

SYDNEY EST 1992

Brunswick ROAD



ASSOCIATION

OCTOBER 2018

1/233 Sydney Road, Brunswick, Victoria

Ph: 9380 2005

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

  @sydneyroadbrunswick

NEWSLETTER

NEXT MEETING: TUE. 13TH NOVEMBER

6PM @ MORELAND HOTEL 890 Sydney Road, Brunswick

**SYDNEY ROAD SHOPPING BAGS
ORDER NOW!**



Who could this be? Meet SPARKLY BEAR!
Exciting installation @ Barkly Square by Gillie & Marc Art

STREET PARTY EXTENDS to BRUNSWICK ROAD in 2019

Any traders wanting to open or extend out, **MUST** fill in the application, online.

STALLHOLDERS APPLICATIONS - Sydney Road Street Party 3 March 2019

Applications close Sun. 11th NOV - ONLINE ONLY- www.moreland.vic.gov.au/events

- Includes Traders with a business on Sydney Road, between Brunswick Road and Victoria Street
- Food and beverage stallholders / Artisan and general merchandise stallholders
- Community groups and not-for-profit stallholders

Apply now to be part of Melbourne's biggest Street Party!

SECURITY KITS AVAILABLE

Brunswick Police have Security Kits available for businesses – covering issues such as Theft, CCTV, Cash Handling, Vandalism & Securing your Business. This could also be helpful to your staff. Call us if you'd like one: 9380 2005



MANAGER - Claire Perry

During September I took some much needed leave and travelled overseas. It was so inspiring to see what the rest of the world are doing, whilst perusing a variation of shops and seeing their amazing windows. There's no doubt that the quirky, colourful shops that pay attention to their displays, attracted more people. (Some examples below) I discovered an amazing food Market in Barcelona, with an exotic array of foods and tapas with plenty to taste and sample. Their presentations of produce alone, were eye catching and appealing. You realise that there's always a little more you can do to 'sell' your product. I noted the lack of graffiti & billboard advertising, which made it very pleasant walking around with less 'visual pollution'. We're very lucky that Australia is so popular as a destination, especially Melbourne. We aim to encourage tourists here to Sydney Road, as I believe we have a lot to offer. Our attraction is our multicultural destination, the exciting mix of shops and great vibe.



TRADERS MEETING HELD - Tues. 9th Oct.

This was a special meeting held for Sydney Road traders, by the Transport & Parking Strategy project Manager, Alex Sheko from Moreland City Council. He outlined the main points on the parking strategy- which could impact Sydney Road and surrounding streets. Our Committee attended, along with 16 other traders, who asked several questions and raised many issues that could be detrimental to Sydney Road. I also attended the Submission hearing on Wed. 17th Oct.

WORKSHOPS

SRBA organised more workshops again this Sept-Oct school holidays. Thanks to all the business who took part – Ratio Cocoa Roasters, Deans Art & Brunswick Flower Hub. If you have an idea for an in-store event or workshop, please contact us: 9380 2005



Workshop – Brunswick Flower Hub

MORELAND COUNCIL

-WHOLE STREET GRAFFITI CLEAN-UP

What a lovely surprise to be informed that the MCC clean-up team will be working from Brunswick Rd to Moreland Rd, to remove and clean-up all that rotten tagging on shop fronts. Please see the letter to all business and property owners- and contact them, if you do not want your shop touched, if there is any graffiti on it.



MORELAND BUSINESS EVENTS

ATO - Tax Essentials for Small Business

Tues. 20th Nov, 9:30 am

Brunswick Business Incubator - 420 Victoria St., Brunswick

ATO - Record Keeping for Small Business

Tues. 27th Nov, 9:30 am

Brunswick Business Incubator - 420 Victoria St., Brunswick

Moreland Business Women's Network - Coffee Conversations

TUES. 4th Dec, 10am - 11.30am

Small Axe Kitchen - 281 Victoria St., Brunswick

More info & register at: www.bizmoreland.com.au

FESTIVE ART ON THE WINDOWS

Sat. 1st DECEMBER- 10.30-4.30pm

The very popular Art on the Windows project is being repeated in December- but with a Festive Windows theme....all along Sydney Road – if we get the Artists. They will be given some guidelines and an area on the window (either a strip or a square or a position) to create something wonderful for the festive season. LET US KNOW if you'd like some of your window painted.



FESTIVE HAMPERS FOR SYDNEY ROAD FACEBOOK PROMOTION

- SEE NOTICE INCLUDED

This year we are hoping to get some amazing hampers ready for Christmas and for advertising on our Facebook... with your help of course. The Association will offer a subsidy for goods and vouchers donated, to raise the value of the hampers. Each shop will then be included in Facebook ads and tagging. Collection of items/vouchers will be during Nov.



BRIDAL EXPO & BROCHURE

The SRBA represented our bridal precinct for 3 days at the Melb. Wedding & Bride Expo (5-7 Oct), handing out the new Bridal brochures to hundreds of brides-to-be, along with their friends & families. The Sydney Road Bridal Brochure lists over 100 shops associated with the bridal industry. We'll soon be delivering the new brochures to businesses along Sydney Road, in preparation for the upcoming wedding season!



Bridal precinct brochure



EXPO at Melb. Exhibition Centre

SPARTA PLACE JAZZ NIGHTS

– 6 Friday nights.

After a popular 2017 run, Sparta Place are presenting their atmospheric nights again.... amongst the trees. All with wine, cheese and exceptional Jazz music. The main Band will commence at 8pm, support Band from 7pm with the boutique shops also opening. DATES : FRI 16/11, 23/11, 30/11, 7/12, 14/12, 21/12

Table bookings : (includes wine & cheese) –

www.bertoncellocoffee.com.au



Sparta Place Jazz Night - Dec 16th 2017

SYDNEY ROAD SHOPPING BAGS

SRBA are confirming your orders for the new Sydney Road calico bag- now with a funky map on one side.



COST: \$3 RRP: \$5 – sold in packets of 25

Delivery expected 15th Dec.

ORDERS: info@sydneyroad.com.au

NEW SHOPS ON THE BLOCK



SWEET GREEN CAFÉ @ SH. 18 / BARKLY SQ.

Sweet Green Café has recently opened at the back of Barkly Square, to give customers a casual place to sit back and enjoy a coffee. The Café is run by a local Brunswick family, with over 50 years of hospitality experience! They offer assorted goodies from gelati to cakes and focaccias, all homemade. They are looking forward to summer in Sydney Road (and Barkly Square) with all the locals and visitors to the area!



GREENER HOUSE @ 95

Maggie and Joshua noticed a gap in the market for quality, yet good value, interior plants. They started their business in Brunswick, selling plants from the front courtyard of their unit. Word soon spread and there were 300-400 people popping by their yard every weekend – hence the need to expand! The team opened a warehouse in Collingwood and have now chosen to open a store in Sydney Road, as they love the area and the locals. They are looking forward to collaborating with other like-minded businesses in the future!



BELLE MARIEE BRIDAL @ 529-531

Ash has recently opened the doors at Belle Mariee Bridal, and what a lovely looking store it is – with a double-frontage onto Sydney Rd., beautiful fittings and a spacious display area. There are many gowns on display, along with jewellery and accessories to complement them. The store is located in the heart of the bridal precinct on Sydney Road and is a very welcome addition, just in time for bridal season!



WORKWAYS @ SH. 2 / 601

Workways Australia is a not-for-profit employment services agency that started in regional Victoria nearly 30 years ago. Their team in Brunswick provide free recruitment services to employers, and support jobseekers with disability in the community. They can also provide support in your workplace to existing workers with disability through their WorkAssist program. It is their mission to deliver positive economic and social benefits to the community by enabling people to participate in the workforce, develop their potential and contribute to society.