



FEATURES AND BENEFITS of Kiwi Families - for Passionate Parents

FEATURES (Characteristic or description of Kiwi Families)		BENEFITS (What the feature means to/ or will do for P.P.)
NATIONAL NZ SITE	- Provides National coverage	- Offers information for all areas of NZ; not limiting information to major centres alone
	- New Zealand relevant information	- Saves you the hassle and frustration of needing to gather information from international sites that are not 'Kiwi' relevant.
STRATEGIC ALLIANCES	- Accepted business partner of Plunket	- Provides a proven source of reputable associations that will give you confidence and security in the resources available on the site
	- Working relationships with Plunket, Consumers Institute, MOE, MOH	
ARTICLES AND INFORMATION	- High quality articles researched and written by national bodies, organisations, specialists in the field and professional journalists	- Gives you security in knowing that the information published is provided by credible sources, and is 'Kiwi' relevant
	- Unbiased and independent information	- Allows you to access clear and concise information so you can make informed decisions and choices for your family
	- Information that spans every age and stage relating to the topic through one medium	- Gives you a comprehensive and progressive view of the topic in one easy-to-read article
THE KIWI FAMILIES TEAM	- Kiwi Families has qualified team members who are experts at managing topic content:	- Providing proof that credible people are managing the content of the website.
	- Registered Nurse - Paula Skelton holds a BSc and is a practising midwife. Paula manages the content in our Health and Nutrition areas.	- Gives you peace of mind that the information provided is being managed by experts in that field.
	- Teacher – Kylie Valentine holds qualifications in media studies and secondary school teaching. Kylie manages the content for Education and Safety.	
	- Travel Expert – Susie Brebner has 18yrs experience in the Travel Industry, where she has managed her own consulting business. Susie manages the content for Travel.	
FEEDBACK AND NETWORKING	- Forum discussions	- Allows parents to network and to share experiences, opinions and expertise with others
	- Opportunity for parents to review and rate articles, books, products and services	- Gives you the opportunity to help others make good choices - Gives you access to valuable feedback from others, before making decisions, which in time may save you time and money
	- Parents have the opportunity to give feedback on the types of information that they would like to see on the site	- Provides parents with a clear voice that will help them obtain the type of information that they need.
MARKETING	- Sponsoring events i.e guest speakers, first aid courses	- Brings parents quality events that they may not otherwise have access to, which in turn will be of value to their family
	- Competitions for children and parents e.g. family holiday prize, colouring in competitions for children	- Provides entertainment and prize-winning opportunities for parents and children.
SITE LAYOUT	- Clean, modern and friendly	- Makes it easy and fun to use
ADVERTISERS DATABASE	- Powerful search function that covers both article and advertiser databases at the same time	- Returns relevant information quickly
	- Provides a database of products and services relating to all topics featured on the site	- Means that you can get all the information you need on one website, quickly