

ON THE CARDS

HelloBaby is an online business satisfying both the creative and flexible working needs of its co-creators Sallyann Ralph and Amanda Ardill.

The business offers personalised baby announcement cards in contemporary designs, with an easy-to-order system.

Sallyann and Amanda launched the business last September after spending nearly 12 months planning the site.

"Setting up an online business has been challenging – it takes a lot of time to get right," Sallyann says.

The helloBaby site offers a selection of card designs from which parents choose one or a combination of styles they want. Parents also supply a photo of their new baby and the birth details, and Sallyann and Amanda bring it all together.

Backing cards, magnets and matching envelopes are also provided.

Both Sallyann and Amanda, who are friends and sisters-in-law as well as business partners, became mums in 2009; Sallyann has daughter Charlotte and Amanda has son Jet.

Sallyann says the thought of personally thanking everyone for their gifts and



Sallyann, Charlotte (being held), Amanda and Jet (sister) of HelloBaby

flowers and cards was "overwhelming" but both made the effort to create their own thank you/announcement cards and were surprised by the response to their handiwork.

About the same time, they also realised their roles in the corporate workforce weren't going to allow them the flexibility they needed, so they decided to pursue the cards idea as a business concern.

"We could see a niche for well-designed cards at affordable prices," Sallyann says.

"I do all my shopping online because it's convenient, so I thought it would suit other parents. The response has been overwhelming."

They have also launched a range of birthday invitations.

Inquiries on 0416-033-290 or www.hellobabydesigns.com.au



Out & about



Sarah Page and Sarah Ball

"Where can we take the kids?" is a common refrain from parents who want to dine out but don't know which restaurants and cafes are genuinely child-friendly.

Popular website Little Lattes has all the answers as Adelaide's first online guide to child-friendly restaurants throughout SA. The website was conceived last year by two mums – Sarah Ball and Sarah Page – who love getting out and about, enjoying good food and wine and spending time with family and friends.

"We know there's nothing unusual about that but it's not easy to do when you have young children," Sarah Ball says.

Sarah Page: "We knew of a few places that were really nice and were great for kids but there had to be more out there so we decided to go on a bit of a search with our little tuckers in tow."

Sarah Ball, mum to Ethan, 6, and Zara, 2, and Sarah Page, mum to Darcey, 2, and a

newborn, Keira, had both left corporate jobs and were musing about setting up a business together but needed inspiration. Ironically, it came as a result of being new mums and trying to find good places where they could catch up with their children in tow.

Little Lattes is constantly updated and has a spin-off Facebook fan page which has grown rapidly to more than 2500 fans in less than four months.

"A lot of places on the internet say they are child friendly but when you get there, there's nothing for kids in terms of toys, or healthy food, or a nice environment so we recommend the venues that really do make you feel at home," Sarah says.

"It's also not all about the children and the places we recommend are good for the parents too. It's nice to be able to sit back and have a glass of wine and if the children are happy, so are we."

www.littlelattes.com.au

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