



NEWBORN PHOTOGRAPHY

Your professional
in-hospital newborn
photography partnership



Epworth



Partnered with
Epworth Freemasons
Jessie McPherson Private



About BellaFresh48

BellaFresh48 offers new parents an easy way to document their time with their new baby, beautifully. No over-posing, no backdrop, just real life moments and gorgeous baby details to remind us of this precious time for the rest of our lives.



What is BellaFresh48?

Fresh 48 is a natural documentary style of photography. Customers love our short, relaxed sessions and our real-life, artful galleries that evoke the emotions of the first days with baby.

Female owned & operated

BellaFresh48 began as an idea after the birth of founder & photographer Bella Jordan's baby Otis in 2014. "Feeling pretty spaced out and overwhelmed, I took only a handful of photos of my baby between feeds, visits and sleepless nights. I look back on those precious images with so much love. They bring back all the feelings of joy & wonder! I recognised a need for short, relaxed, empathic photography sessions to include the whole family." Bella Jordan - Owner

How are we different?

As a reliable, professional team of mum photographers, we are distinct from the commercial in-hospital cut & paste baby photographers. Our sessions are short & relaxed. We don't use props, pose baby or use sales pressure. We treat each session individually, working with how mum and baby are feeling to create a truly beautiful, yet affordable, bespoke gallery of images.

Partnering With Us



In a world of Ai and Instagram, people are moving away from hyper polished, over edited, perfect baby photography with babies posed in baskets. Millennial & Gen Z parents are looking to capture their time with their new baby in a uniquely beautiful way that tells the story of baby's first days in the world

Why partner with BellaFresh48?

Having photographed over 750 babies since 2019, BellaFresh48 is currently partnered with two of Melbourne's leading maternity hospitals, Epworth Freemasons and Jessie McPherson Private. Adding a boutique service such as Bellafresh48 gives your hospital a sense of quality and luxury to entice new parents to chose to birth at your hospital

Additional benefits

- Use of images of babies & families in your hospital with permissions in place, for you to use in your social media or on your website
- Our professionalism & work ethic bolster your customers' experience
- Our photographers put your staff & hospital operations first
- We use 1 camera & no other equipment, our sessions are 20 mins. We're professional, fast with good knowledge of hospital processes

Our Partner Endorsements



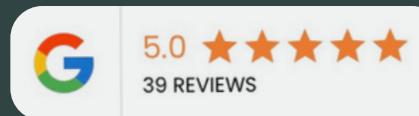
Victoria Randon . Marketing & Comms. Jessie McPherson ★★★★★

BellaFresh48 is a valued newborn photography partner at Jessie McPherson Private Hospital. Their photographers bring professionalism, reliability and a calm, compassionate approach to working with new families, meeting parents where they are during those early days and capturing meaningful, timeless memories

Maddie Douglas . Brand Manager . Epworth Freemasons ★★★★★

BellaFresh48 is a trusted partner of Epworth Freemasons Maternity, helping families capture beautiful, lasting memories of their newborns. Their team is professional, reliable and makes the process effortless for our families. Every photo reflects the true experience of welcoming a new life into the world





What Our Customers Say

BELLA
FRESH 48

"Hi Bella, I just wanted to say thank you again for the beautiful photos, it was such a lovely experience and every time I look at the gallery I cry happy tears. They are such special photos that we will treasure forever"

Melissa . Jessie McPherson . 23rd Jan 2026

BELLA! The photos are beautiful I loveeeeeeee them!
OMG I'm bawling!
Thank you so much! I'm buying the full gallery next week. Thank you so much. You're the best ever.

Dragana . Epworth . 05th Dec 2025

Bella! The pics are incredible!!!! Thank you sooooo much
They are all so beautiful - now to choose which ones to print!?!?
Hahaha love them all! You're the best x

Candice . 5 x Returning Customer . 30th Oct 2025

Looking forward to booking you for Luca's 1 year old photos. Time is flying and he is already nearly 3 weeks old. I hope it doesn't fly too fast. Thanks again for your wonderful photos. We waited so long for our miracle boy and your photos have captured such beautiful precious memories for us

Angela . Epworth . 21st Nov 2025

"OMG the photos are divine!!!! Thank you so much! Our 15 year old son just finished scrolling through and he was like "Wow! Well done Bella!" High praise from a 15 year old"

Johanna . Epworth . 4th Jan 2026

Wow! Breathtaking! It's so special to have Sidney included as well. Thank you these photos are so precious.
Thanks so much Bella, they're just so beautiful! Really appreciate you fitting us in and for your thoughtfulness.

Thea . Epworth . 23rd Dec 2022 & 11th Nov 2025

Sample Work



Portfolio



How Does it Work?

Work with us either way, or both ways

1 - Booked by Parents

Session booked in advance, or when baby arrives

Your hospital will promote our service with links on your website and/or flyers in your maternity areas. Parents pre-register for a session, or register once baby arrives. We then make contact & parents book the session when baby is here.

20 min standard session

40 min sessions available on request

\$340 min spend for 25 digital images

Other packages available eg. Full Gallery of 40+ digital images \$400



2 - Room to Room Service

Dedicated BellaFresh48 Photographer

Your dedicated professional BellaFresh48 Photographer will visit each new mum in their hospital room to offer our service with respect and empathy

10 min or 20 min sessions available

Parents can opt for baby only, 10 min session, or to include family members with our standard 20 min session.

Single images \$60 each

Minimum spend \$60 or single digital images. Packages available

Both Services Include

Online gallery available same or next day

No charge for photography session

No sales pressure or obligation to purchase

Target Audience

Our Core Customer: Millennial & Gen Z Parents

Age 24-42, our customer values authenticity, emotional connection, and memories over perfection. They're having fewer children but investing in parenthood more intentionally. Many have experienced fertility journeys or are first-time older parents, making newborn photography deeply significant.

What parents want in 2026

Real moments, not posed or dated

Shots with backdrops or baby swaddled in basket are both out of date aesthetics now. Customers in 2026 are looking for beautiful documentary images that capture genuine emotion and offer a snapshot of their first days with baby.

Short, relaxed & easy

Birth is exhausting, emotional, and overwhelming. A 20 min relaxed session with no poses, props, or sales tactics respects new mums' capacity and wellbeing

Affordable luxury

Professional quality at accessible price points (\$60-\$400), not \$1500+ packages

Fast Turnaround

They want to see and share images ASAP with family & friends & on socials



Why Hospitals Benefit

Adding BellaFresh48 to your maternity offering elevates your brand and deepens patient contentment. Families don't just remember medical excellence, they remember the emotional experience. Our BellaFresh48 photography service positions your hospital as the choice for parents who value authenticity and care with a touch of affordable luxury



How will this partnership help you?

Happy Customers Who Tell Their Friends

Families rave about their experience, with 39 customers giving 5.0★ on Google. Parents talk and positive experience leads to hospital recommendations

Beautiful Photography For Your Marketing

Gorgeous images of families in your hospital, with permissions in place for use in your social media and website. Authentic content resonates with prospective parents far more than stock photography

The Boutique Birth Experience

While other hospitals offer standard care, you offer a complete birth experience. This is the boutique touch to create the luxury care that parents are looking for

We Work With Your & Prioritise Your Staff

One camera, 10 or 20 minute sessions, professional & respectful of your staff. We work with your hospital and prioritise your care over our service

Trusted Partnership

With a strong relationship history with Epworth Freemasons & Jessie McPherson Private, we've proven a reliability and professionalism your families can trust

Growth Goals

Our 5 Year Expansion Strategy

BellaFresh48 is positioned to become the premium newborn photography partner of choice across Australasia. Premium maternity care is expanding, parents increasingly value authentic documentation, and hospitals are competing fiercely to differentiate their patient experience

Year 1-2: Victoria Market Growth

Establish BellaFresh48 as the trusted partner across Victoria's premium maternity hospitals

- Expand from 2 to 6 premium hospital partnerships across Melbourne
- Grow photographer team from 2 to 4 dedicated mum photographers to service additional hospital locations
- Develop standardized operational protocols and training for new markets
- Establish referral network with obstetricians, midwives, and doulas

Year 3-4: National Expansion

Replicate the Victoria model across major Australian markets

- Launch in Brisbane, Sydney, Adelaide, Perth - 3-4 premium hospitals per city

- Recruit and train interstate photography teams while maintaining BellaFresh48 brand consistency
- Scale to 12-13 active photographers across Australia
- Continually develop operations, protocols and networks

Year 5: New Zealand Entry

Establish BellaFresh48 as the Australasian leader of in-hospital newborn photography

- Enter New Zealand market with 2-3 premium hospital partnerships in Auckland and Wellington
- Leverage "Australasian brand" positioning for premium hospitals
- 30+ hospital partnerships across ANZ
- 18-20 dedicated photographers - all mums, maintaining our brand values

Market Opportunity

Australia's postpartum care market is growing at 7.2% CAGR. Trends towards documentary newborn photography continue, as families invest more intentionally in their birth experience. Maternity hospitals are introducing boutique experiences such as hair, massage, hotel stays & photography to strengthen brand and positioning as a premium provider

Marketing Strategy

Our marketing strategy is built around partnership, trust and visibility at the exact moment families need us most. Right now, BellaFresh48 grows primarily through referral pathways inside our partner hospitals, supported by simple, human-centred touchpoints.



Hospital presence

Flyers, room cards and signage in maternity wards so parents discover us while they are still in hospital

Digital integration

Direct links and information on hospital websites and patient portals to position BellaFresh48 as part of the hospital experience

Customer Recommendations

Referral incentives for current customers

Clinician referrals

Obstetricians, midwives and postnatal staff introduce BellaFresh48 as a trusted, low-pressure service for families who want to document their stay

As we grow, we will develop our marketing program, including co-branded content with hospitals, targeted digital campaigns, and systemised referral pathways to strengthen our partnership

Let's Partner

BellaFresh48 is ready to bring premium newborn photography to your families. We handle everything. You gain a service that families love, beautiful content for your marketing, and the competitive edge of a boutique offering



Book a Call

Let's discuss how BellaFresh48 would work best for your hospital and your families

Try a Pilot

We can start with a limited partnership to prove value before expanding

Scale Together

Our contracts contain a 'get out' for either side, so there's no obligation to continue our agreement if it's not working for you

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