



are driven by passion and determination and the desire to provide a great future for our children because, at the end of the day, this is why we do what we do – we love them so much,”

For Anita and her team at Babes in Arms, winning the AusMumpreneur Awards was perfect timing. The accolade helped Anita to highlight the world-first celebration of Australian and New Zealand Babywearing Week, an event held during October to coincide with the annual International Babywearing Week.

With such amazing accomplishments already under her belt, or should I say baby carrier! Anita admits that being a mum to four, a wife and a globally successful business owner does have its moments, “I never fit ‘everything’ into just one day... there is always plenty left over for the rest of the week and beyond! In a nutshell, I work three days per week and make up a more-than-full-time-load by working late at night when the kids are asleep.”

Anita has expertly tackled some of the seemingly impossible aspects of her family life and business growth by applying the same method, “The key to gaining business momentum has been ‘delegation’, employing competent staff to support my business efforts is critical. I have always asked myself, ‘Can someone else do this just as well as I can?’ If the answer is ‘yes’, then find someone to do it and concentrate on tasks that only I can perform in the business. Similarly, I have made a conscious decision to have an in-home babysitter to look after the children while I work from my home based office. Our babysitter

becomes a family member really, caring for our children in a familiar environment.”

According to Anita, “Working from home with the support of a babysitter means that I’m still able to breastfeed my babies while they are still young, put them to bed, be there when the older kids come home from school or just be there when they need some extra loving (or discipline!). It makes for a ‘messy’ day with interruptions here and there but I rather it be that way than have the separation of the kids being in childcare.”

So what does one award winning mum have to say to the other aspiring business mums out there, “Dreaming up business ideas is easy. Developing a commercially viable operation takes real imagination, ingenuity and perseverance. Bringing business ideas to light will take all the courage and energy you have. While I love my business and am proud of the achievement, I always warn new mums considering a new venture when their children are still very young. It is a big juggle that many people give up on and lose a lot of capital as a result.”

But when you decide to follow your dreams, work hard and make it a success, Anita’s best advice, “Remember to hold on tight, the ride is steep but the view is inspiring!”

**To find out more about all the wonderful resources and products available at Babes in Arms, visit [www.babesinarms.com.au](http://www.babesinarms.com.au), call the toll free number on 1300 725 276 or meet up with other babywearing parents on the Babes in Arms Facebook Page.**



*Congratulations to the winners of all categories in the 2011 AusMumpreneur awards:*

*PBC Expo Rising Star  
AusMumpreneur:*

Lisa O’Keefe & Stacey Clayton,  
Koolaman Designs

*Toddlers to Teens Emerging  
Mumpreneur of the Year:*

Rhian Aleen, Lose Baby Weight

*Super Sprout Best Service Business:*

Kim McGann, Blush Brides

*Koolaman Designs Product Innovation:*

Brooke Nicol, Breast Mate by Oogy  
Baby

*Best Eco-Friendly Business:*

Catherine Langman & Michelle  
Fowler, Cushie Tushies

*Best Design Business:*

Lety Kemp, Fancy Little Me!

*For more information about the  
awards, visit [www.connect2mums.com.au](http://www.connect2mums.com.au)*

FOR THIS AMAZING MUM OF FOUR AND AWARD WINNER!