



Behind every great man, is a great woman.

To celebrate Mother's Day, we sat down with mum behind the brand, Dan's wife, Kate.

You won't get Kate in front of a camera too easily, but she writes as warmly as she speaks; is a great story-teller and you're going to love her insights into motherhood and the moment that changed her family forever.

Tell us a little about yourself and your connection to the Ems for Kids brand.

Well, I'm married to Dan!

Daniel always says that he came up with the idea for the business, but it was actually me who led him in that direction. I was searching high and low for some earmuffs for our daughter Emily (Em) and I couldn't find any. I figured that if we were looking for some and couldn't find any then maybe other people were too. I believe I had the idea first and so does Dan so we just choose to disagree! But I DEFINITELY came up with the brand name – that was all me....



Tell us a little about the Gibney family. How many kids do you have and how old are they?

We have 3 children. Emily who is 13, Lucy who is 11 and Isaac who is 1 and a half.

Did you and Dan ever decide how many children you wanted before you started your family?

When we got married, Dan and I both said we wanted three children, then a little after Lucy was born Dan threw me a curve ball and said maybe we should stop at two. I didn't really think much of it, but then as the years went by, it never really felt like the right time to try for a third.

I actually grieved for a few years the thought of not having a third child, but again I never really had a burning desire to push (pardon the pun) for that third bub. Every now and then Dan would ruffle my feathers by saying 'maybe we should have another one?', then when Lucy was about 6, I just called it. I figured we couldn't make up our minds, so two would be our decision. If we wanted another baby it would have to be a burning desire in our hearts. We had two beautiful, healthy, happy girls that we had such fun with and that was our family. It worked so well with one parent per child, one row on a plane and one hotel room when we travelled, we were done!

Until....

How did you find out you were pregnant with surprise-package Isaac?

We had been in Thailand on a holiday with my family for Christmas and you know how it is when you travel and are on holidays, you don't really keep track of what day it is...well I don't! However, it was on Christmas day that I really started to think 'I'm either sick, or I'm pregnant! Eek!

I didn't mention my concern at that point to Dan. That was for two reasons – he had had a big year and mentally needed a break, and I also knew as soon as I mentioned it, he would make me go and get a pregnancy test straight away, and I was NOT ready for that! So, I sat on it for about ten more days, just in denial really! It wasn't until we were back home in Australia, and Dan's sister called to let us know SHE was pregnant (also with a surprise baby!). Later that night Dan turned to me and said "How about Sarah huh?! I looked at him and began my sentence with "Well...."



Tell us about some of the feelings that popped up when you found out you were going to have another baby, ten years after the last?

Mostly it was shock. I felt a sense of overwhelm that I was going back to the beginning again – nappies, sleepless nights etc. It was unbelievable at first. I kept thinking about how we would make everything work juggling the business, my work and family. However, as we started to tell a few friends and they were so excited for us, it slowly felt like it was meant to be! I probably did know I was supposed to have three children after all of that!

What has Isaac taught you?

I've learnt that there's always enough love inside for every child that comes along. I've learnt that my heart really did want another baby, and that I always wanted to have a son. And I've definitely learnt that my body is 10 years older than it was when I had my first child! But it's like anything in life – the things that are overwhelming stretch you, grow you and expand your capacity and then all of a sudden you are doing IT ALL!

Any advice for mums going back to work after having a bub?

Be kind to yourself with your expectations. Some days I'll be a great mum, some days I'll be great at my other job. You will learn to navigate the season and make both roles work together in time. I have a job where it's easy to bring work home so I need to focus on taking time with my son, reading him a book or doing something he might like to do (and my girls too!).



You were 26 when you had Emily and 36 when you had Isaac - any thoughts on giving birth that little bit older compared to your first two births?

It's harder on your body, but because I already had two children, I wasn't worried so much about the process, or how I'd handle it.

One benefit of being older was that I knew how to advocate for myself a lot more.

When you have your first child, you possibly don't know some of your rights as a woman giving birth. While you can trust the medical advice, especially here in Australia, you do have rights that perhaps you don't know until you know them, if that makes sense.

Overall, I just felt so much more relaxed. If Isaac didn't sleep, I knew eventually he would. I knew it was going to be ok. One bad nap doesn't mean he's never sleeping again. With the girls I was really strict on nap time but not with Isaac!

Have you noticed a difference in the mother-son vs mother-daughter bond?

I do. I actually do. My girls weren't very snuggly but Isaac pops his head into my shoulder and has a big cuddle – I love that.



Any perks in hindsight from the 10-year gap?

For me personally, when I had my first two, I was one of the first of my friends to have a baby so I felt a little on my own. When Isaac was born, it was lovely to journey with other women that were also pregnant around the same time – so that was a definite perk!

Ten years on, has your parenting style changed?

Being a boy, Isaac is a LOT more active and so that keeps me busy. I think we're more relaxed though – anyone with 3+ children will tell you, the youngest tends to "raise themselves" a bit more than the older ones. Then again, in some ways, he gets parented by four people, not just two!