

NEW SHOPS ON THE BLOCK



VINYL REVIVAL @ 128

Having opened its doors in Fitzroy 2 years ago, and through the resurgence of vinyl's popularity in combination with a unique analogue audio expertise, they've been fortunate enough to expand. It was Brunswick's prevalent music scene, its culture and its people that made 128 Sydney Rd their first choice for the next VR installation. The team have a passion for vinyl and love to help out anyone who's just getting into music and are always happy to translate & explain the setup instructions for your new turntable. The vinyl on offer ranges from everything classics and the home-grown newbies. They can't wait to meet the community over fresh wax played on badass equipment. Maybe a cheeky beer as well.

THE BEAUTY & BROW PARLOUR @ BARKLY SQUARE

Recently opened, this quaint new space pampers customers with a variety of beauty services and products. Their beauticians specialise in threading, waxing, eyelash/eyebrow tinting, eyelash extensions, makeup, facial and skin care treatment, all at very affordable prices. Originally established in May 2013, The Beauty & Brow Parlour now has over 25 stores in Melbourne and Victoria as well as one each in Adelaide and Sydney. Brunswick is their latest store, but they also have plans to expand all over Australia shortly. One of those personal services you can't get 'online'!



SPORTS BLUE @ 698

Very nice to have a store on Sydney Road catering to people who love sport and fitness (especially Cricket!). The past few years Sports Blue have run a very successful online store and chose Sydney Road to open their very first brick and mortar store with sports-gear. It was an ideal location, near the city, & they exclusively sell their brand - aiming to make high-quality equipment affordable for everyone. You can find everything fitness and sports-related under one roof. This Australian based sporting retailer near Albion Street, offers a broad range of quality cricket gear and athletic apparel for men and women.



AGHA JUICE @ 848

This new juice bar, using the ultimate in fresh ingredients, can create a variety of different fruit combos to suit everyone's palette. Opening last month the team behind Agha Juice wanted to create a space for the Pakistani community in Brunswick and Coburg - but have attracted a variety of cultures through the door. Also healthy, they make their own ice cream from scratch, with flavour favourites such as mango, strawberry, pistachio, chocolate, and vanilla. They've also developed a classic Pakistani ice cream, kulfi which has a dense, creamy texture, with a hint of caramel (created from a lengthy cooking process) flavour. Ooooh just in time for summer - Agha Juice is the perfect spot for a healthy juice or handmade ice cream.



SYDNEY ^{EST 1992} Brunswick ROAD ASSOCIATION

NOVEMBER 2017

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NEWSLETTER

NEXT MEETING: TBC - TUE 5TH DECEMBER 6PM



Santa & Bronte are getting prepared for Christmas - are you?



Greetings from Sydney Road Brunswick - XMAS CARD

Encourage customers to post a few to friends & family

We've printed some specially designed Christmas greeting cards for Sydney Road Brunswick customers. When you receive the cards, please encourage your customers to take a few to send to their friends and relatives. Help get the word out! Many thanks to Gaye for letting us use their facilities @ Green Dog Bath House and to Bertencello Coffee for lending us their adorable dog Bronte, for the shoot.

SRBA- From the new SRBA President
- Tristan Anderson

It was a surprise and a privilege to be voted in as this year's SRBA President after only being involved with the association for a short time however in that time I have been very impressed with the dedication of the SRBA committee and staff (Claire and Angela) and the scope of work that the association undertakes each year.

My wife (Sam) and I own Kitty Rose Couture a pin-up / rockabilly fashion boutique on Sydney Road (full credit to Sam who really runs it). We have lived directly on Sydney Road and witnessed firsthand (and loved) the diversity of the area, Brunswick really is unique. Being determined not move too far away we now call Coburg home but as with many of you we pretty much exist along the Upfield / Sydney road corridor, everything we need is here, it's hard to find a reason to ever venture elsewhere.

For all the obvious strengths, Sydney Road is facing some significant challenges, not all of them new, but we need to be aware of them and do the best we can for Sydney road businesses.

Road congestion and safety is a major concern, with the Council, VicRoads, and well intentioned interest groups advocating for a change to on street carparking and the cycle-way we need to make sure that amenity and local businesses interests are considered.

Bricks and mortar retail has been spruiked for demise for some years now, but in my view if we are proactive and take opportunities to innovate and share knowledge then I believe there will be a resurgence of local specialised businesses that counter the sterile indifferent social experience of online trading platforms.

We have a lot to do, and many great events ahead, please don't hesitate to contact the SRBA with any ideas you have for Brunswick, All the best,

- Tristan



SRBA President - Tristan Anderson

SYDNEY ROAD FESTIVE WINDOW COMP

Huge thanks to those who have entered our festive-themed window-dressing competition on Sydney Road:

- Arbour @ 459
- Barnes @ 459
- Caseus Cheese Store @ 459
- Choukette @ 318
- Finki Handmade @ 159
- Kitty Rose Couture @ 210
- NMBQ @ 149
- Organics La Manna @ 399
- Pantheon Music Brunswick @ 456
- Raffael Ciuca @ 441 - 443
- Santa Carla @ 457
- Volaris Music @ 374



Caseus Cheese Shop - Sparta Pl

Can't wait to see you all bust out the tinsel & dress up your window. All shops participating in the competition will be named in our social media advertising as well as listed on the Festive Windows map on the website. The grand prize this year is a gift voucher to the Vue Grand Hotel in Queenscliff to the value of \$500!

INNER NORTH COMMUNITY COLLECTION FOR X-MAS

The foundation is offering to match funds collected by local traders. Sign up to receive your free collection tin and in-store signage and display them over the Christmas period. The Foundation will collect them in the New Year and match, dollar for dollar, the funds raised by local businesses, including you.



You'll be invited to a community celebration in the New Year where the Foundation will host the participating traders and the local community projects to say thank you for bringing local money to life. www.innernorthfoundation.org.au
Ph: 8689 1967

MORELAND BUSINESS EVENTS

Moreland Business Network - End of Year Celebration
 THURS. 14 Dec 2017 06:00 pm: Must RSVP
 RMIT, Building 516, 25 Dawson 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

OUR BRIDAL FILM IS ON YOUTUBE

The new Sydney Roads Bridal video is now up on our YouTube channel. The film tells two stories: an engaged couple and a bridal party shopping everything wedding on Sydney Road. We think you'll agree it exhibits our great diversity of bridal shops on Sydney Road (hard to include everybody). Be sure to share on social media and get the word out about Sydney Road being THE bridal precinct of Melbourne.

Watch on our YouTube channel: Sydney Road Brunswick
www.youtube.com/channel/UC6uaajVGwisbR6kzvdHRVBw

SPARTA PLACE JAZZ NIGHTS

You're invited to a night of music, cheese and wine at Sparta Place. Come after work !

JAZZ NIGHTS SPARTA PLACE
 @ 459 SYDNEY ROAD BRUNSWICK
 FRIDAYS IN DECEMBER: 6.00 - 8.30 PM

Come & relax for a delightful evening of cheese, wine and great jazz music. FREE or secure a table with wine & cheese plate.
 E: hello@bertoncellocoffee.com.au

Jon Delaney Trio
 with Special guest singers:

1 st	Julie O'Hara - Gypsy Jazz
8 th	Nilusha Dassenaike - Bossa Nova/ Latin Jazz
15 th	Michelle Nicole - The Swingin' Standards
22 nd	Gianni Marinucci's - Christmas Special

PRESENTED BY SYDNEY ROAD BRUNSWICK ASSOCIATION & BERTONCELLO COFFEE

SYDNEY ROAD ROAMING FESTIVE PERFORMERS

Street performers will be roaming our shopping strip on Saturdays during December. During the busiest retail month of the year these acts will bring a sense of fun and merriment for kids and kids at heart. So keep an eye out for The Singing Christmas Tree, Christmas Baubles, the Brunswick Women's Choir & the Christmas Cowboy.



SYDNEY ROAD SHORT FILM COMPETITION

This biennial event will be held in April 2018. Talented filmmakers will be submitting short films to be screened over the week long event. Providing a great night out for all with creative storytelling techniques, there are two categories - **Sydney Road open genre category** with a \$3,000 cash prize

- **Music Video category** \$1,500 cash prize, which ties in to the vibrant live music scene along Sydney Road. A \$500 encouragement award will also be determined by the judging panel.

If you are a budding film maker or know of one - expression of interest are now open. **Go to www.sydneyroad.com.au/short-film-competition for more information.**

SYDNEY ROAD Short Film Competition 2018

SCREENING IN SYDNEY ROAD VENUE APRIL 2018

\$3,000 PRIZE
 OPEN Category - Best include some aspect of Sydney Road Brunswick & Surrounds

\$1,500 PRIZE
 MUSIC video - Brunswick Themed
 \$500 Encouragement PRIZE

Submissions by 31st MARCH 2018
 ALL films in OPEN & MUSIC Category can be any genre, but a MUSIC genre.

REGISTER YOUR INTEREST: info@sydneyroad.com.au
 PHONE INFO: www.sydneyroad.com.au
 @SydneyRoadBrunswick

JOIN IN THE 9TH SYDNEY ROAD SHORT FILM COMP 2018

INNER CIRCLE MAGAZINE
 6 month DOUBLE PAGE advertorial

SYDNEY ROAD The Sydney Road experts

SYDNEY ROAD A unique shopping strip... with all your health, wealth and legal needs...

The Build & Repair

Take the No. 18 train from City to the Sydney Road to Jewell, Brunswick or Ashtory Station

• Handy & financial services
 • Medical & health
 • Legal & estate agents
 • Chartered & community services
 • Property gys & planning
 • Kids gear & creative toys
 • Fitness & leisure
 • Food, bar & entertainment

The SRBA has been advertising for the past months with a full page in this new café mag. Inner Circle. We've been pitching the medical aspect, professional services, and a few 'fix-it' places in the strip. We have now partnered with the mag for 6 mths, which is distributed locally in Brunswick, Northcote, Fitzroy & Carlton areas. They'll be presenting some tips & stories from some of our individual businesses on a variety of topics. December issue highlights some xmas tips from some of our foody outlets- check it out.