

Hip Mum Profile: Tanya Duncan from Mum's Card!

By amber. Filed in [Hip Profiles](#) |

Last Christmas my sister, who lives overseas, gave me some beautifully printed cards with my name, phone number and daughters name on them and told me they were 'like business cards for my new job as a mother' and she further added that they 'were great for when I met other mums at the playground'. Despite being big where she lived I kind of scoffed at them and put them aside in my top drawer. Turns out, as big sisters often are, she was right! They would become incredibly useful and handy. We recently discovered Tanya Duncan the brainchild behind [Mum's Card](#) who also saw the need for such a communication tool. Today we are thrilled to profile Tanya as our Hip Mum!



Name: Tanya Duncan, founder of Mum's Card

Lives: Melbourne, Victoria, Australia

Lives With: My Partner Simon, 2 sons Hugh and Fletcher and our dog Matilda

Hobbies: I have a beautiful horse named Felix so when I get a few spare minutes I try to have a ride!

Tell us about the concept behind Mum's Card, how did you come up with the idea?

[Mums Card](#), being personal contact cards have been around for centuries. Originally they were calling cards that evolved into business cards. The personal contact card has been left behind a bit from the business card evolution which has become a standard, accepted part of any persons business stationary.

What we have done with Mums Card is simply picked up a really useful concept and made it relevant and available to Mums and families. Mums are doing such an important job raising their family, and they are regularly networking with other Mums and Carers so I saw no reason that they should not also benefit from the convenience of a personalised contact card.

Once I started to look at the cards it also occurred to me that like Mums the card could be a lot more useful if they could multi-task (like Mums) and some additional information would greatly expand their usefulness and make them even more relevant for families. This is when the inclusion of name of kids, an emergency contact person and any allergies that their kids suffer from were introduced to the card.

As the cards are completely personalised people can include what ever details they want, we just provide some suggestions for what might be useful to a Mum.

What info would you normally print on the card?



[Mums Card](#) will generally include your name, your kids names a contact email address and mobile phone number. In addition to this people often also include their address, home phone, emergency contact people, kids date of birth, allergies, illnesses and some people even include their kids likes and dislikes.

We also have quite a few grandparents that get the cards as well as small business people and nanny's or babysitters. They generally will include their rate, qualification and contact info.



How big are the cards?

There are size the same as a regular business card – 90mm x 55mm. They are also matt laminated to make them really durable.

Can I customise the card to have a look and feel that suits my personal taste?

If you visit our [website](#) you will see that there are 3 different ranges, so there is pretty much something for everyone. The Fun Mum Range has a lovely child like drawings and image, the Colour My Day Cards are a range of simple coloured designs, and the Photo Cards have a number of designs that incorporate your own photographs.

How long does delivery take from the time I place my order?

Once you place your order online we will email you a proof of your selected design and personalised info within 2 days. Once our customer confirms that all the info is correct we send it to print. From this time it is 7-10 days till your cards will arrive on your doorstep!

Before you started Mums Card, what were you doing?

I was running the marketing for a range of large trade events mainly in the fashion and interiors industries. It was a great job for me as the challenges were endless. Event Management is a really dynamic and challenging industry as everything is very timeline oriented, so generally the pace is fast. Once I started having babies and before I started Mums Card I also started a Boutique marketing firm – Infokus Marketing. I still run this company, helping with the marketing for generally small companies that are not in a position to employ a full time marketing person.



Any tips for starting up a business of your own?

It will not be as easy as you think! The time that a new business takes could be endless, so it is important to be clear about your goals and objectives so that you can work as specifically as possible towards your outcome. It is also important to have some good business mentors around you – it can be a bit of a rollercoaster, so someone that can give you a clear perspective of things without being emotionally involved is always helpful. I would also suggest if finances permit outsourcing tasks that you are not good at – you can waste hours, days or weeks plugging away at something that an expert could get done in minutes, hours or days.

Tell us about how you juggle being a mother of two with a successful business?

Juggle is probably the right word. We are busy, but in a good way. I try (though am not always successful) to keep the business to the times that the kids are in bed. Luckily both my boys still have a day time sleep so this always gives me a chance to get a bit done during the day. Sometimes there are late nights, but again I try to keep this under control and not make it every night!

We also have a nanny that looks after the boys one day a week and they go to occasional care one morning a week, so as long as I keep flexible and make the most of the snippet that I get we seem to make it work.



HIP OFFER ALERT!!!: Till the end of September [Mum's Card](#) is offering Hip Infant blog readers a free Mums Babysitter Pad when they make a Mum's Card purchase. All you need to do is enter the code HIPIN as the Unique User Code at the checkout. Too easy!

Tags: [calling cards](#), [communication tools](#), [Mum's Card](#), [personalised stationery](#)

This entry was posted on Thursday, September 10th, 2009 at 8:19 am and is filed under [Hip Profiles](#). You can follow any responses to this entry through the [RSS 2.0](#) feed. You can skip to the end and leave a response. Pinging is currently not allowed.