



## **MEDIA RELEASE**

August 12, 2009

### **DADS – THE FORGOTTEN PARENTS?**

#### **New Australian website fills the gap with practical and user-friendly advice for Dads**

Despite the fact that there are more than 5.5 million of them, Aussie dads are often forgotten when it comes to receiving advice and support on parenting. A new Australian website, Dads' Club.com.au, aims to change this with the introduction of a free online club that offers practical advice specifically tailored for fathers and even grandfathers.

According to Dave Woolbank, founder of Dads' Club, the modern family structure is changing to accommodate mothers returning to work and the increase in fathers who are choosing flexible work options to spend more time at home with their children. There's also a growing number of fathers who are taking full time responsibility for their children. According to an Australian Bureau of Statistics study, there's been a 35.7 per cent increase in at-home dads over two years.

Research has also shown that Australian fathers are expressing a desire for greater involvement in their children's lives<sup>1</sup> and that likewise, children would also prefer to spend more time with their working fathers.

Dave Woolbank says that despite this shift, dads are frequently forgotten when it comes to receiving parenting advice and support or don't feel comfortable putting their hand up for help.

"A great deal of a mother's support comes from her own mother, her grandmother, her sisters and friends or even a community based mothers group," he said. "Often, dads don't have the same support opportunities as their partners. Their own fathers came from a different generation when there was different expectations of fatherhood and parenting issues aren't often discussed with mates so it can be particularly tough if you are the first in your friendship group to have a child.

"Dads Club fills this gap. It offers free advice and quick tips on parenting written by dads for dads with the practical information dads need without the waffle they don't," says Woolbank.

The site also features contributions from "Expert Dads" including obstetrician and gynaecologist, Dr Vijay Roach, who regularly speaks to fathers about pregnancy

and in particular Post Natal Depression; Gadget Guy, Pete Blasina, who will contribute stories relating to kids and technology; child psychologist and author, Dr John Irvine and Kim Terakes, high profile cook and founder of "Boys Can Cook" who will share tips and recipes for Dads.

-more-

-2-

The categories of the site include:

- Deals 4 Dads on a range of activities that dads can do with their kids
- Gift ideas for kids of all ages
- Sport and health tips including how to find sports clubs for your kids to join
- Activities and tips on holiday destinations and weekend activities
- DIY guides that dads can do with their kids
- Forums where dads can share their stories and have a few laughs
- Essential contacts to help address any issues or needs the kids might have

1- Human rights and equal Opportunity Commission, 2005, *striking the balance; women, men, work and family*, Discussion paper 2005, HREOC, Sydney

**- ENDS -**

**INTERVIEWS WITH DAVE WOOLBANK AND LOCAL CASE STUDIES ARE AVAILABLE ON REQUEST**

For all media enquires contact:

Dave Woolbank

Dads' Club

Ph: 0407 020 838

[dave@dadsclub.com.au](mailto:dave@dadsclub.com.au)