

**MEDIA RELEASE**

**September 2010**

**TASMANIA'S  
BIGGEST  
JOB**

Raising our children  
deserves a helping hand

## **Raising children declared as Tasmania's Biggest Job**

Raising children has been officially declared Tasmania's biggest job, with a campaign launched in Tasmania to encourage parents and community members to highlight the important role they play in bringing up children.

The campaign is based on the knowledge that the first six years of life are crucial in a child's development, and that their experiences in these early years shape who they become. Parents and caregivers play a crucial role in their child's development at this age – but it isn't a job they have to do alone.

The Tasmania's Biggest Job campaign, run by the Tasmanian Early Years Foundation, will focus on helping the community understand the big role that families have in raising children in the early years – and the many 'helping hands' that are there to support families in the community.

Tasmanian Premier, The Hon David Bartlett MP, father of two, and Minister for Children, Ms Lin Thorp MP, mother of one, officially launched the campaign by marking their own 'helping hands' in paint on one of the 10 Metro campaign buses.

Chair of the Foundation, Sue Jenkins, said the campaign highlighted how important the early years were in setting up children for the rest of their lives.

"The years from birth to the age of six are the most critically important years of development for our children," she said.

"What a child experiences and learns during this time stays with them for the rest of their life – it sets them up for their future, which is why we have declared that raising children is Tasmania's Biggest Job."

Sue said the campaign would help families readily access the many different types of 'helping hands' they may need in the process of raising their children.

"Many families don't know about the large array of help and services that are available to help them with their important job of raising children," said Sue.

"The support available ranges from information about different aspects of their child's development that parents can read through and use at their own leisure, to more structured support services in the community like child care, child health and early learning centres.





“As part of the campaign we have created a website portal to make it easy for families to access information and services relevant to raising children.”

### **Not just for families**

Raising children is not just a big job for families; it's a big job for the entire community, and the Tasmania's Biggest Job campaign reflects this, Sue said.

“The community plays an important role in raising children and creating a positive environment for children to learn and grow from. There are a lot of things that can be done by everyone in the community to help parents.”

This can be as simple as just spending time with parents and their children.

“Make time to visit a friend that has a child and spend time with them. Children benefit from positive interactions with everyone in the community,” she said.

“If you're a local business, support the campaign by making your business child and parent friendly,” she said.

More information about Tasmania's Biggest Job can be found by visiting the website at [www.tashelpinghands.org.au](http://www.tashelpinghands.org.au) or calling 1300 367 863.

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### **About the Tasmanian Early Years Foundation**

The Tasmanian Early Years Foundation (TEYF) supports and promotes the wellbeing, development and learning of Tasmanian children up to the age of six years.

The Foundation provides opportunities, in partnership with the Tasmanian community, to support children and their families and raise awareness and a commitment to the early years of childhood.

