



Family
Friendly
Checklist

Wangaratta



Thank you for your willingness to provide a space in the community that is welcoming and supportive of families. Your efforts will have positive impacts on the health and wellbeing of families, helping to give children the very best start in life.

As mentioned in the Rural City of Wangaratta Municipal Public Health and Wellbeing Plan, (2013-2017) the foundations for virtually every aspect of human development are laid out in early childhood and impact on the individual for a life time.

Poor social and economic circumstances present the greatest challenge to a child's growth, while what happens during early years impact on obesity, heart disease and mental health, educational achievement and economic status over a life time.

Introduction

The purpose of this checklist is that it can be used by businesses to identify potential barriers for families coming into your venue. The aim isn't to 'pass or fail' but to prompt you to consider some of the factors families take into consideration when choosing a venue to eat or shop. It is a part of a local social marketing initiative in the Rural City of Wangaratta called "*Communities latching on to breastfeeding*" (CLBF) designed to promote breastfeeding through strengthened community supports. We endeavour to raise awareness of the needs of mothers and babies so partners and their wider community can take action to support them.

Wangaratta has a relatively young population with parents and homebuilders and children (0-5 year) making up 35% of the population (Australian Bureau of Statistics, [Census of Population and Housing, 2011](#)) As a result there is an opportunity to maximise economic and social benefits, through a Central Business District (CBD) that leverages from Wangaratta's younger and more family-orientated population. This can be achieved through businesses that are more child and family-orientated and that cater for the younger population.

Visiting friends and relatives (VFR) is the second biggest reason visitors come to our region so it makes sense that businesses create a welcoming environment for those travelling to our region.

Being family friendly doesn't have to be time consuming or expensive. It can be about making simple decisions that support, welcome and encourage all people to visit and utilise your business. To encourage local businesses to plan for and implement family friendly practices, Gateway Health in partnership with Rural City of Wangaratta have developed this resource and checklist.

This resource is designed to assist you in reviewing your space, and help you consider different aspects that will help to make families and children feel welcome and supported in your business.

Being a 'Wangaratta Family friendly Business' means that:

- The process has the potential to increase your customer base and increase your business profile; and
- Your business will be contributing to the health and wellbeing of the families and children within your local community.



BUSINESS/ SERVICE DETAILS	
Business/service name:	Contact Person:
Phone:	Email:

SAFETY	YES	NO	N/A	If you answered no, what are some suggestions to improve in this area?
Is our venue clearly designated as 'No Smoking'?				
Is our venue well maintained and clean?				
Have we considered ways that children may be injured or harmed on our premises and have taken steps to minimise these risks?				
Do we provide an outside area that protects from elements (sun, wind, rain etc)?				
Is our venue fenced from major roads, thoroughfares and other hazards where practical and possible?				
Are staff appropriately screened via a "Working with children check" that are in direct contact with children?				
Do we follow the 'Child Safe Standards'?				

ACCESS	YES	NO	N/A	If you answered no, what are some suggestions to improve in this area?
Does our venue allow prams (width: 63cm for single, 75cm for double) and/or wheelchairs (69cm) to move easily into and around the space?				
Do our doors open easily and are accessible to prams and/or wheelchairs?				
Does our venue provide a space for prams and/or wheelchairs to park?				
Does our venue operate at hours that suit families?				
Have we considered ways of providing financial advantages for families (family discounts, special offers, low cost options)?				



WELCOMING ATTITUDE	YES	NO	N/A	If you answered no, what are some suggestions to improve in this area?
Is our venue obviously family friendly (signage, activities, décor, marketing, information)?				
Does our staff greet families (adults and children) with a smile and warm welcome?				
Are our staff flexible in meeting the needs of families and responsive to unforeseen events?				
Is our venue and staff able to cope with multiple families at once?				

FACILITIES	YES	NO	N/A	If you answered no, what are some suggestions to improve in this area?
Do we provide families with toilets or directions to closest available toilets?				
Do we provide a change table that is accessible for both males and females to use?				
Are highchairs available?				
Do we have seating or rest areas available?				
Do we have well maintained bins available for families to use?				
Do we have hot water or heating facilities available to heat bottles if needed?				

TRANSPORT	YES	NO	N/A	If you answered no, what are some suggestions to improve in this area?
Does our venue have parent parking/parking close by?				
Is our venue easily accessible by public transport?				
Is our venue well sign posted?				



BREASTFEEDING FRIENDLY	YES	NO	N/A	If you answered no, what are some suggestions to improve in this area?
Do we have a welcoming attitude towards breastfeeding mothers?				
Do we display an Australian Breastfeeding Association 'Breastfeeding Welcome Here' sticker?				
Do we provide a comfortable area for mothers to feed their baby/child?				

FOOD/ACTIVITIES	YES	NO	N/A	If you answered no, what are some suggestions to improve in this area?
Do we offer fresh, healthy, well balanced food?				
Do people have access to free water suitable for drinking?				
Do we provide a play area that is safe and well maintained?				
Do we have activities for children?				
Do we have a children's menu that is low cost and smaller portion sizes?				

ORGANISATIONAL PLANNING/POLICY	YES	NO	N/A	If you answered no, what are some suggestions to improve in this area?
Do we allow families (including children) to provide feedback to our organisation?				
Do we consult with families in regards to planning, services etc.?				
Do we have family specific marketing in place?				
Do we have a public statement of family friendliness?				



If you would like more information on becoming a family friendly business please refer to the booklet "Breastfeeding and Work - Let's make it work"
http://gatewayhealth.org.au/index.php?option=com_content&view=article&id=195&Itemid=262

Or further information can be found by contacting:

Health Promotion Team
Gateway Health
03 5723 2000
info@gatewayhealth.org.au

USEFUL LINK/RESOURCES/CONTACTS

- Australian breastfeeding Association
<https://www.breastfeeding.asn.au/>
- Department Human Services
<http://www.dhs.vic.gov.au/about-the-department/documents-and-resources/policies,-guidelines-and-legislation/child-safe-standards>
- Raising Children Network
<http://raisingchildren.net.au/>
- Rural City Of Wangaratta: Economic Development department
economicdevelopment@wangaratta.vic.gov.au
03 5722 0888
www.wangaratta.vic.gov.au
- Business Wangaratta
admin@businesswangaratta.com.au
- Gateway Health
info@gatewayhealth.org.au
03 5723 2000



COMMUNITIES
LATCHING ON TO
breastfeeding

