

NEW SHOPS at SPARTA PLACE

BERTONCELLO @ 459 Shop 14

Taking their successful online business to Sparta place the Bertoncello Brew Bar has opened their doors to serve signature and seasonal blends of single origin coffee, loose leaf tea and hot chocolate. Owner Michael has travelled the world as a musician but stepped back from the music industry in 2013 to pursue his other passion – coffee.

Bertoncello Coffee Roasters has gone from strength to strength and now with a permanent location in Sparta Place there is a beverage and food matching to suit all tastes at Bertoncellos Brew Bar.



SANTA CLARA @ 459 Shop 3

Owners Jode and Alix love independent art. They have created a space for people to find something handmade & unique; stocking awesome books, comics, music, prints, original art, jewellery, gifts & oddities from independent artists both locally and around the world. Drawing upon their backgrounds in retail management for boutique specialist stores, web development and film making respectively – they have curated a space in Sparta Place to appeal to all types & tastes. They chose Sparta place because of its warm atmosphere and accessibility. Santa Carla loves the work of independent artists & helping art-lovers find something special.



GREEN DOG BATH HOUSE @ 459 Shop 3

Gaye has been a professional dog groomer for the past five years and has recently opened a space in Sparta Place. She's really enjoying it there; "I like the community of shops around me – it feels a bit European really." Growing up with a lot of animals at home, seemed like the natural progression, to make it her profession. With her business, she feels .. "I'm different to other groomers as I don't have a lot of other dogs in my space" this is to minimise the stress on the dogs and have it as happy an experience as possible for them. Because of this Gaye is happy to have walk ins but it's usually best to book in your dog for some grooming.



CASEUS CHEESE SHOP @ 459 Shop 17

Passionate about French and Australian cheeses from small producers – Aurore and Tom have set up shop in Sparta Place. Their French focus is Herve Mons cheese an internationally renowned Affineur (someone who professionally ages cheese). While the Australian cheeses are carefully sourced from a mix of small batch cheese makers; "we do a market in Sydney and we meet produces there and bring it down to Melbourne." Sparta Place was the perfect place to set up their French/Australian cheese shop. "I find it really cute and European" says Aurore "It's a leafy area with a wine shop next door – it was just a cute place for us."



SYDNEY EST. 1992 Brunswick ROAD ASSOCIATION

FEBRUARY 2017

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NEWSLETTER

Famous Sydney Road Pub ...SARAH SANDS- 1854-

Sydney Road STREET PARTY 2017
SUNDAY 5th MARCH

Clean your windows, scrub your doors,
polish your signs, put on a smile...
60,000 people are coming to town !!!!



BRIDIE O'REILLY's since 1997 -
closes the doors, but opening many others.

A Sydney Road icon-will be closing the doors on 2nd April, but opening many others. Developments of a mixed nature will see many apartments built, but still keeping the facade. A music, drinking and ex function venue, it will no longer be. A lot of locals and music lovers of the past remember the big band venue Sarah Sands Hotel-named after an immigrant sailing ship from Liverpool, which kept its name until 1997, when it became Bridie O'Reilly's Irish Pub. (Still to turn on a great St Patrick's Day, this year, 17th March 2017). The Courthouse Hotel near Stewart St, is also going through a similar transition, with the site being heavily developed, behind what appears to be a frail facade- a new piece of history, a new face, a new place in the same space ... all changing.

EATING & VENUE GUIDE 2017

Currently printing 10,000

For more than 10 years the SRBA has been producing the Eating & Venue guide. These are delivered locally, at the Street Party, to the students at the RMIT Brunswick Campus orientation days, to your shops and at all events throughout the year.

We also deliver to the local Motels, who appreciate local guides for their visitors and some Real Estate agents, who see the benefits for their new residents. When you receive some, please encourage your customers to take one..they last a whole year !



BUS ADS -Business & Retail services

We are going to continue the back of Bus Ads over the next 3 months, but highlight the business and professional services in Sydney Road, as well as the retail sector.

We have selected bus routes that may go through Brunswick but travel to other areas, so that 'Sydney Road' is noticed by a wider audience.

We are currently looking for a volunteer to be the part of a medical person in the photo shoot. Anyone on offer ???

TOURISM ADS- THIS WEEK in MEOURNE

"This Week in Melbourne is a DL coloured booklet, and published quarterly for tourists.

It highlights the current shows on in town, suggested eating options, attractions in the city and the regional areas, as well as areas outside the centre of Melbourne, to visit.

Sydney Road Brunswick will be in the next Autumn edition.

We have been encouraged to hear from some of you in the street, that the visitors and tourists from O'Seas, has increased.

Perhaps our persistent advertising in these tourism magazines is creating some interest and having an impact.



Manager- Claire Perry

BACK to BUSINESS

Here we are the middle of February and hardly had a chance to reply to all the emails and set the year in motion. The street has revved up again after a very, very quiet January.

Did the whole community go travelling this January or just rejuvenate at home after a crazy year in 2016? But who knows what will be in store for 2017 ?

The street has seen a lot of movement over the past 12 months and one finds it difficult to keep up with some businesses closing, sadly, but also with many new businesses opening up. These appear to be over all sections of the street but with a remarkable increase in Indian/Pakistani Restaurants, of which we now have 11.

But we still seem to be maintaining a good range of businesses, with additions like Dentists, specialty wine & cheese shops, a couple of cafes, a gallery and a new dog wash outlet in Sparta Place, amongst some of them.

Recent news of larger design city retailers closing their doors is disheartening, but whilst we remain a mixed business area providing locals with the best products and services- we should remain sustainable.

Welcome to new Committee members Sarah & Jess from 'Mary Eats Cake' and Serhat from 'Choice Accounting'. We appreciate your efforts and commitment for the betterment of Sydney Road.



Assistant & Social Media
Angela Aldred

SOCIAL MEDIA

- At time of print we are at **10,500 likes on Facebook**, the majority of who are from Brunswick and the surrounds. Instagram followers are steadily rising with a dedicated following of **1,569 people**, along with **1056 Twitter followers**. We get a lot of engagement when we post about your business being blogged about or any events you've got coming up: they love hearing about how Sydney Rd businesses are going and really want to know about anything coming up they can be a part of. So drop us a line if you've got something you want to share. What you can do ? Email us, tag us, alert us, help us get the word out about your business!

BRIDAL EXPO - 22nd Jan

BRIDAL EXPO- Melb Exhibition Centre

3,000 brides attended the Melbourne Exhibition Centre on Sunday 22nd Jan. where the SRBA represented the Sydney Road Bridal precinct. We borrowed some lovely items from over 12 stores, set up a display table with jewellery, invitations, shoes, bonbonniere and dressed 3 mannequins on the Saturday and handed out hundreds of the Sydney Road Bridal brochures. We encouraged every visitor to come to Sydney Road to shop for all their wedding needs. Despite the huge effort on a very hot day, Sydney Road was well represented, as the largest bridal precinct in Melbourne.



BRIDAL INDUSTRY SURVEY

We are asking for your help- in a survey, via Survey Monkey - Please, please, PLEASE help us out with our marketing strategy options for the bridal precinct, by allowing a few moments to complete the survey. We need your opinions on what may or may not work for promoting our Sydney Road in this specialised area. Your opinion is important to us, and as we strive to market all of Sydney Road, we also concentrate on the various areas & categories, which attract people here....like the bridal precinct. The questions in the survey are an assessment on previous projects / current directions, along with some proposals for alternative marketing ideas from an independent Marketing company. This is all focussed on the Bridal industry- so we ask you to participate in the survey, so that we may HELP YOU.

RMIT Orientation Days and Ads



Over 80,000 students attend the RMIT University over all of Australia and we aim to target the students in Melbourne and particularly Brunswick this year. The Catalyst Magazine, where we are promoting Sydney Road prints 2,000 copies and further exposure is via Social media. On the orientation days in Brunswick, over 1,000 students attend and are handed our Sydney Road shopping bag, the 'student' focussed brochure and the Eating & Venue Guide 2017.

As a local business you could be thinking to advertise in their magazine also, or get involved with a special offer to the students who attend campus everyday.

Street Party - Side Show Alley

SRBA Victoria St Fairground Games with Lucky Dip prizes!

High striker/ crazy mirrors/
handball/Milk-can ball challenge/
Piggy races

Dress ups by
Centrestage costumes
with free photo booth pictures



Audience participation drumming session 4.15- 6 .00
Audience participation pop-up choir 3.00- 4.15 .
Come & have a go- it'll be a hoot, a holler & not a lot a bother!

ALSO SELLING & DISTRIBUTING @
SRBA marquee- Victoria St.

Sydney Road BAGS & the 2017 Eating Guide will be distributed all day from the SRBA marquee .

Sydney Road T- shirts will be sold for \$5.00 each ... they were very popular last year.

Here's some tips to help prepare you and your customers:

- Let them know when it's on and invite them along !
- Let them know the street will be BLOCKED OFF - so access to your shop may be limited. East /West access is also only at Union St & Victoria St (not between). Sydney Road has a detour at both Weston St and Victoria St.
- There'll be limited access via Union & Victoria Street.
- Be a part of the Brunswick Music Festival -offer them a program & think about a Special offer on BMF nights. MORE INFO-

www.brunswickmusicfestival.com.au



Flowers on Stilts

Sydney Road STREET PARTY

SUNDAY 5th MARCH 12- 7

It's on once again -
Union to Victoria Street.

Please advise your customers
ahead of time

NO CAR ACCESS

7am -11pm

but to come along & enjoy the day !