 For Sprint Cars, Midgets & TQ's

WESTERN SPRINGS AUSTRALIA MIDGET TEST

TONIGHT
 Saturday 6th March
 -6.40pm Start

Australian Team:

Western Springs Team:

Wendy's

NZ Herald Timeout advertisement

18 Classified Advertising Ph 025 2100

Time Out

Advertising Fee

Is Yaruki Auckland's most popular

The question is worth asking, especially when you see people filling the tables at Friday lunchtimes, and you see that the diners are a real cross-section of young and old, casual and business, many ethnicities, all enjoying some of the best presented food you'll find anywhere! Yes, Yaruki is Head-

erson's pride and joy, a much-loved restaurant established by the amazing Mr Hayashi Lee, who just like everything he prepares, is always immaculately turned out.

Trained and fully qualified as a sushi chef in Japan, Hayashi won a Gold Medal at the Tokyo Olympic Cuisine

competition, and in five star Tokyo before setting up the west.

"Now I would please your taste he invites, and I tainly knows how that. The food p are - mouthwatering look at - especially as such as the Sashimi Combo-

of the great value or dinner boxes.

His sushi and s is genuinely free if you prefer hot you'll find his pa and deep-fried sauces and dips succulent, fresh & viting.

Popular lunch include the Yaruki bination Sushi, Sashimi, Gyozas and Tempura the wide select Lunch Boxes whic you a delicious & everything! It's al chance to try som new - soft crab or red, for example.

A separate menu includes sig

Quality meats. C

Fresh pack leg ro

shoulder roast (s

TODDLER DAY OUT & Great Parenting Fair

Sunday 7th March 2010
10am - 3pm Waitakere Trusts Stadium, Waitakere

FREE FUN FOR UNDER FIVES & their families

S.K.I.P. Waitakere City Council

Violence Free Waitakere

IT'S FREE!

Eat Live Love - Italian

Western Leader advertisement

The Essential Shopping & Services Guide

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Harraways
Provide your children a great start to the day!

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Provide your children a great start to the day!

TODDLER DAY OUT & Great Parenting Fair
Sunday 7th March 2010
10am - 3pm Waitakere Trusts Stadium

Child Health Services Trust
Specialising Family Services in the Bay

THOMAS & FRIENDS
THOMAS and his 400 Engine Friends!
CLEANCOAT VINTAGE BAGGIE
New Models, 32 colours, 4000+ uses

March 6th and 7th
From 10am - 5pm
From 10am - 5pm
From 10am - 5pm

VIAECTOMY
A completely new, safe and effective procedure
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www.viaeatomy.co.nz

Buy 1 Tolo Toy, Get One Free
Happy Birthday Line & more!

Other early milestones to watch for in the first 12 months
• Baby starts to walk
• Baby starts to talk
• Baby starts to play independently

Have you got room for an extra party line?
Can you Foster a Child?

Little Kids' nest
www.littlekidsnest.co.nz

IT'S FREE!

38 Auckland Times/News 2010 The Essential Shopping & Services Guide

Tots to Teens

Tots to Teens advertisement

KIA ORA • TALOFA LAVA • MALO E LEELEI • BULA VIRAKA • KIA ORANA • NAMASTE • ALOHA • NEI HALU

Early Childhood Education Waitakere

TODDLER DAY & OUT

Great Parenting Fair

FREE • FUN • FOR UNDER FIVES (and their families) •

It's on, rain or shine

Sunday 7th March 2010

10am - 3pm

The Trusts Stadium Arena,
Central Park Drive, Henderson

Violence Free Waitakere

IT'S FREE!

FAKALOFA LAHI ATU • TALOHA • DOBRO DOŠLI • KAM NA MAURI • SELAMAT DATING • WILKOMMEN

Toddler Day Out poster

KIA ORA • TALOFA LAVA • MALO E LEELEI • BULA VIRAKA • KIA ORANA • NAMASTE • ALOHA • NEI HALU

Lots of FUN stuff to see and do!

WIN!

Super Family FUN PRIZES!

Complete the 'Toddler Tips Treasure Hunt' to be in the draw to win great family fun prizes:

- ♦ Parenting Space - caring for the caregivers
- ♦ Stalls, giveaways, food, family fun
- ♦ FREE kids rides, petting zoo
- ♦ Bring a picnic
- ♦ Interactive child learning area
- ♦ Quality toddler merchandise available
- ♦ Entertainment - dancers, music, performers
- ♦ Venue accessible for people with disabilities

For all enquiries phone 839 0400 or 837 4849
www.violencefreewaitakere.org

FAKALOFA LAHI ATU • TALOHA • DOBRO DOŠLI • KAM NA MAURI • SELAMAT DATING • WILKOMMEN

Appendix 2: Evaluation and Toddler Tips Treasure Hunt



Your thoughts about today



All completed forms will go into the Draw for Family Fun prizes (at least 10 to be won) which include: family pass with 360 Discovery to Tiritiri Matangi Bird Sanctuary, DTVS Digital Satellite Receiver for FreeView, family pass for Waitakere Tramline's Dam Train, family all-day rail passes for the Veolia Auckland Suburban Trains, family passes to West Wave Aquatic Centre, family pass to MOTAT, adult meal vouchers from Valentines, child passes to Kelly Tarltons, tickets to pantomime Cinderella, \$20 meat voucher from Mad Butcher Massey, selection of children's books from Harper Collins, a carton of Fruitsies from Tasti foods, a trampoline from Safe Waitakere; and 3 months membership at The Trusts Stadium Fitness Centre.

1. Toddler Day Out / Great Parenting Fair

Have you been to Toddler Day Out before? Yes No

2. How did you hear about the event? (Tick more than one)

The Radio	<input type="checkbox"/>	Community Group	<input type="checkbox"/>
Newspaper	<input type="checkbox"/>	Notice/Poster	<input type="checkbox"/>
Street Signs	<input type="checkbox"/>	Family/Friends	<input type="checkbox"/>
Being here last year	<input type="checkbox"/>	Other (please specify)	_____

3. To what extent do you agree with the following statements about the Toddler Day Out?

(Please tick the boxes)

	Disagree	Neither Agree nor Disagree	Agree
Great fun for the children	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Great for a caregiver	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Informative	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Enjoyable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Nice day out for the family	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Other comments _____

4. Did you get any helpful tips or ideas on any of the following topics?

(Please tick the boxes)

	No	A few	A lot
Positive parenting skills/tips	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ways of helping children grow and develop	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Community services/support available	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Learning activities for young children	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The difference between discipline and punishment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Keeping your child safe around home	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

5. Services and information I feel would be helpful for me to know more about

(Please tick the boxes)

Budgeting & finance	<input type="checkbox"/>	Relationship info	<input type="checkbox"/>	Sole parent support	<input type="checkbox"/>
Mens & womens support groups	<input type="checkbox"/>	Disability support	<input type="checkbox"/>	Domestic violence info	<input type="checkbox"/>
Early Childhood Education info	<input type="checkbox"/>	Healthy living & management	<input type="checkbox"/>	Lifeskills & household management	<input type="checkbox"/>
Legal Advice & Rights Stress	<input type="checkbox"/>				
Support Parenting Strategies & Tips	<input type="checkbox"/>				

(Please write down any other services that you feel could support your family's wellbeing)

Please continue on other side

Now a little about yourself...

First Name: _____

Contact Telephone No: _____

Email Address: _____

6. May we contact you again...

About future events? yes no To find more out about the day? yes no

7. The number of people from your family/group here today

Men Women Children

8. What best describes your Family?

Parent living with other parent Parent living with another partner
 Single Parent Family Extended Whanau /Guardian of child

9. Ethnicity / Descent

NZ European/Pakeha Maori Pasifika (please specify)
 Asian Other (please specify)

10. Number of children in each age group in your family/whanau:

None 19 months – 3 years
 Under 6 months 3 years – 5 years
 6 months – 18 months 5 years+

11. Do you send your children to any of the following?

Playcentre Kindergarten Kohanga Reo Playgroup
 A Pacific Centre Private Childcare Other Family No – e.g. I care for them myself
 Other (please specify) _____

12. Please select your AGE GROUP:

Under 15 years of age 40 - 49 years
 15 - 19 years 50 - 59 years
 20 - 29 years 60 years or over
 30 - 39 years Prefer not to answer

13. What is your primary employment status? Select all that apply

Full time Retired
 Self employed Unemployed
 Part time Parenting
 Student Casual



12. Do you have any other thoughts or feedback ?

13. Lastly, do you live in Waitakere City? yes no

Thank you!

We will contact you if you have won a prize.





INFORMATION HUNT - FILL IN FOR YOUR CHANCE TO WIN!

- Child Passes to Aquatic Park
- Family Pass to Rainbows End
- Family Pass to Auckland Zoo
- DTVS Digital Satellite Receiver for FreeView

- Family Pass to West Wave or MOTAT
- Family pass on Waitakere Dam Train
- \$100 Warehouse Voucher
- 5 Nights Camping at ARC Park

<p>What does the word S.K.I.P stand for?</p>	<p>Who can provide you with parenting information to make parenting more fun and less stressful?</p>	<p>What might this Mum be saying to her child?</p> 	<p>Give one good idea for keeping your toddler safe around the home.</p>	<p>Where can you find some ideas for dealing with tired, grumpy children?</p> <p>STAND NUMBER <input type="text"/></p>
<p>Give an example of how you would PRAISE your child....</p>	<p>Whats a great lullaby/song to sing to your children in your family/whanau</p> 	<p>Where might you find information about what treatment can be given for sores?</p> <p>STAND NUMBER <input type="text"/></p>	<p>Name one of the SKIP brochures</p>	<p>What is one way you can help your child get ready to learn to read?</p> <p>STAND NUMBER <input type="text"/></p> 
<p>Who can help your family get moving to stay healthy and enhance development?</p> <p>STAND NUMBER <input type="text"/></p>	<p>Name one of the six SKIP Principles for great parenting?</p>	<p>Tell us one way your family can have FREE fun!</p> 	<p>Give an example of how you would ENCOURAGE your child to try something new</p>	

Name: _____

Address: _____

Email: _____ Phone: _____

Prize winners will be drawn at random from all entries received and will be notified by email (if supplied) or by phone. Event surveys forms will be supplied to all entrants.

Appendix 3: Fathering Questionnaire and Results



Dads at Toddler Day Out

Are you a Dad?

Would you mind spending 5 minutes, answering a few questions to help us understand toddler Dads in Waitakere?



1. **Children:** [1] Age: _____ [2] Age: _____ [3] Age: _____
2. **Children live:** [With Dad and Mum] [Just with Dad] [Just with Mum]
[Shared Care with both parents] [With relatives or foster parents]
3. **Have you had face-to-face contact with organisations that support parents, in Waitakere?,** eg, [PlayCentre] [Kindergarten] [School] [Local Sports or _____ Club] [Plunket] [Barnardos] [Waiparera Trust] [HealthWest] [ManAlive] [ChangeWorks] [Child, Youth and Family - CYFs] [Father and Child]
4. **Do you think that your needs as a Dad are well catered for in Waitakere?**
 - Relationship Courses [Y] / [N]
 - Early Parenting Courses [Y] / [N]
 - Support For New/Young Dads [Y] / [N]
 - Support For Families/Parents [Y] / [N]
 - Support For Parents Of Teens [Y] / [N]
 - Encouragement from schools or kindergartens for Dads to participate? [Y] / [N]
 - Counselling/Support [Y] / [N]
 - Fun Events for Dads and kids [Y] / [N]
 - Support for solo / separated Dads [Y] / [N]
 - Big Buddies for kids who don't have a Dad [Y] / [N]
5. Have you heard of '**Waitakere Focus on Fathering Week**' the week of events leading up to Father's Day in early September?
Have you attended any of the WFOFW activities? _____

6. **Is there anything you would you like to see more of - for Dads?**

7. **Are you interested in any particular area of parenting at the moment?**

8. **Can we contact you, about events and services for Dads?**

Name: _____

Email: _____

Phone: _____ [Optional]

Thanks!



Analysis of the father's interviews done at Toddlers' Day Out 2010

By Dr Geoff Bridgman

Participants

124 fathers were approached by three interviewers during Toddlers' Day Out in 2010, to complete a short questionnaire on the experiences, needs and perceptions of fathers. The refusal rate was very low – probably less than 5%. A broad range of fathers were approached, but no cultural demographics were collected.

A weak cultural demograph was prepared post-hoc on the basis of the names of the participants which suggested that at least 17% of the interviewees were Maori or Pasifika and at least 15% were Asian or Latin. Other demographic features that were used to partition the data were the size of families (smaller families - children in one age group = 64%; large families – children in more one age group = 35%); face-to-face contact with Plunket (yes=47%; no=53%); and face-to-face contact with a preschool services (yes=53%. No=47%).

The reason for looking at these last two features was to see if the level of face-to-face contact in these two foundational services had any relationship to other services or resources fathers indicated a need for.

Age of the children

Table 1 gives the age ranges of the participant's children, the bulk being in the 1-3 age range, which is what you would expect for a Toddlers' Day Out. There were no cultural differences in age spread, but larger families had more children in each group particularly in the under1 and over 3 categories – more than double the average. Only one third of the fathers of children over 3 years were had face-to-face contact with Plunket, compared to around half of the other groups, but three quarters had a face-to-face contact with a pre-school service compared with around half for the fathers of the children between 0 and 3 years (many of whom would not yet be ready for preschool).

Age range	%
Over 3 years	28%
1-3 years	75%
Under 1 year	39%

Who the children live with

Table 2 shows that 82% of the fathers were living with the mothers of the children, compared with the 2001 census figure of 71%. This suggests the demograph of people coming to TDO may be a more engaged and less conflicted group of parents. Culture, family size and use of Plunket and pre-school services have little apparent effect on with whom children live.

Location	%
Dad & Mum	82%
Just Dad	1%
Just Mum	6%
Shared	6%
Relative/Foster	0%

Face to face contact with parent support organisations

Table 3 shows that over half the fathers had face-to-face contact with a Pre-school service and slightly less than half with Plunket, with schools coming in a distant third, with only one in six fathers having face to face contact with schools. 10% of the “Maori/Pasifika” group use Waipereira Trust, compared with 4% of the “New Zealander” group, and 0% of the “Asian/Latin” group. As Waipereira Trust is a cultural service for Maori and Pasifika, the weak demographic measure we are using may have some validity. However, there clearly are some Maori/Pasifika fathers in the New Zealander group and using Waipereira Trust. Maori/Pasifika face-to-face contact with pre-school is about one third less than the average, whereas Asian/Latin is one third higher.

While fathers with larger families have about one third less face to face contact with Plunket than fathers of smaller families, they have much more to do with preschool services (44% more), schools (4-5 times more) and sports and activity clubs (3 times more). This is because their children are overall an older demographic?

organisation	%
Pre school (Playcentre plus Kindergarten)	53%
Plunket	47%
Playcentre	34%
Kindergarten	32%
School	17%
Local Sports / Club	10%
Barnardos	8%
Waipereira Trust	4%
HealthWest	4%
Father & Child	2%
ManAlive	1%
CYFS	1%
Changeworks	0%

Support wanted from Waitakere services

Table 4 shows what services in Waitakere fathers wanted more of. About a quarter wanted a “Big Buddy” for kids who don't have a Dad, support for New and/or Young Dads, help with managing relationships, and support for solo or separated Dads. Importantly, about a fifth of fathers are looking for a more supportive relationship with their pre-school services. There is also reasonable interest in advice and counselling services around parenting, with one sixth identifying parents of teenagers as a special area for support. Fun events, like Toddlers’ Day Out are also popular with one fifth of the participants.

Maori/Pasifika fathers (and to a lesser extent Asian/Latin fathers) wanted much more support across the board. Interest in Support for parents of teenagers, general support for families and parents, big buddy programmes and early parenting advice were between 2.7. and 4.7 times higher for Maori/Pasifika than for New Zealander. The Asian/Latin group has levels of support for new and/or

young Dads, parents of teenagers and parents and families generally that are 2.4 to 3.7 times higher than for New Zealander.

Those who have face to face contact with Plunket may tend to feel better resourced than those who have not, but the margin is small. Sixty percent of the participants had no requirements for extra support from the listed agencies.

Service	Big Buddies for kids who don't have a Dad	Support for New / Young Dads	Help with managing Relationships	Support for solo / separated Dads	Fun Events for Dads and kids	Encouragement from schools or kindergarten for Dads to participate	Early Parenting Advice	Counselling / Support	Support for Parents of Teenagers	Support for Families /Parents
Total	27%	26%	25%	25%	20%	19%	18%	18%	15%	12%
New Zealander	18%	18%	23%	18%	17%	14%	14%	14%	7%	7%
Maori/Pasifika	52%	43%	33%	43%	29%	33%	38%	29%	33%	24%
Asian/Latin	37%	42%	26%	37%	26%	26%	11%	21%	26%	21%
Smaller families	27%	28%	28%	25%	20%	20%	19%	22%	16%	11%
Larger Families	28%	23%	21%	26%	21%	19%	16%	12%	12%	14%
F2F with Plunket	22%	22%	24%	22%	17%	21%	16%	19%	12%	10%
No F2F with Plunket	30%	29%	26%	27%	23%	18%	20%	17%	17%	14%
F2F with Pre-school services	24%	27%	26%	26%	20%	17%	18%	20%	14%	14%
No F2F with Pre-school services	29%	24%	24%	24%	21%	22%	17%	16%	16%	10%

What fathers would like to see more of?

Table 5 shows that a majority of participants did not identify further resources that would help them as parents. Of those that did about 40% wanted events or activities they could go to, particularly events targeted at Dads and children or events like Toddlers' Day Out. One in ten wanted some form of general support for fathers, one in twelve wanted counselling type support or information, and one in twenty wanted to be able to spend more time with their children. There were no clearly identifiable sub-group differences.

Category	%
<i>No response</i>	56%
<i>Support for Dads: More positive stuff on TV. Working from home; Maternity leave for Dad; Role of father not visible enough; Support for fathering; Support for solo dad; for teen dad; Support from employer</i>	10%
<i>Events for Dads and kids: Father & son day; Dad & kids day; More Dad n kids days; More activity for Dad & kids on their own, Dads out alone with kids; Dads out with kids; Father & Son event; Dad Day, Father , kids sport day; Fathers Day out, Dad & kids activity, Dad's day out</i>	7%

<i>Counselling type support:</i> Support for Fathering skills; Man Refuge; Parenting Course; Relationship with blended family; Mental Health Support; Counselling; More fathers take care of kids without abuse	6%
<i>Events, activities, places:</i> More events; Anything; Anything; Playgrounds; Playgrounds; Places where Dad & kids can go; More activities.	6%
<i>More time with kids:</i> More time with kids; Bit more time with kids; More quality time with kids; Time	5%
<i>Want kids day event like Toddler's day :</i> More events like this; More events like this; Days like this; Fundays; Events like this.	4%
<i>Not sure what:</i> Not Sure; Maybe; Not Sure; Yes	3%
<i>Information:</i> Support information; DVD Info for Dads	2%
<i>Miscellaneous:</i> Services for mums; More food for Dad	2%

Interest in any particular area of parenting

Table 6 shows that a majority of participants had no further issues to raise in this area. The most important issue was about having a good time with your child, bonding well, and feeling you were a good parent. There were a number of specific issues raised to do with raising toddlers, behavioural management and estranged partners that were important to between 12 and 5 participants.

With the subgroups, the only notable feature was that smaller families, and those who had face to face connection with Plunket and/or pre-school services raised 20% more issues than those who had larger families, and no face to face contact with Plunket or pre-school services. This might suggest that they are a more assertive group, or that their contact with these foundational services has made them more aware of the issues they face and the potential resources available.

Table 6: Are you interested in any particular area of parenting at the moment?	
Category	%
<i>No response or no</i>	56%
<i>Quality time:</i> Bonding, juggling time, surviving, being the best Dad, Being better parent, fun with kids, fun event for Dads & kids, More Dad n son stuff	14%
<i>General :</i> child development, everything, yes, primary care, caring, support systems. Helpline for info, Just 4 kids. Learning, (yes but) not sure	10%
<i>Raising toddlers:</i> potty training, support for new Dads, behaviour for toddlers, early childhood development	9%
<i>Behaviour management:</i> understanding behaviour, dealing with pairs, boys, toddlers, naughty kids, sleeping, play ideas	6%
<i>Estranged partner issues:</i> Partner Counselling, step parenting, Support if mother does not come back to child's life, Support for single Dad, teen Dads (positive thinking)	4%
<i>Sports:</i> Sports & Club activity. Supporting kids in sports	2%
<i>Teenager issues</i>	1%

Conclusion

Only 17 participants failed to identify any resource or need across tables 4 to 6, demonstrating that fathers are looking for support in a wide range of areas. For example, combining information across tables 4 to 6, half the participants wanted more support for fathers with children or with relationships in some form or other, including information, advice and counselling; and more than a third of the participants indicated they would like a Toddlers' Day Out/Dad and kids' day type of event. It is likely that Maori/Pasifika and Asian/Latin participants are looking for more support than New Zealanders, and that pre-school service engagement with Maori/Pasifika fathers is an area that needs attention. However, there are many limitations with design of the research and collection of the data that mean the caution should be exercised in the interpretation of these findings.



Kitchen fire safety demonstration at Toddler Day Out

Appendix 4: Stage Programme

10:00	Karakia	Papa Fred Holloway
10:05	Waiata	Mo Wai te Ora
10:10	Speaker	Paula Bennett: Minister of Social Development
10:15	STARFISH	
10:30	Bollywood Dancers	Bollywood Dance group
10:35	Puppets	Lyn Kriegler & her puppets
10:50	Tsukushi	Japanese Children's group
11:00	Speaker	Her Excellency, Lady Susan Satyanand Patron of Children's Day
11:05	FAIRIES	Rhythm 'n Steps Fairy Magic
11:30	STARFISH	
11:40	Wriggle and Rhyme	Joanie Bartels
12:00	Speaker	Dr Pita Sharples Minister of Maori Affairs
12:04	Waiata	Te Whanau o Puawairua Kohanga
12:10	Speaker	Penny Hulse, Deputy Mayor Waitakere City Council
12:15	Kamome	Japanese Mums Group
12:30	Waitakere School of Dance	Waitakere School of Dance
12:45	STARFISH	
1:10	Speaker	Lynne Pillay Labour MP based in Glen Eden
1:15	Beat Stars	Melissa Ariss & Dance Beat
1:20	Children's songs & dancing	Phineas Phrog
1:45	STARFISH	
2:00	Speaker	Chris Carter Te Atatu MP
2:05	Highland dancers and interactive	Highland dancers
2:35	STARFISH	
2:55	CLOSING	Elaine & Anita



Te Whanau o Puawairua Kohanga



Beat Stars



Tsukushi



Andrea Sarty, Elaine Dyer, Lady Susan Satyanand; and Lyn Kriegler

Appendix 5: Prize List for those Completing the Evaluation

Child Passes to Aquatic Park
Family Pass to Rainbows End
Family Pass to Auckland Zoo
DTVS Digital Satellite Receiver for FreeView
Family Pass to West Wave
Family Pass to MOTAT
Family Pass to Waitakere Dam Train
\$100 Warehouse Voucher
5 Nights Camping at ARC Park
Family Pass to 360 Discovery to Tiritiri Matangi Bird Sanctuary
Family All day rail passes for the Veolia Auckland Suburban Trains
Adult Meal Vouchers from Valentines
Child passes to Kelly Tarltons
Tickets to Pantomime Cinderella
\$20 Meat Voucher from Mad Butcher
3 months gym membership at The Trusts Stadium Fitness Centre
\$50 Food Voucher from Progressive Foods
Trampoline from Safe Waitakere
Selection of Children's story books
Ours DVDs from Red Heke Productions

Appendix 6: Phrases for the Praise and encouragement stars

Great!	Phenomenal!	Superb!
Cool!	Out Of Sight!	Excellent!
Unbelievable Work!	Two Thumbs Up!	You've Got It!
Way To Go!	Terrific!	Outstanding Performance!
You've Outdone Yourself!	Marvellous!	Your Help Counts!
Amazing Effort!	Bravo!	Exceptional!
Breathtaking!	Wonderful!	You're Special!
Keep Up The Good Work!	First Rate Work!	Fantastic Work!
You Should Be Proud!	I Knew You Had It In You!	Very Good!
Stupendous!	Sensational!	A+ Work!
What An Imagination!	Awesome!	You're A Great Example For Others!
You Made It Happen!	You're A Real Trooper!	It Couldn't Be Better!
Good For You!	You're A Good Sport!	You Made The Difference!
Take A Bow!	Super Job!	You're Unique!
It's Everything I Hoped For!	How Thoughtful Of You!	Nice Going!
You're A Class Act!	Well Done!	You're Inspiring!
How Artistic!	You Go The Extra Mile!	Hooray For You!
Great Answer!	You Deserve A Hug!	High Five!
Extra Special Work!	Wow!	You're Getting Better!
You're Tops!	You're Amazing!	What A Great Idea!
You Figured It Out	You've Got What It Takes!	You're Neat!
You're A Joy!	You're A Shining Star!	Spectacular Work!
You're #1!	You Tried Hard!	The Time You Put In Really Shows!
Remarkable!	Far Out!	How Extraordinary!
You're A Winner!	You Came Through!	That's Incredible!
5 Star Work!	You're Super!	You Can Do It!
You're The Greatest!	Sweet!	Great Effort!
How Original!	What A Genius!	You're A Natural!
Very Brave!	You're A Pleasure To Know!	Way To Go!
You're Sharp!	Congratulations!	I'm Proud Of You!

Thank You For Caring!	I'm Impressed!	You're Very Talented!
Great Discovery!	You're A Champ!	Right On!
You're So Kind!	Thanks For Helping!	You're A-OK!
Magnificent!	You've Earned My Respect!	You've Made Progress!
Outstanding Effort!	Neat Work!	I Love It!
Beautiful!	Clever!	Brilliant!
That's Perfect!	Right On!	Your Best Work!
Expressive!	You've Improved!	Keep It Up!
Nice One!	Wicked!	Incomparable!
Incredible!	I Appreciate Your Help!	Good Leadership!
Great Job!	Stunning!	You Rule!
That's Very Kind!	Keep On Trying!	You Make Me Smile!
You Rock!	You're An Angel!	That's The Way!
Good For You!	A Job Well Done!	You're A Good Friend!
Way To Use Your Head!	Radical!	Alright!
You're Very Patient!	Wonderful!	Way To Be Responsible!
Getting Better All The Time!	Worthy Of An Oscar!	Better Than Ever!
Super Duper!	Great Dedication!	Top Notch!
Hats Off To You!	Spectacular!	Good Try!
Very Courageous!	I Like It!	Great Enthusiasm!
Lovely!	Very Resourceful!	

Nine-tenths of education is encouragement. Anatole France

All kids need is a little help, a little hope, and somebody who believes in them.
Earvin "Magic" Johnson

Every empathic act that helps a child become what he or she wants to become, every expression of love toward children heals society and moves it in unexpected, wondrous new directions. Lloyd deMause

One looks back with appreciation to the brilliant teachers, but with gratitude to those who touched our human feelings. Carl Jung

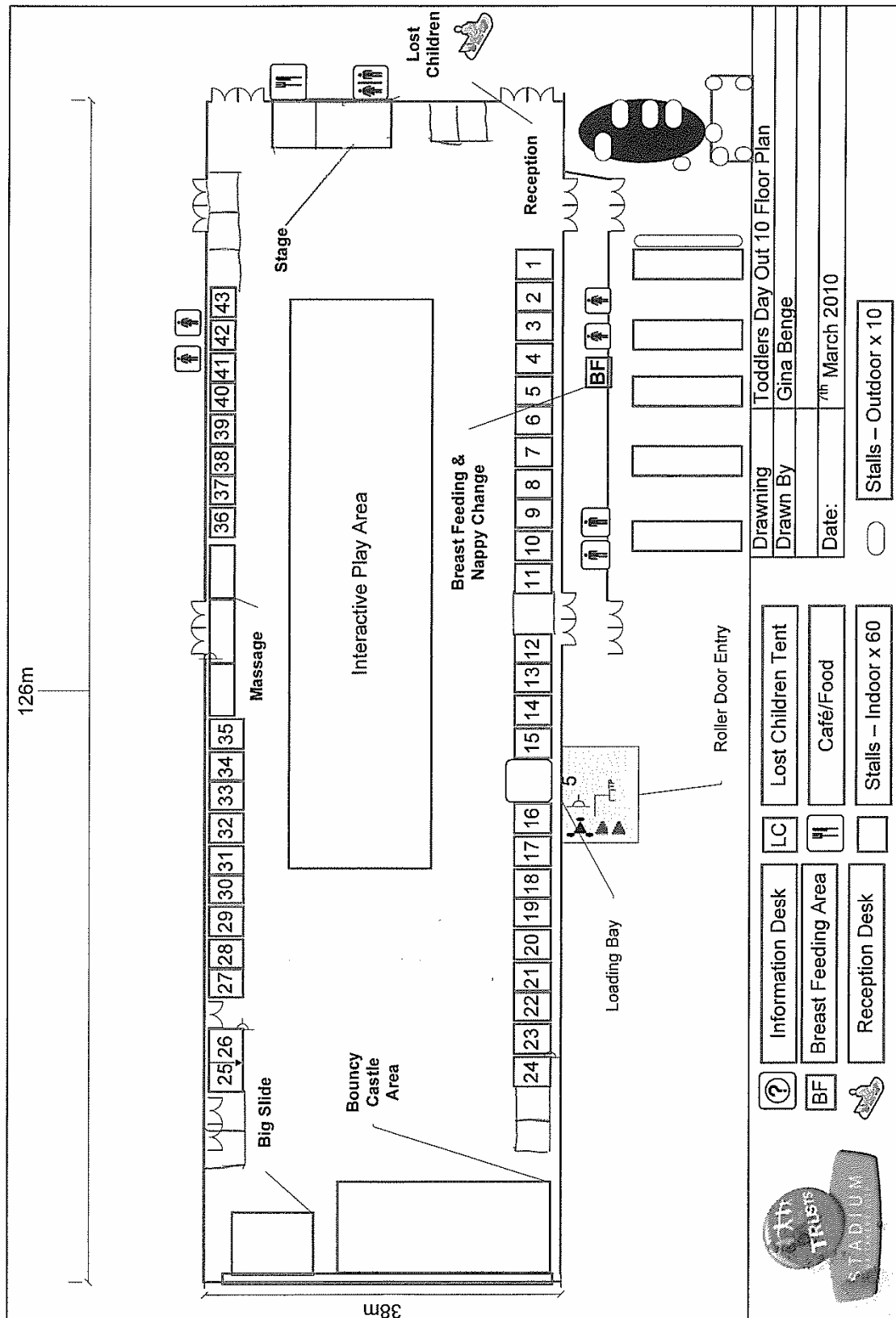
When you put faith, hope, and love together, you can raise positive kids in a negative world. Zig Ziglar

A child's life is like a piece of paper on which everyone who passes by leaves an impression. Chinese Proverb

Appendix 7: Project Financial Summary 2010

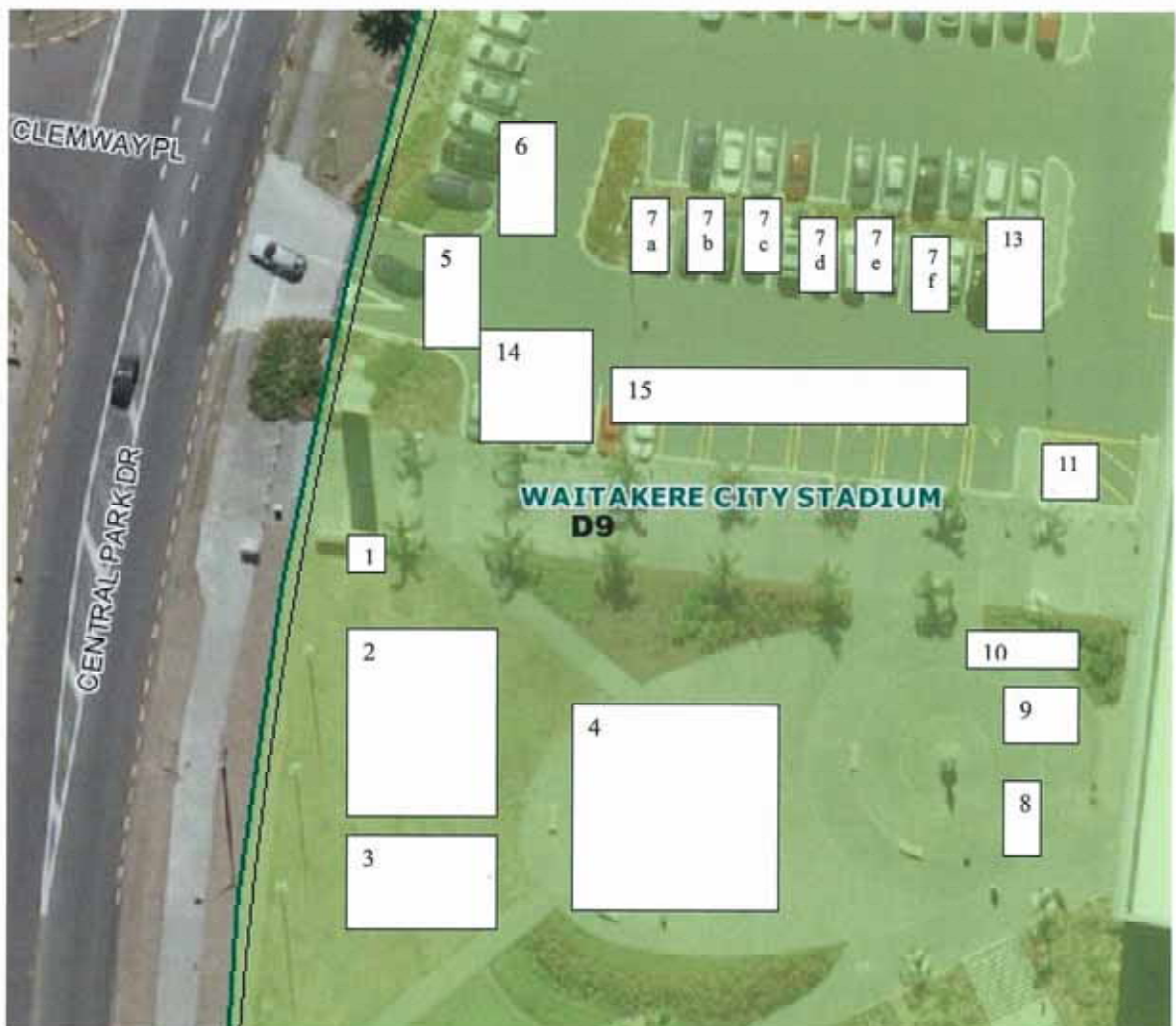
TODDLER DAY OUT GREAT PARENTING FAIR 2010	
PROJECT FINANCIAL SUMMARY	
INCOME	
Ministry of Education	\$ 15,000
SKIP	\$ 10,000
Waitakere City Council	\$ 15,000
The Trusts Charitable Foundation	\$ 14,845
Stall Holders	\$ 2,500
Sovereign Sunshine Trust	\$ 3,910
Total	\$ 61,255
EXPENSE	
Cost for helpers and other professionals	\$ 5,260
Admin Costs	\$ 2,594
Evaluations and reports	\$ 5,400
Publicity	\$ 4,840
Hireage of venue and tents etc	\$ 28,031
Entertainers	\$ 5,240
Healers	\$ 3,150
Rides / Activities	\$ 6,740
Total	\$ 61,255
BALANCE	\$ -

Appendix 8: Floor layout



Appendix 9: Outside Layout

Outdoor site plan



- | | | | |
|----|---|-----|-----------------------------|
| 1. | Flag Fiesta | 8. | Water safety |
| 2. | Petting Zoo | 9. | Clicki Ricki |
| 3. | Horizontal bungee | 10. | Driveway runover |
| 4. | Merry go round, Ferris wheel and rides | 11. | St John |
| 5. | Mobile Library | 12. | Wendy House – not available |
| 6. | WOW bus | 13. | Kitchen demonstrator |
| 7. | Food stalls | 14. | Drummers |
| a. | Ice cream | 15. | Tables/chairs |
| b. | Langos bread Kirsty kritek@hotmail.com | | |
| c. | Coffee Steve 021 229 8818 steve.lloyd@ihug.co.nz | | |
| d. | Sausage sizzle Paulette trent617@hotmail.com | | |
| e. | Crepes Sarah 8462559 sarah@storymarketing.co.nz | | |
| f. | Watermelon Sharlene 8335303 | | |

Appendix 10: Stall holders at Toddler Day Out 2010

Amanda's Home Based Care
Auckland Asthma Society
Auckland Kindergarten Association
Auckland Regional Dental Service
Barnardos Kids
Child Youth & Family
Cloth Nappies
Community Waitakere
Creative Toys Ltd
Earth Angel limited
Epilepsy NZ
Father & Child Trust
Feathers Early Learning Centre
Giggles TV (NZ)
Gilt-edge Publishing
Health West PHO
Home to Grow
Jemma's Home-based Childcare
Kiwisaver
Ministry of Education
Mo Wai Te Ora
Open Polytech
"Ours" Red Heke
Parents Inc
Pacific Mamas
Playcentre by interactive
Plunket
Porse
Positive Negative Photo Shop
Post Natal Depression
PSN Budgeting & Family Works
Pure Living Water
Reach Me
Rhythm n steps
School of Dance
SKIP
Tupperware
Te Tari
The Trusts Stadium Fitness Centre
Unitec
Waiora Health Trust
Waipareira Trust
Waves
West Auckland Parents Centre
West Wave Swim School
Young Women

And the last word to the children and their parents...
thank you!

