

# the great southern pram push

## Our Objective

Hobart City Mission will hold the annual Great Southern Pram Push on the 24<sup>th</sup> of March, 2018 with the aim to raise much needed funds for Hobart City Mission's Small Steps program.

The Small Steps program provides accommodation, support, training and development for young mothers and their children. This program aims to prevent young children and babies from being removed from their mothers and placed into State care due to a lack of appropriate support and/or accommodation.

The Small Steps program receives no government funding and instead, relies entirely on Hobart City Mission's philanthropic activities and grant income.

This event provides the opportunity to support young mothers and their children through the Small Steps program and be a part of a fantastic event.

Help us change the lives of young mums and their kids in our local community





The Great Southern Pram Push provides entertainment, food and activities that are family and community-based.

The event will be held at Montrose Bay High, by the shore of the Derwent River. This year's event is taking a different format to past years, with a focus on

attractions and activities. There will be something for everyone to enjoy and get involved with.

A range of novelty short course “race” events will be undertaken in the middle of the oval, which include as the “Bottle Dash” and “A Day of a Parent” Race.

Entertainment will range from high-thrill activities to face painting and jump castles. For the young bubs, there will be children’s activities, including crafts and musical entertainment.



A Baby Beautiful Competition will be run on the day, with entrants registering online or at the event. Categories included in the baby competitions include “Cutest Outfit”, “Most adorable Smile” and a “Lookalike” Competition.





The event will be promoted through various platforms, with a focus of online marketing on social media as well as traditional print, radio and TV. In 2017, social media marketing reached over 15,500 people.

2018 will be the fourth year the event has been staged, with the aim of increasing recognition for the Small Steps program, creating a strong fundraising opportunity and providing market reach for our sponsors.

Last year's event was a great success with over 200 attendees throughout the day, an increase on the previous year's event. It is estimated that with the new event format and increased awareness of the event, 2018 will see a dramatic increase in attendee numbers.



The Great Southern Pram Push is on its way to becoming an annual iconic event on the Hobart events calendar.

