



# Introduction

What could be more beautiful than bringing a new life into the world? It is undoubtedly incomparable and unparalleled with anything else.

From a baby's first heartbeat to the moment you hold your newborn in your hands, the journey to parenthood is a treasured time.

Bringing a new life into the world although an absolute honour, is the single most challenging yet important task a person can undertake.

To help, we have created a Newborn Guide as a resource to support and educate both expecting and new parents through expert information and advice.

This inaugural guide will also provide parents, friends and families with leading products and services that make practical, and thoughtful gift ideas.

In addition, we put a spotlight on Kiddipedia's partners, leading experts and thought leaders to deliver supportive messages to help you be the best parent you can be.

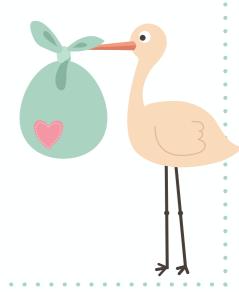
The aim of the guide is to help and make a difference; I hope that it does that for you.

Much love,











# **Keyword Search**

Save Time, Get Answers Fast

Q

Kiddipedia's website is a good place to start for general information as our keyword search provides access to Australia's top parenting websites, and their articles, from one place.





## e-catalogue User Guide

Whether you're a Parent, Grandparent, Aunt, Uncle, Teacher, Babysitter, Neighbour, Colleague or Friend of someone expecting a baby and are looking for a gift idea, Kiddipedia's e-Catalog is a great place to start!

To use:



#### **SCROLL**

up and down to your heart's content



# Q

#### **KEYWORD SEARCH**

find relevant keywords using the 'Find' (**#**f) if viewing on your desktop, or the search bar if on your mobile or tablet



#### TAP or CLICK

on each of the photos to be directed to their website



#### **SHARE**

the e-catalogue with loved ones for inspirational gift ideas









# There is no rulebook for parents, but there are facts.



Red Nose is Australia's leading authority on safe sleep and safe pregnancy, and bereavement support for families affected by the death of a child.

Follow our six safe sleeping recommendations to sleep your baby safely:

- 1. Sleep baby on back
- 2. Keep head and face uncovered
- 3. Keep baby smoke free before and after birth
- 4. Have a safe sleeping environment at all times (safe cot, mattress and bedding)
- 5. Sleep baby in safe cot in parents' room for the first 12 months
- 6. Breastfeed baby if possible

Find out more! Access our Safe Sleep Advice Hub at <u>rednose.org.au/advice</u> Read Full Article HERE

rednose.org.au







# <u>StartingBlocks.gov.au</u> - helping you find quality early learning services

Learning begins from the minute your child is born.

Whether they're at home or childcare, opportunities to learn and develop every day are important.

StartingBlocks.gov.au is a government website that aims to provide you and your family with trusted information on early childhood education and care, all in one place.

It's a great starting point to:

- find childcare services and learn about their National Quality Standard (NQS) ratings
- learn about children's developmental milestones
- get tips on starting childcare
- get tips on activities to do at home to encourage your child's learning and development.

www.startingblocks.gov.au







Each year about 150 Australian children (aged 0-14 years) die and 68,000 are hospitalised as a result of unintentional injuries. Kidsafe exists to prevent these injuries.

Kidsafe Australia is the leading, independent, charitable foundation dedicated to the prevention of unintentional death, injury and associated disability to children. It's our mission is to create a safer world for kids. We work in the community to educate and inform parents and carers about how to stay safe at home, around water, on the road and at play. There can be many hazards which can lead to injuries from falls, drownings, burns & scalds, choking & suffocation, electrocution, toys, dog bites and more. Download our Parent's Guide to Kidsafe homes to help keep your family safe.

www.kidsafe.com.au







"Better, healthier outcomes for newborns and their families challenged by prematurity or sickness."

NutureLine is our National 24 Hour Family Support Helpline 1300 622 243 (1300 MBABIES)

"Speaking with someone who's been through it before, helps you cope by making it normal," Miracle-Mum, Morgan.

Miracle Babies Foundation is Australia's leading organisation supporting premature and sick newborns and their families.

The Miracle Babies *Nurture*Line is a 24 Hour Support Helpline for families with a threatened pregnancy, a baby in the Neonatal Intensive Care Unit/Special Care Nursery, and the transition to home and beyond.

*Nurture*Line is available 24 hours a day, 7 days a week, offering emotional support to families through our trained support team, all who have been through a NICU or SCN experience themselves.

www.miraclebabies.org.au







# FIND YOUR TRIBE

AMBA's mission is to enable positive health outcomes, awareness and equality for multiple birth families through advocacy, education and community.

AMBA provides opportunities for families of twins, triplets or more to create connections and share insights with other multiple birth families. AMBA provides local peer support services through their affiliated member-club network.

Connect with your local club at

www.amba.org.au/clubfinder







# Mission: to improve people's lives through better sleep.

The Sleep Health Foundation commenced in 2010 in response to a recognised need to raise awareness around the importance of healthy sleep. The Mission Statement is: to improve people's lives through better sleep. Our focus is on sleep throughout the lifespan from young children to the very elderly. Children and adolescents in particular are vulnerable to sleep disturbances that may have substantial impacts on mood, behaviour, cognition and learning. The Foundation aims to raise this important heath care priority to ensure optimal sleep in growing children is given the attention that it needs, among families, childcare centres and schools.

sleephealthfoundation.org.au







Enjoy quick and easy, step-by-step recipes that can take as little as 20 minutes and a variety of cuisines every week. Easily swap recipes for your perfect menu thanks to our flexible plans.

Save 40% off your first four HelloFresh boxes with Kiddipedia!
Use Code: KIDDIPEDIA40

HelloFresh delivers fresh ingredients and easy-to-follow recipes to your door each week so you can cook quick, balanced and wholesome meals the whole household will love. Whether you're cooking for two or feeding a hungry horde, there is a plan to suit you! Choose from our Classic, Veggie or Family plans and enjoy the option to swap meals for your perfect menu with our flexible plans.

hellofresh.com.au



# LOVEKINS®





Lovekins give parents natural, organic baby skin care in Australia and is an option that helps loving parents to nurture and protect their babies.

LOVEKINS is an Australian wellbeing and skincare company specialising in a range of natural and organic pregnancy/baby skincare and personal care products.

Lovekins vision is to improve the health and happiness of women and babies by empowering them with a unique and eco-friendly range of products to enable future generations to thrive and be healthy.themselves.

lovekins.com





#### **Smiling Tums**

"Loved the no added sugar! Little one loved it, and wanted more!"

Apple & Strawberry Fruit Custard 120g Kiddo\_76 - May 26, 2019 (4.23 average rating)

315 ratings





#### **Baby Macro Organics**

"Highly recommend trying this product, especially if you prefer organic foods."

Apple & Pear 120g jeano - March 9, 2019

(4.11 average rating) 1574 ratings for the range

Little One's Baby

Wipes Unscented 80pk

"Great wipes. Not too thick

and wet like some other

brands and great price."

melly17 - June 12, 2019

(4.49 average rating)

907 ratings

# Top picks for Mum & bub

Your one-stop shop to help you and your baby thrive.



A members only community dedicated to trialling, testing and talking about our wonderful Woolies products.

#### Clean Laundry Powder Sensitive 2kg

"Our whole family have really sensitive skin and this powder didn't cause any skin reactions at all. Very rare in a laundry powder for us."

Krist042 - June 19, 2019

**★★☆**☆

(4.33 average rating) 418 ratinas

#### Voeu Skincare Range

"Well worth buying and +++ on value for money compared to other brands."

**Detoxifying Charcoal** Facial Mask mummylist - June 30, 2019 (Partial testimonial)

(4.19 average rating) 1241 ratings





#### Little One's Nappies Range

"Best on the market. I strongly believe these are the best nappies on the market and so do most of my mum friends."

Little One's Ultra Dry Nappies Newborn 30pk EllieandNancy - August 13, 2018

(4.09 average rating) 2953 ratings

For full ratings and testimonials visit bunch.woolworths.com.au







# At Munchkin we focus on the little things that make parent's lives easier and children's lives fun.

Here at Munchkin we know it's the little things® that often make the biggest difference.

That's why we are passionate, creative, and believe in only making the best products that are trusted and effective.

We are powered by INNOVATION and have a NEVER-ENDING PASSION to find relevant, functional, and clever solutions for living a carefree and happy life.

Whether your little one is graduating from bottles to solids, or your messy toddler is navigating the world of sippy cups look no further Mama, we have you covered!

au.munchkin.com





# Subject Matter Experts And Thought Leaders

Kiddipedia was created to help make a difference, to support the everyday busy parent and assist them to be all they can be, and to give children the best life possible – all with view of building a bigger, stronger Australia.





# Caring For Your Baby's Bottom - preventing and curing nappy rash

If your baby's bum isn't as smooth as it should be according to the old age ('smooth as a baby's bum'), but red and inflamed instead, your little one will no doubt cry and be miserable, especially as urine scalds their delicate skin. Although babies with very sensitive skin or a family history of skin disorders such as eczema or psoriasis may be more prone to nappy rash, any baby



#### A guide to knowing whether your baby's poo is normal

One of the most common concerns that I hear from new mums is their baby's poo. As a mum, 'poo' is no longer a 'dirty' word, but becomes something that you look at and think about daily. Your baby's poo will tell you a lot about the health of your little one, so it's important to know what's normal.

#### For the full article, click here



#### When to seek help with fertility?

Dr Joe's focus lies in assisting women and couples to achieve pregnancy in even the most challenging of situations and in providing support before as well as during pregnancy through to childbirth and beyond. Whether it be IVF or if conceived naturally. The pregnancy journey is different for every single person that I see.



#### Sam Wood

Sam Wood is the founder of online training & nutrition program, 28 by Sam Wood. He's a qualified personal trainer with a degree in Exercise Science & over 20 years of experience in the health & fitness industry.

#### Leading By Example

Teaching your children to enjoy physical activity is one of the greatest gifts we can give them and it all starts at home. Not only does teaching your kids to enjoy being active promote good health, it has benefits that go well beyond fitness. Physical activity can help develop motor skills and balance, improve concentration, develop social skills and build confidence. This is something that both Snez and I really believe in and it's never too early to start instilling healthy habits in your kids.

For the full article, click here



#### I wish all new parents were told...

Many new or expecting parents share similar fears and concerns during this time and my hope is to offer some best practice researched advice, strategies and recommendations for families to try, because if there is one thing I have learnt during my many years of working and studying families it is that there are many ways to "Survive and Enjoy Your Baby"





#### **Kathy Fray**

Kathy Fray is an award-winning best-selling parenting author, passionate promoter of mothers-to-be accessing empowering maternity education, holistically-minded Midwife, and thought-leader of Integrative Maternity Healthcare information.

#### 5 Most Random but Useful Things to know about Newborns

Having random behaviour these days means being unpredictable, or no rhyme or reason. So on that note, here are a few 'random' (but useful topics) relating to NewBorns ... an eclectic hodgepodge assortment of miscellaneous sundry 'stuff' regarding the infinite topic of brand new babies, as let's face it ... babies can be as varied and unpredictable as the Weather!

#### For the full article, click here



#### Leanne Trevor

Leanne is the founder and CEO of Mother In Touch Baby Sleep Consultancy, a Certified Paediatric Sleep Consultant, a Midwife and Registered Nurse, with over 25 years' experience in the medical field.

#### **Settling for Newborns**

The fact is, sometimes it's just easier to hold your baby for a nap or go for a walk and let your baby fall asleep in a stroller or pop her in a front pack in order to artificially induce longer stretches of sleep. This will give you the flexibility to keep her rested, while also allowing her to maintain good habits in her room and bassinet.





#### Australian Doula College

The Australian Doula College (ADC) is an integrated organisation working in collaboration with Preparing the Way, providing education, support and continuity of care for Birth and End of Life Doulas and anyone needing support through any one of life's many transitions.

#### 5 Top Tips on How to have a better Birth

Having a baby is by far one of the biggest transitions in our lives but I see strangely that some soon to be parents do more research on the latest pram on the market than they do their birthing options and preparation for parenting. Now, I know there are never any guarantees on how a labour and birth might go, however, you can put some things in place to ensure your journey into parenthood is not as overwhelming as it looks and stays a tad more in charge of your birth journey.

For the full article, click here

#### Dreamwinks

Dream Winks is a Holistic Science Based Sleep & Feeding Consultant. Our approach is very baby-led with a focus on creating the best possible situation for good sleep while ensuring we meet each child's needs day and night.



#### Understanding Babies' Cries -The Key to Successful Settling

How can knowing your baby's cries help with sleep? These days virtually every parent will have heard of Dunstan Baby Language which teaches you the different sounds that babies can make when 'crying'. This is their communication and it can help new parents to understand when their little ones may have wind or are hungry and so on. It is a great tool for new parents to add to their repertoire.

For the full article, click here



# Your Journey to Healing with Melissa Raymond

Dr Melissa Raymond, PhD helps families rewrite their child's future so that they can start living their lives again beyond eczema and allergies through bigger picture and evidence-based programs.



#### **Childhood Eczema**

Eczema is a condition of the skin which affects approximately 20% of kids. It often develops in the first few months of life and is characterised by dry, itchy, red and oozing skin. It can affect sleep (both parents and children), which contributes to fatigue, difficulty concentrating and learning as well as stress and worry for the child and their future.

The development of eczema is a complex mix of various factors including genetics, the immune system/gut health, diet, lifestyle and environmental influences. Understanding this allows us to help by targeting the things that we can change.

For the full article, click here

# parent. medic

#### **Parentmedic**

The Parentmedic Movement is a global community of Parentmedic Ambassadors dedicated to empowering and educating parents in Baby and Child First Aid, Safe Sleep and Safety. knowledge to keep them safe and supported.

#### **Swaddling Your Babes Hips**

Swaddling is a super part of bringing up the baby, but exactly what do we need to think about before we start wrapping bubs up before sleep? Well, we need to think about the development of babes hips and to get all the information I have had a chat with Sarah Twomey (HHA founder). Sarah explained that Healthy Hips Australia is asking parents to avoid swaddling over the hips and legs and this is important in the prevention of hip dysplasia. If you haven't heard of hip dysplasia before it is when the ball and socket of the hip don't fit together in its normal position and can cause a little havoc for the development of our kids.





#### **Nourishing Bubs**

Olivia Bates is a paediatric dietitian, nutritionist and founder of Nourishing Bubs - the creators of the first ever solid starter pack to make the transition to solids happy and healthy!

#### Introducing Solids - How, What, When

Introducing Solids is an exciting milestone for mother and baby and also a period of great learning. Recent changes around recommendations for the introduction of allergies have resulted in much confusion when it comes to how, when and what to introduce when it comes to solids. Paediatric Dietitian and nutritionist, Olivia Bates, clears up the confusion!

#### For the full article, click here



#### Sarah Morrissey from Little Rockers Radio

Sarah Morrissey is the founder of Little Rockers Radio, a 24/7 online radio station that's dedicated to children from birth to 6 and their Mums, Dads & Carers.

#### Lullaby and Good night...

Lullabies are scientifically proven to lull babies to sleep. Not only that, they also stimulate language and cognitive development as well as helping to strengthen the emotional bond between the parent and child. It is an emotional bond created with the soothing sounds of music that come with cuddles and telling your baby through music and actions that they are safe and they are loved. Listen to lullabies on Little Rockers Radio for a soothing nights' sleep for you and the family. With lullabies playing all night, every night, we are there for you when you need us. Simply press PLAY!



#### A Mums Instinct

Lisa Jolly is a Nurse, Midwife and Child Health Nurse with over 20 years' experience and holds a Masters degree in Maternal Child Health. Lisa is a clairvoyant/ medium, utilising this ability when working with parents and their children, allowing a greater depth to any underlying questions.

#### Bringing Baby Home. Now what?

Those first few days when you get home after birth can seem the most daunting, bewildering but also a glorious time. When I brought my first child home, many years ago now...eek. I had no idea what I was meant to do. I relied on the nurse that I visited every week to guide me. I thought I would never get it right and possibly break my daughter. I remember the nurse's patience and guidance was such an instrumental support. I soon gained my confidence, but this took many weeks and months. I know I'm not alone in this feeling.

#### For the full article, click here

#### Shane Warren

Shane is a registered psychotherapist, certified clinical supervisor, certified practising hypnotherapist and certified practising coach, working from private practice rooms in Sydney, Melbourne, Gold Coast, Singapore and Hong Kong.



#### When gay guys choose to become dads

There is clearly no one reason couples choose to become parents and not every adult even makes this choice to be a parent. However, when a gay male couple choose to become parents there are a number of factors they confront - none more challenging than how to achieve this... This very question tends to lead many gay men into the choice between surrogacy or adoption; each brings with it their own advantages and challenges; let's explore each in greater depth.





#### Twinfo

Naomi is one of the 4,560 women who gave birth to multiples in Australia in 2011.

Passionate about all things multiple (twins, triplets and more!), Naomi is the founder of Twinfo.

#### Surviving the first few months

So you have had your twins and you are home now. It may have already been an exhausting and stressful time getting to this point, especially if your babies had to spend some time in the SCN or NICU. Now that you are home, there are plenty of ways to help you to survive those first few months. Chances are there are going to be a lot of nights with broken sleep and days where you are too tired to do anything. These tips can help to make it a little bit easier.

#### For the full article, click here



#### **Nurture Parenting**

Karen Faulkner established Nurture Parenting in 2011 with the aim to assist and support parents with baby and toddler sleep and behaviour issues. My passion is helping families through what I know can be a very challenging and emotional time.

#### How to Avoid the Dreaded 4 month Sleep Regression

If your baby's sleep was predictable until now, it may all fall apart. However, there are many things you can do to help retrieve a good night's sleep. Continuing to work on building consistent sleep routines and cues. Helping baby learn certain events mean sleep is coming. You may want to work on identifying the sleep associations your baby has and teaching self-settling.





#### Sarah Kaldor

Sarah is the author of "The Stress Less Baby Guide" – a guide to the first year of raising a baby in Australia. Her book was born from a combination of her professional knowledge and training as well as the wisdom from her own parenting experiences and those of hundreds of Australian families she has worked with.

#### **Teething**

Ah teething – once a baby has settled down out of their newborn colicky phase – we then move onto blaming all unsettled behaviour on teething! In this article we discuss 'Timing' of when babies are likely to start teething, 'What are the signs of teething', 'Cleaning your babies teeth' and also 'Visiting The Dentist' I hope this article helps you to 'Stress Less' and enjoy your baby!

#### For the full article, click here



We have partnered with some of Australia's best up and coming brands, mummy bloggers and parenting enthusiasts to put you at the forefront of receiving their expert parenting advice, tips and support.

## Advice



Inspirational ideas to welcome the blessing of a new member to your family!



Check out the Kiddipedia <u>Directory</u> for more inspiration



# Kiddipedia's E-Catalog List

The most valuable resource known to woman or man is time. We appreciate that yours is very important. To help give you some back, here's your go-to list of must-have products and services that every newborn parent should know about.

Lovekins	<u>lovekins.com</u>	#27	Solidea	solidea.com.au	#41
Munchkin	au.munchkin.com	#28	Peekabee	peekabee.com.au	#42
Gymbaroo	gymbaroo.com.au	#29	Things For Twins	thingsfortwins.com.au	#42
Gazillion Bubbles	gazillion.funrise.com	#30	Ecosa	ecosa.com.au	#43
Baby Jogger babyjoggerstrollers.com.au		#31	Flatout Bear	flatout.com.au	#43
4Moms Maaroo4	4moms.mamaroo4	#32	Sophie The Giraffe	lesfolies.com.au	#44
Storkstak	www.storksak.com.au	#33	Marcus & Marcus	marcusnmarcus.com.au	#44
Babymel	babymel.com.au	#34	Milk And Love	milkandlove.com.au	#45
ergoPouch	ergopouch.com.au	#35	Bae The Label	au.baethelabel.com	#45
Tiny And Brave	tinyandbrave.com.au	#36	Jellystone Designs jellystonedesigns.com.au		#46
Hello Fresh	hellofresh.com.au	#37	Moonlight Baby moonlightbabysleep.com.au		#46
SRC Health	srchealth.com	#38	Growth Spectrum	growthspectrum.com.au	#46
Water Wipes	waterwipes.com	#39	Haru Hana	haruhana.com.au	#46
Moby Move	shop/mobymove	#39	Wild Indiana	wildindiana.com.au	#47
Silver Cross	silvercross.com.au	#40	Djeco <u>ka</u>	leidoscope.com.au/djeco	#47
Little Ones	woolworths/littleones	#40	Music Beat	musicbeat.com.au/shop	#47
Medela	medelastore.com.au	#41	Milk And Love	milkandlove.com.au	#47



### Lovekins

#### zipPay afterpayA7

LOVEKINS is an Australian wellbeing and skincare company specialising in a range of natural and organic pregnancy/baby skincare and personal care products.

LOVEKINS vision is to improve the health and happiness of women and babies by empowering them with a unique and eco-friendly range of products to enable future generations to thrive and be healthy.

# LIFE STARTS WITH LOVEKINS.

Lovekins is an Australian wellness and skincare company specialising in a range of natural, organic pregnancy + baby skincare and personal care products. Our vision is to improve the health and happiness of women and babies by empowering them with unique Australian products.



- www.lovekins.com
- lovekins australia
- @lovekins\_australia

LOVEKINS°













#### LOVEKINS®

Lovekins natural and organic baby skincare range harnesses the healing power of Australian nature by incorporating Indigenous native extracts for antioxidant protection to care for your child's delicate soft skin.

- www.lovekins.com
- f lovekins australia

#### INFINITE POSSIBILITIES.

Lovekins is an Australian wellbeing and skincare company specialising in a range of natural, organic pregnancy + baby skincare and personal care products.

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lovekins.com



instagram/lovekins\_australia



facebook.com/lovekinsaustralia



## Munchkin

At Munchkin we focus on the little things that make parent's lives easier and children's lives fun. Pouring our heart into simplifying life with big ideas for little hands, we love developing innovative, modern, and credible products for babies and children









au.munchkin.com



instagram.com/munchkin\_anz



facebook.com/MunchkinANZ

## Gymbaroo Kindyroo

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Give your child the best start in life by enrolling them in the ONLY parent-child program in the world that specialises in research-based, neuro-developmental, fun learning environments for babies to school aged children and their parents. With GymbaROO/KindyROO learning has never been so much fun!



Baby, Toddler and School Readiness Classes



www.gymbaroo.com.au







gymbaroo.com.au



instagram.com/gymbaroo



facebook.com/GymbaROO



### **Gazillion Bubbles**

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GAZILLION Bubble Rush - With its revolutionary design, this machine blows the most bubbles ever! Featuring a removable washable top section, solution recycling tray and motor sealed inside the base section. Simply pour solution into the reservoir and push the button for a bubble explosion in seconds. Hours of fun for kids, but easy clean for parents!









gazillion.funrise.com



instagram.com/officialgazillion



facebook.com/OfficialGazillion

## **Baby Jogger City Select 2019**

after**pay^7** 

Featuring a new sleek silver frame, new comfy and durable fabric & 3 new colour options, The City Select has gotten ever better. Whether you're looking for a travel system, a pram, a double stroller, a triple, or just a single, the City Select could be the only stroller you'll ever need. The most versatile stroller on the market today, the City Select was designed to keep your family rolling as it grows from one child to two, or even three.







- <u>babyjoggerstrollers.com.au</u>
- instagram.com/babyjoggerau
- facebook.com/BabyJoggerAustralia

## 4Moms Mamaroo4

afterpay 17

The 4moms® mamaRoo®4 infant seat bounces up and down and sways from side to side, just like parents do when comforting their babies. It features five unique motions and five speed options for a total of 25 different combinations. Soothe your baby with one of the four built-in sounds, or connect any MP3 device. The mamaRoo4 seat offers full recline to allow baby to lie back and relax or sit up and play.









4moms.mamaroo4



instagram.com/4moms\_aus



facebook.com/4momsau



## **Storkstak**

Storksak's nappy bags don't compromise fashion and appearance for practicality.

Our luxury nappy bags include functional features such as changing mats, dividers, pockets and various compartments to keep you organised so you can quickly change your little one without fuss.









www.storksak.com.au



instagram.com/storksakausnz



facebook.com/storksakausnz/

## **Babymel**

Designed exclusively in London, Babymel combines style with function to create a diverse range of high-quality, easy-to-maintain baby bags and accessories — perfect for the busy mum or dad on the move. Look to Babymel for baby essentials that ooze a sports-luxe appeal you won't find anywhere else.







- babymel.com.au
- instagram.com/babymelausnz
- facebook.com/babymel

## ergoPouch Australia

after**pay^7** 

ergoPouch Australia's organic, natural sleepwear will have your baby sleeping safely and comfortably. Our organic cotton and bamboo fibres are breathable to prevent overheating, soft on baby's sensitive skin, and TOG-rated to keep baby at the optimal warmth for sleep, removing the need for blankets. A room thermometer and What to Wear guide is included with every swaddle and sleeping bag product.







- ergopouch.com.au/
- instagram.com/ergopouch
- facebook.com/ergopouch/

## **Tiny And Brave**

Tiny and Brave is about celebrating new life, old life, life as it is right now. Celebrating the joy in your entire family. Candid unposed moments between those you love. Every moment, every laugh, every love, for you to remember. Always.







- - tinyandbrave.com.au
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- facebook.com/tinyandbrave

#### Hello Fresh

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HelloFresh delivers fresh ingredients and easy-to-follow recipes to your door each week so you can cook quick, balanced and wholesome meals the whole household will love. Whether you're cooking for two or feeding a hungry horde, there is a plan to suit you! Choose from our Classic, Veggie or Family plans and enjoy the option to swap meals for your perfect menu with our flexible plans.

Save 40% off your first four HelloFresh box with Kiddipedia! Use KIDDIPEDIA40









hellofresh.com.au



instagram.com/hellofreshau



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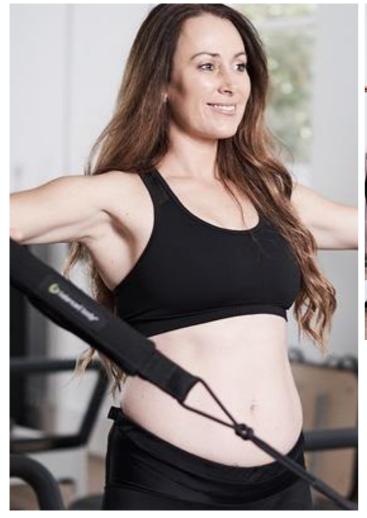


**SRC Health** 

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SRC Health compression garments are designed by women for women, in consultation with an obstetrician for continuous support and pain relief during pregnancy and faster recovery after delivery. Endorsed by the Australian Physiotherapy Association, 100-Wash-tested garments feature the patented Anatomical Support Panels that treat multiple conditions









www.srchealth.com



instagram.com/srchealth



facebook.com/SRCPregnancyRecoveryShorts

#### **Water Wipes**

afterpay  $^7$  zíp Pay

WaterWipes are the world's purest baby wipes and safe to use on sensitive skin. They are made in Ireland with just 99.9% purified water and a drop of fruit extract. They are a convenient alternative to using cotton wool and water, as recommended by midwives. It contains no fragrances, alcohol or parabens.







www.waterwipes.com



instagram.com/waterwipesausnz



facebook.com/waterwipesausnz

## **Moby Move**

afterpay 17

Meet the MOBY Move All-Position Carrier: a lightweight, breathable baby carrier designed with a single set of easy-to-use adjustments. Newborn-ready, with no infant insert required, it is sleek and slimming for parents, plus ergonomic and comfortable for your baby. Simple to use, yet packed with clever extras, the MOBY Move checks all the boxes and is ready to keep parents on the move as their babies grow from newborn to toddler. MOBY available exclusively in Baby Bunting.





theamazingbabycompany/mobymove



instagram/mobymove



facebook.com/mobymove/



## Silver Cross Australia

Silver Cross is a leading British nursery brand, established in 1877, dedicated to providing the best start in life.

Silver Cross has looked to the future with a passion for developing beautiful and innovative products that has made it what it is today, a trusted nursery brand loved by millions.







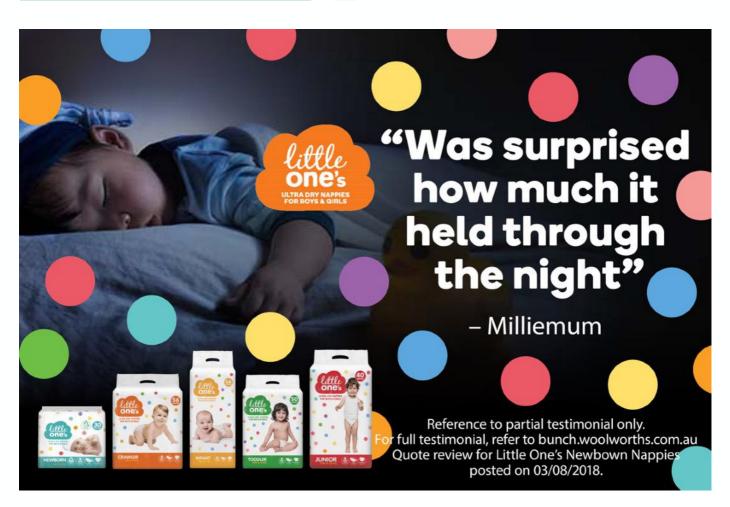
www.silvercross.com.au



instagram.com/silvercross\_australia



facebook.com/silvercorssaustralia/





#### Medela

afterpay  $^7$  zip Pay

The research-based Symphony breast pump has been developed specifically to support mums throughout their breastfeeding journey: to initiate, build and maintain an adequate milk supply.

With the Medela pump sets, you can express your breast milk from the comfort of your own home using your Medela Symphony rental breast pump. Visit www.medelahire.com.au to rent.



## Symphony for hire



Heading home with your new baby and need a Medela Symphony breast pump?

www.medelahire.com.au



medelastore.com.au



instagram.com/medela\_au/



facebook.com/medela.au/

#### Solidea

afterpay 17

Recommended by Obstetricians and Physiotherapists, Solidea Pregnancy and Recovery shorts, leggings and stockings provide proven medical compression. Specifically designed to support your changing body during pregnancy and improve your recovery following childbirth.

Minimise back/pelvic pain and support your pelvic floor and abdominal muscles in a lightweight, breathable fabric suitable all year around.







solidea.com.au



instagram.com/solideapregnancyandrecovery/



facebook.com/SolideaAus/



#### Peekabee

afterpay 17

We create quality, eco-friendly and non-toxic products for littles aged 0-8 years. Mealtimes can be stressful, so our goal is to help make feeding fun and reduce mealtime stress. We are also passionate about educating parents on how simple it can be to feed kids healthy homemade food.







peekabee.com.au



instagram.com/peekabee.au/



facebook.com/peekabee

# Things For Twins

afterpay 17

Things for Twins are passionate about providing practical, innovative and fun products that have been carefully selected to make the challenges associated with raising multiples just that little bit easier.

#### SPECIALISING IN:

- Twin Feeding Pillows
- Pool Floats
- Twin Carriers
- Books for Multiples
- Twin Milestone Cards
- Twin Clothing

AND MUCH MORE







thingsfortwins.com.au



instagram.com/thingsfortwins



facebook.com/thingsfortwins



#### **Ecosa**

afterpay. **ZipPay** 

As a mum of a newborn, you need the best quality sleep possible. With ultra-convenient delivery and 3 levels of adjustable firmness, the Ecosa is a mama's secret weapon.







www.ecosa.com.au



instagram.com/ecosa\_sleep



facebook.com/ecosasleep/

#### **Flatoutbear**

Soft, cuddly and flat, the FLATOUTbear and FLATOUTbear baby are made from Apr 100% pure Austral-ian sheepskin shaped like a teddy bear. It's the perfect natu-ral comforter and sleep companion for babies and children and is the ultimate luxury teddy bear.









flatout.com.au



instagram.com/flatoutbear



facebook.com/FLATOUTbear



# Sophie The Giraffe

Sophie the Giraffe has been made in France since 1961. Its name refers to its launch on 25 May 1961, Saint Sophie's day.

She is very flexible and has lots of parts for baby to chew on. Sophie is perfect for soothing baby's sore gums when teething and is completely safe. Made of 100% natural rubber and A grade food paint.







lesfolies.com.au



instagram.com/sophiethegiraffeaustralia



facebook.com/sophielagirafe.officialAUSTRALIA

# Marcus & Marcus

Marcus & Marcus is an award winning well-designed practical, colourful feeding product label that assists in your young child's development.

The bold engaging colours with trendy designs are made from safe non-toxic soft food grade silicone, microwave and dishwasher safe and will withstanding temperatures -20'C to 220'C, easy to clean.







marcusnmarcus.com.au



instagram.com/marcusnmarcus



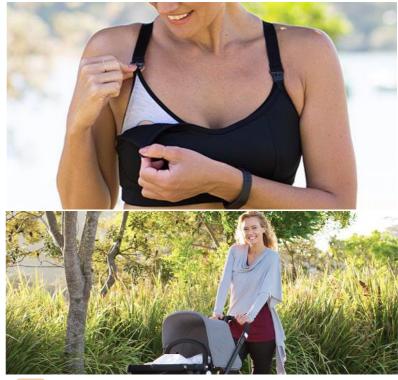
facebook.com/marcusnmarcus



#### Milk And Love

afterpay  $^7$  zip Pay

This is the place for Eco-Minded Mums! Australia's best shop for Eco Maternity & Nursing Clothes (that are stylish as well as soft and comfortable to wear). Don't miss their huge range of Natural Baby Products, Lactation Cookies, Bamboo Breast Pads and Eco Nappies! Shop online or visit their Brisbane shop.





milkandlove.com.au



instagram.com/milkandloveaus



facebook.com/MilkandLoveAus

#### **Bae The Label**

afterpay 17

Hi there, we're Bae

Simply put, we make great clothing for motherhood. With a loyal social following to keep us inspired, Bae is made for real mums, by real mums. Forever genuine, with a personal touch and an unassuming attitude. Our clothes are versatile and uncomplicated.

We sweat the small stuff. Every detail counts. We spend hours sourcing the best quality fabrics and perfecting our design details and fit. It's why our clothes look and feel so good.







au.baethelabel.com



instagram.com/baethelabel



facebook.com/baethelabel



### Jellystone Designs

Jellystone Designs is an industry leader for teethers and toys with a wonderful feel and clever design to ease toothy troubles and encourage sensory exploration.





Dedicated to helping babies by providing proven science-based sleep guidance tailored around each family's needs. Implementing healthy sleep habits early avoids sleep training in the future.





jellystonedesigns.com.au



instagram.com/jellystonedesigns



facebook.com/jellystonedesigns



moonlightbabysleep.com.au



instagram.com/moonlightbabysleep



facebook.com/moonlightbabysleep

## **Growth Spectrum**

The first 1,000-days of life form the foundations for long-term health. Gain confidence with nutrition & breastfeeding support-giving your child the best start to life.







growthspectrum.com.au



instagram.com/growthspectrum



facebook.com/growthspectrum

#### Haru Hana

We like to provide our little ones with comfortable, affordable children's wear, accessories and essentials. We are sourcing brands from South Korea and various international and Australian brands.





haruhana.com.au



instagram.com/haruhana



facebook.com/haruhana



#### Wild Indiana

Wild Indiana is passionate about your baby's development and equipping you with products to help you transition through the big milestones!





wildindiana.com.au



instagram.com/wildindiana



facebook.com/wildindiana

## Djeco

Djeco is a French brand featuring products designed by artists and illustrators. The range encourages interaction from babies, as cognitive ability and hand eye coordination is developed.





kaleidoscope.com.au/djeco



instagram.com/kaleidoscopeaustralia



facebook.com/kaleidoscopeaustraliapl

#### **Music Beat**

At Music Beat Australia we stock a huge range of baby and children's musical instruments to suit varying age groups. Find the right musical instrument for your child's needs

#### Milk And Love

Natural and eco essentials for Mum & Baby. Check out the value bundles to help you save money. Shop online or visit their Brisbane Shop.



Music Beat

Children's musical instruments for play, learning and therapy

Free Shipping for Australian customers when you spend \$150 in a single order. 'Canditions apply



musicbeat.com.au/shop



instagram.com/kidsmusicbeat



facebook.com/BoppinBabiesAus







milkandlove.com.au



instagram.com/milkandloveaus



facebook.com/MilkandLoveAus





## Newborn Checklist

#### In the Nursery

□ Bassinet /Cot

For optimum safe sleep safety for your newborn ensure your cots is Australian Standards approved AS/NZS 2172:2003

- Mattress
- Mattress Protector
- Bedding for bassinet
- □ Baby Monitor
- Nightlight
- □ Baby wraps
- ☐ Swaddle / Baby Sleep Bags
- Quilt / Blankets
- □ Room thermometer
- Musical mobile
- Dummies
- Change table
- Change Mat
- ☐ Baby brush and comb
- Nappies

- ☐ Toiletries (Lotion/baby shampoo/talc-free powder)
- Nappy Storage Holder
- □ Nappy liners (for reusable nappies)
- Nappy Wipes
- Nappy Bin
- □ Baby Bath
- □ Bath thermometer
- Non-slip bath mat
- Sponge
- □ Bath Seat
- Baby Towels
- □ Face cloth
- Nappy Cream
- □ Baby moisturizer/oils
- Cotton Pads
- □ Cotton Buds
- □ Round-tipped nail clippers/scissors
- ☐ Hair Brush

- □ Toybox
- ☐ Baby Sleepytime book
- ☐ First Aid Kit
- □ Thermometer
- □ Drawers / Dresser
- □ Coat Hangers
- □ Baby Bouncer
- ☐ Baby Gym
- □ Toys
- Humidifier
- □ Safety equipment

ie: child restraint locks and gates, stove guard and door knob covers.

#### Outside the house

- □ Pram/Stroller
- □ Pram UV cover/rain cover
- Portable change mat
- □ Pram liners
- Pram toys
- □ Pram Blanket



## Newborn Checklist

#### continued

- Nappy Bag
- ☐ Baby sling or baby carrier
- □ Porta Cot
- □ Baby Car Capsule/Seat (0-6 months)

If you're driving home from the hospital, you will need an Australian/New Zealand standard AS/NZD 1754 rear facing child restraint. Ideally, you should have them professionally fitted prior to the babies arrival.

- □ Rear-facing mirror
- □ Window shades
- ☐ Convertible car seat (0-4 years)
- Extension Straps
- □ Head support

#### For Mum

#### If breastfeeding:

- Breast Pump
- □ Breast Pads

- Breast milk storage bag
- □ Breastfeeding bras and tops
- ☐ Breastfeeding support pillow
- ☐ Breastfeeding cloak
- Nipple shields
- Nipple cream

#### In addition:

- Feeding Pillow
- Feeding Chair
- Steriliser
- □ Formula
- Bottles
- Bottle warmer
- Bottle carrier
- Bottle brush
- Bibs
- □ Teats

#### For Baby

- Newborn clothing sets
- □ Coveralls / rompers
- Sleepsuits
- Grow suits
- □ Sunhat
- □ Bibs
- Booties
- Singlets
- Beanie
- Mittens
- ☐ Jackets, Jumpers, Cardigans
- □ Socks

#### For Support Person (Dad) - at Hospital

- Camera / Video Camera and charger
- Money for snacks, drinks and coffee



## Australia's Top Parenting Resources

The arrival of your newborn is one of the happiest most joyous times of your life. It shouldn't be tainted by being unsure where to go for parenting support, information and advice.

Kiddipedia's website is a good place to start for general information as our keyword search provides access to Australia's top parenting websites, and their articles, from one place.

The views and opinions expressed in our partnered parenting sites are of their editorial staff and contributors.

Kiddipedia also provides a list Australia's National Helpline numbers which can be found here.

I hope this guide helped provide some support for your parenting journey ahead and can assist you in being the best parent you can.

For specialised medical advice and information please consult your Maternal Child and Family Health Nurse or the appropriate medical professionals. Please call 000 in case of an emergency.

We look forward to continuing to support you as your little one grows.

Much love,



**Partner Parenting Sites** 































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#### www.kiddipedia.com.au

info@kiddipedia.com.au 1300 KPEDIA (57 33 42)





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