



Edu-tain me!

Looking to find that next new favourite character to inspire your child to learn? Or an entertainment-packed outing for all the family? Parenting Australia has it covered

In this millennium we all know that somewhere out there in the ether exist reams and reams of quality children's entertainment. And quality shopping ideas, brilliant educational tools, superior advice for parents, and endless fun for all the family – mums, dads, and kids included. But what is less easy to know is where and how to find all these

products and services, and how on earth to fit in the time to do so.

Parenting Australia is an organisation that holds weekend exhibitions jam-packed with inspiration for all Australian families. As well as shopping and a wide collection of stands showcasing some of Australia's up-and-coming family and baby retailers, there are high-profile speakers with advice for parents and a fantastic

collection of colourful, musical and educational stage shows for the kids.

This year, Parenting Australia will hold seven exhibitions: Newcastle, Perth, the Gold Coast, Melbourne, Adelaide, Sydney and Canberra. While the first event of the year, Newcastle, has already come and gone, here Parenting Australia details some of the highlights of its next two upcoming shows: Perth and the Gold Coast.



Fun Yum Friends

Driving along in the car listening to the dulcet tones of your three-year-old singing about 'Candoo Carrot' and 'Munch the apple who will make you smile' does indeed! The pleasure to be gained from having your kids connect with a wholesome character multiplies over and over again when the messages the characters deliver shape your child's life.

The Fun Yum Friends, who will be appearing at every one of Parenting Australia's events around the country this year, are made up of a team of seven such characters with one obligatory 'baddy' – Greasy Grumble the proprietor of the 'yucky chippy shop' who creates the tension necessary to keep young brains excited and engaged.

Chris John, the designer of the Fun Yum Friends stage show, has vast experience in creating quality edutainment for children, including touring with the ABC TV's Playschool concerts for five years. Chris's companies also regularly design and perform theme-based shows for schools.

"The demand for our services has been growing steadily year on year," Chris says. "Currently the most popular school show we do is all about saving water. We have really recognised the concept that children learn

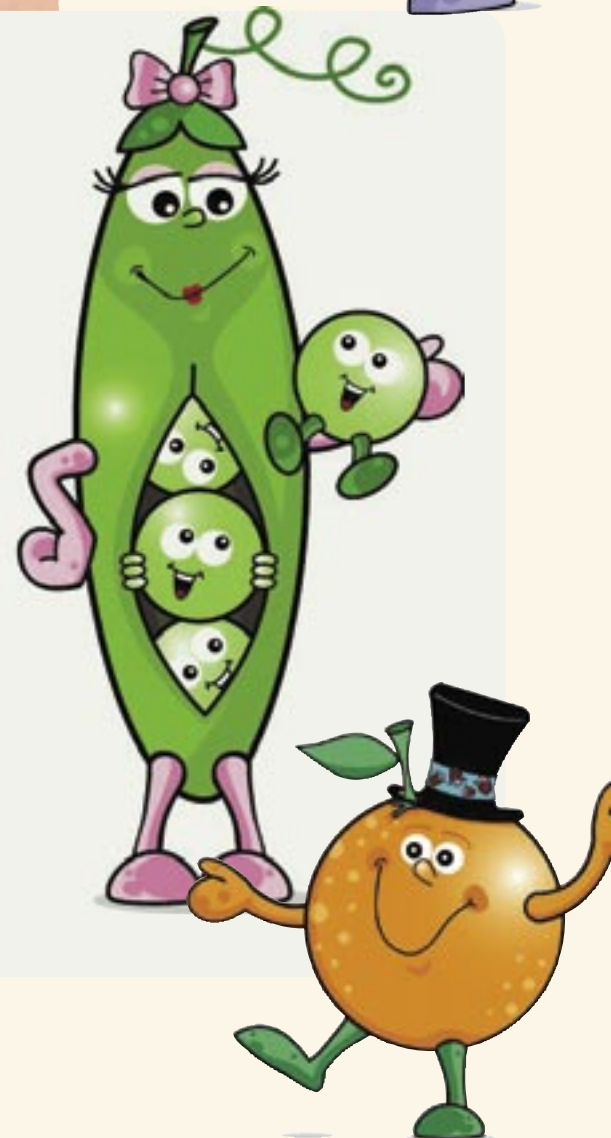
best while they're having fun."

Nicky Buckley, TV personality and mum, has already introduced her family to the friendly fruit and vegetable concept.

"Like all parents, the health of my children is vitally important to me but it's impossible to shield them from all of the bad food messages they're bombarded with each day," Nicky says. "I think it is just wonderful that something as exciting and colourful as the Fun Yum Friends has come along that can help me steer my children towards healthy eating habits."

Additional benefits of this particular edutainment concept include the decision making skills it teaches. Being able to distinguish and choose between fast and whole foods makes a difference on shopping centre trips where particular popular outlets attract young consumers. Seeing an empty dinner plate each evening is another benefit, let alone the wonders of creating a brand new veggie patch outback especially for you, your child and their new Fun Yum Friends.

"The characters entertain and teach my children how to grow up into healthy, happy people. Don't we all want that?" says Nicky. "Their future is completely in our hands and good nutrition is a vital part of that. I'm pleased to say that, like my children, I'm a Fun Yum fan."





The Lulus

Another new high-energy, all singing, all dancing children's extravaganza that will entertain at Perth's Parenting Australia event is The Lulus.

The twins (Lu Girl and Lu Boy), Irene the bubbly host, Spike the sporty lizard, Neuro the clever robot and Fin the lovable baby shark invite all of Western Australia's children to meet them on Lulu Island.

This group of fun and lovable characters has been designed and developed with early childhood specialists, ensuring that amongst all the fun and entertainment there is always an underlying educational message. Hence The Lulus Show philosophy of using facets of theatre to execute educational elements, from singing, dancing, miming, puppetry and storytelling to audience interaction. The Lulus team believes, as parents and children can see for themselves at the show, that theatre and performance are an ideal avenue to educate.

Some of the themes included are encouraging children to believe in themselves, to embrace family and friendship, to work together and to share. All whilst having fun, of course.

"Audience reactions to The Lulus shows at Parenting Australia last year were fascinating," says Jo Allum, mum and national marketing manager of Parenting Australia.

"Children were 'acting-out' things that they had just seen on stage, making a 'show' of sharing with friends and siblings, while parents were looking for resource material. It was great to witness such an instant impact on families' lives. It is just what The Lulus and Parenting Australia events are all about!"



One-stop-solutions for Parents

Resources, services and information for parents make up the backbone of Parenting Australia events. Services to be featured at the Expo in Perth and on the Gold Coast include:

Ngala, WA

Ngala promotes the notion of 'Parenting with Confidence'. It is an early parenting centre with a passion for supporting and guiding families and young children through the journey of early parenting. Based in Western Australia and exhibiting at Parenting Australia's Perth Expo,

Ngala is a one of a kind family resource centre which works with a number of organisations nationally to deliver parent education, resources, research and community programs to new families in Australia.

In Perth, Ngala offers a range of opportunities to increase and enhance parents' knowledge of parenting skills, and parents attending the Parenting Australia event can glean valuable information from Ngala at their presentations in the Baby Health Centre. The wide range of topics includes 'First steps to solids' and 'Improving a child's sleep pattern'.

Aquazest

According to the Australian Bureau of Statistics, 75 per cent of children who die from drowning were aged nought to four, so swimming lessons are a must-do learning activity for Australian children. AquaZest Swim Schools are dedicated to providing children with all

the skills they need to not only survive but to thrive in the water.

Centrelink

Did you know that grandparents can be entitled to benefits for looking after your children while you go to work?

Centrelink, along with Parenting Australia, is keen to support the people that support Australia's busy parents. Grandparents can get in free to Parenting Australia events when accompanied by another full-paying adult on the first day of each Parenting Australia Expo. Centrelink can assess each parent, grandparent and carer's personal circumstance and organise benefit payments accordingly.



The Australian Baby Whisperer

Sheyne Rowley is internationally known as the Australian Baby Whisperer and is the creator, owner and director of Sleep Baby Sleep, a hands-on consulting service famous for providing individualised, successful sleep solutions to help babies sleep quickly where all other methods have failed.

As seen on Channel 7's Sunrise programme, Sheyne's remarkable 99% success rate has changed families' lives all over the world.

Her studies of creative activity in Early Childhood and Early Childhood Development, together with her associate diploma in Social Science, her work with the families of the Multiple Birth Society in London and her teaching in over 100 schools throughout London, have exposed Sheyne to



over 22,000 children over 15 years.

During this time she has refined sleep and behaviour management strategies, allowing her to provide a consistent language structure that caters for each child's unique strengths and needs. She has also been able to establish a series of extremely successful modules and packages that cater for the many thousands of families seeking her unique services.

This year, for the first time, parents will be able to gain access to this most recent work, completed over eight years through her appearances as a key speaker at Parenting Australia events, as well as a sneak preview of her two new upcoming books. The first, a how-to guide on 'everything' for under-tuos, is due out in September 2007, while her second, a how-to guide for parents of children aged 2-5, is due out February 2008.

Parents and children can meet Sheyne in person each day of the event in the Baby Health Centre at Parenting Australia.

The Bad Behaviour Buster

Meet Brad Williams, the Bad Behaviour Buster. He runs Behaviour Tonics, a Perth consultancy helping parents,

teachers and children through a partnership with www.parentshop.com.au and the incredible 1-2-3 Magic! program.

With 12 years' nursing experience, the past eight working specifically with children with emotional, social and behavioural problems, Brad established Behaviour Tonics after identifying a lack of services available to manage children's challenging behaviours.

His techniques and programs are easy to understand and produce extremely positive results. The promise is that parents don't need to study child psychology to understand the three simple steps in the program, and to get their own results quickly.



At Parenting Australia you can learn from Brad how to:

Step 1: Manage difficult behavior. Learn a simple technique to get your kids to STOP doing what you don't want them to do (whining, arguing, tantrums, sibling rivalry...).

Step 2: Encourage good behavior. Learn several effective methods to get your kids to START doing what you do want them to do (cleaning teeth, going to bed, homework...).

Step 3: Strengthen relationships. Learn powerful techniques that reinforce your bond with your children.

Brad can also help manage tantrums in public, and teach parents strategies to avoid the Talk-Persuade-Argue-Yell-Hit Syndrome!

Each day at the expo Brad is the key speaker in the Toddler/Pre-school Forum - a meeting place for all mums and dads to talk to and learn from experts. His techniques are encouraging and easy-to-use, aimed at helping parents learn new strategies and secure a happy, long-term, productive relationship with their child.

COMING SOON...
PERTH 1 - 3 June,
Burswood Dome
GOLD COAST
16 - 17 June,
Gold Coast Convention
Centre



Jane King, Mum and founder of Parenting Australia Network

"As we take our Parenting Australia events on the road around the country we see and meet thousands of women, each managing their own

family's challenges and teaching valuable skills to the next," says Jane King, mum and founder of Parenting Australia Network.

"It is one of the joys of my job being able to connect with so many women whether they be visitors, exhibitors or one of our celebrity ambassadors.

"One such woman is Tanya Wilkes from Newcastle's KOFM radio breakfast show. Since the launch of Parenting Australia in 2006 Tanya and I have really connected and swapped notes on some of our family's parallel goals including moving towards an all-organic diet and avoiding food colourings and additives, keeping balls in the air and fulfilling our career ambitions."



Tanya Wilkes, Parenting Australia Newcastle Ambassador

Tanya started her on-air career at the tender age of 19 and now, 15 years later (give or take a couple of years), and with Irish husband and son Lorcan, six, all organised for the day ahead, she is still creeping out of the

house at unsociable hours to entertain early risers in the Hunter on KOFM.

When not on air, Tanya's weekends are spent ferrying Lorcan to soccer and the birthday parties of his kindy class mates. "We are so lucky that for one weekend a year she takes some time to support our Parenting Australia event and to personally meet some of the families whose homes she enters over the air waves," says Jane King. "She is truly a wonderful woman and a perfect event Ambassador."

PARENTING AUSTRALIA EXPO 2007

EVENT SCHEDULE:

Newcastle 10-11 March

Perth 1-3 June

Gold Coast 9-10 June

Melbourne 13-15 July

Adelaide 17-19 August

Sydney 5-7 October

Canberra 3-4 November

More info at www.parentingaustralia.com.au

Enquiries: 1300 766 859

