

NEW SHOPS ON THE STREET

LoveHate @ 156

LoveHate is a small Melbourne based design house created in 2002 by designer, mother and maker, Geneine Honey. The brand has grown from Geneine's passion for beautifully handcrafted jewellery and pieces created to last. They design the entire collection from the ground up and all of the pieces are either made or sampled in house. We love to include our customers in the process, with easy to wear items. Produced in small run collection, our jewellery is made from high quality, and where possible, sustainably sourced materials. The newest LoveHate store is the second store and studio workshop, with the original one located in Fitzroy North.



Kala & Sage @ 337-341

Kala & Sage is an eclectic new addition to Sydney Rd. The shop is defined by an appreciation of the beauty of natural materials, whether its wood, marble, cotton or wool. The uniqueness of handmade products is valued, from the beautiful woollen handwoven Afghanistan tribal rugs, to hand block printed quilts and garments. There are also some very fine quality hand woven woollen scarves and throws to snuggle into on these cold days. From homewares, furniture, gifts, plants and clothes, Kala & Sage inspires wholesome, creative, living. An inspiring and beautiful shop to peruse. Ideal for that special occasion, where you need to find a gift ...with a difference.



Hijab House @ 604

Classy, atmospheric and a well-designed emporium, Hijab House opened 2 months ago, with a dramatic impact of hanging hundreds of blossom cuttings from the awning out front. Very clean & modern fixtures display the designer wear items for mostly Moslem Women, including casual attire to more formal outfits. Stunning choices of feminine shades in white, pinks and greys with striking contrasts of burgundy or black - the materials used fall and drape beautifully. Very tasteful designs, using plain but bold lines, which sets this designer shop apart.



Red Betty Bar @ rear 859A

Red Betty is an intimate bar and music venue with a speakeasy vibe that was conjured up on the site of Dane Certificate's Magic Theatre. This Brunswick Laneway bar is a hidden treasure serving up delicious cocktails and a fine selection of wine, beers and spirits. Bar staff are friendly and the vibe is magic. Opening hours are 6pm till late Thursday, Friday and Saturday (entry via laneway off Cozens St.). It's great to have an quaint, atmospheric bar, just off the street where you can chill with the turntable sounds and be chilled by the delicious selection of drinks.

SYDNEY ^{EST 1992} Brunswick ROAD ASSOCIATION

AUGUST 2017

1/233 Sydney Road, Brunswick, Victoria

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NEWSLETTER

NEXT MEETING: AGM TUES. 12th SEPT. 6PM

Mural Artist - Tom Civil
Edward St & Sydney Road corner



Sydney Road - Sunday 20th AUG POSTCARDS EPISODE

A broad range of businesses on Sydney Road will be presented by Postcard hosts: Rebecca Judd, Shane Delia, Brodie Harper & Lauren Phillips.

TUNE in THIS SUNDAY 5.30pm CHANNEL 9 - and see Sydney Road on TV.

Thank you to the participating venues for their assistance in the filming.

Subsequent screenings: 9 Life & Ch94 - national reach

Monday 21/08 - 12.30pm / Tuesday 22/08 - 7am / Friday 25/08 - 2pm

Saturday 26/08 - 11am / Sunday 27/08 - 9.30am

ANNUAL BUSINESS SURVEY

Hard copy & online Survey being sent.

We need to know what you think. Please fill out the survey manually or by Survey Monkey (emailed) as we would like to know your thoughts on the marketing and promotions completed this year by the SRBA. It is also a requirement by the Council. PLEASE COMPLETE BY THURS 24TH AUGUST for collection OR scan & email: info@sydneyroad.com.au Thank you for your assistance.

FROM THE MANAGER: Claire Perry



I'd like to thank the current SRBA Committee 2016/17 who have donated their time over this past year, for the improvement and future of Sydney Road Brunswick. Our meetings are held once a month and after a days' work they attend a 2hr meeting, discuss ideas and share their knowledge and expertise, primarily to market and promote the strip.

Difficult issues arise sometimes, like the 'Revitalise Sydney Road' proposal, and the Committee has to examine how best to represent our constituents in the street, (that's you), in order to resolve and support our small businesses. Some Committee members have been on the board a lot longer than a year, and as Manager, I have valued their support and dedication. It's a team working together, and if you haven't had a term on the Committee, please think about it. I'm sure you can contribute to the ideas and initiatives overall and with the Special Levey renewal coming up next year- a new Business & Marketing plan needs to be work-shopped & established for the next 5 years.

Nominations for the Committee of Management are due 4th SEPT - 7 days before the AGM night of 12th SEPT Papers will be distributed by 23rd August.

Co-Design Update: Next meeting with stakeholders is 30th August 2017

PROPOSED GENERAL LOCAL LAWS:

Draft copy:
<http://www.moreland.vic.gov.au/about-us/have-your-say/consultations/proposed-local-law-2018/>

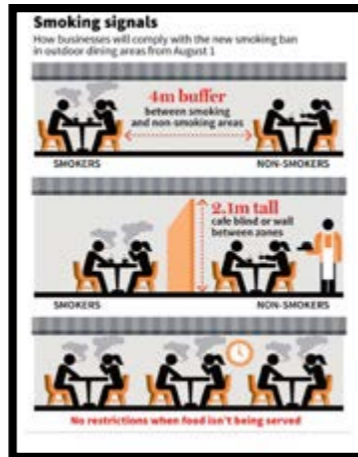
Businesses may be interested in different sections: Smoke free areas / Street Trading @ Special Events / Advertising & Use of Shopfronts / Naming of Premises / Dilapidated, Dangerous & Unsightly Premises.

SUBMISSIONS by 20th AUG.

Online: www.moreland.vic.gov.au

Post: Attention: Unit Manager Amenity and Compliance, Moreland City Council, Locked Bag 10, Moreland 3058

NEW TOBACCO LAWS - now in place:



From 1 August 2017, smoking is banned from all commercial outdoor dining areas in Victoria. This covers all outdoor dining areas at restaurants, cafes, take-away shops and licenced premises. Smoking will also be banned in an outdoor drinking area if any part of that area is within four metres of an outdoor dining area, unless

separated by a wall of at least 2.1 metres high. If the separation requirement is not met, smoking will be banned. This law applies to the same venue as well as to neighbouring venues. It also applies to outdoor events, festivals, markets and school fetes. Failure to comply with these new laws can result in penalties for both the venue and the individual.

MCC CARPARK METERS NOW ACTIVATED: alert your customers!



The new ticket meters (allowing cards to be inserted) were activated on Aug 1st. While the new signage will arrive and a period of 'grace' from the MCC officers has been declared, it would be helpful if you could warn customers that

they are now operational. You might save a few customers from getting a fine!

LOCATIONS of new CAR PARK meters:

Barkly St / Union St/ opp. Brunswick baths Dawson St. / Edward St. / Rosser St. / Staley St. / Little Jones carpark 682 Sydney Road / 797 Sydney Road

MORELAND CITY COUNCIL EVENTS:

Bookings: bizmoreland.com.au

MORELAND BUSINESS WOMEN'S NETWORK - COFFEE CONVERSATIONS

Tuesday 5 September 10.00 - 11.30 am FREE
Handsome Her Café: 206 Sydney Road Brunswick

"DEVELOPING HIGH PERFORMING STAFF" WORKSHOP

Wednesday 30th August 6:00-8.30pm - \$35
Brunswick Business Incubator 420 Victoria St, Brunswick

RETAILER'S WORKSHOP VISUAL MERCHANDISING STYLING MASTERCLASS FOR BUSINESS

Tuesday 29 August 6:30 pm \$30
Studio B 261 Lygon St, Brunswick East

BRIDAL FILM:



Filming @ By Josephine

We're putting together a promotional film showcasing Sydney Roads bridal precinct. Filmed by Side Trip productions - it will follow the story of a couple and a bridal group shopping for their wedding needs, within a variety of businesses on the strip.

The film will be featured on the Sydney Road website, social media and Melbourne Wedding & Bride Expo in October.

COMPLETE WEDDING MAG. OCT. Double page Ad.



Several Sydney Road bridal businesses got their heads together to organise a photo shoot. Our new Graphic designer Sonja Adelle, put together this Ad, to represent the bridal precinct of Sydney Road Brunswick, using the wonderful pics taken by Sephory Photography. These books are distributed to 3,500 Newsagents across Australia, at exhibitions, wedding retailers and online. The bridal industry in Australia is worth 4.3 billion dollars and growing.

SYDNEY ROAD WRITER'S CONTEST: THURS 24th AUG - 7pm. Edinburgh Castle Hotel - corner Albion St.



It's really revving up to be a big one, so come along! We've once again partnered with Passionate Tongues to present a fantastic night of spoken word.

The overall winner takes home the special cup and receives a feature at the Brunswick Hotel's Passionate Tongues It's a really fun event, so think about coming by for a drink and a meal and some really thought provoking prose.

TENANTS RIGHTS - COMMERCIAL:

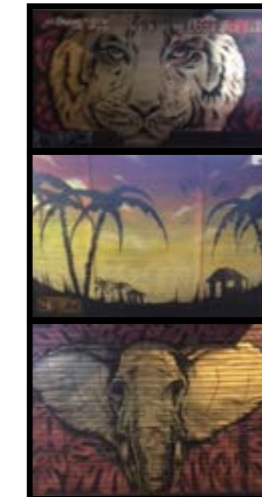
The Victorian Small Business Commission (VSCB) helps find resolutions for commercial property disputes. According to the VSCB they annually receive 1000 + applications and are able to find a resolution for 80% of these.

Contact : 13 8722 or enquiries@vsbc.vic.gov.au for some free advice. They also provide mediation for \$195 per party per half day session.

EDWARD ST & SYDNEY ROAD MURAL:



ROLLER DOORS:



3 roller doors heavily graphitised in the past, have had an Artist, Gamscale paint them.

They really look lovely- and change the feel of the street, when closed.

The SRBA will be commissioning more to be done for the improvement of the street.

SYDNEY ROAD WINDOW GALLERY: SAT. 26th AUGUST -10.30- 4.30pm



Artist: Kelly Gatchell-Hartley

A street front exhibition between Glenlyon Rd and Blyth St is coming up for 1 day only. People strolling along Sydney Road will be able to watch as windows along our shopping strip are

transformed into original works of art. We've got some amazing artists lined up, so pop out of your shop and take a look ! Thank you to the participating businesses that have offered their windows.

SRBA AGM - Annual General Meeting TUES 12th SEPTEMBER 6-8pm

A once a year opportunity to meet other traders, hear how the SRBA has been promoting and marketing the street and view the SRBA annual financials.

DUKE of EDINBURGH HOTEL @ 430