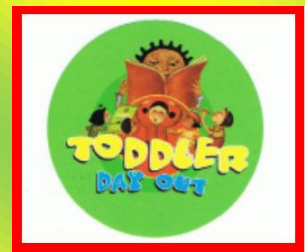


TODDLER DAY OUT EVENT ATTENDEE SURVEY SATURDAY 7 MARCH 2015 THE TRUSTS ARENA, HENDERSON

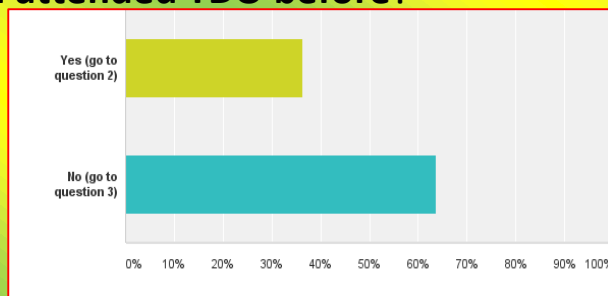


286 respondents

Have you attended TDO before?

36% yes

64% no



If you have been before, what changes have you made as a parent (if any), as a result of the information you received from the last TDO event you attended? *67 responses (out of 101 who re-attended, 66% response rate)*

Verbatim comments from all respondents:

I now go to Dayspring

We got more ideas to engage children and of course increased our own cultural awareness

More help and support with Waipareira

we went to a toolbox course and learnt a lot

my son was enrolled at 4fun

better parenting skills

Give them some more handmade toys

spent more relaxed time with children

Parent Aide gave me guidance, Barnados courses, Plunket immunisation information

lots of fun for kids and information about daycare

implemented safety tips, more aware of ECE, signed up for gym class

contacted parent aid as result of last TDO

went to PAFT and HIPPY

Feeding information x2

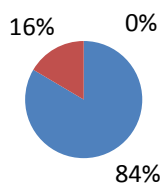
found great childcare centre and healthy lunch options

active - more family time and weekends

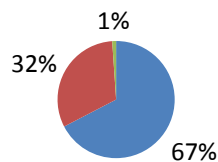
sharing experience with grandchildren
 more informed about what is available
 Safety in the home. Healthy eating
 Learnt more about childcare options
 New and bigger car seat for our toddler
 enrolled son @ rugasoc
 more time with kids and safer seats
 more info about services for parents n children
 i got lots of information about the kids immunization and day care services
 Enjoy the simple things
 now attend playcentre x2
 Fire safety plan for the house and more smoke alarms
 Got my daughter involved in local programs that had gymnastics type equipment for the children
 healthy eating
 Dealing with a bad behaved child
 Time outs
 Recycling toys
 Made the family bigger and happier
 Water safety
 Dental visit
 How to deal with tantrams
 toilet training, put a ball into the toilet so he pisses on it
 Have increased knowledge in resources and facilities available for my children
 Being more responsible towards child growth and it's importance in our life
 Change in nutrition. Children do swimming lessons. Youngest goes to daycare
 Going with kids to see more often farm animals
 Have put my son in kindy, was the best
 More awareness as a Grandy raising grandchild

Event satisfaction:

Great fun for the children



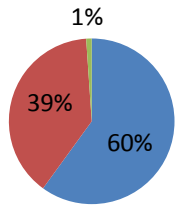
Early childhood education information



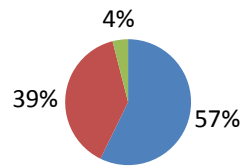
KEY:



Parenting information



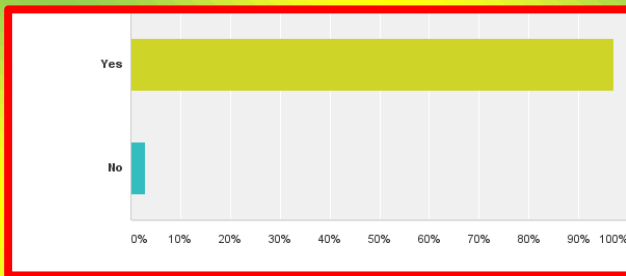
Health and safety information



Would you recommend the event to others?

Yes: 97.11%

No: 2.89%

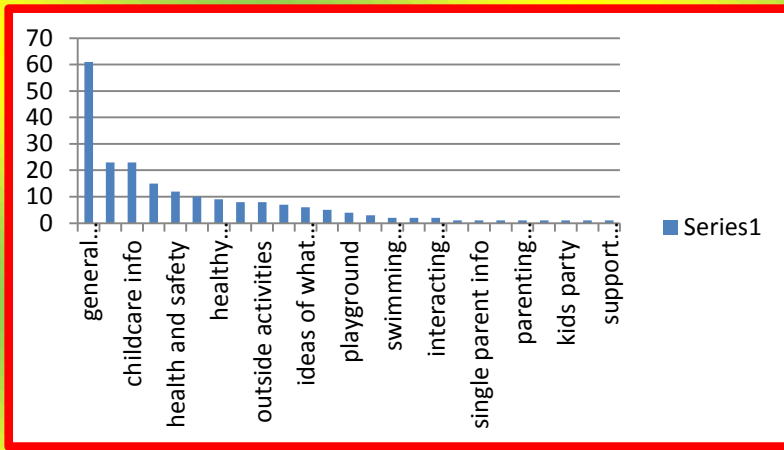


What one thing did you find the most useful?

THEME	NUMBER OF FEEDBACKS
general parenting information	61
activities	23
childcare info	23
plunket info	15
health and safety	12
massage	10
healthy eating/food	9
sporting info	8
outside activities	8
pets/animals	7
ideas of what to do at home	6
entertainment	5
playground	4
face painters	3
swimming lessons	2
kids interacting	2
interacting with other parents	2
budgeting advice	1
single parent info	1
info for fathers	1
parenting magazines	1
spending time with toddlers	1
kids party	1
different cultural stalls	1
support services for parents	1

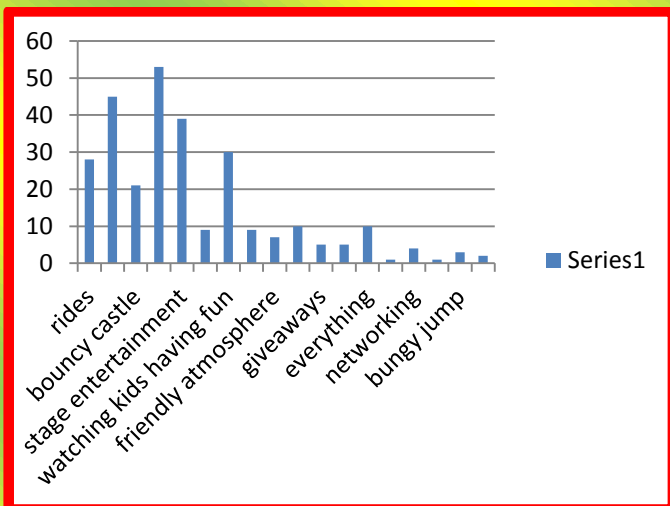
A few verbatim comments:

- “teaching my girls how to pat a dog”
- “lots of ideas for things to do at home”
- “everything I wanted to enquire about in one place”
- “Parent as first teachers information”
- “what to feed the kids for healthy eating ideas”
- “total amount of information awesome, comprehensive, detailed, focussed on children”
- “Plunket carseat information”
- “finding information about different early childhood centres”



What one thing did you enjoy the most?

THEME	NUMBER OF FEEDBACKS
activities	53
animals	45
stage entertainment	39
watching kids having fun	30
rides	28
bouncy castle	21
sport	10
everything	10
face painting	9
massage/healers	9
friendly atmosphere	7
giveaways	5
outside	5
networking	4
bungy jump	3
variety	2
balloons	1
firetruck	1



A few verbatim comments:

"The kids loved the free rides and the fire service, book bus and ambulance. The petting farm is always a favourite as well."

"The korean writing"

"watching the kids have fun"

"the overall ambiance and feel of the place"

"Elsa and Anna from Frozen"

"The gloop"

"Making a wooden car at the 'mens shed' stall"

"a massage for me"

"The happiness in my daughters eyes. Whenever she turned around there was something amazing, rides, animals, performances, frozen characters"

"Whanaungatanga"

Do you have any suggestions to make this event better?

SUGGESTIONS TO IMPROVE TDO	NUMBER OF FEEDBACKS
more food options	14
more prizes/free food	9
better flow inside	8
parking	7
play for crawling babies	7
more things for toddlers	4
more outside activities	4
seating area for adult conversation near playarea	4
more musical activities	3
more space for breastfeeding	3
clear baby changing area	3
more entertainment	3
primary school info	2
more info about sports	2
improved friendliness	2
better facepainting	2
eftpos facility	2
marketing	2
indoor ventilation	2
do sat and sun	2
more physical activities	1
prizegiving more formal	1
better toilet facilities	1

A selection of verbatim comments:

“Organise the stalls inside in a more logical fashion. Services in one area. Childcare providers in one area. Health and safety together etc. The flow would just work better and you could find the right information. “

“Thinking about how parents can really look at all the information as we need to be supervising our kids on rides, I found that hard.”

“Feeding station and play options for crawling babies”

“Provide seats for breastfeeding mothers. Absolutely nowhere to sit and cafe very full.”

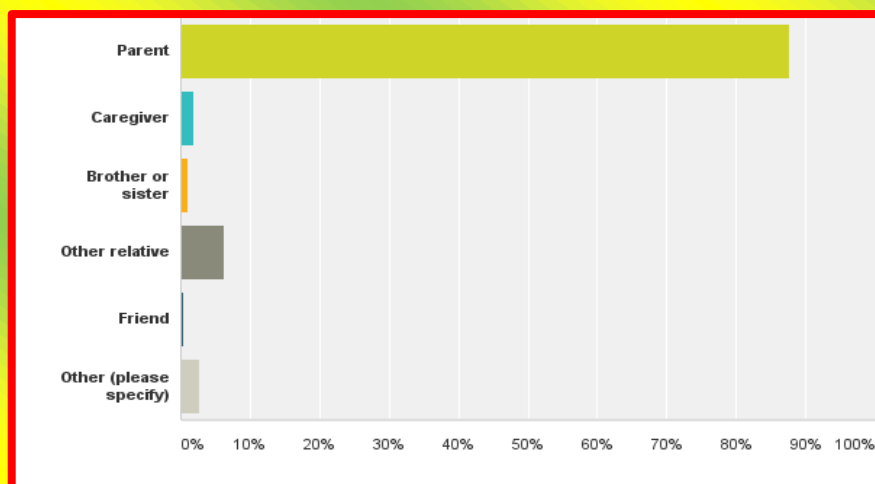
“Maybe AKL council could do a stand on what parks we have and where they are. there are some great parks around Auckland!”

“Would be nice to have celebrity like kids TV programmes or NZ singers”

“Maybe have races for adults to do with toddlers so they're doing activities together...maybe have a door raffle just to make it exciting when you walk in”

“The main stage should be down the back of the venue as it tended to bottle neck and crowd the entrance”

In relation to the toddler here today, I am a:

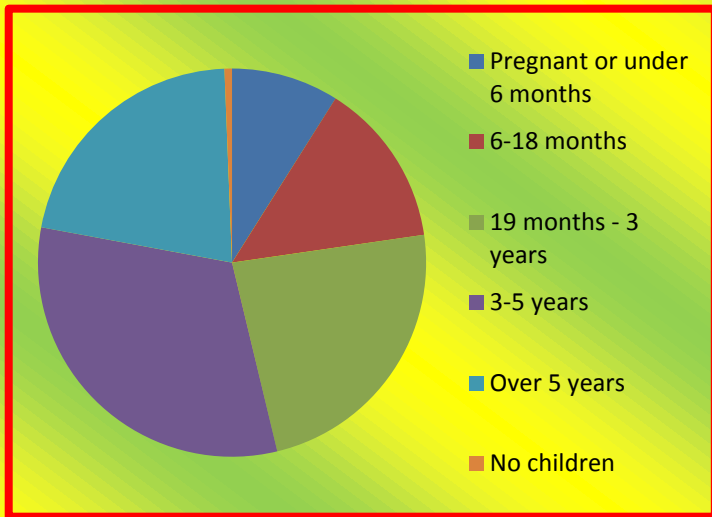


Answer Choices	Responses	Count
Parent	87.64%	234
Caregiver	1.87%	5
Brother or sister	1.12%	3
Other relative	6.37%	17
Friend	0.37%	1
Other (please specify)	2.62%	7
Total		267

Number of children in each age group in your family/whanau attending today?

Most attendees had children aged between 3-5 years, followed by children 19 months to 3 years. It is interesting to note that there were a high number of attendees with children aged 5 years and over and in this age group, 'groups' of children (up to 6/adult) attended.

	0 children	1 child	2 children	3 children	4 children	5 children	6 children	Response Count
Pregnant or under 6 months	0	43	0	0	0	0	0	43
6-18 months	0	62	2	0	0	0	0	66
19 months - 3 years	0	105	4	0	0	0	0	113
3-5 years	0	128	9	2	0	0	0	152
Over 5 years	0	60	11	2	1	1	1	103
No children	0	3	0	0	0	0	0	3



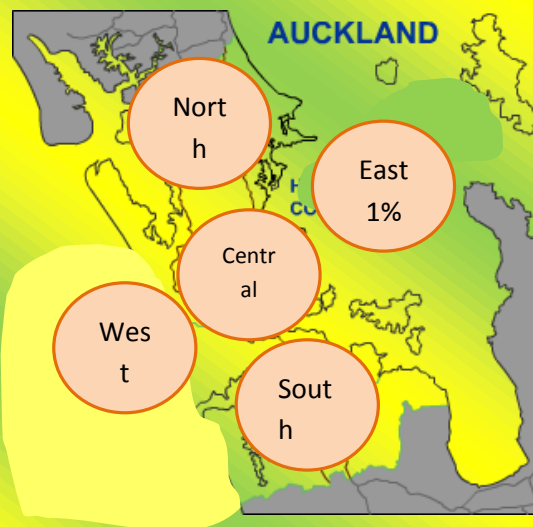
Age of children attending with Adult

WHICH SUBURB OR AREA OF AUCKLAND DO YOU LIVE IN?

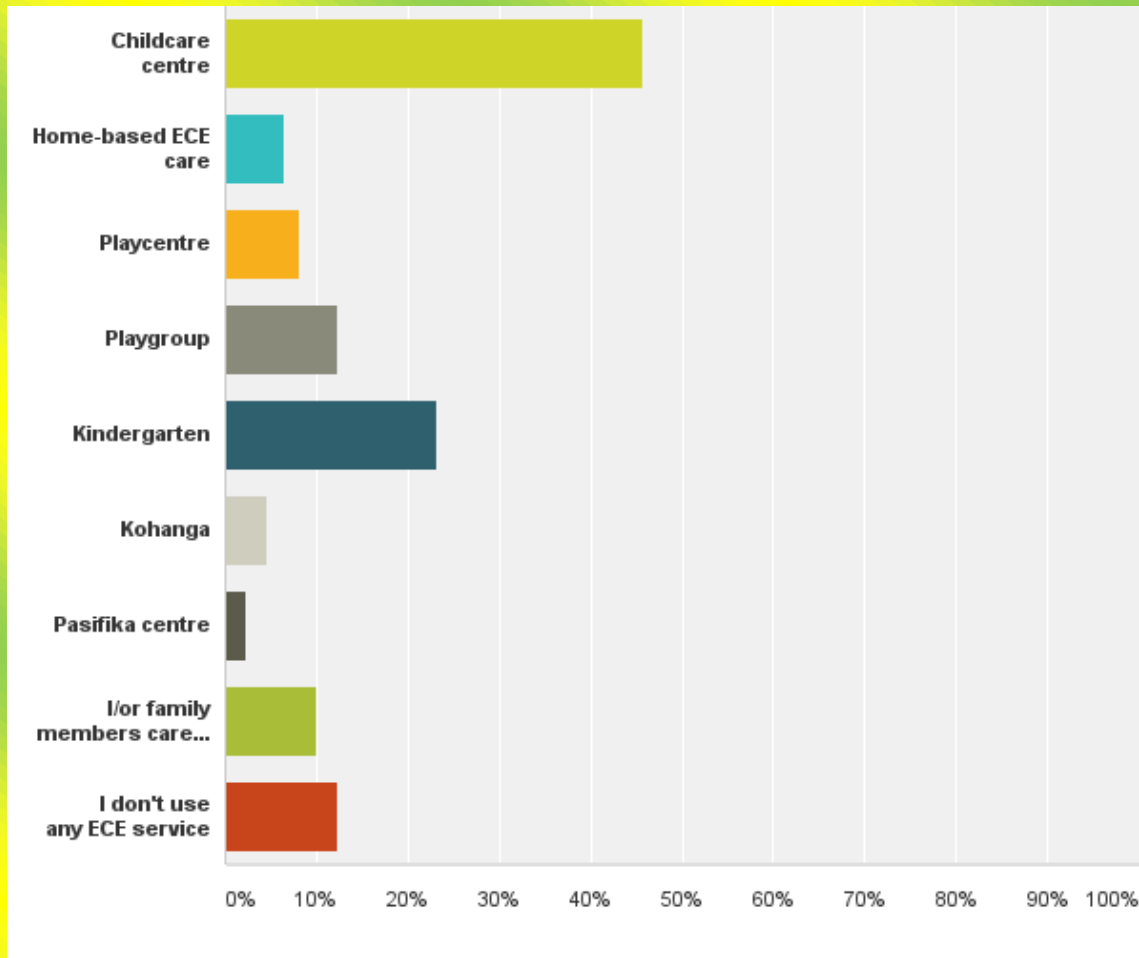
30% of those whom attended were from a suburb outside West Auckland.

Local Board Areas:

Rodney	3	1%
Hibiscus and Bay	5	2%
Upper Harbour	4	2%
Kaipatiki	8	3%
Devonport-Takapuna	1	1%
Henderson-Massey	133	54%
Waitakere ranges	42	17%
Waitemata	5	2%
Whau	18	7%
Albert-Eden	6	2%
Puketepapa	5	2%
Orakei	4	2%
Mangakiekie-Tamaki	4	2%
Howick	1	1%
Mangere-Otahuhu	5	2%
Otara-Papatoetoe	0	0%
Manurewa	1	1%
Papakura	0	0%
Franklin	1	1%
Waiheke	0	0%
Great Barrier	0	0%
Don't live in Auckland	0	0%



Early Childhood Education (ECE) services used currently by your family/whanau:

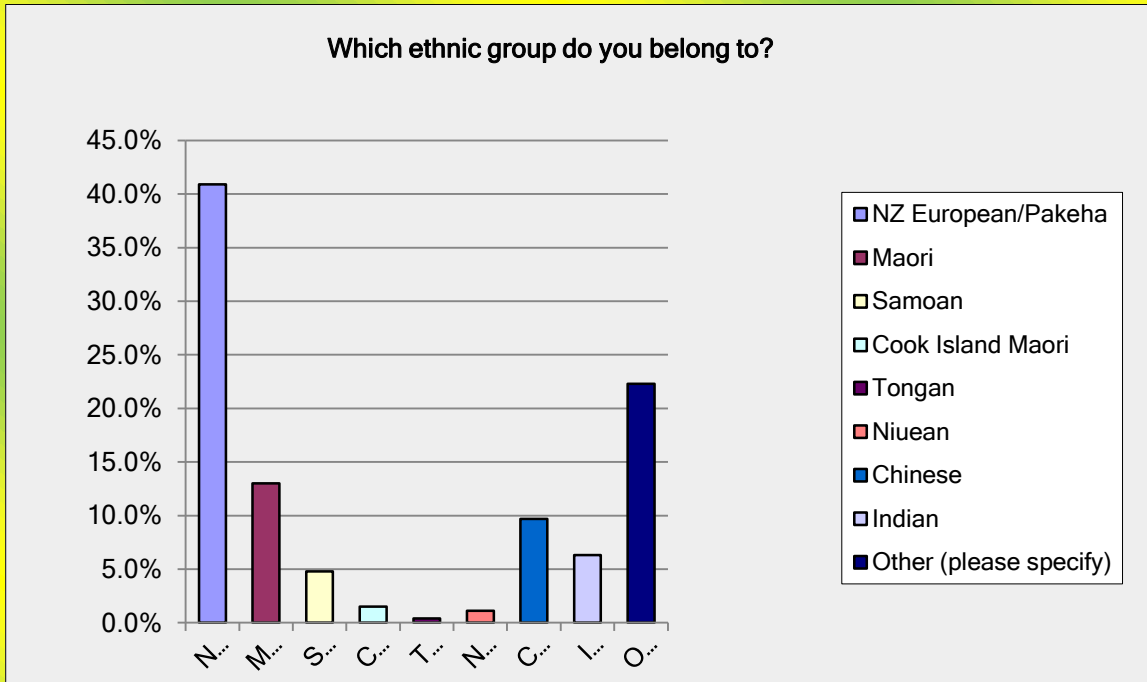


Answer Choices	Responses
Childcare centre	45.77% 119
Home-based ECE care	6.54% 17
Playcentre	8.08% 21
Playgroup	12.31% 32
Kindergarten	23.08% 60
Kohanga	4.62% 12
Pasifika centre	2.31% 6
I/or family members care for them	10.00% 26
I don't use any ECE service	12.31% 32
Total Respondents: 260	

The table below shows that 48% of those in ECE attend 5 days per week.

Days in ECE	Number of respondents	%
0	4	2%
1	7	3%
2	23	11%
3	58	26%
4	22	10%
5	105	48%
	219	100%

Which ethnic groups attended TDO?



	Event attendees	Event %	Auckland %
NZ European/Pakeha	116	43.00%	59%
Maori	36	13.00%	11%
Pasifica	33	12.00%	15%
Asian	65	24.00%	23%
Other	19	7.00%	3%