

SYDNEY EST 1992

Brunswick ROAD

ASSOCIATION

AUGUST 2018

1/233 Sydney Road, Brunswick, Victoria

Ph: 9380 2005

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

  @sydneyroadbrunswick

NEWSLETTER

NEXT MEETING | AGM: TUE. 14TH AUGUST

**6PM @ Duke of Edinburgh Hotel
L1/430 Sydney Road Brunswick**

ART ON THE WALLS
- Inside shops



A mix of all things Sydney Road

Its amazing what you find in Sydney Road sometimes and above are some beautiful samples of what Art can be discovered on the walls, from the inside ! Our photographer, Nicole Cleary has been out and about gathering some great snaps and capturing the atmosphere you find in some of the restaurants and venueswarm cosy and quite exotic !

AGM (ANNUAL GENERAL MEETING) - SRBA

Tuesday 14th August 6pm - RSVP 10 August

The Duke of Edinburgh L1 / 430 Sydney Road.

Come along for a drink, a bite & catch up on what the SRBA has been doing in 2017-2018. This year has seen many challenges in retail and with many issues still on the table for our strip, we continue to represent the business sector as best as possible, along the way.

But have you thought about coming on board ???

SEEKING COMMITTEE MEMBERS AND SUPPORT FROM THE STREET.

Come Join us at the Table!

Getting different heads together from various sectors and different ends of the street is a perfect way to balance initiatives and projects, issues and outcomes. The basic commitment is 2 hours of an evening 6-8pm monthly....with the odd coffee

meeting, maybe only 3 times a year. You get to meet others in the street and help us understand your problems and maybe even implement your ideas. Previous Committee members would really appreciate other businesses taking a turn and contributing. It's actually a lot of fun when we venture out and get to see the restaurants in the street. **Contact us: 9380 2005**



SRBA COMMITTEE MEMBER

Adam McManus - SRBA Committee Member 2018

After attending a meeting of the SRBA two years ago, purely as an observer, I ended up leaving a fully signed-up committee member. I am so glad I attended that meeting as previously I had no idea how much hard work went in behind the scenes, on behalf of the traders on Sydney Road. Having the chance to be involved with decision making and shaping the future of a street I not only trade on, but care about as a local resident, has been rewarding. Sydney Road has such a diverse set of businesses and people and it would be great to see more local traders get involved in SRBA meetings on a regular basis because, as a collective, we can continue to make Sydney Road a great place for small business to thrive.



SOCIAL MEDIA

SRBA Social media - Sonja Adelle

It's become much harder this year for businesses to reach their customers on Facebook due to major changes that have happened to the news feed. Less posts will be shown from businesses, brands and media. You have probably already noticed a huge drop in your organic reach which is said to be on average as low as 2%. To put that in perspective if you publish a post on a Facebook page that has 1,000 fans, only 20 of those fans are likely to see it. The biggest tip for businesses to prevent this loss in reach is to encourage engagement on your posts. That's likes, comments, reactions and shares.

Do:

- Craft posts that naturally strike up conversation
- Discuss relevant topics
- Use quality images and videos
- Respond to comments quickly and start discussions
- Post customer success or reviews
- Post at times when your fans are more likely to be online
- Tag when mentioning a person or a business
- Boost your posts that are already getting good engagement
- Use Facebook ads for your more sales orientated posts

Don't:

- Use post bait like "Tag a friend", "Comment if"
- Focus on quantity of quality
- Publish low quality images
- Always write sales posts
- Be silent on your Facebook business page

SMALL BUSINESS FESTIVAL - Month of AUGUST

State Govt. of Victoria business events

This is the annual month-long program comprising of hundreds of business events all around Victoria Australia.

Tues. 7th AUGUST- Survival tips- Commercial Leasing:

This could be valuable for those about to renegotiate a property lease. www.business.vic.gov.au/events

MORELAND BUSINESS EVENTS

Moreland Business Women's Network - Coffee Conversations

TUES. 7 AUG - 10am - 11.30am

The Spot Café, Shop 6/14-20 Nicholson Street, Coburg
Subject - BALANCE - The Pursuit of Balance while running a business. Speaker - Natalie Moore - Be Moore.

TUES. 4th SEPT - 10am

Cafe Stradina, 22 Eileen Street, Hadfield

ATO - Tax Essentials for Small Business

TUES. 21 AUG - 09:30am

Brunswick Business Incubator, 420 Victoria Street, Brunswick
ATO - Record Keeping for Small Business

TUES. 28 AUG - 09:30am

Brunswick Business Incubator, 420 Victoria Street, Brunswick

These free workshops will show you online tools for reporting and resources that can help you, as well as being a great chance to network! To register for any of these events, go to:

www.bizmoreland.com.au



WRITERS CONTEST & CUP 2018

THURS. 23rd AUGUST – 7:00pm
@ BASCO – 307 Sydney Rd.

The Sydney Road Writer's Contest and Cup is returning for 2018; Yes the infamous hand-crafted Cup is up for grabs for another year! It's the perfect entertainment whilst taking a welcome break from the chilly winter work-week.

Last year, more than 25 poets and storytellers took to the stage to share their creative talents. The audience was really captivated by the content and amazing expression portrayed by the performers. The jam-packed event included touching biographical performances, fantastical recitals, and absurdly funny routines. Newcomers to spoken word had the chance to mingle with some of the community's veteran performers, and take their first shot at the special cup alongside yearly competitors, all within a cheerful environment. **Registrations on our website.**

Join us for a super fun night.



MORELAND LIQUOR LICENCING FORUM

Brunswick Police Station - July

The Brunswick & Fawkner police hold a meeting for licenced venues and clubs in Moreland, 3-4 times a year. It is held at the Police station or the Moreland Council and sometimes at a venue. The Inspector (currently Brian Matthews) updates the group on crime stats, incidences, domestic violence, theft and those issues occurring in the street. Seems like Brunswick has been behaving itself lately and no related issues with venues!

On 31st July, Michael Sloan ran through many elements of safety and first aid training for the group, with one message that really resonated with me for every shop, business and venue.

HAVE YOU GOT an accessible FIRST AID KIT handy, stocked up and in a location that everyone knows where it is and can get to it.

HAVE YOU thought about a DEFIBRILLATOR for your business? Do you have older clients/ customers? Does a member of staff have First Aid training? You could save someone's life by having one of these machines, especially if you have a lot of older customers. There is also a Phone APP where you can find the nearest location that has a defibrillator- if they have registered it. Have a think about it.

SPACE ANIMATION

This is a project we are working on with 'Thriving Places' who work to activate vacant shops, in order to prevent vandalism, graffiti and posters being plastered on the facades and aim to attract new interest and obviously, new tenants. Our idea is to CLEAN UP, ART UP, POP UP and FILL UP those often dilapidated and targeted shop fronts. The vacancy rate in Sydney Road, is back to about the same as in 2010, but the areas mostly effected have shifted slightly. Pictured here, shop 62, in the southern end was one of many vacancies in that first block, where they have experienced a run of businesses moving out. The closing of Bridie O'Reillys has impacted greatly- as our 'gateway' becomes a wall of posters and graffiti. The narrow tunnelling of trams, cars and bikes with many pedestrians crossing each way there does not create a safe and ambient entrance to the strip and where parking is very limited or unknown.

So this is the first shop to be cleaned off and had art installed, whilst they renovate over the next couple of months.

Anyone with a vacant shop, wanting to improve the look and attract potential businesses, please contact us.



INSTAGRAM AMBASSADOR POSTS



Sydney Road Instagram Ambassadors

The SRBA has so far engaged 4 Brunswick locals to be out and about shooting interesting shots in Sydney Road. We've had some really good responses on our Instagram. People are loving it! We're pleased to keep the project going for a bit. Thanks to Matt, Grace, Supermarioninjatown and Kayley for sharing their personal experience of the area. See what our amassadors are posting @sydneyroadbrunswick

NEW SHOPS ON THE BLOCK



ZERYA @ 157

Zohre and her team are proud to offer an eclectic and growing range of high quality women's and men's fashion ranging from super comfy rope sandals from Turkey's Aegean coast to European smart casual outfits at an affordable price. Their mission is to have your fashion needs covered in style. Beginning as an online business (zerya.com.au) conceived and brought to fruition in Brunswick, it was a natural step to open a store on Sydney Rd a creative and multicultural space that reflects the love of diversity Zerya embodies

STILL GOOD RECYCLED @ 513

Maddie's focus is on making a small, casual space with affordable second hand streetwear that's a little different from what's already out there. Not set on a particular style or vintage certification; just whatever she thinks still has some life in it and that people will like. For the past five or so years, Maddie has been selling clothes online, at garage sales, markets and various other outlets, only recently setting her sights on finding a spot on Sydney Road. Maddie has been thrilled not only to witness, but contribute to a cultural shift surrounding more conscious and environmental shopping.



STENCIL BROTHERS @ SHOP 1 / 650 (FORUM ARCADE)

Bernard & Alessio met at university and bonded over fun shirts and crazy ideas. Last year, they were cutting out stencils by hand to make one off designs for themselves and friends. Demand was so high that they felt the need to look into the professional and industrial side of printing. A year later, they have set up Stencil Brothers which is a screen printing studio where they print designs on garments ranging from shirts, totes, hoodies, tea towels, coffee cups and more. They are all made locally here on Sydney Road. They've also set up a clothing brand called Stencilbae which features their artwork!



HIMALAYAN CAFE @ SHOP 21 / 661 (B'WICK MARKET)

Nestled in the heart of Brunswick Market is Himalayan Café; serving tea, coffee, Asian dumplings, muffins & sweet treats. Pabi chose to locate her business here due to the community feel within the market and the busy, bustling nature of Sydney Road just outside the doors. Since they have been trading here, they've become so enamoured with the area and local community that they're also considering moving nearby! Very authentic food made on the premises with all the love you can imagine. Definitely a lunch break choice.

