

NEW BUSINESSES ON THE STREET



HANDSOME HER @ 206

Alex O'Brien (ex-owner of The Glass Den) has just opened an all vegan café and meeting place. It's built upon the four pillars of Environmental Sustainability, Social Justice, Feminism and Community Development. They aim to change the culture by saying no to disposable coffee cups, so people have the option to pick out their own mug from the café's "Emergency Mug Wall" - donated by locals and Sydney Rd thrift shops. The menu is Asian inspired by Head Chef, May Tang and includes vegan delights such as Brownie Hotcakes with salted walnut brittle, Malaysian Mushrooms with papaya ketchup and Pumpkin Polenta Porridge with gingerbread croutons. Although the menu is 100% plant based, meat and dairy lovers will not be disappointed. So come by for vegan treats and ponder ideas via their events and workshops.

LOLA FORTUNE @ 141

Molly Clegg has created a warm, welcoming environment with beautiful Scandinavian furniture and greenery - a sanctuary for clients to relax and unwind. Their cuts are creative and stylish but easy to manage at home. Using all environmentally friendly products, Australian, cruelty free, natural products wherever possible - Molly works to minimise our impact on the earth. She also uses her time, skills and space to give back to the community & donates one haircut a week to women at risk or have experienced homelessness, domestic violence and trauma through WISHIN. Pricing is a gender neutral structure, based on time and length of hair and offers 10% off for students and traders in Sydney Road!



MAS BARBER @ 651

The new barbers on the block tell their customers they're bringing old school back. Owner Mas loves the old meets new style in Brunswick - and his dream of creating an old school vintage looking barber shop made Sydney Road a perfect location. Handsomely decorated with vintage prints, aged wood accents and leather barber chairs they were inspired by the classic barber shop. Their signature is the (now rare) hot towel shave; you can also enjoy an espresso coffee made on site or play a game of chess boards or a round of pool. Mas and his team have created a warm friendly atmosphere, sense of taking a step a back in time. Treat yourself to a shave and a haircut today.



LONG STORY SHORT @ SPARTA PLACE

Long Story Short is regarded as one of the city's most Instagrammable cafés and they've just opened their second location in Sparta Place. They've been causing a stir in Port Melbourne with eye-popping meals such as the Tim Tam pancakes, Activated Charcoal Fish & Chips or Fairy Floss Dessert Burger. Co-Owners Ly Nguyen and Dario D'Agostino saw an opportunity to bring their unique concept of fusion flavours to the other side of town. The bright interior of white brick walls is complimented by soft-cushioned sofas, greenery and handcrafted octagonal sharing table create a welcoming space. So pop in for a coffee, available in three brewing methods: cold drip, cold brew and v60 or a very photogenic, delicious meal.



SYDNEY ^{EST 1992} BRUNSWICK ROAD ASSOCIATION

OCTOBER 2017

1/233 Sydney Road, Brunswick, Victoria

Ph: 9380 2005

info@sydneyroad.com.au | www.sydneyroad.com.au

NEWSLETTER

NEXT MEETING: TUESDAY 14TH NOVEMBER 6PM

Inside: YARRA TRAM WORKS
Disruptions 18 - 21st NOV.



SRBA Committee Members 2017-2018 (9 of the 12)

These business owners have volunteered their time to contribute to the marketing & promotional initiatives in Sydney Road, to help attract people and keep the customers coming. They also assist in representing our businesses on various issues raised, which may impact on the street. Any business is welcome to attend our monthly meetings or meet with one of the Committee Members or Manager, if you have a particular issue or topic to discuss. You may even have a great idea for an event or a promotional tool. Let us know. We're all in this together. Please contact the office 9380 2005.

TRADER STALL APPLICATIONS- REGISTER NOW! Sydney Road Street Party —SUNDAY 4 MARCH 2018

Every year you must APPLY ONLINE & let them know if you are opening APPLICATIONS CLOSE: 5 pm Friday 3 November 2017.

Apply via <http://moreland.kickerberry.com>

For further information contact: Sam Pollock on 0459 286 000 or email - sam@engineroom.tv

Talk to us if you need any ideas for a stall at the Street Party 2018.

2017-2018 SRBA NEW COMMITTEE

PRESIDENT : Tristan Anderson, Kitty Rose Couture

VICE PRESIDENT : Jessica Tolsma, Jessicakes

SECRETARY: Tony Gagaro, Property owner

TREASURER : Adam McManus, Concrete Jungle Trading

General Committee:

Dale & Sharmaine Cornell, NMBQ

John Williams Smith, Barber Black Sheep

Rohan Manuel, Jet Nail Bar

Sarah de Witt & Jess Hillbrick, Mary Eats Cake

Serhat Atlamis, Choice Accounting

David Wei, Brunswick Betta Home Living

Rohini Ratnakar, Brunswick Medical Imaging

YARRA TRAMS -SYDNEY RD & MORELAND RD INTERSECTION

November tram works & Road closures - REMINDER

Friday night 18th Nov -Monday morning 21st Nov

There will be planned works on Moreland Rd & Sydney Rd intersection. **NO TRAMS** running from Brunswick Rd to Bell St - replaced by buses. **TRAMS** will be stationed on Sydney Rd from Albion St to Tram Depot all weekend. **BUSES** will be transporting passengers North & South, along Sydney Rd until diversion at tram-works area at Cozens St & Allen St (near Moreland Rd). **CARS** (heading North) will be encouraged to take alternate route at Albion St to Melville Rd and via Bell St. **YARRA TRAMS** will be contacting all businesses by email & phone, where you can ask any questions in regards to impacts, advise of special events you may have or deliveries & work through them together. Moreland Rd will also be closed from Cameron to De Carle Streets.

CO-DESIGN UPDATE

From the stakeholders meeting 27/9/17

Any outcomes facing current users and stakeholders of Sydney Road, is extremely complex and certainly not an easy task to resolve. Vic Roads have agreed that in the future, Sydney Road will not necessarily be a main 'arterial' road and thoroughfare for traffic, so a more dynamic approach must be considered to maintain a safe and economically viable strip.

No model currently exists or is established as being the right model. We are still exploring solutions and options for improvements into the future, but engagement with the wider Community and Traders, will now be in 2018.

SCARF COMMUNITY — opportunity

If you want to partner with Scarf, you'll be helping out some great young people, showcasing your food to over 700 Scarf diners and gaining media exposure in places like The Age, Broadsheet, Peppermint media. Scarf provides hospitality training to long term unemployed young people from refugee or migrant backgrounds. They run three 10-week programs per year, giving trainees hands-on hospitality training and work experience. The program includes once-a-week Scarf Community dinners served by the trainees and co-hosted by the restaurants.

For more information visit scarfcommunity.org or email hello@scarfcommunity.org



ORDER NOTE — FYI

An all- in-one point of sale system for hospitality.

Whether you are a successful brand or a budding new business looking to gain an edge on your competition, OrderMate may help your levels of efficiency and performance. It runs and develops your entire hospitality operation. **If interested Contact:**

1300 667 067, sales@ordermate.com.au
www.ordermate.com.au



MORELAND BUSINESS EVENTS

Moreland Business & Leadership Program

WED. 25th Oct - 6pm- \$35pp

Brunswick Business Incubator -420 Victoria St, Brunswick
www.bizmoreland.com.au

Moreland Business Women's Network - Coffee Conversations

TUES. 5th Dec, 10am - 11.30am

Moroccan Deli-cacy - 313 Lygon St Brunswick East
www.bizmoreland.com.au

SHOP LIFTING: Be aware & train your staff

Recently it was reported that the local Police did a blitz on the Epping Plaza, over a 2 week period. 50 adults, yes adults, both male and female, were caught shoplifting. Most of the items were small and easily concealed. Please be aware of the potential crimes that can be committed and brush up on the advice given by Victoria Police in regards to safety and dealing with this issue. **The Business Security Information eKit** is specially developed to provide business retailers with basic crime prevention advice to reduce the occurrence and cost of crime to business and the wider community.

Visit: http://www.police.vic.gov.au/content.asp?a=internetBridgingPage&Media_ID=127911 or **contact this office on:** 9380 2005 if you would like a copy.



HARLEY DAVIDSON — CHANGES HANDS

Tenant, Owner Occupier and Landlord in Sydney Road.

Thirty Six years ago in January 1981, I opened Harley City for business at 749-751 Sydney Road. The Sher family still own the building to this day. In 1990, I purchased the block next door at 747. This side had been a used car dealership for many years with staff keeping warm in winter with a fire in a 44 gallon drum. This block had never been built on and we constructed a purpose built 2 storey showroom for our business which we occupied until 2005. At this time with more space required 762-772 Sydney Road was purchased, which was used throughout the 1980's by whitegoods retailer Billy Gyatts. Then it was spasmodically used as an entertainment centre. After a 4 month refurbishment, Harley Davidson moved across the road in October 2005. We then purchased the adjoining Radio Rentals showroom at 760A Sydney Rd. In February this year after 36 years of retaining Harley Davidsons I sold the business to Northside Harley-Davidson who now lease the premises from us. Sydney Rd with its multitude of different size frontages offered us great versatility to grow the business as and when required. Thank you Sydney Road. - **David Reidie**

ABOUT OUR BAGS — DISTRIBUTION

As many of you know our Sydney Road Brunswick branded calico bags are a huge hit with shoppers. We hand them out at events like the Sydney Road Street Party, RMIT's O-Week and Anstey Village Festival. Occasionally during holiday seasons we hand them out to shoppers on Sydney Road - promoting Sydney Road as a community-driven shopping strip. Some shops have requested these instore, but due to the 500+ businesses on Sydney Road this would mean around 3 bags per store when divided up. So handing our bags out at events and to shoppers is a more effective way to get the word out about our great shopping strip. All shops should think about reducing the amount of plastic bags they use- customers don't always need one.



YOUR PAGE ON SYDNEYROAD.COM.AU

Did you know that your business has its own page on our website? Go to www.sydneypath.com.au and enter your business name in the search bar to see your listing. If you have a new logo, short description or some photos (MAX 3) or you'd like to add or change the blurb about the business, please email us: info@sydneyroad.com.au



CHRISTMAS IS COMING !!!

2017 XMAS postcard- Greetings from Sydney Rd Brunswick!

The SRBA is producing a new postcard design for xmas 2017 & distributing them to all shops. This is a gentle reminder to receivers', that Sydney Road is a fun and exciting shopping strip to visit. Please encourage your customers to "please take some", so they might post to family & friends around the town, interstate, or even the world - for XMAS!

Sydney Road XMAS WINDOW COMP "First 50 to register- receive \$100 for decorations"



Winner 2016 - The London Drum

The SRBA is running a festive-themed window-dressing competition on Sydney Road. The first 50 entrants will be given a \$100 budget to spend on decorations! So bust out the tinsel & dress up your window - cash prize for the winner and promoting all shops entered on our social media. Register your interest via phone: 9380 2005 or email: info@sydneyroad.com.au