

## Guiding mums on their breastfeeding journey

By **Melissa Meehan**

**COLOURFUL** author Pinky McKay demands attention when she walks into a room.

Her bright pink hair might stand out from miles away but she's Australia's most recognised breastfeeding expert and best-selling author of four books.

Her gentle approach and quick wit make for great reading - but her real passion is to see mums happy.

"There's a lot of noise out there - but I take more of a holistic approach and if mums want support I am happy to provide it," says the lactation consultant.

"What we do know is that mums are doing their best, and I want to let them know that breast is normal and I want to support people that want to breastfeed."

And that doesn't mean that mums with little supply or other issues that affect their ability to breastfeed are failing their babies - it just means that there may be another approach.

Pinky said she recently assisted a mum who had glandular tissue and was never going to have a full supply of breast milk and helped her use donor milk.

"I'm here to help the people who want to do it," she said.

"I see all the hard stuff and I think it would be fabulous if lactation

consultants were on Medicare because often other medical professions are working with outdated information.

"It's not life or death if the baby has one bottle of formula - but often the mum just needs to have something to eat and drink and have a lie down."

Pinky said stress often limits the hormones that produce milk and mums often need gentle support without being "bulldozed".

"If the mum wants to do it (breastfeed) she doesn't need to be told not to do it," she said.

"Every woman is different, every baby is different and every birth is different - it takes a while for things to work out."

You may also know Pinky as the producer of the famous 'Boobie Bikkies', a brand that supports breastfeeding mothers.

After seeing far too many exhausted and stressed mothers who don't have time to have a shower let alone bake some lactation cookies, she decided to take matters into her own hands.

"A friend said to me that I should make them - new mums don't have the chance to," she said.

"I was in Sydney at the time and came back to Melbourne and the rest is history."

Go to [www.pinkymckay.com.com.au](http://www.pinkymckay.com.com.au) for more information on breastfeeding or to find where you can buy one of Pinky's books.



Breastfeeding expert and author Pinky McKay.

### GIVEAWAY:

Pinky McKay is giving five lucky readers a copy of her book and some Boobie Bikkies.

For your chance to WIN, go to [sunshinecoastkidstoday.com.au/](http://sunshinecoastkidstoday.com.au/) competitions and click on Pinky McKay.

## Noosaville mum and entrepreneur on juggling business and family life

By **Abbey Cannan**

**NOOSAVILLE** entrepreneur and mum Sally Rankin went from working as a chef on private super yachts to selling coastal style homewares and antiques for locals and tourists across the globe.

After 10 years of sailing, she came back to her hometown to raise a family and opened an online store, which now operates as Coastal Vintage, over five years later, with part-time mums.

With a passion for home decor, Sally spends her days juggling her kids, family and the business.

"After a decade of working on boats I wanted to do something that reflected my old life, and with a love for coastal and nautical style home wares and antiques, I decided to combine both," Sally said.

"When I moved back to Australia, I started a business selling fair trade wares. I sold it four years later when my first born was six months old. 18-months later when my second born was six months old I started this business."

Lifestyle and being close to the sea is what brought Sally back to Noosa.

"We have been living here for six years in the Noosa Hinterland. Our girls go to Eumundi school and we love the community and friends that we have made here."

Sally's husband also has his own business, so together they share the juggle of raising kids.

"It's not easy but we support each

other and love having a family," Sally said.

"I'm first up in the morning and work an hour or so before everyone else wakes and I can organise my day. I also have a very supporting mum and in-laws that visit often and look after our girls while my husband and I go away on buying trips.

"Also, as we operate the business out of a warehouse, we open between school hours and on Saturday mornings. All the crew that work at Coastal Vintage are also mums. This allows us to be able to do the school run and attend to after school activities."

Lisa said her favourite thing about being a mum was the overwhelming love and the time they spend together.

If any mums out there are thinking about starting their own business, Sally said to just do something you love so that it doesn't become a chore.

"Take your time, do your homework, be prepared for long hours working around the kids, and that you tap into your business seven days a week," she said.

Sally said they are currently offering Jolie Home paint workshops and also painting their own Coastal Vintage range of oars and paddles for customers.

"As we source wares from Indonesia twice a year, we support the Bali Street Mums project and import their dolls to sell. This empowers impoverished mothers with training and creating incomes."



Top: Noosaville entrepreneur and mum Sally Rankin.



### Sally's Top 3 Home Decor Tips:

1. Surround yourself with items that make you happy.
2. Mix old with new to give character and warmth to a home.
3. Up-cycle old pieces with paint to easily refresh or revamp spaces in the home.