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Media Release

20 August 2007

Raising Children DVD

The Australian Government is pleased to announce an increase in funding of \$2.7 million over the next four years for the development and distribution of key national parenting information resources, the Raising Children DVD and the Raising Children website.

The Raising Children DVD launched today will be provided free via an Australian Government New Parent Kit to every parent of a newborn for the next two years.

The DVD will enable those without a computer to access information on everything a parent needs to know about raising a child, from birth through to 5 years of age.

The DVD is a companion product to the Raising Children website, which has been highly successful in providing practical, reliable and user-friendly information for Australian parents of children 0-8 and those that support them.

The website raisingchildren.net.au was launched in May 2006 and is expected to reach its 2 millionth visitor this month. Today's announcement is in addition to the government's previous \$4 million funding commitment for the website, as part of the Stronger Families and Communities Strategy 'Early Childhood - Invest to Grow' initiative. In addition to providing information on child development and parenting, the website has a variety of innovative tools such as "parenting in pictures", "baby karaoke", regular newsletters and an online parenting forum.

The funding being announced today will ensure the continuation of the Raising Children Website to 2011. This funding will also be used to upgrade the 'My Neighbourhood' mapping component of the website which can be used by parents to locate services in their local area.

Both the DVD and the website provide parents with the best research-based information available so they can make well informed choices to suit their own situations.

Until its provision in the Australian Government New Parent Kit later this year, the DVD will be available free for new parents by accessing www.raisingchildren.tv

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