



THE GIDGET FOUNDATION APPOINTS NEW CEO

Gidget Foundation Australia, a not for profit supporting the emotional wellbeing of new parents and their families, has appointed Arabella Gibson, a former corporate leader and mother of twins, as its new CEO. Gibson brings with her a wealth of business, marketing and communication skills and experience gained during a successful corporate career in Australia and the UK that has spanned over 20 years.

Formerly the Director of Communications at PBL Media, Nine Network Australia and ACP Magazines (now Bauer Media), Gibson takes over the role from founding CEO Catherine Knox, who moves onto the Gidget Foundation board. Gibson knows she has big shoes to fill but is confident her international business and corporate media experience, not to mention her life experience raising five-year-old twins, will help her steer the organisation into the next stage of its exciting journey to raise awareness of this important cause.

“I’m delighted to be joining the Gidget Foundation as it continues to grow from strength to strength,” says Gibson. “I firmly believe that sharing our message with new mums and dads is absolutely vital with today’s fast paced lifestyle, where high expectations are felt far and wide. Our community needs to know that it’s ok to feel anxious and low and this is something we at the Gidget Foundation can help with through our free counselling and professional support at Gidget House. I am really pleased to be able to utilise my business skills for this role and, having a personal connection with Gidget’s family, means my passion to make a real difference to people’s lives is even greater.”

Obstetrician and Chair of the Gidget Foundation, Dr Vijay Roach, said: “We are delighted to welcome Arabella to the Gidget Foundation family. Arabella brings with her a wealth of experience in marketing, the corporate sector and media. She possesses the skills and drive to help expand the Foundation, develop our existing programs and continue the important mission of the Gidget Foundation, supporting the emotional wellbeing of pregnant women and new parents.”

Knox will remain involved in the charity she helped start a decade ago. In addition to her role on the board, Knox will focus on further developing the Gidget Foundation’s corporate emotional wellbeing programs. This initiative partners with corporate organisations to create tailored in-house programs to raise awareness of perinatal depression and anxiety and support new parents in the workforce - a project Knox is personally very passionate about.

“As one chapter closes, another very exciting one opens for the Gidget Foundation. We are absolutely thrilled to have Arabella on board. She is the perfect candidate to take us on our journey to helping many more new parents and their families through our programs such as Gidget House, the Emotional Wellbeing Program, and training for health professionals,” Knox said.

Pregnancy brings joy along with challenges. The Gidget Foundation recognises the importance of emotional wellbeing and the need to provide services to support parents. Previously known as postnatal depression, anxiety and depression during pregnancy and early parenthood (the perinatal period) affects almost 100,000 Australians each year, or 1 in 5 mothers and 1 in 10 fathers. Gidget was the nickname of a vibrant young mother who took her own life while suffering postnatal depression. She hid her suffering from even her loving family and friends. They created the Gidget Foundation determined that what happened to Gidget would not happen to others.

Today, the Gidget Foundation helps hundreds of expectant parents and their families each year through its free psychological services at Gidget House in North Sydney and the Emotional Wellbeing Program for pregnant women at North Shore Private Hospital and the Mater Hospital. The Foundation provides training for health professionals, supports research, develops resources and has established workplace awareness programs.

The Gidget Foundation relies solely on philanthropic donations. The annual Ladies’ Lunch fundraiser and bloke’s Rugby Lunch, as well as several new initiatives on the Gidget Foundation’s 2017 fundraising calendar, will be announced over the coming months. To get involved or to donate, please visit the website or call the hotline.

For immediate release



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Gidget House: 34 McLaren Street, North Sydney

About The Gidget Foundation

The Gidget Foundation is a not for profit organisation, chaired by Obstetrician Dr Vijay Roach. The Gidget Foundation exists to promote emotional wellbeing for expectant and new parents and to raise awareness of perinatal anxiety and depression amongst women and their families, their health providers and the wider community to ensure that those in need receive timely, appropriate and supportive care.

The organisation leverages its impact and strengthens its outcomes by working collaboratively with many professionals who support vulnerable parents. All funds raised are directed to its programs, which include:

- The Emotional Wellbeing Programs at North Shore Private Hospital and the Mater Hospital.
- Gidget House, providing free psychological support for families experiencing emotional distress during pregnancy and early parenthood.
- Education and awareness programs for health professionals and the community
- Advocacy and active memberships of professional networks
- Research and contribution to mainstream and professional publications
- Development and distribution of resources

About Arabella Gibson

Arabella Gibson is the CEO of The Gidget Foundation Australia, a not for profit organisation supporting the emotional wellbeing of new parents and their families, while providing education for health professionals and the community.

Arabella joined the Gidget Foundation in February 2017 after a lengthy career in the media industry, working in management for small business as well as publicly listed entities in both Australia and the UK.

Most recently, Arabella was General Manager for iSUBSCRIBE, an online magazine subscription business, based in London. Whilst living in the UK, Arabella took maternity leave, having had twins.

Prior to this, Arabella was the Director of Communications for Australian media entity PBL Media as well as its subsidiary businesses the Nine Network Australia and Bauer Media (formerly ACP Magazines). Arabella was promoted to this role having held the position of Group Public Relations & Media Manager for ACP Magazines, responsible for the PR and communication of over 80 titles.

Before joining ACP Magazines, Arabella was General Manager – Marketing & Sales for Australian icon brand, RM Williams, for 5 years, managing both the local and international branding and retail businesses.

Arabella was General Manager of leading public relations firm, Colvin Communications International, which included clients such as Louis Vuitton, Krug Champagne, the Leading Hotels of the World, MAC cosmetics, the Cointreau Ball, ACP Magazines and RM Williams among many others.

Arabella holds a Masters Degree in Communication Management from UTS.