

WELCOME BOOK



Australian Breastfeeding Project



WELCOME

Passion is what drives me, ignites my soul. It fuels me in my mission to advocate for breastfeeding and motherhood. This project is my calling, my purpose. I am determined to increase breastfeeding rates and preserve the beauty of motherhood through captured memories. These moments are precious, a reminder of the incredible bond between mother and child.

The impact of this project has resonated globally, breaking down barriers and misconceptions surrounding breastfeeding. It has united a tribe of nurturing mothers who uplift and empower one another. Together, we can create lasting change and inspire future generations of strong, nurturing mothers.

As a mother myself I understand the effort it takes to participate in something like this so I hope this preparation guide is helpful.

Sarah Murnane

Sarah Murnane
Founder of the Australian Breastfeeding Project

YOUR
Breastfeeding
SESSION

WHAT HAPPENS AT A SESSION.....

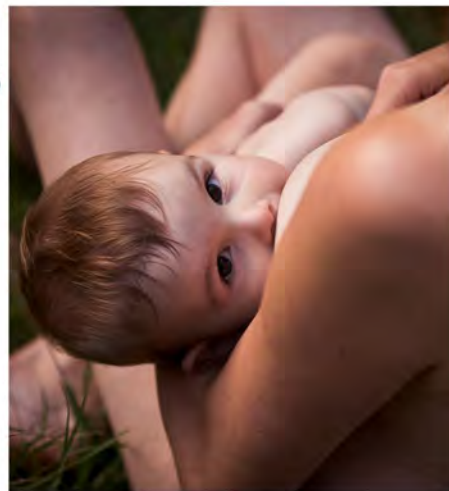
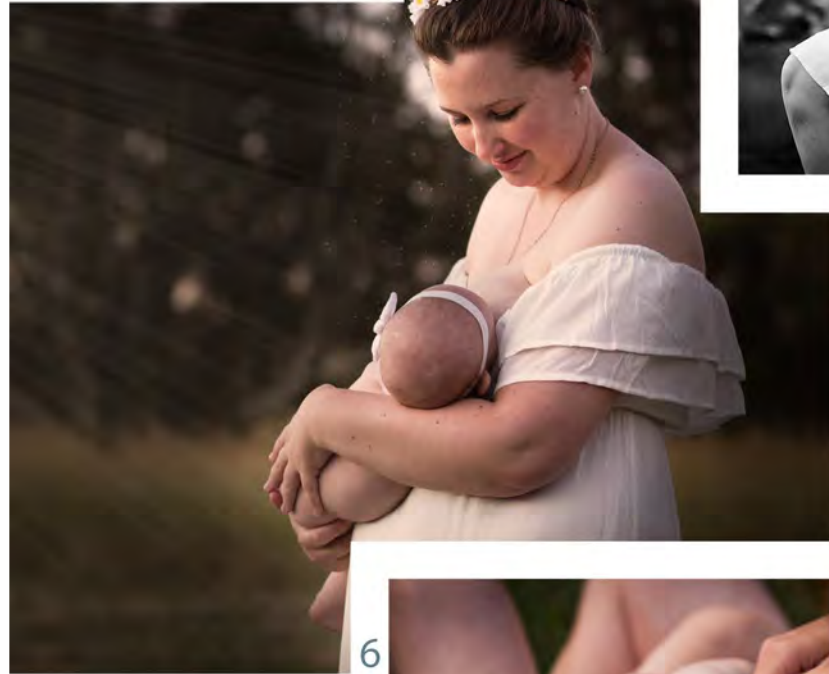
Upon arrival at the session, the photographer will greet you and guide you to the designated photo area. Our sessions are divided into two parts. For example, if the session is from 2:30 to 4:30, half of the tickets will be allocated for 2:30 to 3:30, with the group photo scheduled for 3:30. Participants who have had their individual and group photos taken can then depart, allowing the 3:30-4:30 session to begin. Participants in the later session may leave once their photos are completed.

Please be aware that there is no specific order for photo-taking, as the photographers may prioritize young children or select participants at random. I recommend allowing approximately 1 1/2 hours for the session.

Due to time constraints, it is important to review the information in this booklet to ensure that both you and the photographer achieve the best possible images. Following the session, you will receive access to your photos in an online gallery.

In the following pages I will provide detailed information on FAQs, poses, and other relevant details.





the outfit

WHAT TO WEAR

Selecting the perfect outfit can truly make or break the beauty of your images. Take the time to carefully choose and style yourself and your precious baby before the session.

For this special shoot, the dress code is all white. While babies can be photographed naked if that is your preference, it is crucial to wear white undergarments such as undies and bra to avoid any distractions in the photos. Trust me, black or bold colored undergarments can show through and have unfortunately detracted from the overall look in the past.

Remember, you don't have to stick to a dress for this session. Some have opted for white pants and a top which perfectly reflects their personal style and preference.

As for shoes, it's entirely up to you. While most choose to go barefoot, you can definitely opt for white footwear to complete your look. Trust your instincts and embrace what makes you feel comfortable and beautiful. Let's create stunning memories together!

POSE STYLE

I am really passionate about including posing tips because I know how challenging it can be to perfect such a short time frame. I genuinely hope that these tips will help you feel more prepared before your session.

When it comes to poses, we usually start with standing and then go to sitting poses for most women. It's important to angle the top of the head towards the camera if the baby is laying down, and be looking directly at the camera. Experiment with looking down, looking up, and bending the closest leg to the camera for a more flattering look.

While sitting, make sure to position the baby's head towards the camera. Try out different poses like looking down, looking up, and the ever-popular over-the-shoulder pose. Find a comfortable sitting position that works best for you, whether it's crossing your legs, sitting with legs to the side, legs underneath, or legs out in front.

I highly recommend practicing feeding in your chosen outfit before the session to ensure maximum comfort and confidence. It's the little details that can make a big difference in capturing the perfect shots.

PHOTO TIPS

There are a few items we recommend you bring:
Blanket or rug to sit on
Bug repellent
Sunscreen
Warm clothing for while you wait
Entertainment (be prepared for waiting the whole two hours)
Water and snacks
Towel and change of clothes if near water

Aim to turn up early, most of the time photographers will move from the early meeting point to shoot area before start time to ensure they don't start late.

Check your wrists for hair ties!!!

When looking down remember to smile at your little ones.

Be patient and be prepared to wait.

Some mothers recommend not changing your child into white clothes until just before your turn.

Bring someone to help you, especially if you have more than one child.

It's very laid back. I was pretty nervous rocking up to mine with five kids and having to tandem feed twins for my photos. But Sarah was lovely and is a really down to earth, cool lady who has probably seen more nips than she's had hot breakfasts. So my advice - make it about the experience as a whole, rather than just the actual photos. Chat to the other parents there, let your kids explore whatever beautiful location you're visiting, be confident that everyone is cool with boobs and soak up the moment. Because it's once in a lifetime that you'll do something like this.

-ABP mumma

FAQS



DID YOU KNOW THE PROJECT HAS NOW PHOTOGRAPHED OVER 7000 WOMEN IN EVERY STATE IN AUSTRALIA?

WHERE DO I FIND THE THREAD FOR MY SESSION?

The thread for your session can be found the support group event section on facebook. We often have issues with facebook and notifications so please check your event regularly.

HOW WILL I KNOW MY IMAGES ARE READY?

All participants are sent an email with the link and password to your groups session. It is important to make sure you have listed the projects email address australian-breastfeedingproject@gmail.com and sarah@australianbreastfeedingproject.com.au as a contact to ensure the emails don't go to your junk/spam folder.

It will also be posted in your facebook event that it is now ready to view.

They take around 12 weeks to be ready.

THE GROUP IMAGE ISN'T IN MY GALLERY, HOW DO I FIND IT?

The group image goes into the separate groups gallery once it is ready. You will know it is ready as it is posted on our facebook page before being uploaded. It is free and sometimes released later so don't wait for it when purchasing images.

CAN I HAVE A PICTURE WITH MY CHILD, PARTNER, FRIEND?

Yes you sure can, make sure they are wearing white too. We try and keep these ones to be done towards the end of the session so we are not running over time or keeping others waiting.

Buy 4 get 1 free discount is automatically added to the checkout.

YOUR
Photos



Yay so it is time to buy your images but what now? After you receive the email to say your images are ready you then log into the gallery with the link and password. You can use any email you would like to use when logging in. This email is where the images will be sent when you buy them so please make sure this is correct.

At the top of each image should be a shopping trolley for add to cart or a buy option they do the same.

There only option currently is to pay for your images, the first is through paypal which also takes credit cards. This is the easiest way as it all completed in the gallery. You press checkout in the cart and follow it through. Images are automatically sent to you.



Introduce yourself to other mums. You are all passionate about the same amazing cause, you never know if you may just meet your new best friend.

If there is one thing I ask is to please make sure no mum is standing alone, ask her to sit with you or just make conversation. You may be her only adult contact for days.

PREPARING

let us
always meet
each other
with a
smile,

OHYEAH

