

# Lion

THE WESLEY COLLEGE COMMUNITY MAGAZINE

*Wearing our  
purple with pride*  
Purple is the colour of  
Wesley – and equality

*Knowledge, skills  
and attitudes*  
The attributes of  
successful students

*STEM matters*  
Find out why

*A True Education*



WESLEY COLLEGE

MELBOURNE AUSTRALIA • SINCE 1866



Sarah Cavalier (OW1995), with her children: supporting other mums and local businesses

## Mama on a mission

When Sarah Cavalier (OW1995) returned to Melbourne in 2012 following her marriage breakup, she not only rebuilt her life as newly single mum but also created a successful new career.

Moving back to bayside Brighton with two kids to support, income and work flexibility was essential. The solution? Working as a freelance graphic designer in an advertising agency. After 18 months, though, Sarah realised that not only was the growth of her own design business suffering, so was her growth as a person and a mother.

Settling back into Melbourne life with kids in tow and no local friends with children, she struggled to find local support or information about how to be a mum in the city. Where were the good playgrounds, local activities, kid-friendly cafes? There were parenting magazines out there, but nothing to support, unite and nurture mums on a local level.

The problem, she realised, was also an opportunity. Building on her existing graphic design business, she created *MamaMag*, a local magazine for mums, to fill that gap of local support and build up

her graphic design business at the same time. Launched in 2014 in her local area with just 5,000 copies a month, the enterprise had grown within two years to four separate publications, Bayside, Northside, Eastside and Westside, which today cover the whole of Melbourne with 50,000 copies distributed free in about 2,000 locations every two months.

Although the magazine started off as something she needed herself that other mums would also enjoy, it quickly became so much more. *MamaMag* provides the perfect vehicle to support other mums and local businesses through targeted advertising opportunities, editorial support, interviews and a host of other exposure opportunities. It provides valuable information about what's on, what's hot, what's new. In the confusing world of parenthood, mums love print and having something tangible to sit down and read, but of course it is further complemented with digital versions and social media as well. Almost six years on, Sarah has now printed more than 1.5 million copies and cemented *MamaMag's* place as Melbourne's leading free publication for parents.

*MamaMag* can be found free in more than 2,000 locations, including most childcare centres, libraries, popular cafes, play centres, sporting venues, Coles, Woolies, independent supermarkets, shopping centres, book and toy shops, maternal health centres, medical centres, gyms, swim schools and many other popular family friendly locations.

**Find MamaMag at**  
[mamamag.com.au](http://mamamag.com.au) and  
[@localmamamag](https://www.instagram.com/localmamamag)



## RT Edgar

RT EDGAR ACTIVELY SUPPORTS OUR LOCAL COMMUNITY AND IS PROUD TO PARTNER WITH OWCA

To arrange a complimentary appraisal or to discuss buying and selling property in the current market, please contact Jeremy Fox (OW1979).

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